

---

# SOUTHEAST REGIONAL TRANSPORTATION INITIATIVE(SERTi)

## “IGNITING CONNECTIONS”

(SURVEY RESULTS)

Survey Results by Supporting Partner Community  
General Reference - **Version 2**  
Eco-West Canada & RM of Piney Project Leads

May 22, 2023



## PURPOSE

This document is intended for the supporting partners of the Southeast Regional Transportation Initiative (SERTi) as a reference document for the survey results. Having a focused, regional transit strategy in place will ignite connections for residents of all ages and in particular the area's vulnerable populations, allowing rural communities to thrive and grow.

**Everyone travels to get somewhere, we've simply forgotten why public transportation is essential until we really need it!**

- \* It could be for events, commuting, work, shopping, medical appointments...
- \* It could reduce stress of finding a ride, driving or parking.

## SURVEY RESULTS

A transportation survey was conducted from December 2022 – February 2023 to better understand the region's ridership profile, priorities and barriers for public transportation options among the supporting partners. The survey questions included in Appendix 1, were to determine where community members need to travel, the frequency and purpose of travel.

The supporting partners are the RMs of De Salaberry, Hanover, La Broquerie, Piney, Reynolds, Ritchot, Stuartburn, Ste. Anne, Taché, Town of Ste. Anne, Village of St.Pierre-Jolys', Buffalo Point First Nation and the Steinbach Economic Development (SED) Corporation (joined near the end of the community survey period).

## TOTAL SURVEYS

A total of 1088 surveys were collected online and on paper. Out of these, 29 were essentially blank and a further 146 only provided general demographic information (age, community, home town) resulting in 913 valid surveys per Figure 1.

The data and graphs below are categorized as "all respondents" or "satisfied = no". The survey included the question "Are you satisfied with your current transportation options" to determine how many may be interested in potential transportation solutions. It is interesting to note that many people who answered "yes" to this question, also added comments later in the survey about the possibility of needing such in the future, if their vehicle is not available or if the service is affordable and convenient.

Over 80% of respondents (746) contributed comments regarding benefits that would make them consider using public transportation instead of their own vehicle. Whereas, 95% of respondents provided additional other positive general comments.

**FIGURE 1****RESPONSES BY COMMUNITY TO QUESTION**

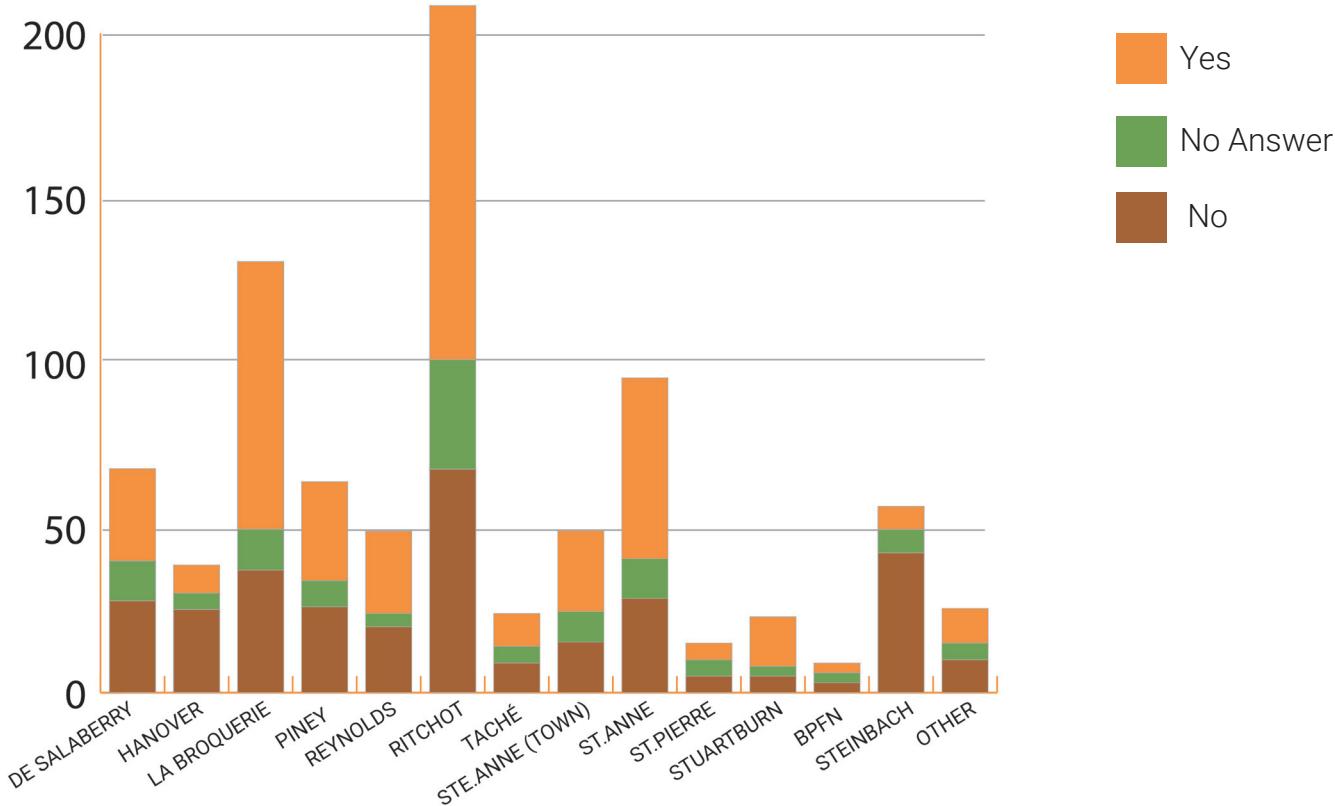
**"Are you satisfied with your current transportation options**  
**NO=304/913=33%".**

