

# GoManitoba User Survey 2020 Results

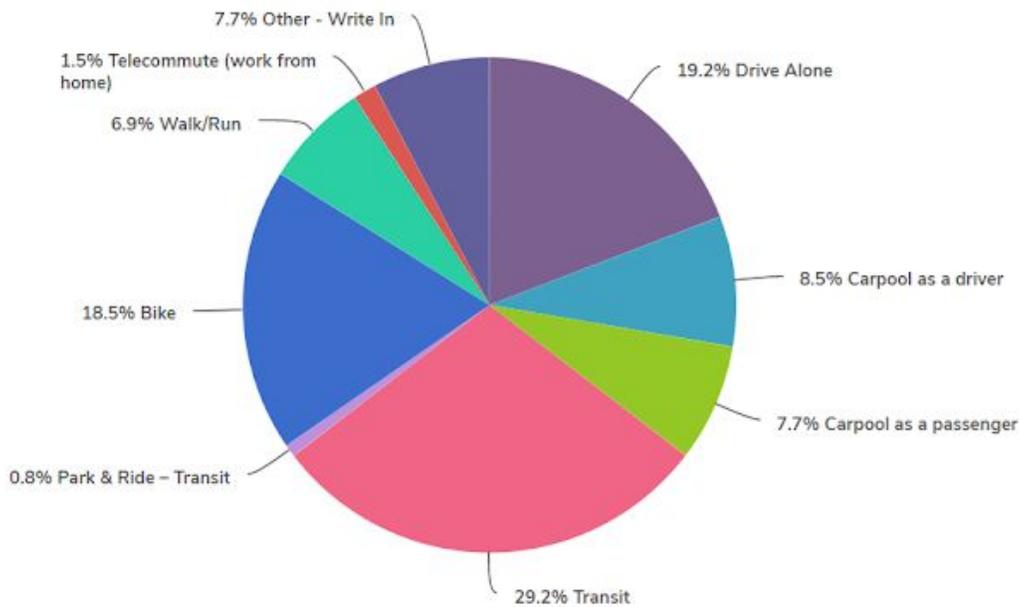
## Survey Summary

### OVERVIEW

The annual GoManitoba User Survey was updated in 2020 to include questions related to commuting during COVID-19, and the impacts the pandemic might have on commuting moving forward.

The survey ran from December 3 - 15, 2020. 122 responses were received by the closing date.

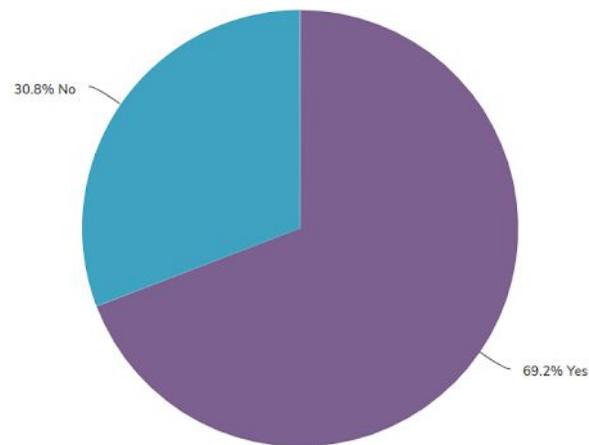
### 1. How did you usually get to work pre-COVID-19?



Transit	29.2%	Walk/Run	6.9%
Drive Alone	19.2%	Telecommute	1.5%
Bike	18.5%	Park & Ride	0.8%
Carpool (driver)	8.5%	Other	7.7%
Carpool (passenger)	7.7%		

