



Your Mountain Line, Your Future

Getting there is half the fun
#RideTheLine

There are some exciting changes coming to Mountain Line in 2015. New programs from the voter approved 2013 Mill Levy including more frequent and later service, is being introduced alongside a Zero-fare demonstration project. These new programs are sure to get you excited to hop on board. Missoula is quickly becoming a national example of what small urban transit can look like, which is something Missoula can be proud of. These new services help students get to class, commuters get to work, and keeps older folks and people with disabilities active and mobile all of which benefit us all.

Mountain Line's 15 minute Bolt! service has been extremely popular on Route 1 and is now expanding to Route 2! That means that Missoulian's can get to places like Target, The Good Food Store, and Southgate Mall without having to check a schedule. In addition to Bolt! service, Mountain Line is kicking off Late Evening service Monday-Friday until 9:50 at night on routes 1, 2, 6 & 7. Finally, additional support for Paratransit services will make sure older Missoulian's can get around town.

In response to community requests, Mountain Line will also launch a three-year zero-fare demonstration project. No matter who you are, you will be able to access our community bus service without paying a fare. Mountain Line's 14 community partners support zero-fare community bus service because it will increase ridership, help our buses operate more efficiently, and make better use of transit dollars. Research from the 39 communities with zero-fare systems indicates that ridership will increase from 20% to 60% in a matter of just a few months, and even more in some areas.

Funding for this project has been provided through a private-public partnership involving our 14 community partners.

- The University of Montana
- ASUM Transportation
- City of Missoula
- Missoula Metropolitan Planning Organization
- Homeword Inc.
- Missoula County Public Schools
- Saint Patrick Hospital
- Community Medical Center
- Missoula Downtown Association
- Missoula Aging Services
- The Missoulian
- Missoula County
- Parking Commission
- Southgate Mall

When Mountain Line implements Zero-fare community bus service at the same time as Phase II improvements (Late evening and Bolt! service) the total ridership increase is estimated at a conservative 400,000 rides by the third year following implementation. That's a 45 % ridership increase benefiting us all.