	Total			No	SATISFIED WITH TRANSP. OPTIONS		
	Responses	English	French		No	No Answer	Yes
<b>Overall</b>	1059	1030	29	33%	304	117	492
<b>RM of De Salaberry</b>	98	96	2	35%	27	12	39
<b>RM of Hanover</b>	39	39		58%	19	3	11
<b>RM of La Broquerie</b>	148	130	18	26%	34	18	80
<b>RM of Piney</b>	78	78		26%	18	7	44
<b>RM of Reynolds</b>	53	53		33%	17	4	31
<b>RM of Ritchot</b>	271	270	1	31%	69	30	122
<b>RM of Taché</b>	35	32	3	32%	9	5	14
<b>Ste. Anne (Town)</b>	63	61	2	31%	16	8	28
<b>RM of Ste. Anne</b>	97	96	1	26%	23	10	56
<b>St. Pierre-Jolys (Village)</b>	22	20	2	53%	9	3	5
<b>RM of Stuartburn</b>	33	33		13%	4	1	27
<b>Buffalo Point First Nation</b>	15	15		33%	5	3	7
<b>Steinbach</b>	74	74		61%	38	10	14
<b>Other</b>	33	33		48%	16	3	14
<b>Blank surveys</b>	29	29		913	33%	13%	54%
	<b>1088</b>	<b>1059</b>	<b>29</b>		<b>TOTAL SURVEYS WITH RESPONSES</b>		

## FIGURE 2

### CURRENT TRANSPORTATION OPTIONS SATISFACTION

**33% "No" (304/913)**



The level of dissatisfaction varies significantly across the different communities per Figure 2. Hanover and Steinbach are the most dissatisfied, with about 60% of their responses expressing discontent. Stuartburn, on the other hand, is the least dissatisfied, with only 13% of its responses.

## FIGURE 3

	Own vehicle	Friend/Family	Veh for fee	Handi-van	Taxi	Other
<b>ALL RESPONDENTS</b>	718	192	18	4	29	25
<b>SATISFIED = "NO"</b>	238	107	12	2	27	11

According to the survey data, most of the respondents use their own vehicle as their main mode of transportation, followed by traveling with friends or family members. More than 25% of those who have their own vehicle also reported that they sometimes travel with a friend or family member. Other modes of transportation, such as hiring a personal driver, taking a taxi or using carpooling, walking, bicycling, or car rental services, were less popular among those who have their own vehicle.