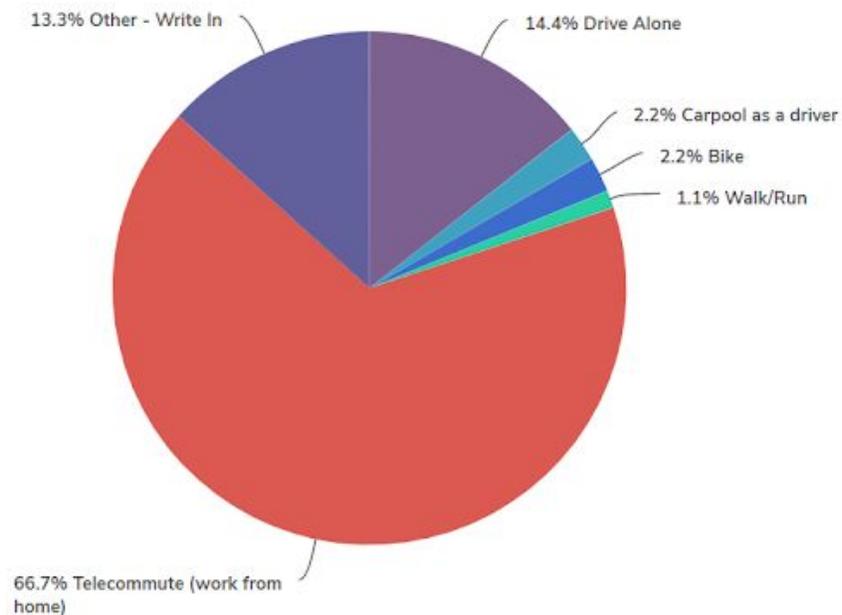
Write-in responses typically referenced the impact of weather on the commute choice.

## 2. Has your commute mode changed in response to COVID-19?



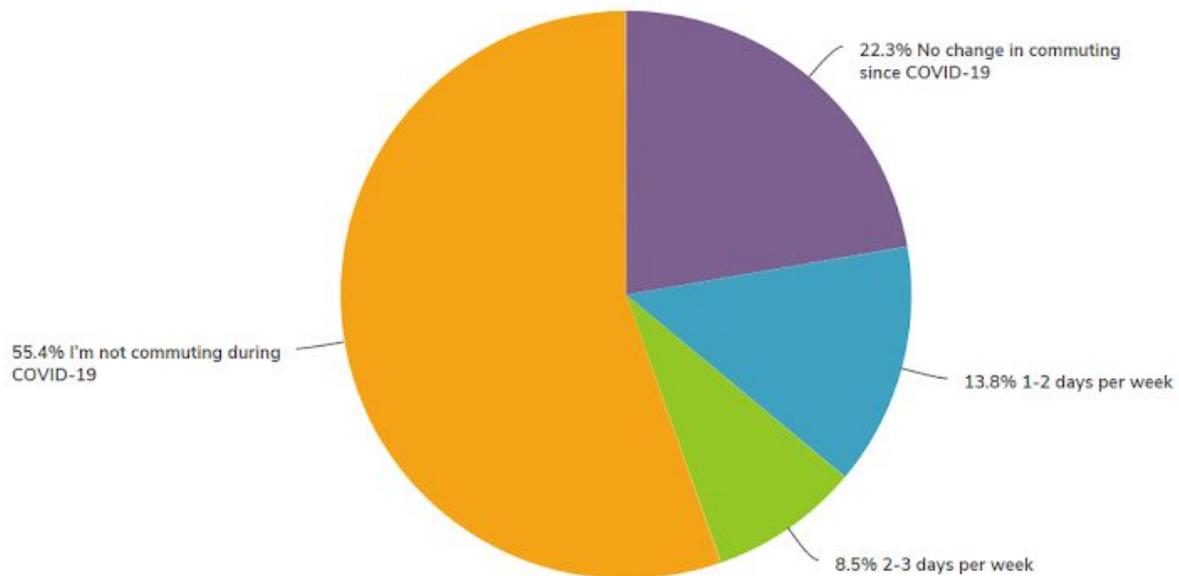
69% Yes  
31% No

## 3. Please identify how you are now commuting.



In this series of questions, we can see the tremendous rise in Telecommute (work from home.) Close to 67% of those whose commute mode had changed were now working from home.

#### 4. How often are you currently commuting during COVID-19?



55.4% were not commuting during the pandemic  
13.8% commuting 1-2 days per week  
8.5% commuting 2-3 days per week  
22% of respondents reported no change in how often they are commuting.

