



MISSOULA, MT

TOTAL POPULATION

69821

POPULATION DENSITY

2416.0

TOTAL AREA (sq. miles)

28.9

OF LOCAL BICYCLE FRIENDLY BUSINESSES 1

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES 1

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Platinum	Missoula
High Speed Roads with Bike Facilities	INSUFFICIENT DATA	47%
Total Bicycle Network Mileage to Total Road Network Mileage	80%	29%
Bicycle Education in Schools	GOOD	EXCELLENT
Share of Transportation Budget Spent on Bicycling	14%	UNKNOWN
Bike Month and Bike to Work Events	VERY GOOD	EXCELLENT
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS AT LEAST ONCE A MONTH	MEETS AT LEAST MONTHLY
Bicycle-Friendly Laws & Ordinances	VERY GOOD	AVERAGE
Bike Plan is Current and is Being Implemented	YES	PLAN IS UNDER DEVELOPMENT
Bike Program Staff to Population	1 PER 19K	1 PER 12K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	7 / 10
EDUCATION <i>Motorist awareness and bicycling skills</i>	7 / 10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	8 / 10
ENFORCEMENT <i>Promoting safety and protecting bicyclists' rights</i>	3 / 10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	6 / 10

KEY OUTCOMES

	Average Platinum	Missoula
RIDERSHIP <i>Percentage of daily bicyclists</i>	13.6%	5.7%
SAFETY MEASURES CRASHES <i>Crashes per 10k daily bicyclists</i>	100	295
SAFETY MEASURES FATALITIES <i>Fatalities per 10k daily bicyclists</i>	0.4	0



KEY STEPS TO PLATINUM



» The new Draft Bicycle Master Plan sets the stage for continued improvements in Missoula. Ensure that this plan is supported by a broad network of public and private partners so that it can be implemented quickly. Building a supportive network of coalition may also support the creation of a funding stream for the Bicycle Master Plan and any other associated improvements that support people choosing to bike and walk in Missoula.

» Congratulations on opening the Missoula to Lolo Trail and the inaugural Montana Bicycle Celebration! The opening of a trail 23 years in the making is a strong indication of the long-term commitment of Missoula to improving conditions for bicyclists and creating memorable and exciting places to bike.

» Scale up encouragement efforts aimed at individuals and

businesses to help people understand the bicycle network in Missoula and how the advantages to choosing to bike rather than drive for short trips. A Transportation Demand Management may help shift people to biking, walking, and transit.

» Clearly communicate progress on bicycle plans and other key metrics to inform citizens about the accomplishments and return on investment of improvements for bicycling and walking. Annual benchmarks or other dashboard-style reporting may help people see change in your community.

» Continue efforts to count bicyclists utilizing several methods of data collection to create an understanding of current bicyclists and the effects of new facilities on bicycling.