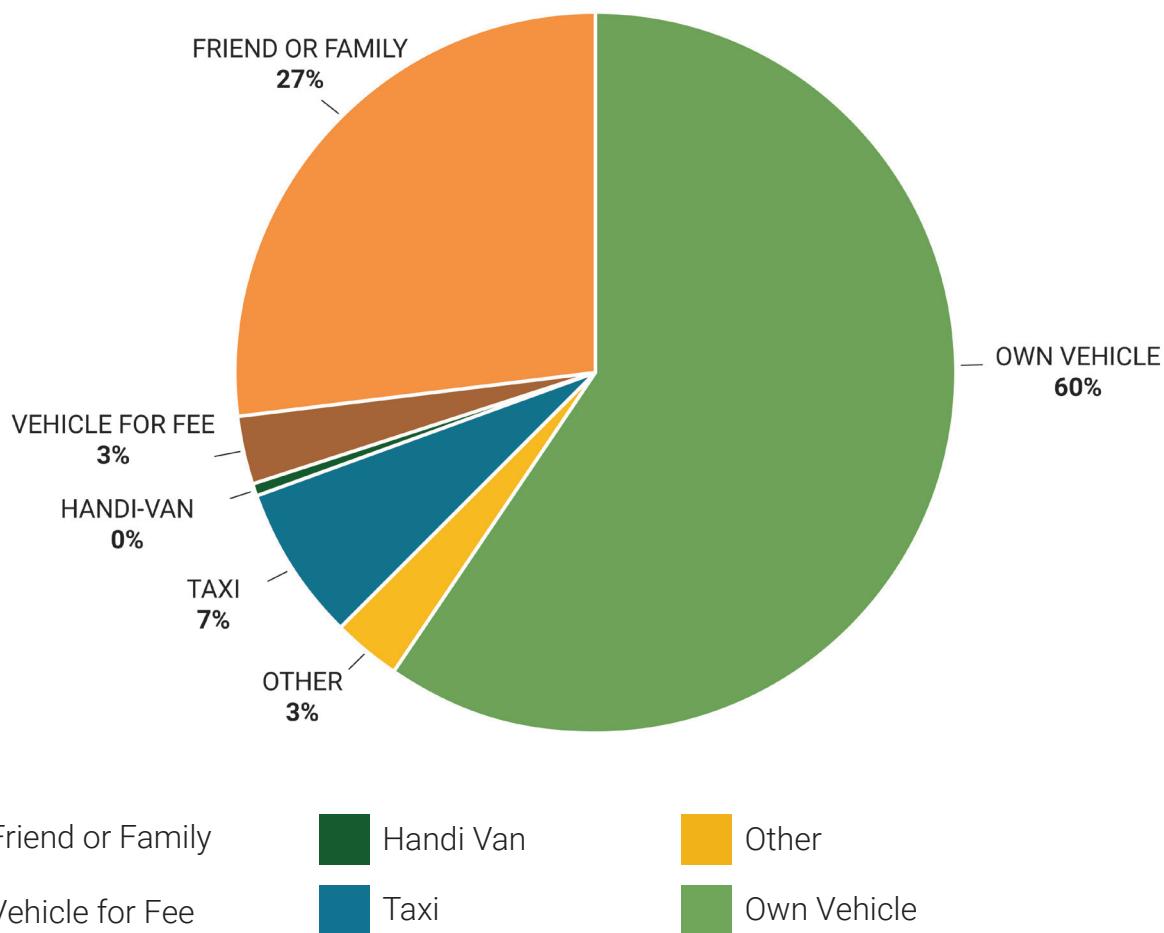
"Other" travel options include carpool, rideshare, Uber, walk, bicycle, work vehicle, service for seniors volunteer, daily car rental, live on residence, DeSalaberry family van.

Based on 913 responses, Figure 3 shows 718 identified using their own vehicle. However, some of them also use other modes of travel such as travelling with a friend or family member (192), paying a fee to travel in a personal vehicle (18), using a Handi van (4), taking a taxi (29) or using other options (25).

The survey results indicate that 195 respondents do not have their own vehicle and 65 of those are unhappy with their current transit options. Among those who are unhappy, about half are under the age of 60.