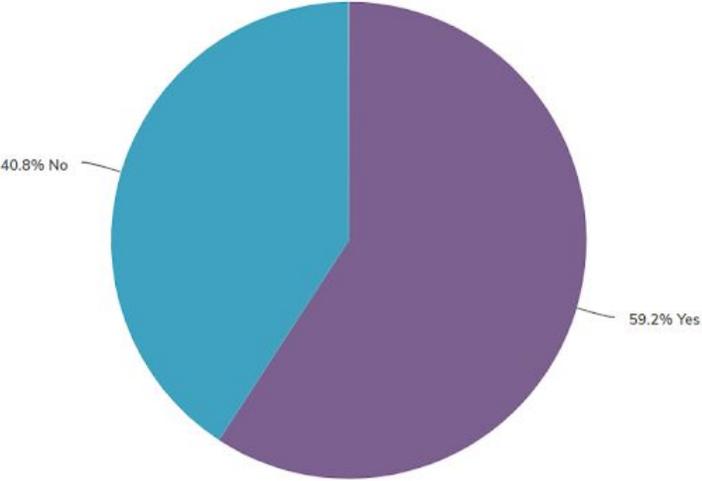
With nearly a quarter (22.3%) of employees commuting to the office part-time, workplaces with monthly parking programs would benefit from moving to a daily parking system. Not only will it benefit during the transition back to work - when people aren't commuting daily - but it will be beneficial post-pandemic. Despite no change in the cost of parking each day in the month, daily parking systems (where the monthly fee is simply divided into days/month) encourage those driving alone to consider their mode each day, and to pay for parking only when they use it.<sup>1</sup>

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<sup>1</sup> Some resources:

<https://ssti.us/2017/08/28/the-psychology-of-daily-versus-monthly-parking-fees/>  
<https://rideamigos.com/blog/reduce-parking-demand-and-traffic-on-campus/>  
<https://www.sciencedirect.com/science/article/pii/S0965856416301525>

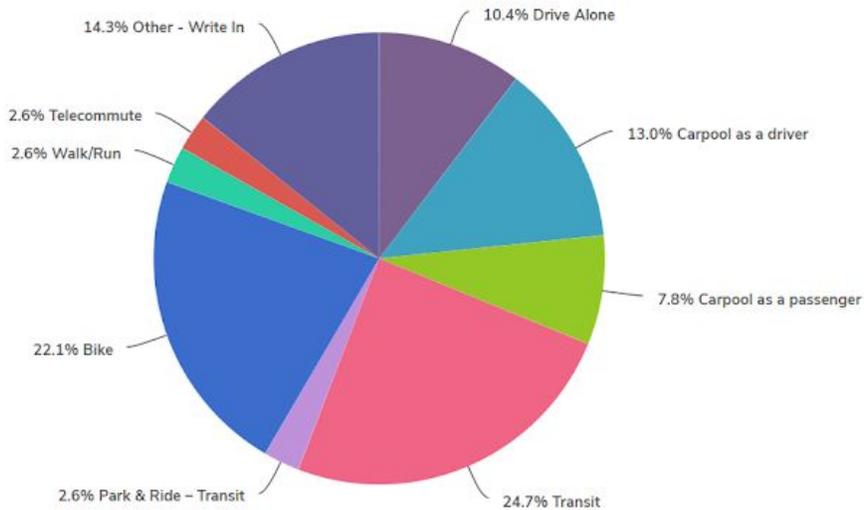
**5. Will your commute mode change when there are no longer COVID-19 restrictions in place?**



59% Yes

41% No

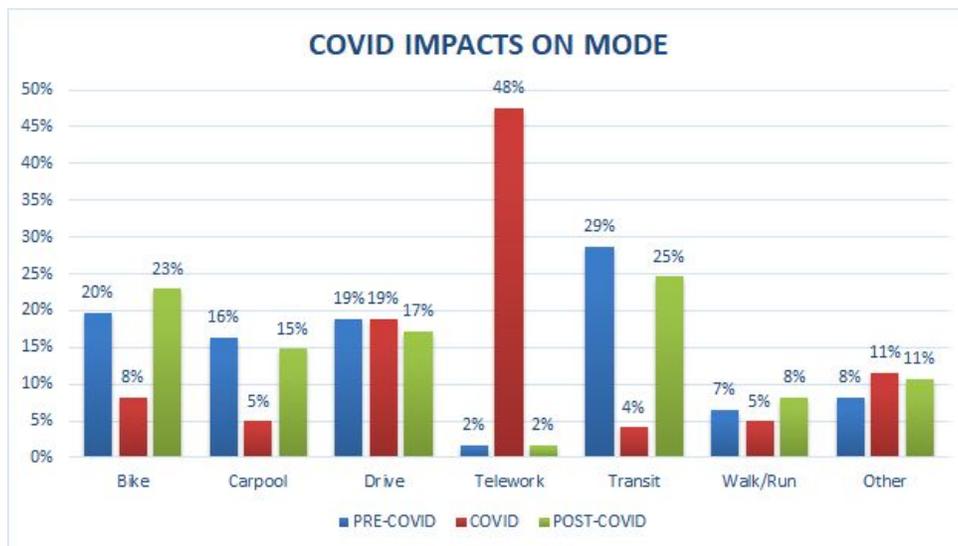
**6. Please identify how you plan to travel once restrictions are lifted.**



