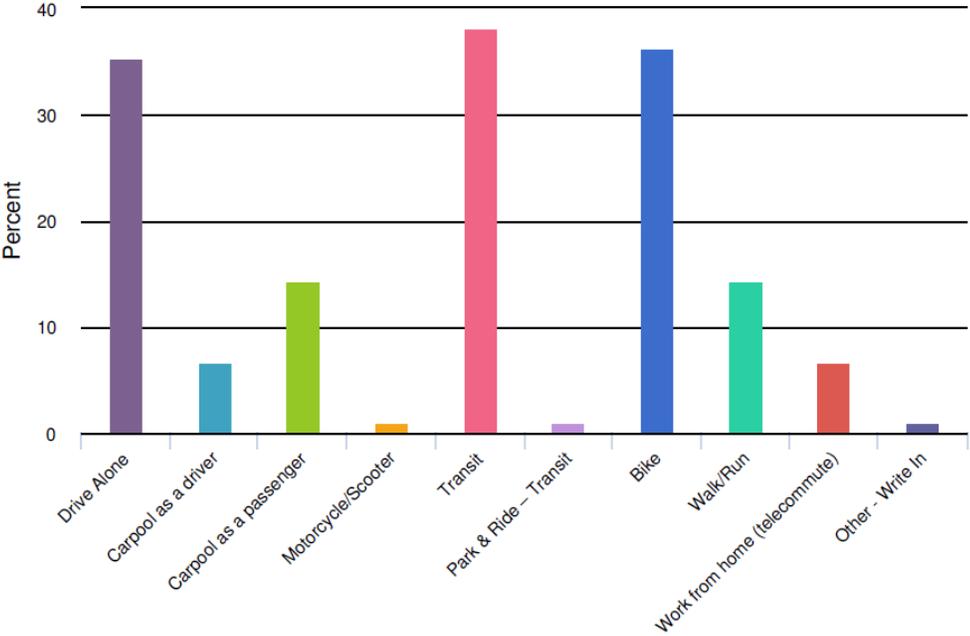


2021 GOMANITOBA USER SURVEY

OVERVIEW

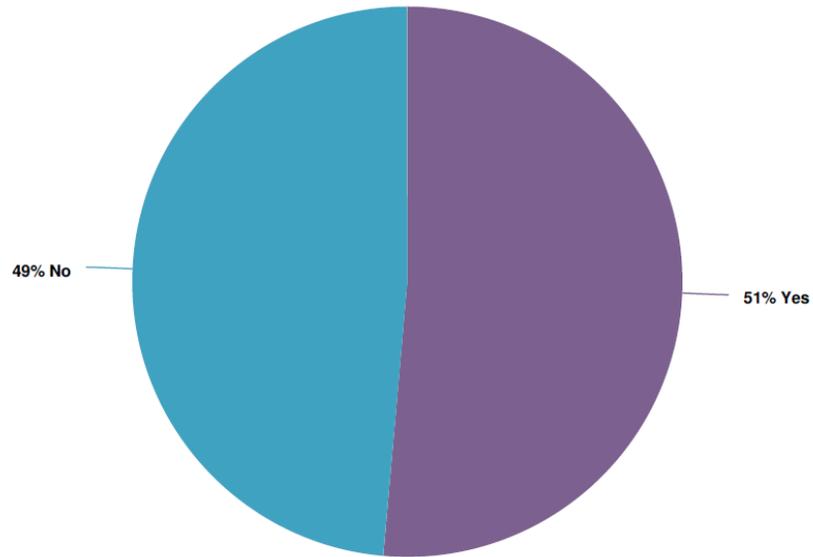
The GoManitoba User Survey ran through the month of November and once again included questions around the COVID-19 pandemic. 96 completed responses were received by the closing date of November 30, 2021. Four prizes were given at random to those who completed the survey (two \$25 gift cards to McNally Robinson Booksellers, two \$25 gift cards to Boston Pizza). The e-gift cards were emailed on December 8th.