**The chart below shows current transportation modes for those unsatisfied with their current transportation options.**

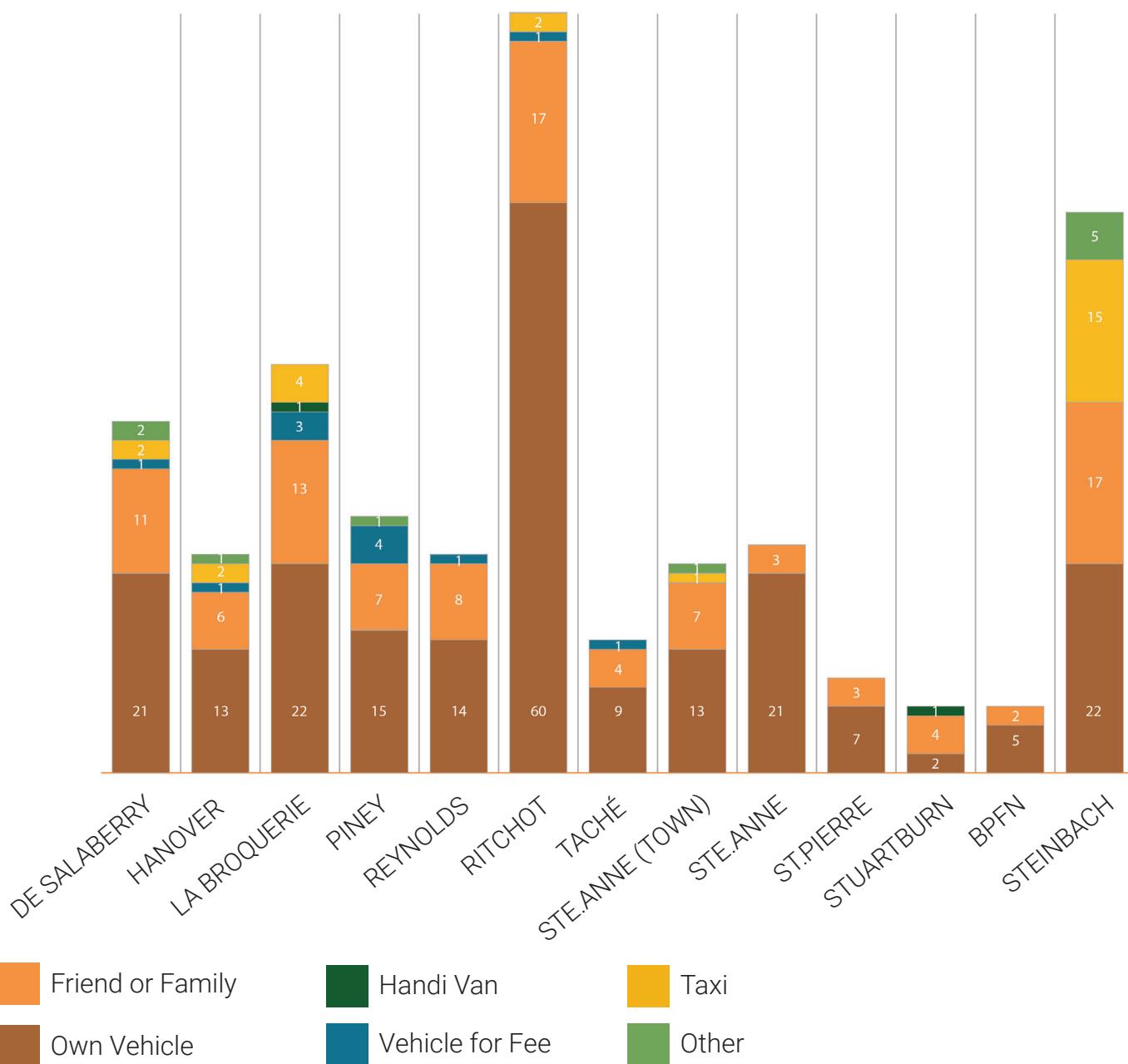
**FIGURE 4**  
**TOTAL SATISFIED= NO BY CURRENT TRANSPORTATION MODES**



The survey results showed that 304 participants were not satisfied with available transportation options. Among them, 238 have their own vehicle or 107 noted they relied on friends or family members in Figure 4. Responses to Handi-van use was very low, but also included those unsatisfied with travel options. Of the 238 not satisfied with their current travel options, approximately one-half of these respondents travel to work daily. Figure 5 represents the data by community.

