

# Case Study: Mountain Line

**Who:** [Mountain Line Public Transportation Agency](#) in Missoula, MT. In 2020, they took their commitment to sustainability to the next level by committing to a zero-tailpipe-emissions fleet by 2035. They currently have 6 electric vehicles with 6 more on the way. Once the new buses arrive, they will be 40% all electric.

**Need:** During the COVID-19 pandemic, Mountain Line continued to offer reliable and accessible transportation to keep their community running. And, they remained committed to keeping their operators and riders as safe as possible, every day. In July, to continue their mission of sustainability, they celebrated [Plastic Free July](#) by giving away Bamboo Utensils with Stainless Straw Sets to customers who posted a selfie of themselves wearing a mask onboard or alongside a bus, or at a bus stop. It aligned with their mission of safety and sustainability.

**Solution:** Eco Promotional Products worked with Mountain Line to provide the Bamboo Utensils/Straw Sets so they could promote Plastic Free July, as well as to show their commitment to providing safe, sustainable service.