1. How did you usually get to work pre-pandemic?

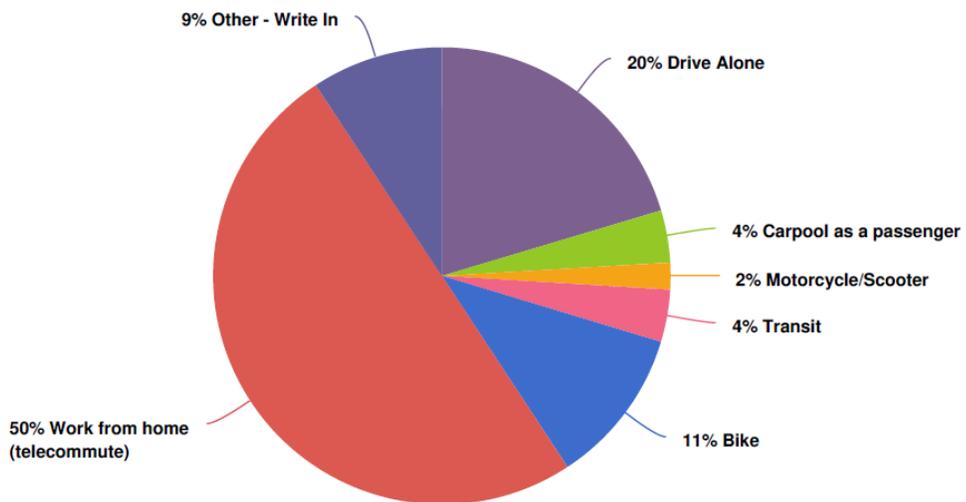


GoManitoba users were primarily transit riders ahead of the pandemic (38%), followed closely by people who drove alone or biked (35% and 36% respectively).

2. Has your commute mode changed in response to the pandemic?

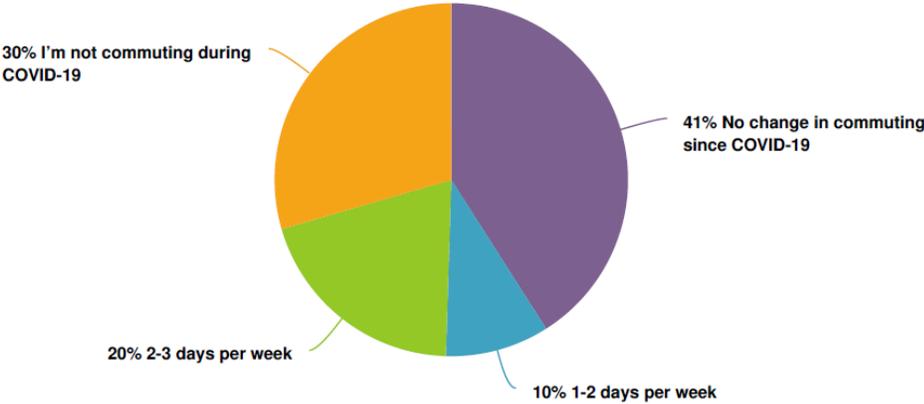


3. Please identify how you are now commuting.



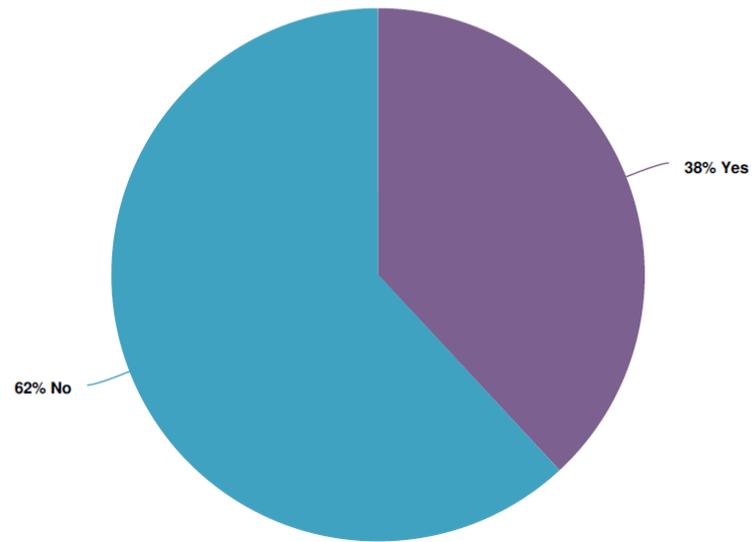
51% of survey takers indicated their commute mode had shifted due to the pandemic. Half of those are now working from home, followed by a move to driving alone (20%).

