



BACKGROUND

As a province-wide ride-matching tool, [GoManitoba](#)'s goal is to bring sustainable, healthy commuting options to all Manitobans. Its purpose is to ease travel by helping to facilitate carpools, promote public transit use where available, and match bike and transit mentors. It is a quick, secure, and personal way to find your commuting options, simply by inputting your route start and destination info. Users can track their daily/regular commutes or one-time trips to find matches.

GoManitoba is a province-wide platform that connects individuals from multiple workplaces, organizations and communities. Users can choose to commute with others from their workplace, campus, or with anyone who is simply travelling along the same route. The app is free and available for download on smartphone, tablet or desktop by visiting www.GoManitoba.ca

Green Action Centre also offer employers, institutions and municipalities the opportunity to [create custom sub-sites](#), allowing them to have a dedicated portal for their employees, students or residents, and the ability to access commuting data and offer rewards for using the system to reduce or eliminate the number of people driving alone. Custom sub-sites to date include: Assiniboine Credit Union, City of Winnipeg, The Forks, Health Sciences Centre, Investors Group, Partnership of the Manitoba Capital Region, Red River College, University of Manitoba, and University of Winnipeg.

Currently, less than 20% of Manitobans commute in healthy, sustainable ways.

Previously, workplaces around Winnipeg and across Manitoba would try to find carpool matches for their employees in one of two ways: by paying for a subscription to an online ride-matching program for their employees only or by coordinating their own internal matching database for employees. The result to date has been 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. This in spite of employee commuting surveys indicating a definite interest in carpooling.

What if all of these employers and communities used the same ridematching system?

With GoManitoba, we have one, unified ridematching system for all Manitobans to access, along with customized and individually managed sub-sites for workplaces or municipalities to offer to their employees or residents. 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.

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