green ACTION centre

Join Us to Create a Regional Ridematching Program in Manitoba

Workplaces around Winnipeg and across Manitoba typically try to find carpool matches for their employees in one of two ways: by paying for a subscription to an online ridematching program or by coordinating their own matching database for employees. The result is poor uptake and few matches, and minimal success in moving individuals from their current commuting choice of driving alone to a more sustainable mode choice such as carpooling, transit, cycling or walking.

What if all of these employers used the same ridematching system? By coordinating a central system where users can seek out matches either through their workplace or the entire region, the opportunities for success in finding a match are substantially increased.

Green Action Centre is willing to take on the role of regional administrator for a central system for employers. Among the new technologies, RideShark emerged as the preferred option. (Let us know if you'd like to see a comparison chart.) This transportation tool allows users to find carpooling partners as well as cycling, walking or transit buddies for their commute to work. With features like gamification and rewards programs, 24/7 access to data, Canadian ownership and data storage, and a user-friendly website and app, it goes well beyond simply matching carpool partners.

How does it work?

The regional (or potentially provincial) subscription to RideShark would be administered by Green Action Centre. Participating employers would individually manage a sub-site for their employees. For your employees, the system maps out their possible commute by carpool, bus, bike or walking, matches them up with carpool partners travelling along their route, and experienced cyclists or transit riders to act as mentors. Users can track their trips through the system and receive incentives for trips taken by means other than driving alone. The system then tracks GHG emissions avoided, calories burned, fuel saved, etc.

How much staff time is required?

The administration time needed for your workplace's sub-site is minimal. Once set up, it essentially runs itself. Of course, more effort means more results!

What would it cost?

WORKPLACE SIZE	SET-UP COST*	ANNUAL FEE
1000+	$1,000.00	$2,000.00
501-999	$750.00	$1,500.00
100-499	$500.00	$1,000.00
50-99	$250.00	$500.00

** One-time fee*

Employer Sub-site Features

- *Custom Branding and URL:* Your workplace's branding, text and images.
- *Multi-modal Solution:* Supports all sustainable travel options like carpooling, vanpooling, cycling, walking, transit and telework.
- *Advanced Matching Technology:* RideShark's matching algorithms are the most advanced in the world. They match users based on proximity to origin, destination, actual travel route, and personal preferences.
- *Incentives & Gamification:* Reward your users for logging their trips. You set the rules and incentives!
- *24/7 Administrative Portal:* Access your information at any time securely. Filter, map, export your data at any time.
- *Trip Logging Calendar:* RideShark's trip logging calendar allows users to log their sustainable trips – a diary for commute activity!
- *Data Privacy and Security:* Database security is RideShark's priority. Using the latest technologies available, they make sure that your data is protected and stored in Canada.
- *Custom Data Integration:* Integrated editing in the administration portal gives you control over your site's branding at all times.
- *Unlimited Administrators:* RideShark offers multiple administration levels so you can assign roles and responsibilities for strategic areas of your program.

CONTACT US TO LEARN MORE AND TO SEE A DEMO

8,768,000 L
Fuel Saved

5,583,000+
Trips Logged

$8,723,000
Gas Cost Savings

7,000,000+
Contest Entries

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For more information, contact the Workplace Commuter Options program at **(204) 925-3772** or by email:

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