4. How often are you currently commuting during the pandemic?

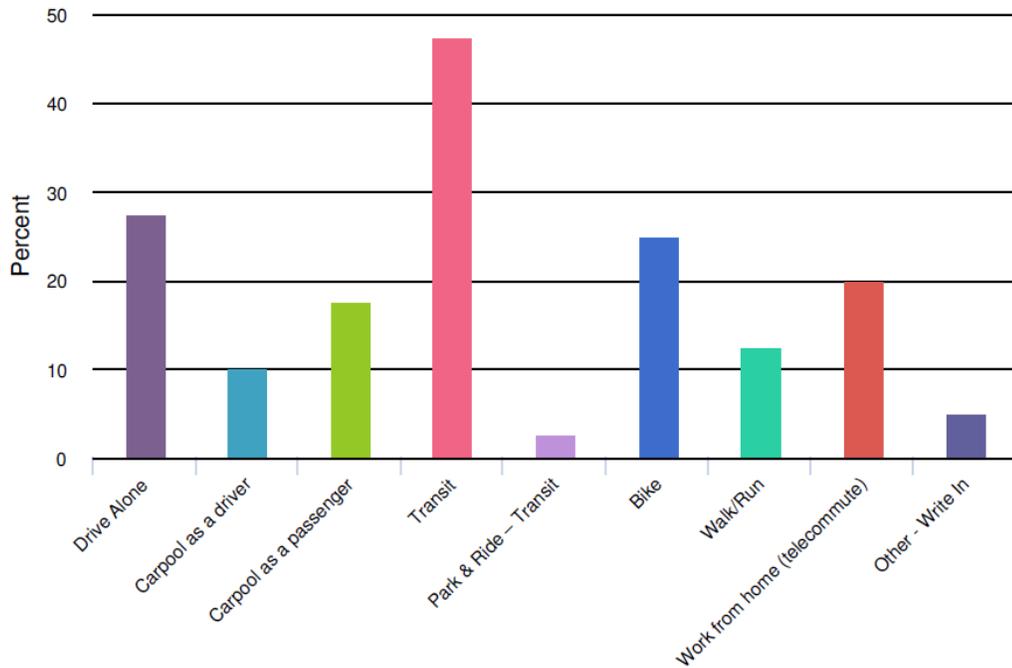


A majority of survey takers (41%) have seen no change in the amount of days they are commuting, followed by 30% of survey takers who aren't commuting at all during the pandemic. Clearly, the day-to-day changes to the travelling lives of GoManitoba users are very diverse.

5. Will your commute mode change when there are no longer pandemic restrictions in place?



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

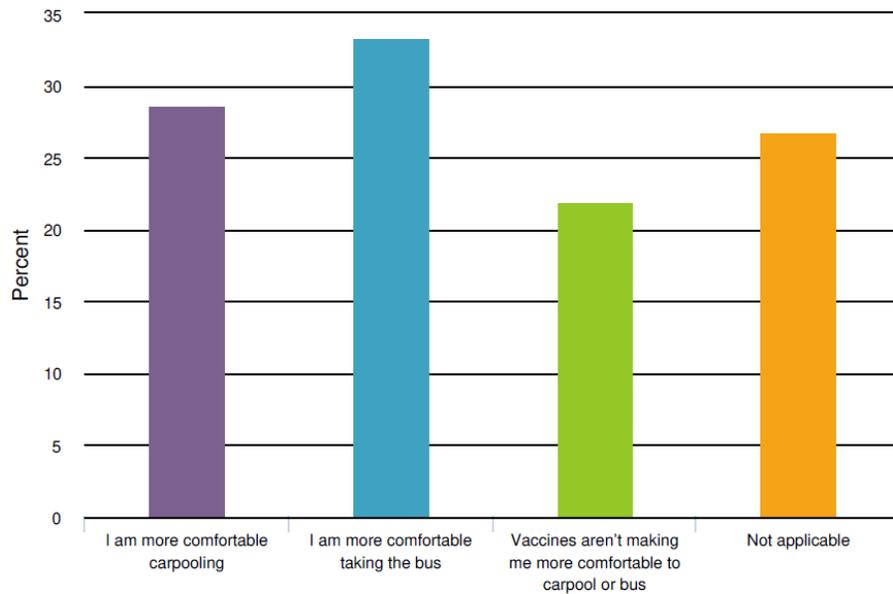


A majority of survey takers will not change how they are travelling once restrictions are lifted; however, for the 38% that will change, a majority (48%) will move to taking transit.