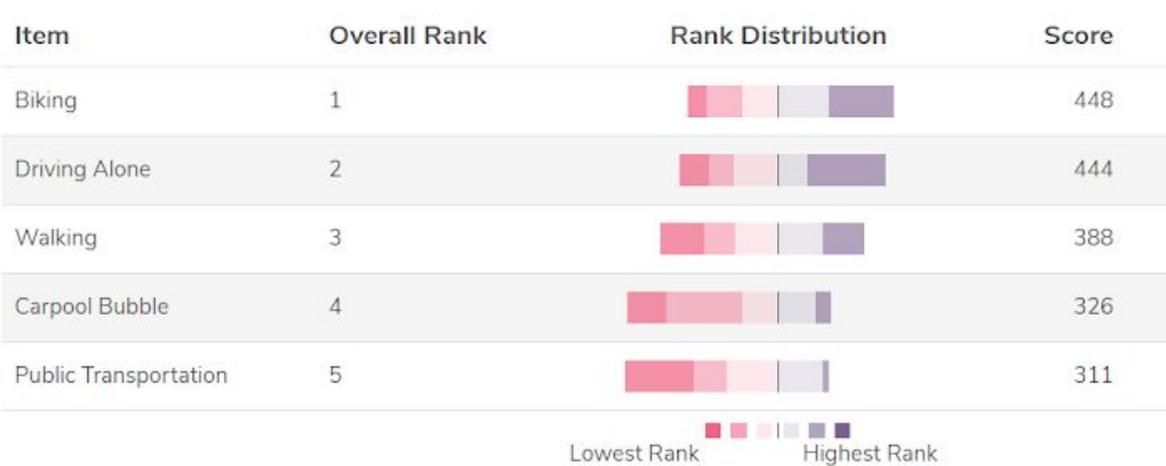
At Green Action Centre, we were thrilled to see the confidence in being able to return to transit or carpooling, as those were certainly the modes of sustainable transportation that were the most threatened by the pandemic.

It's also interesting to see the increase in those who plan to commute by bike when restrictions are lifted. Hopefully the "bike boom" experienced during the pandemic will have a lasting, positive impact. We were most surprised to see that telecommute fell as far as it does in these results.

We've charted below the shift in commute mode through the pandemic for all commuters (those who indicated their mode has or will change, as well as those who indicated no change.)



7. There have been a number of changes in commuting modes due to COVID. For example, we have heard about “Carpool Bubbles” taking shape in some provinces and states. Carpool Bubbles are individuals who open up their “household bubble” to accept 1-3 additional individuals for carpooling. For transit, data is showing the relatively low transmission rates on public transportation, with the risk increasing with travel time and proximity to other riders. Towns and cities around the world are also experiencing a “boom” in walking and biking since the lockdown in March 2020. At this time, how would you rank the following transportation modes. With 1 being your most preferred, and 5 being the least desirable.



It’s unsurprising to see Biking and Driving Alone at the top of this list, as they’re modes of transportation that are independent and with a low/no risk of COVID-19 transmission. As the survey was conducted in December, it is surprising to see biking ranking slightly higher than driving alone.

Partner organizations will see value in promoting Carpool Bubbles if Manitoba transitions back to work ahead of the vaccine, as this mode has far fewer “lowest rank” responses than public transportation.

## **8. Can you provide any further information about how you are travelling during the pandemic?**

Responses typically referenced the shift to working and going to school from home. An excel spreadsheet of all anonymous open-ended responses was provided to partners for their examination. Below are a sample of responses:

*Before they made masks mandatory on buses, I was concerned about continuing to take the bus. In March & April, I drove alone in my car as I work in a lab & can't always work from home. In May, as traffic was reduced, I felt confident enough to try commuting by bike. I fell in love with biking to work. It was one of the highlights of the pandemic for me. Now that masks are mandatory on buses, I'm back to commuting by bus. The route & times I take the bus aren't during peak times, so I feel relatively safe.*

*I would prefer Transit, but not with current community transmission rates, and the inability to physically distance when on the bus. Biking would be nice, but it would require me to ride through areas of Winnipeg that would not be safe (North Main Street). Parking costs downtown are still quite high.*

*When I'm carpooling both of us are wearing mask to keep us safe and I have hand sanitizer in the car.*

