

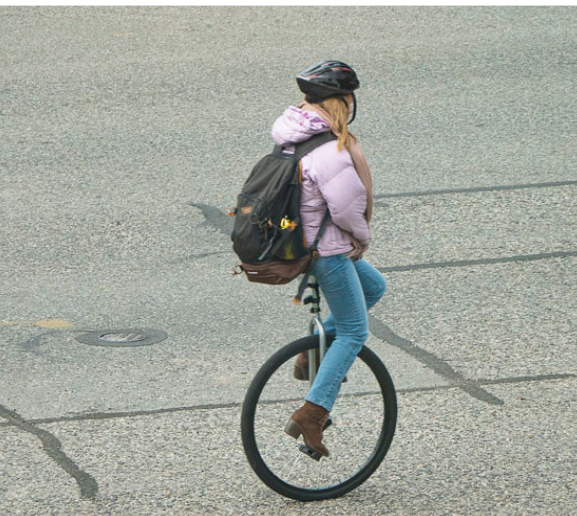
GoGallatin Annual Report



July 1, 2023–June 30, 2024



A USDOT SURTCOM Project



Introduction

Everyday, people can choose what form of transportation they use to get to work, to play, or to other activities around the Gallatin Valley. We want that choice to include sustainability, so GoGallatin works to promote sustainable transportation options for all people in our corner of Montana.

Now entering its fifth year operating under the name and branding of GoGallatin, the program and platform, managed by staff at the Small Urban, Rural and Tribal Center on Mobility (SURTCOM) at Western Transportation Institute, continues to grow—engaging new partners, new users, and new funders. So too does the population of Gallatin Valley, and the transportation needs of its residents and visitors.

Over the past year, GoGallatin has fostered strong working relationships with the City of Bozeman, Big Sky SNO, Briger Bowl, Big Sky Ski Resort, and Montana State University. There will be slight changes in the management of the program over the next year but we will still be providing access to transportation demand management services throughout the Gallatin Valley.

This third annual report seeks to share our programmatic growth, successes, and areas for improvement with our partners and the community. We are proud of our work, the work of our partners, and are excited for our future, and we think you will be as well.

Pedal On, Matthew Madsen - GoGallatin Program Manager.

This report was developed and written for the Western Transportation Institute, GoGallatin, and its community partners by Nathan Harriet and Matthew Madsen MPH.

Photos courtesy WTI

GOALS

GoGallatin's annual work is guided by a strategic action plan. From that plan comes the goal statement:

"Get more people involved with GoGallatin and the surrounding transportation resources to engage and learn about how they can better the community."

The main focus area for work in 2023-24 was collaboration and engagement, which included:

- 01 Grow User Base
- 02 Expand Marketing
- 03 Partner Engagement
- 04 Brand Recognition

01

Develop an outreach plan that grows social media followers by 20%.

02

Increase the number of registered users by 20%.

03

Become a resource for sustainable transportation through a newsletter, collaboration, and partnerships.

04

Take the lead in planning and facilitating a community event like Bike to Work Day.

All goals were met during 2023-24

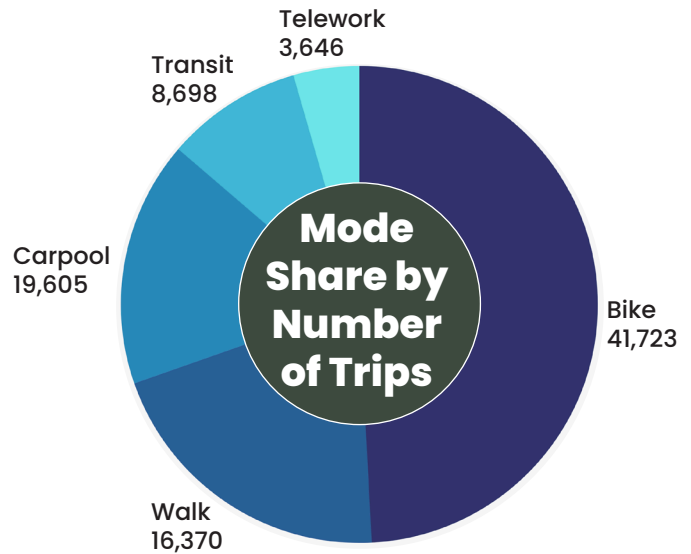


Platform Users and Data

July 1, 2023 to June 30, 2024

558 new users
20% Growth Rate

(exceeded '23-'24 goal)



93,404
Trips Logged

8,300,000
Calories Burned

3,330
Users

**System Use
& Impact
to Date**

7,411
Trip Searches

1,032,421
Miles Logged

(end June 30, 2024)

\$400,000
Saved

256
Tons of
CO2 Saved

Programs

12 Days of Bikemas

Dates:

Dec 13th–24th, 2023

Participants: 79

Trips: 354

Partners:

- City of Bozeman,
- Downtown Bozeman Partnership
- Local Businesses

Takeaways:

Great growth for the second year of the challenge.



