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For Immediate Release
Contact: Jennifer Thompson
406-258-4962
jthompson@co.missoula.mt.us
Missoula In Motion

Transportation Best Practices Award Winners Announced *Garden City Gondola crowned 'Grand Champion'*

MISSOULA, MONTANA - February 3 - Congratulations to Garden City Gondola, Grand Champion winner of Missoula In Motion's 2010 Transportation Best Practices Award. In an award luncheon held earlier today at the Holiday Inn - Downtown at the Park, Garden City Gondola was honored with Missoula In Motion's annual, highly-coveted award, cash prize and specialized marketing campaign.

Garden City Gondola encompasses all the categories and represents the spirit of the Transportation Best Practices Award in all their efforts. Through the provision of a sustainable transportation service, they are able to not only meet a transportation need within the community, they are able to educate and model sustainable transportation practices. From the creation of the pedicabs (hand-built from recycled bike parts and other repurposed materials) to the "pay what you can" fee schedules (everyone is transported, regardless of their ability to pay), sustainability is built into all their practices and decisions. Patrons' use of the gondolas reduces greenhouse gas emissions, decreases traffic congestion, and alleviates parking pressure. The gondolas presence on the streets acts as a constant, visual reminder of bicycling as a viable and economically-sound transportation practice. Garden City Gondola will use the funds to increase their capacity to serve Missoula through construction of a new, lighter aluminum-framed gondola and additional gondolistas.

Winning the Business Champion award, Sussex School was recognized for their adoption of a Sustainable Transportation Plan as part of their campus improvements. This plan includes a family residence map that shows where Sussex families live around town, which bus lines and bike paths run through those neighborhoods, and includes phone numbers for car-pooling contacts. Their location near a Mountain Line route allows students to ride public transportation for their daily commute to school and also for off-campus learning opportunities. Lessons about sustainable transportation are embedded into the curriculum so that the message is reinforced every day in a variety of ways throughout a student's tenure. Sussex School will also receive a cash prize and they plan to use it to further their efforts to make sustainable transportation safe and easy for student use. Priorities include additional adult supervision for escorting students to and from the Mountain Line bus stop, bikes and helmets for students, and additional bike racks.

Spirit at Play Early Childhood Program was named the Community Champion for taking an integrated approach to sustainable transportation. Spirit at Play focuses on a variety of transportation modes when educating children, families, and their employees. A conscious choice was made to locate the facility on a Mountain Line bus route and in a very walkable and bikeable part of Missoula (Stephens Avenue). Children and their families are immersed in sustainable transportation through the use of busses and carpools for field trips and general transportation to and from school as well as monthly bike days where students bring their bikes and learn about safety. The staff model the use of sustainable transportation through the use of the EZ Pass Program, biking,

walking, and carpooling to work. Sustainable transportation is integrated into the curriculum and its use is "the norm" and not "the exception," as Spirit at Play believes this is critical for life-long adoption of these behaviors. They plan to use their cash prize to strengthen their programs through the addition of covered bike parking, education and support for families' use of Mountain Line, and incentives for family and staff use of sustainable transportation for their commute to work/school.

Winning the Employee Champion award, Ecology Project International staff members share responsibility for their inventive monthly commuting contest (including the October costume contest and December food/commute drive). There is a high level of participation in Missoula In Motion's *Way to Go! Club* and *Momentum* Programs. Employees also receive a daily bonus and monthly award for the greatest number of sustainable commutes. Sustainable transportation is very visible and apparent - each day employees post their means of transportation in a public area, a communal bicycle is parked out front for use by staff, and bus schedules are front and center in a public area available to everyone in the building. Staff at the Missoula office also model sustainability for the other organizations that share the Swift Building with them. They plan to use their cash prize to further enhance their employee transportation program and monthly commuting contests.

Thanks to all our nominees for the work they do to reduce traffic congestion and improve Missoula's air quality. 2010 nominees included the Downtown Streetscape Consortium (City of Missoula and its Public Works Department, Missoula Redevelopment Agency, Missoula Parking Commission, Missoula Downtown Business Improvement District, Missoula Downtown Association, WGM Group, Western Excavating, Knife River), Holiday Inn Downtown at the Park, Missoulians on Bicycles, Inc (MOBI), Missoula Osprey, Missoula Parking Commission, Mountain Line, Rocky Mountain School of Photography, and the USDA Forest Service. If you are interested in building a better commuting program at your workplace or organization, contact Missoula In Motion.

Special thanks to our Transportation Best Practices Award Luncheon sponsors: Allied Waste Services and NorthWestern Energy.

Garden City Gondola's television commercial will air beginning in May on our local television networks.

About Missoula In Motion

Missoula In Motion (MIM), a program of the Office of Planning and Grants, was founded in 1997. MIM strives to educate Missoulians on their transportation options for both school and work commutes. Through various outreach projects and events, including the Way to Go! Club, MIM promotes the many sustainable transportation options offered in the Missoula community in an effort to reduce congestion, pollution and stress, while promoting both individual and community health.

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