*Not taking transit at all; walking and biking far less; driving alone more*

*I really regret living so close to the Perimeter - nothing is within walking distance and I can no longer rely on transit*

*I am fortunate to have a vehicle to borrow during the lockdown to limit shopping trips, etc. Covid has me working/studying from home.*

## **9. In what way can GoManitoba support you in your commuting during the pandemic?**

We received great feedback to this question. Suggestions included providing details on how to stay safe while commuting via various modes during the pandemic, and appreciation of continued contests was expressed. Below is a sample of responses:

*Advocate for cleaner buses*

*Keep growing the platform members so that once the pandemic is over, there will be many people to ride with!*

*Continue to keep us up to date on the current safest ways to commute.*

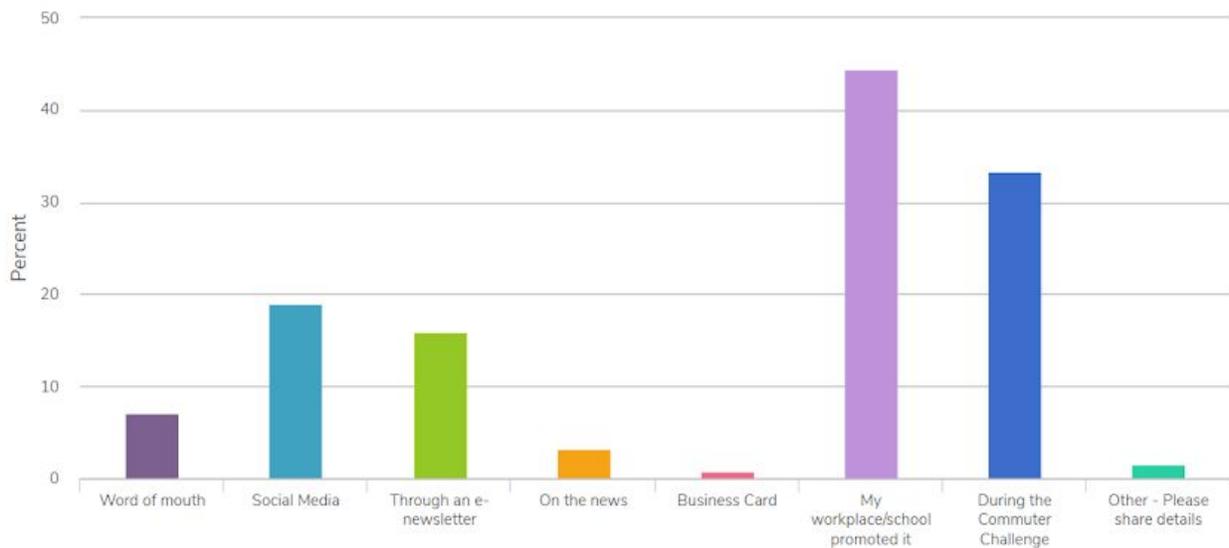
Who doesn't like prizes? Communications would also be good -- for example, this is the first time I heard of a "carpool bubble". I would also like to know how GoManitoba is advocating with the governments for public transportation and active transportation.

I love the latest link you sent about winter cycling mentors! I'm going to check it out. great idea. thanks. that is essentially the real barrier... 'knowing what/how to do it'

More info in Park and Ride Opportunities

**This ended the "Covid Specific" section of the survey. The next section includes our more general GoManitoba questions.**

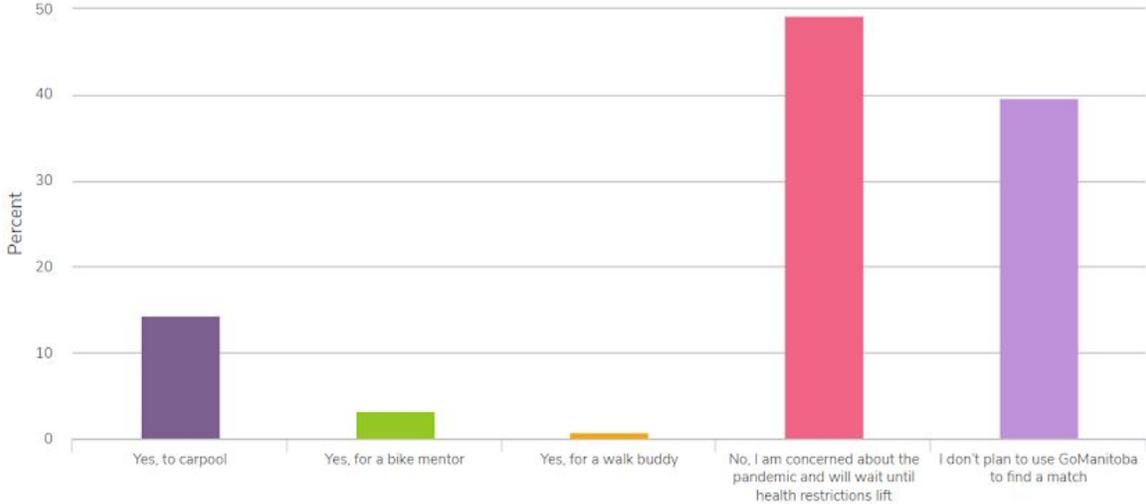
### 10. How did you hear about GoManitoba?