27% will begin to drive alone, followed by 25% who intend to bike.

20% intend to work from home. This is a large increase over the 7% who said they worked from home before the pandemic.

7. As more and more people become fully vaccinated, how has this influenced your travel choices?



We were curious about how the vaccine roll-out has influenced the comfort of GoManitoba users to travel by bus or in a carpool. These two modes of transport are often deemed the riskier forms of transportation due to their proximities to other people (compared to biking or driving alone, for example). Folks were able to select all that applied.

62% of people are more comfortable to take the bus or to carpool

22% indicated that vaccines aren't making them more comfortable and

27% aren't traveling via these modes, so the question was not applicable.

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



We asked what GoManitoba can do to support users during the pandemic. All responses to this question were sent to GoManitoba partners. A sample of responses are below:

(Note: multiple people indicated they would like to use Strava etc and you can indeed link many fitness trackers to your GoManitoba account! Simply select the app you'd like to sync when you're logged in. You will find this on your home screen).

Maybe for others, finding rides for one off trips, shopping, drs appointments, etc.

Maybe integrating some tracking software like strava to track walking. biking commutes. prizes.

Communication and keeping people thinking about the environment

I did like the encouragement through GoTober to track my commute to earn points. Perhaps continued points recognition each month? Or after reaching specific points milestones?

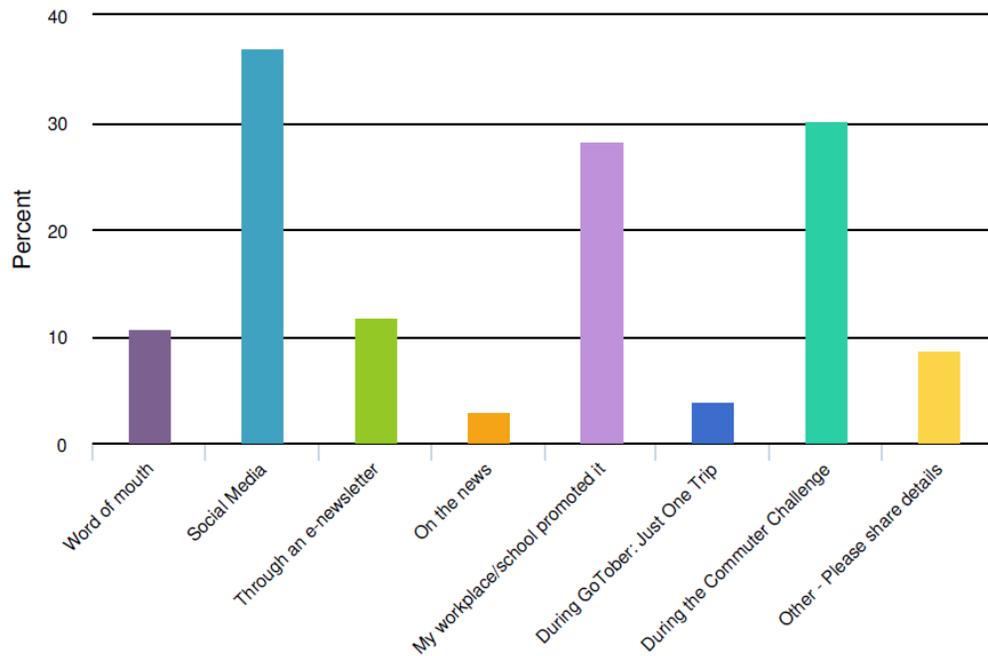
I did not receive too much support in 2020. However, In 2021, work from home was considered in the challenge and that made me feel more supportive.

As a frequent cyclist, I encounter a number of barriers to a safe commute: broken glass, broken road surface, snow buildup, cycling infrastructure design flaws, etc.. I could really use a database to track these issues and bring them to the attention of City officials. This might help make active transportation safer and, in turn, more attractive to others.