Big Sky One Less Car

Dates:

July 1st, 2023–June 30th, 2024

Participants: 181

Trips: 6,535

Partners:

- Big Sky SNO, BSRAD, Big Sky Resort, Big Sky Businesses

Takeaways:

Continued growth of partnerships and rides. Winter season sees more redemptions.



Cold Smoke Commuter Challenge

Dates:

Dec 9th, 2023–April 9th, 2024

Participants: 47

Trips: 1,017

Partners: Bridger Bowl

Takeaways:

Low numbers this year, bus service was limited at the start of season.



GoGallatin Challenge

Dates:

June 3rd–June 28th, 2024

Participants: 226

Trips: 5,126

Partners:

All programmatic partners.

Takeaways:

Slightly lower user numbers. Continued outreach and marketing is key.



Programs

MSU Guaranteed Ride Home

Dates:

July 1st, 2023–June 20th, 2024

Redemptions: 1

Partners:

Montana State University Office of Sustainability, GoGallatin.



Ride Together, Shred Forever

Dates:

Nov 22nd, 2023–April 28th, 2024

Participants: 41

Trips: 2,234

Partners:

Big Sky Resort, Big Sky SNO, GoGallatin.

Takeaways:

Engagement from partners as well as outreach and marketing are key. Most placement of challenge materials on site.



Bike to Work Day

Dates: June 28th, 2024

Participants: 130

Partners:

Gallatin valley Bike Club, Café M, 406 Bike Service, Rockford Coffee, Owenhouse, Alter Cycles, Roly Poly Coffee, Uphill Pursuits, Treeline Coffee.

Takeaways:

Ptry to continue growth over the next year and add 2 more breakfast stations on the more west side of town.



CATS Commuter Challenge

Dates: Sept 18th–29th, 2023

Participants: 115

Trips: 1,703

Partners: MSU Office of Sustainability, local businesses.

Takeaways: Great increased partnership with campus groups. Lots of outreach and marketing.



**CATS
COMMUTER
CHALLENGE**

Social Media

Following to start: 669

Following to date: 764

Instagram

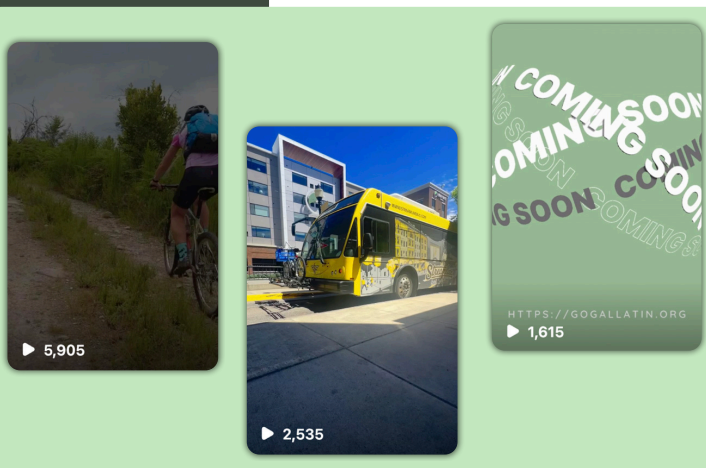
SUCCESES:

- **Increased Follower Count:** Significant growth in the number of followers over the past few months.
- **High Engagement Rates:** Posts consistently receive high levels of likes, comments, and shares.
- **Brand Partnerships:** Established successful partnerships with well-known brands and influencers.
- **Event Promotion:** Successful promotion of events resulting in high attendance and participation.
- **Content Virality:** Several posts went viral, greatly expanding brand reach.
- **Strong Visual Identity:** Consistent and appealing visual branding across all posts.
- **Educational Content:** High engagement on educational posts that provide value to the audience.
- **Community Building:** Established a strong and active community of loyal followers.
- **Innovative Campaigns:** Launched creative and innovative marketing campaigns that stood out.
- **Email List Growth:** Increased email subscriber list through social media promotions and lead magnets (free resources or incentives).
- **User Engagement Initiatives:** Successful initiatives like contests and giveaways that boosted engagement.