Workplace promotion (44%) and the Commuter Challenge (33%) continue to drive registrations.

GoManitoba will be increasing its budget to promote on social media over the next year, and we continue to apply for funding for larger marketing campaigns, like radio ads.

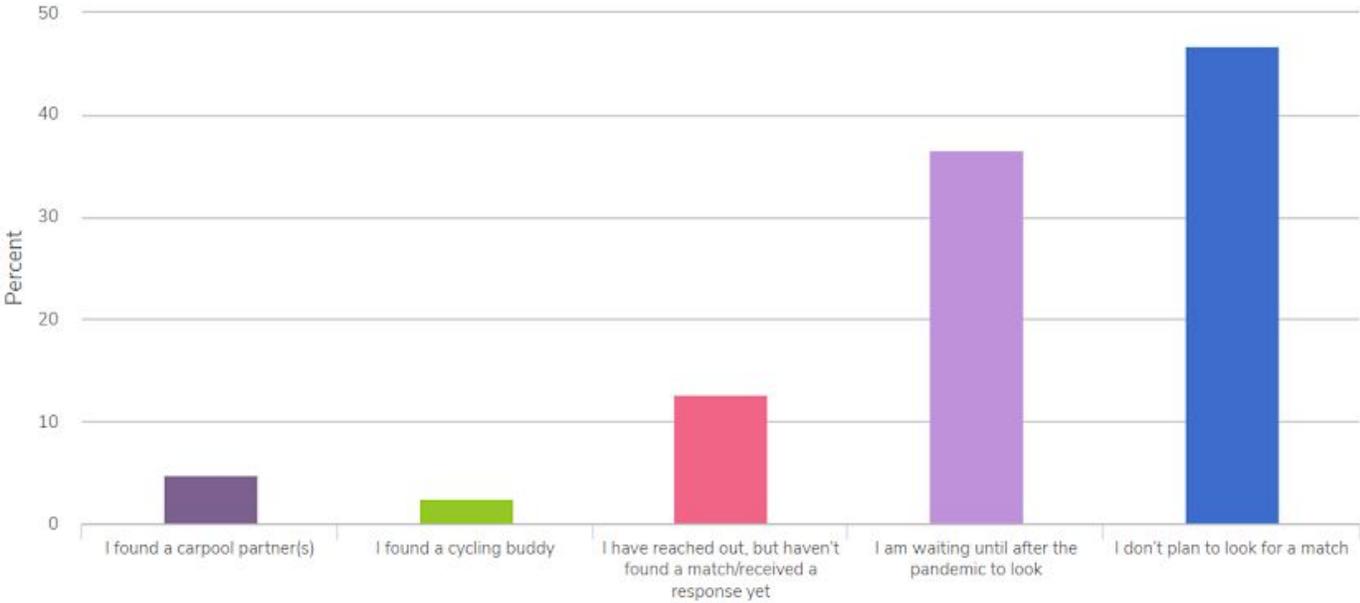
**13. Have you messaged any of your matches to find a carpool partner, or transit, walking, or cycling buddy?**



49% of respondents are waiting until the pandemic ends before reaching out to find a match. It is important to continue to engage these participants so they are active on the tool and use it to commute sustainably after the pandemic.

**Close to 40% of users don't intend to use GoManitoba to find a match.** It's important to grow the GoManitoba user base to ensure that those who want to find a match are not disappointed by the lack of responses to match requests.