## FIGURE 5

### RESPONSES BY CURRENT TRAVEL MODES SATISFIED=NO



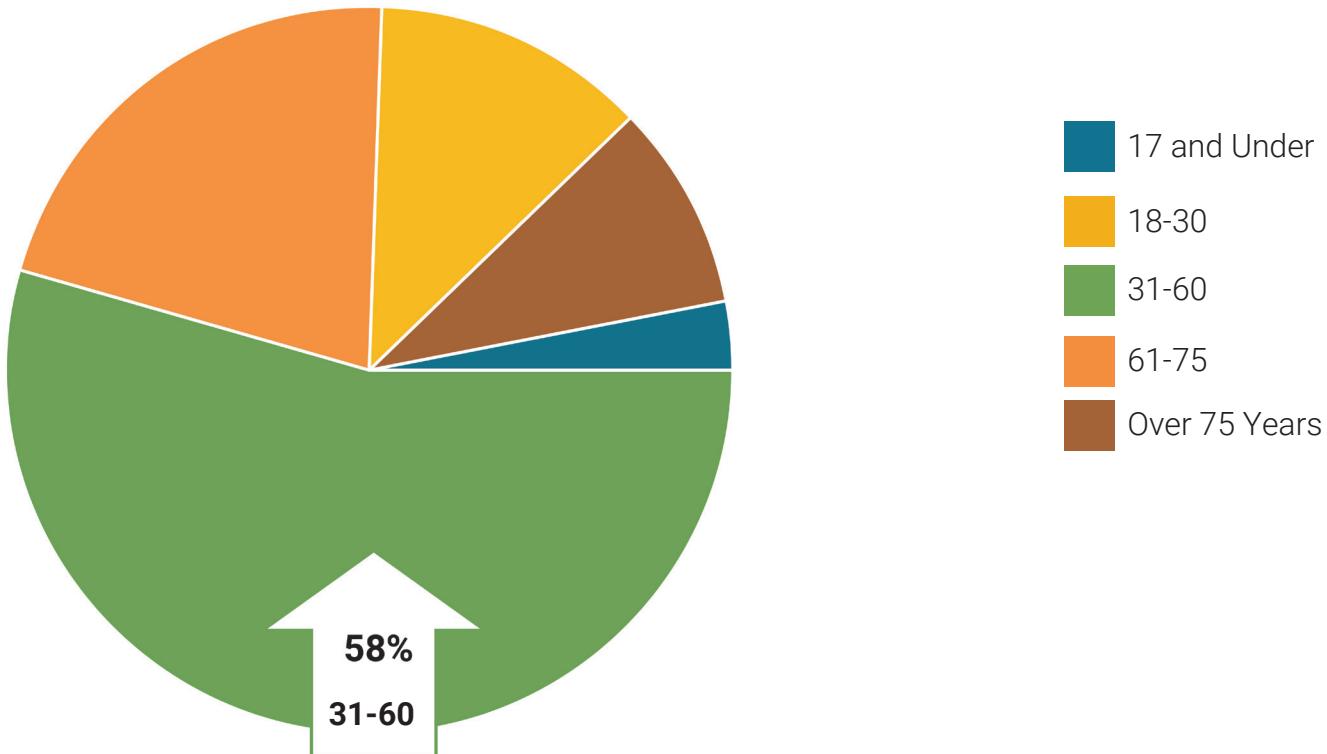
### Age of respondents that replied satisfied = "no" by community

The survey results show that most respondents who are dissatisfied with current transit options belong to the 31-60 age group, except in Piney where the dissatisfaction is higher among older adults (61-75 age group) and in La Broquerie, where the dissatisfied age group is distributed between these two age groups see Figure 6.

Over one-half of all (913) survey respondents are in the 31-60 age group.