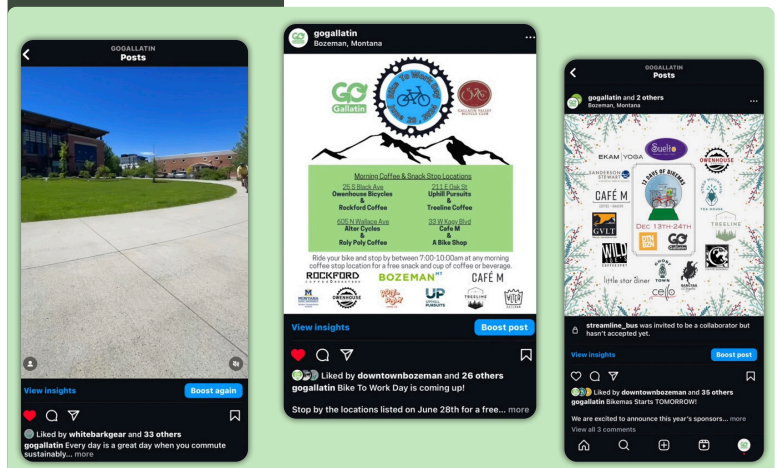
IMPROVEMENTS:

- **Engagement:** Increase interaction with followers through comments, DMs, and interactive content like polls and Q&A sessions.
- **Content Variety:** Diversify content types by incorporating behind-the-scenes videos, tutorials, customer testimonials, and live streams.
- **SEO Optimization:** Enhance the use of keywords and hashtags to improve content discoverability.
- **Analytics Review:** Regularly review social media analytics to understand what type of content performs best and adjust strategies accordingly.
- **Collaboration:** Expand collaborations with influencers and brands to reach a wider audience.
- **Consistency:** Ensure consistent posting schedules to maintain audience engagement.
- **User-Generated Content:** Encourage and showcase content created by followers to build community and trust.
- **Storytelling:** Use storytelling techniques in posts to create a deeper connection with the audience.

Most popular posts:



Most popular reels:



Direct Email

MailChimp

Open Rate:

(average)

July 1, 2023 to June 30, 2024

45.4%



Changes:

- Content update to include more images and graphics and be less text heavy
- Worked to update campaign user lists on a monthly basis
- Focused on important, relevant, and timely information

Suggestions for future:

- Continue to focus on community connection and relevant updates.

Community Collaborations



Community collaborators are the municipalities and organizations that partner with GoGallatin to provide access to Transportation Demand Management programming for employees, residents, and visitors. They provide funding, outreach and marketing support, and other in-kind contributions, and help GoGallatin do effective community transportation work.

- MSU Office of Sustainability
- City of Bozeman
- City of Belgrade
- Gallatin Valley Bike Club
- Downtown Bozeman Partnership
- Yellowstone Club Community Foundation
- Big Sky Chamber of Commerce
- Big Sky Resort Area District
- Skyline
- Streamline
- Big Sky Resort
- RideAmigos
- Big Sky SNO
- Bridger Bowl
- Bozeman Health

Business Partnerships



GoGallatin's business partners provide in-kind and cash donations towards incentive and challenge programming. Programs wouldn't be possible without this key community support.

- Big Sky Conoco
- The Coffee Pot Bakery & Café
- Hungry Moose Market & Deli
- Dave's Sushi
- Rockford Coffee
- Treeline Coffee
- Enso Natural Health
- Genuine Ice Cream
- Revelry
- Daily Coffee & Eatery
- Indulgence Spa
- Stuffed Crepes & Waffles
- Café M
- Flavr
- Studio Coffee
- Jam!
- Spire Climbing Center
- The Mountain Project
- Owenhouse Bicycles
- Uphill Pursuits
- Steep Mountain Teahouse
- MAP Brewing
- Bridger Brewing
- Alter Cycles
- The Spice & Tea Exchange
- Cello
- Zocalo
- The Lark Bozeman
- Feed Cafe
- Owenhouse Ace Hardware
- Whistle Pig Korean BBQ
- Wild Crumb
- Sanderson Stewart
- Pinky G's Pizzeria
- Ghost Town Coffee
- Tuscola Branding
- Colombos Pizza & Pasta
- Mountain Supply
- Antlers
- Pickle Barrel
- Ousel & Spur
- The Board Room
- 460 Service Course Bike Clinic
- Roly Poly Coffee
- Bangtail Bike & Ski
- Caliber Coffee
- Freshies
- Reset Big Sky
- Bluebird Big Sky

Program Funding



2023–24 Programmatic Costs

Ride Amigos Platform	\$21,500
Professional Staff Time	\$60,000
Student Staff Time	\$2,805
Marketing & Outreach	\$2,205
Incentives	\$750

Program Total **\$87,260**

2023–24 Funding Partners & Amounts

USDOT - SURTCOM	\$40,560
Big Sky Resort Area District (Big Sky SNO)	\$11,500
City of Bozeman	\$25,000
MSU CSAC	\$7,500
Bozeman Health	\$2,500
ITE Mountain District	\$250

Program Total **\$87,260**

Next Steps 2024-25



2024–25 Programmatic Goals

- Successfully transition management of the GoGallatin platform to the City of Bozeman, Big Sky SNO, and the MSU Office of Sustainability
- Continue to manage five community-based challenges and programs
- Grow user base by 10% per year going forward
- Continue to look for new ways to market and outreach into the community
- Manage and grow Bike to Work Day to include six breakfast stations

2024–25 Partnership Goals

- Engage the City of Belgrade in program partnership
- Continue growing business partnerships

