



NEWS ADVISORY  
April 17, 2019

## **Commuter Challenge Aims to Curb Greenhouse Gas Emissions One Sustainable Commute at a Time**

Missoula's 2017 Greenhouse Gas Emissions Inventory found that transportation contributed 37 percent of the Missoula Valley's emissions footprint. Missoula In Motion's Commuter Challenge aims to change that by changing how Missoula commuters get to and from work. The spring Commuter Challenge is a good place to start.

The spring event challenges employees in more than 100 Missoula workplaces to travel to work using a sustainable mode of transportation from May 5 to May 18. That includes taking the bus, biking, walking, carpooling or riding vanpool. The head-to-head competition among workplaces of similar sizes offers awards and fun prizes for individuals and workplaces that achieve the greatest impact.

The goal is to entice people who may not otherwise use sustainable modes of transportation to try it at least once during the two-week-long competition.

"It's a really fun way to get employees to re-think the way they get around and to consider ALL of the transportation options available to them," said program coordinator Katherine Auge. "Ultimately, it benefits everyone when an individual chooses to try walking, biking, busing or carpooling to work rather than driving alone in a vehicle. The best part is the competition that forms among groups of employees to see how many sustainable trips they can rack up. Everyone wants to win."

Commuter Challenge participants can get started at the City of Missoula's Missoula in Motion web page at <https://www.missoulainmotion.com/>. Missoula In Motion's Way to Go! The commuter app, available at [MissoulaInMotion.com](https://MissoulaInMotion.com), allows participants to track not only

sustainable commutes but also the number of dollars saved and amount of CO2 diverted with each sustainable trip. Once participants register for the Way to Go! Program online, they'll receive instructions on how to download the app on their phones.

The Challenge will launch with an event on Monday, May 6, at Bayern Brewing at 1507 Montana St. from 5 - 7 p.m. Challenge participants who arrive via a sustainable travel mode will receive a free first beverage.

**Contact for interviews:**

Katherine Auge, Program Coordinator

Missoula In Motion

City of Missoula

Katherine Auge: 406-552-6731; [kauge@ci.missoula.mt.us](mailto:kauge@ci.missoula.mt.us)

#