(We recommend [BikeMaps.org!](https://www.bikemaps.org/))

Sponsor initiatives in rural communities to encourage people to walk to work or during their lunch break. There is more to Manitoba than just Winnipeg. Think outside the perimeter!

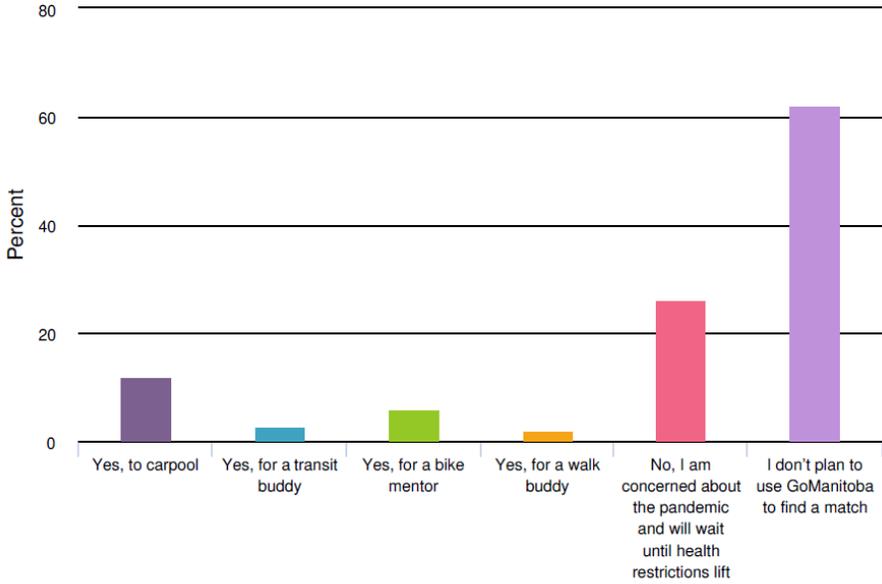
10. How did you hear about GoManitoba?



In past user surveys, participants indicated “my workplace prompted it” as the highest way they heard about GoManitoba. In 2021, we are seeing the rising importance of social media and other Green Action Centre events, like the Commuter Challenge, to recruit new users.

- 37%** Social Media
- 30%** Commuter Challenge
- 28%** My workplace promoted it

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

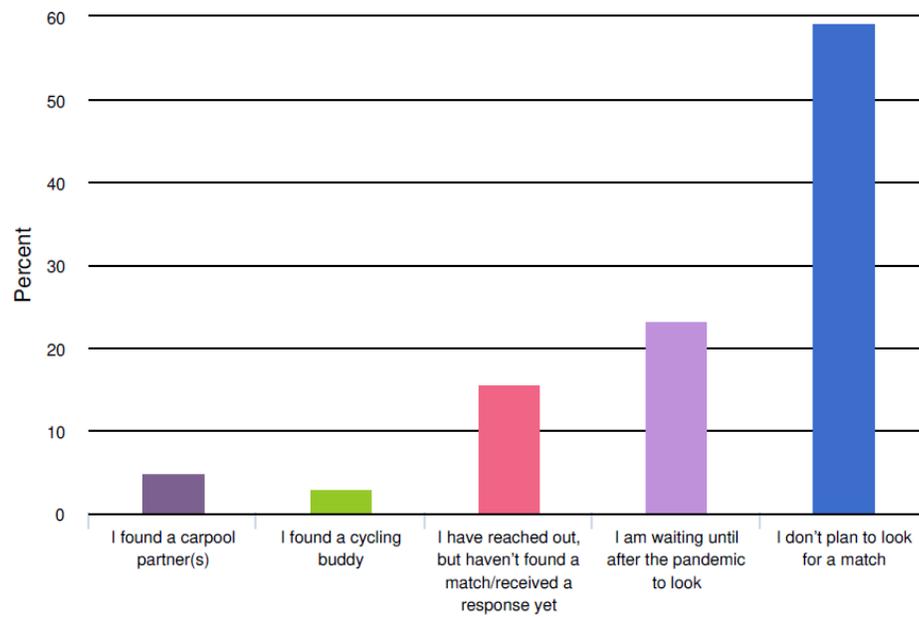


A majority of GoManitoba users (62%) are using the tool to track their travels, but not to find a match.

