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.

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

- 62% No
- 38% Yes
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.
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.
We asked survey takers to provide any further details about their travel during the pandemic. Below are a sample of responses. GoManitoba partner organizations received all of these open responses.

_Basically no commuting, and ultimately taking an Uber to get to places just to minimize risk of getting the virus._

_I have walked more and took Transit less._

_I would love to commute, I miss the aerobic benefits of the bike_  
_Total lack of safe bike infra (West End) keeps me from doing short to mid-range errands by bike._

_I'm happy to say that I’ve cycled more in this pandemic than I ever have in my life. I even bought a nice new bike! But, unfortunately, now I don't want to take my bike to stores/appointments because I don't trust it not to be stolen while locked outside._

_I take only my own family, or the other family within our bubble in my vehicle. Otherwise I walk/bike, with others._

_When the pandemic began in March 2020, since I work in a lab, I still needed to work on-site. I discovered that I could safely bike to work along the BRT and built up my confidence when traffic was a lot less. I love biking to and from work and discovering this has been a highlight of the pandemic for me._

_For a bit the bus schedule was limited and that made it a bit harder to courte back home, but it's almost back to normal now._
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 receiv...
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
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.
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?

- 55% Yes
- 27% I didn't realize I could win prizes
- 18% No

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

- 35% Yes
- 65% No
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?

- 46% Yes
- 20% No
- 11% I haven’t received these emails, but will resubscribe
- 23% I haven’t received these emails, and won’t subscribe
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.*
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.*