

MISSOULA TRANSPORTATION OPTIONS ACTION PLAN

What is this project?

Missoula is a growing and diversifying community. Since 2012, the city has grown by 5,400 people, and by 2035, nearly 17,000 more people are projected to live in Missoula.² More than 1,000 new housing units were added to Missoula's stock in 2019 and 2020.³ Thousands more units will be needed to meet the increasing demand. If we continue our current habit of primarily driving alone, our streets will not be able to accommodate the increase in demand. The result will be more traffic, poorer air quality, and increased safety concerns.

To accommodate growth sustainably and efficiently, the City of Missoula and the Missoula Metropolitan Planning Organization (MPO) have ambitious goals to get more people walking, biking, taking transit, and sharing rides while increasing access to affordable housing. The Transportation Options (TO) Action Plan will help Missoula achieve these goals by exploring three topics:

1 TO Programs

Expand and improve Missoula's existing transportation options programs through innovation and examples from peer cities.

2 Incentives & Requirements

Explore ways to require and/or incentivize developers and employers to implement transportation options programs.

3 Districts & Partnerships

Assess creative approaches to delivering transportation options, including unique programmatic partnerships and corridor- or district-based programs and funding.

¹ American Community Survey 5-Year estimates (2007-2012 and 2014-2019)

² Our Missoula City Growth Policy: 2035

³ Population growth, development prompts changes to Missoula's six election wards* Missoula Current, February 18 2021. Available at <https://missoulacurrent.com/montana-today/2021/02/population-election-wards/>

What are Transportation Options?

Transportation options (TO) strategies expand the opportunity for convenient, affordable, and accessible options to get people where they need to go. This could include transportation services and amenities; active transportation such as biking, walking, and rolling; parking management; multimodal subsidies; and education to help people bike, walk, take transit, and share rides for more trips.



Why do we need this project?

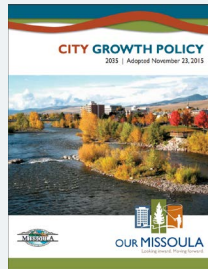
Missoula is growing. We need creative ways to use our existing infrastructure to efficiently move more people and goods.



Adopted City policies and plans set the stage to enhance transportation options programs, policies, and requirements.

The City Growth Policy calls for:

- Accommodating new growth and redevelopment by providing transportation options and infrastructure
- Planning for the effects of parking, accessibility, and transit







The 2021 Long Range Transportation Plan calls for:

- Improving the safety and convenience of biking and walking
- Connecting destinations with sustainable travel options
- Increasing access to high-quality and high-frequency transit stops and routes



The vast majority of Missoulians drive alone to work. We need to take bold action to achieve our transportation goals.

-  Reduce drive-alone commute share to **34% by 2045**
-  **Triple** bike and walk shares and **quadruple** transit share by 2045
-  Reduce drive-alone commute trips by **20,000 by 2045**
-  Achieve a **small increase** in carpool and work from home

Housing affordability is a concern for people across the income spectrum. We need to reduce the cost and time needed to bring new housing to the market.



The 2015 Missoula Community Climate Smart Action Plan set a goal of carbon neutrality by 2050. One of the best ways to reduce our community's greenhouse gas emissions is to increase trips made by walking, biking, transit, and other sustainable modes.

Today, the City has limited policy tools at its disposal to require or incentivize new development or employers to implement transportation options programs and services.



How can TO help Missoula meet its goals?

This project can benefit Missoula by:



Attracting and retaining tenants and employees

Provide easy and affordable transportation options that residents and employees want.



Reducing congestion and traffic

Spend less time sitting in traffic and get where you need to go on time.



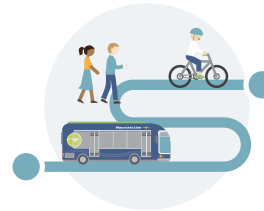
Promoting sustainability

Lower greenhouse gas emissions with fewer vehicle trips.



Improving community health and wellness

Make streets safer for everyone, and get more people walking, biking, and breathing clean air.



Enhancing equity and choices

Reduce personal transportation costs and increase quality transportation options for people who are particularly dependent on transit and other options to get around.



Decreasing development costs

If less parking is needed, construction costs will be lower.



What will we develop?

1. A TO Action Plan to guide City staff and its partners

We'll develop a TO Action Plan to guide programs and investments across the city that emphasizes:



Equity – Expand access to opportunities for communities who rely on transportation options, and improve transportation and housing affordability.



Flexibility – Provide a range of choices for developers, employers, or other partners to implement transportation options.



Ease of implementation – Be reasonable about what's possible within existing resources, staff capacity, and expertise.



Clear and objective requirements – Offer flexibility and choice to achieve a clear outcome.



Collaboration – No one group, department, or agency will bear the sole burden of enhancing transportation options programs in Missoula.

2. An assessment of the City's existing parking requirements

We'll review the City's existing parking requirements and make recommendations for future parking code updates.



3. Priority code amendment recommendations

We'll recommend TO-supportive updates to City regulations that will be considered in the upcoming comprehensive City code reform initiative.



Who will we engage with?

This project is being guided by both City of Missoula staff and stakeholders likely to be affected by changes to regulations or city code. Over the six months, we will gather input from developers, employers, transportation options providers, property managers, housing advocates, and others with a role in implementing the recommended policies, programs, and requirements. Input will be solicited at key milestones in the project process to inform recommendations.



What's the project schedule?