It will be crucial to attract more users to the tool who are interested in making a match as the COVID-19 pandemic restrictions subside.

26% of survey takers are waiting for restrictions to lift before using the tool to find a match.

13. Have you found a match?



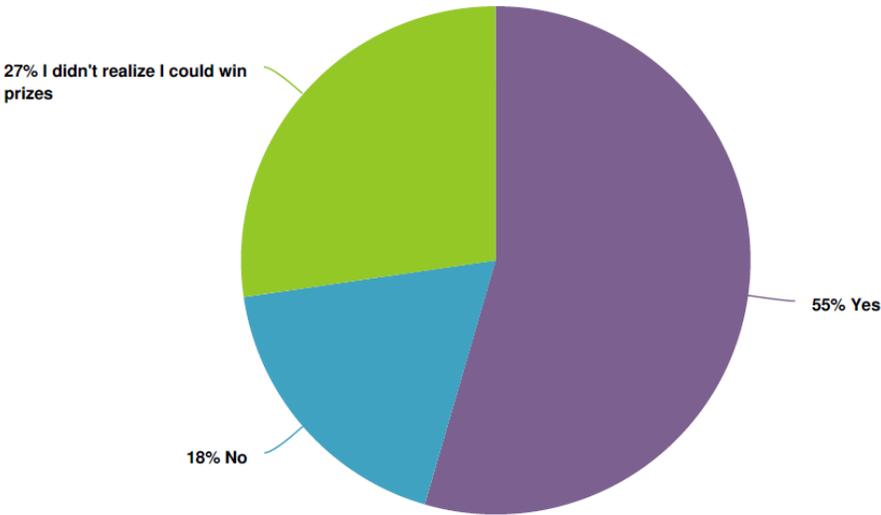
7% of survey takers have found a match by using GoManitoba

16% have reached out through the tool, but haven't have a response yet.

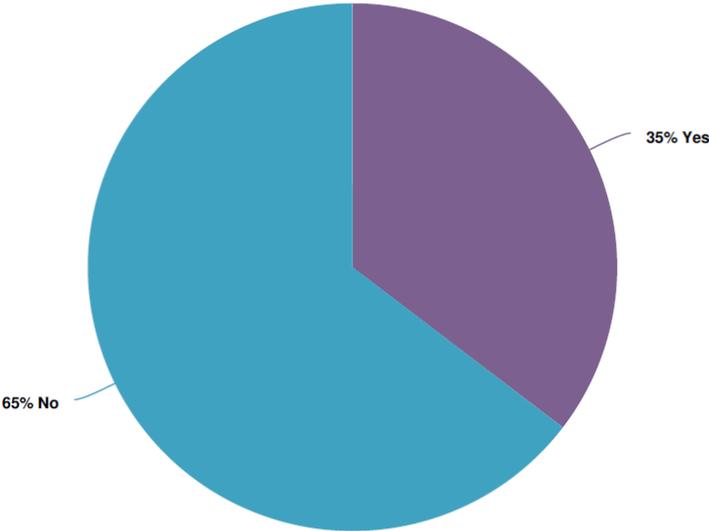
23% are waiting for pandemic restrictions to lift before reaching out

60% don't plan to use GoManitoba to find a match.

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



15. Do you log your commutes in the Commute Calendar?



16. What have you learned about your commutes?



We asked those who have used the commute calendar what they have learned about their commutes. A sample of responses is below. All open answer responses have been shared with GoManitoba partner organizations.