**14. Have you found a match?**



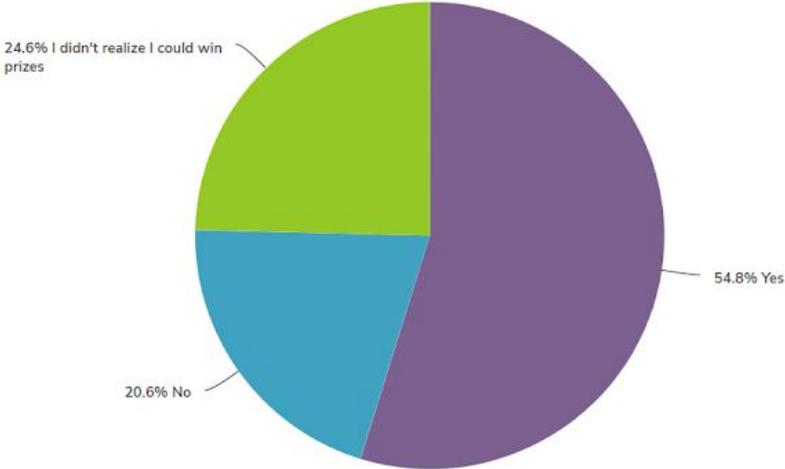
13% of respondents have reached out but not had a response.

36.5% of respondents are waiting until after the pandemic to look for a match.

46.8% don't plan to use GoManitoba to find a match.

7.2% of respondents have found a match.

**15. Have you used the site to be eligible for contests?**

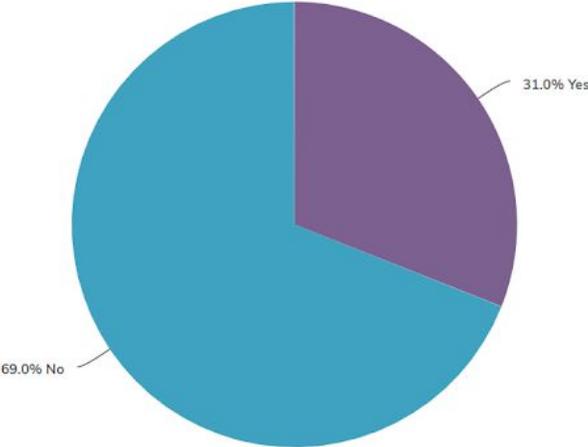


54.8% Yes

20.6% No

24.6% Didn't know they could win prizes

**16. Do you log your commutes in the Commute Calendar?**



31% Yes

69% No

## 17. What have you learned about your commutes?

For those who answered that they log their commutes in the Commute Calendar, they were asked follow-up questions about what they learned. Here's a sample of responses:

*I've learned how much emissions generated that I saved, and saved for carpool*

*Yes, I learned that I save money and helped the environment while carpooling.*

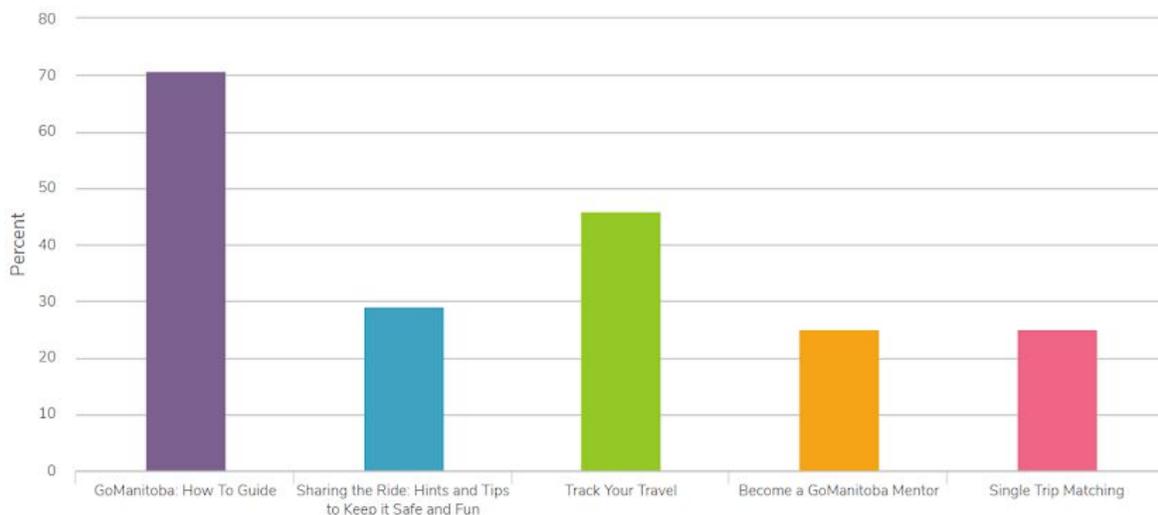
*how quickly it all adds up*

*Helpful in understanding the impact of our commuting choices on the environment and money. Painful to realise, people still choose to drive (or compelled to) drive for commuting. Even more painful is to learn that the senior management is very close-minded for Work From Home culture. Their old school mindsets reject the idea of working from home.*

