

# GO MANITOBA

## Expanding and improving commute options for your employees

Workplaces across Manitoba often try to find carpool partners for their employees by coordinating their own matching database. The result is poor uptake, few matches, and minimal success in converting individuals from driving alone to more sustainable choices, such as carpooling, transit, cycling, or walking.

### But what if everyone in Manitoba 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. **Meet GoManitoba!**

**GoManitoba.ca** is coordinated provincially by Green Action Centre. With more than three decades of experience and a focus on sustainable transportation, Green Action Centre is well positioned to administer and promote this province-wide ridematching system.

The system operates on the RideShark platform, a transportation tool that helps users find carpooling partners as well as cycling, walking or transit mentors for their commute to work or for any trip. With features like gamification, 24/7 access to data, Canadian ownership, and a user-friendly system, GoManitoba goes well beyond simply matching carpool partners.

The screenshot displays the GoManitoba.ca web application. At the top, there's a navigation bar with 'About', 'For Commuters', and 'For Employers'. Below this is a 'Search Trips' section with a 'CREATE' button and input fields for start and end locations. A 'My Logged Commutes' section features a calendar for September 2020, with a specific trip highlighted for Wednesday, September 23rd. The main area is a map of Winnipeg, showing a route highlighted in blue and yellow. The route starts at a location near Portage Avenue and ends near downtown Winnipeg. The interface also includes a 'News & Updates' section and a 'LOG A TRIP' button.

## How does GoManitoba work?

GoManitoba is free for any Manitoban to use. The system maps out the user's trip options by carpool, bus, bike or walking, and matches them up with partners travelling along their route to a nearby destination. Users can track their trips through the system and potentially qualify for incentives for trips taken by means other than driving alone. The system reports on GHG emissions avoided, calories burned, fuel saved, etc.

## What are the Benefits of a Custom Sub-site?

Employers can opt for their own custom sub-site. Key benefits include the ability to:

- » brand your site with logo, colours, text, and images
- » access the Emergency Ride Home program
- » increase employee awareness of your commuting-related programs and infrastructure
- » offer incentives/contests specific to your employees

Administration time needed for your custom sub-site is minimal. Of course, more effort means more results!

## What are the Features of a Custom Sub-site?

- » **Custom Branding and URL:** Your workplace, institution or community's branding, text, images.
- » **Multi-modal Solution:** Supports all sustainable travel options like carpooling, cycling, walking & transit.
- » **Advanced Matching Technology:** The 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!

**Emergency Ride Home (ERH):** Participating employees at workplaces with a GoManitoba subsite can claim reimbursement for transportation used during unplanned events and emergencies. ERH is like an insurance policy for sustainable commuting – giving employees peace of mind when they choose to carpool, bus, bike or walk to work.

- » **24/7 Administrative Portal:** Access your information at any time securely. Filter, map, export your data.
- » **Trip Logging Calendar:** The trip logging calendar allows users to log their sustainable trips – a diary for commute activity!
- » **Data Privacy and Security:** Database security is a top priority. Using the latest technologies available, they make sure that your data is protected and stored in Canada.

## What does a Custom Sub-site Cost?

Sign up for a Custom Sub-site by December 31, 2021 to waive the set-up fee and get a 50% discount on the annual fee with a three year commitment!

WORKPLACE SIZE	50 - 99	100 - 499	500 - 999	1000+
SET-UP FEE	<del>\$250</del>	<del>\$500</del>	<del>\$750</del>	<del>\$1,000</del>
ANNUAL FEE	<del>\$500</del> \$250	<del>\$1,000</del> \$500	<del>\$1,500</del> \$750	<del>\$2,000</del> \$1,000

## Who else has a Custom Sub-site?

- Assiniboine Credit Union
- The City of Winnipeg
- Winpak
- The Winnipeg Foundation
- Red River College
- RBC Convention Centre
- University of Manitoba

## CONTACT US TO LEARN MORE AND TO SEE A DEMO



For more information, contact the Workplace Commuter Options team at [GoHappy@greenactioncentre.ca](mailto:GoHappy@greenactioncentre.ca) or (204) 925-3777

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