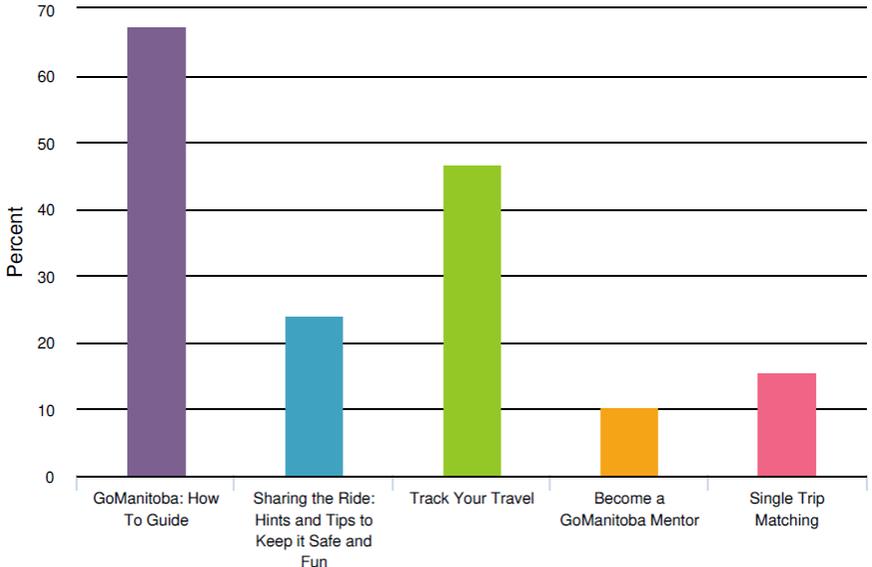
I've saved much gas! Gasoline and greenhouse

Definitely Yes! 2020 and 2021 I walked and bike more than I expected

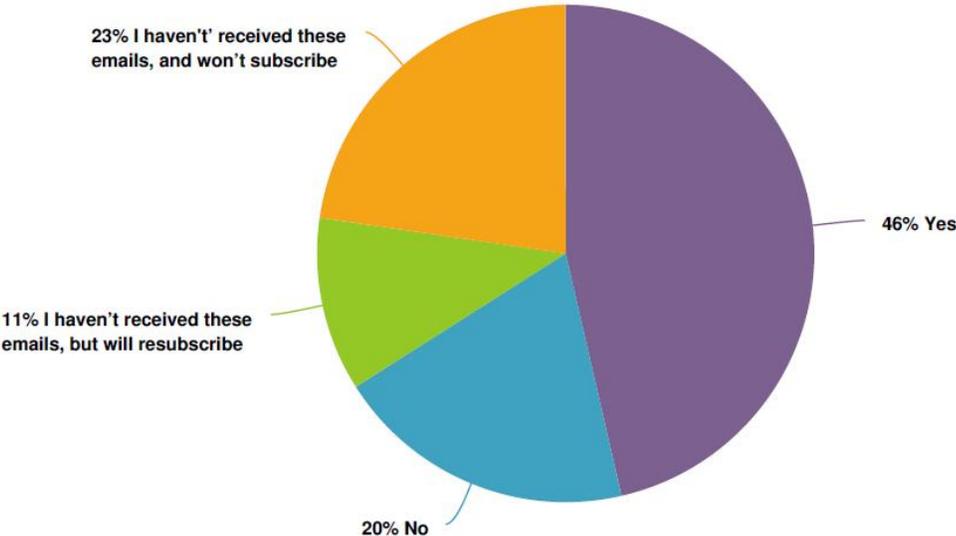
Cost of my trip and time and environment I save by carpooling

I was surprised with the amount of emission generated that was saved just because I was working from home

17. 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:



18. We send out Tip Of The Month newsletters with a handy tip for using GoManitoba. Have you found the TOTM emails helpful?



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



We asked survey takers for their suggestions to recruit more users to GoManitoba. A sample of responses is below. All open answer responses have been shared with GoManitoba partner organizations.

Maybe involve more workplace HR departments? Getting the community more aware of your wonderful programming would be ideal.

Advertise more on social media platforms Bike route maps and park areas

connect with current business partners, and encourage university students while they don't have UPass. Connect with Mb Electric vehicle association to promote tracking and emissions savings.

Keep up the challenges and prizes. Social media presence.

20. Do you have any other feedback for us about GoManitoba?



We asked survey takers for any other feedback to improve GoManitoba. A sample of responses is below. All open answer responses have been shared with GoManitoba partner organizations.

Please add Samsung health as connected apps. The option you currently have is not working for me and for more people that use Samsung health for tracking activities.

(Note: we sent the suggestion to RideShark to add Samsung Health!)

I love the site and wish I could use it more. Hopefully when things get back to a more new normal

Please keep sharing the tips and creating new challenges for us to participate.

I love the emails I receive and they are not too often that I just delete. Keep it up!

Less emphasis on ridesharing (especially in this environment). More information concerning dedicated bike routes, use, safety, lighting issues, etc.