*I use **Strava**\* for logging my commutes. In the same way, it's good for bike maintenance to see how much KM's you rode. I wish Strava\* plugged into this app as well so that I didn't have to enter it twice.*

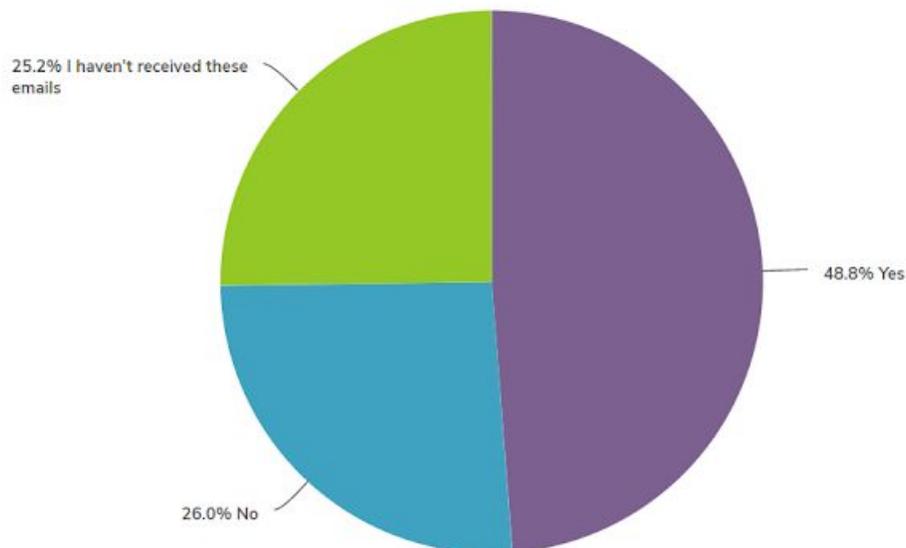
**\*Note:** Strava is connected and you can [sync your trips!](#)

## 18. Have you used the following support documents? GoManitoba: How To Guide Sharing the Ride: Hints and Tips to Keep it Safe and Fun Track Your Travel Become a GoManitoba Mentor Single Trip Matching. Check all that apply:



The support documents continue to be useful. Green Action Centre will continue to update these resources, and we recommend partners actively promote them.

**19. We send out a handy tip each month for using GoManitoba. Have you found these tips helpful?**



49% Yes

26% No

25% Haven't received the emails.

**To receive the Tip of the Month, be sure you are subscribed to receive communications from GoManitoba! You can update your profile, or email [gohappy@greenactioncentre.ca](mailto:gohappy@greenactioncentre.ca) if you need assistance.**

**20. Do you have any suggestions for us on how to recruit more people to use GoManitoba?**

We received lots of great feedback, here is a sample:

*Higher media presence -- radio and tv interviews perhaps.*

*No ideas, but I wish you were able to recruit more. I have searched for matches but never found one.*

*You have to reach out to bedroom communities more*

*Maybe run a like & share social media contest? It might help spread a wider net of recruits.*

*I only work for a small organization... but i assume you already target HR/communications staff within big orgs/companies to create internal promotions and teams, etc?*

*I haven't seen any advertisements around Stonewall, my town. It might be helpful to reach out to neighbouring communities- within they may promote better travel and to assist travels going to Winnipeg.*

*More ads on social media., but it may be difficult until after the pandemic*

## **21. Do you have any other feedback for us about GoManitoba?**

More excellent feedback. Below is a sample of responses. We will continue to address common trouble-spots in our Tip Of The Month emails and in our user guides.

*It's a great service to provide, but while many are working from home I don't find it to be very relevant at the moment.*

*I looked at the app early on and it seemed complicated to use. I didn't get very far.*

*Great site. Bravo for all you do!!*

*The commuter login function can be a little time consuming. Maybe allowing input for the same commute for several days at a time.\**

**\*Note:** You can save regular commutes to drag-and-drop. Details [here!](#)