

Going Green

A Workplace Transportation Demand Management Program

Employee Commuting Options Survey Summary of Results

Public Works and Government Services Canada – Winnipeg



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Summary

The ultimate goal of the transportation survey is to provide baseline data and impressions on what incentives and promotions are required to improve commuter options for Public Works and Government Services Canada employees in downtown Winnipeg. Results from 142 completed surveys representing 65% of the total number of PWGSC employees in Winnipeg are summarized in the present report. The summary provides a very good picture of the commuting patterns of the PWGSC employees who work at four locations in downtown Winnipeg.

Existing commuting patterns

Total one-way travel times vary greatly among respondents, with people spending anywhere from 1 minute to 60 minutes to get to work. The average commuter spends 28 minutes travelling to work in summer, and 32 minutes in winter.

The majority of employees use one principal mode of commuting to get to work on most days in summer and winter. The mode used most regularly is Transit, chosen 30% of the time on most days of the month. In winter, taking the bus is more popular, with 37% of employees choosing Transit on most days.

Driving alone is the second commuting choice of employees, with 22% in the summer, and 23 % in the winter driving alone on most days. Carpooling follows closely, with the combined total for 2-person and 3-person carpools representing 19% of commuters on most days in the summer, and 21 % in the winter.

Cycling and walking are chosen least of all, with 10% and 9% respectively in summer. During the winter months, walking is chosen by 8% of respondents, whereas cycling is even lower, with only 4 people choosing to ride their bicycle a few days per month.

Motivation for current modes

Running personal errands before, during and after work is the number one reason people choose to drive alone. Transporting family members to and from work or school is also a major motivator to drive alone.

Convenience, comfort or enjoyment, and fast travel time, were popular choices as one of top three reasons to drive alone. These same reasons were selected by carpoolers and Transit riders to explain why they choose these modes.

Transit riders identified the fact that riding the bus is good for the environment as one of the main reasons for choosing to ride the bus. Cyclists and walkers also identified good for the environment and exercise or fitness as two of top three reasons to actively commute.

Cost savings was the factor most identified as one of top three reasons to take Transit, was the second most chosen reason by cyclists, and the fourth most popular choice by walkers. Even carpoolers found cost savings to be one of the top three reasons. Single drivers identified saving money as the MOST important factor in considering alternatives.

Considering alternatives and making green modes easier

Driving alone when necessary, or on part-time basis, are key ways of encouraging solo drivers to carpool, and make sharing a ride more convenient for current carpoolers. Subsidized or preferential parking are both important factors that would encourage solo drivers to carpool, and that would make the ride more convenient for existing carpoolers.

Easier and more enjoyable transit service depends primarily on further cost savings to the user. An employer-sponsored bus pass program and the reduction in regular Transit fares are the overwhelming winners in terms of making Transit easier, for current and potential Transit users. Improvements to the Transit service itself -- more frequent or reliable service, faster service, and tickets or passes available from the workplace -- are important factors in motivating solo drivers to ride the bus, and in making Transit choices easier for current riders.

Safety appears to be a more important motivator than shorter travel time in making cycling easier or more enjoyable. In fact, the majority of solo drivers and current cyclists chose access to safe routes as one of the main factors that would make riding a bicycle easier and more convenient. In terms of facility improvements, more secure or sheltered bicycle parking spots was a higher priority than better shower, change room and locker facilities, for cyclists and solo drivers alike.

The top factors that would make the walk easier for current and prospective walkers are safer and more convenient routes.

Next steps

With these results, the Green Citizenship Committee of Public Works and Government Services is in a position to set trip reduction objectives specific to each mode. After having undertaken a workplace assessment, the GC committee will set forth a green commuting plan that identifies areas of priority for initiating incentive programs and service improvements. With the timeline and budget approved by management, the action plan will set forth steps that will make choosing alternatives to the single occupant vehicle more attractive for employees who currently drive alone, and easier and more enjoyable for those who already choose green commuting modes.