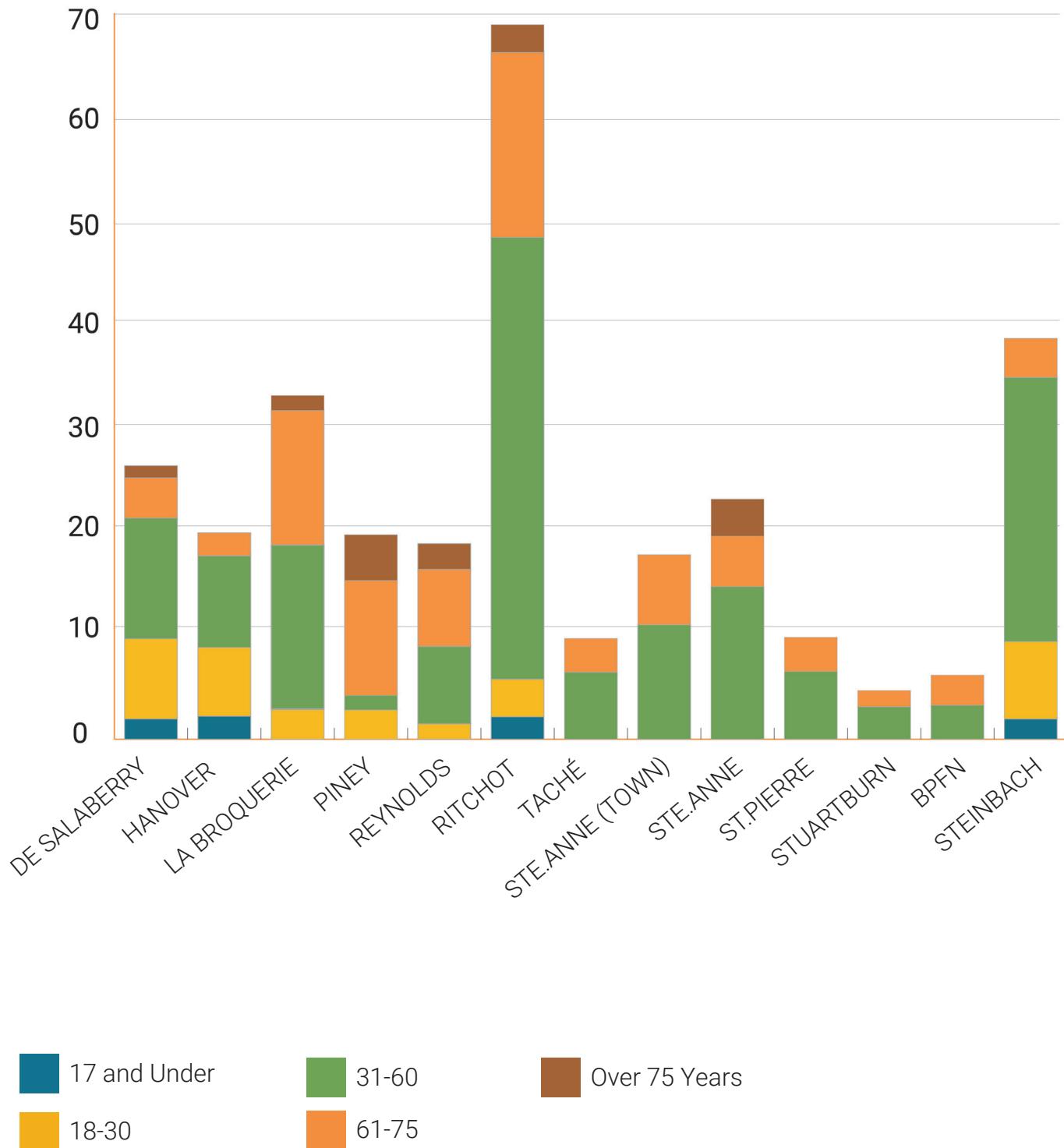
Over one-half of 31-60 age group are not satisfied with current transportation options.

**FIGURE 6**  
**SATISFIED=NO BY AGE GROUP**



According to the survey results, most of the participants who expressed dissatisfaction with their available transportation options reported that they usually drive their own car or share a ride with someone they know. The survey also revealed that Handi-vans and taxis are not widely accessible in many communities.

**FIGURE 7**  
**SATISFIED=NO BY AGE GROUP**

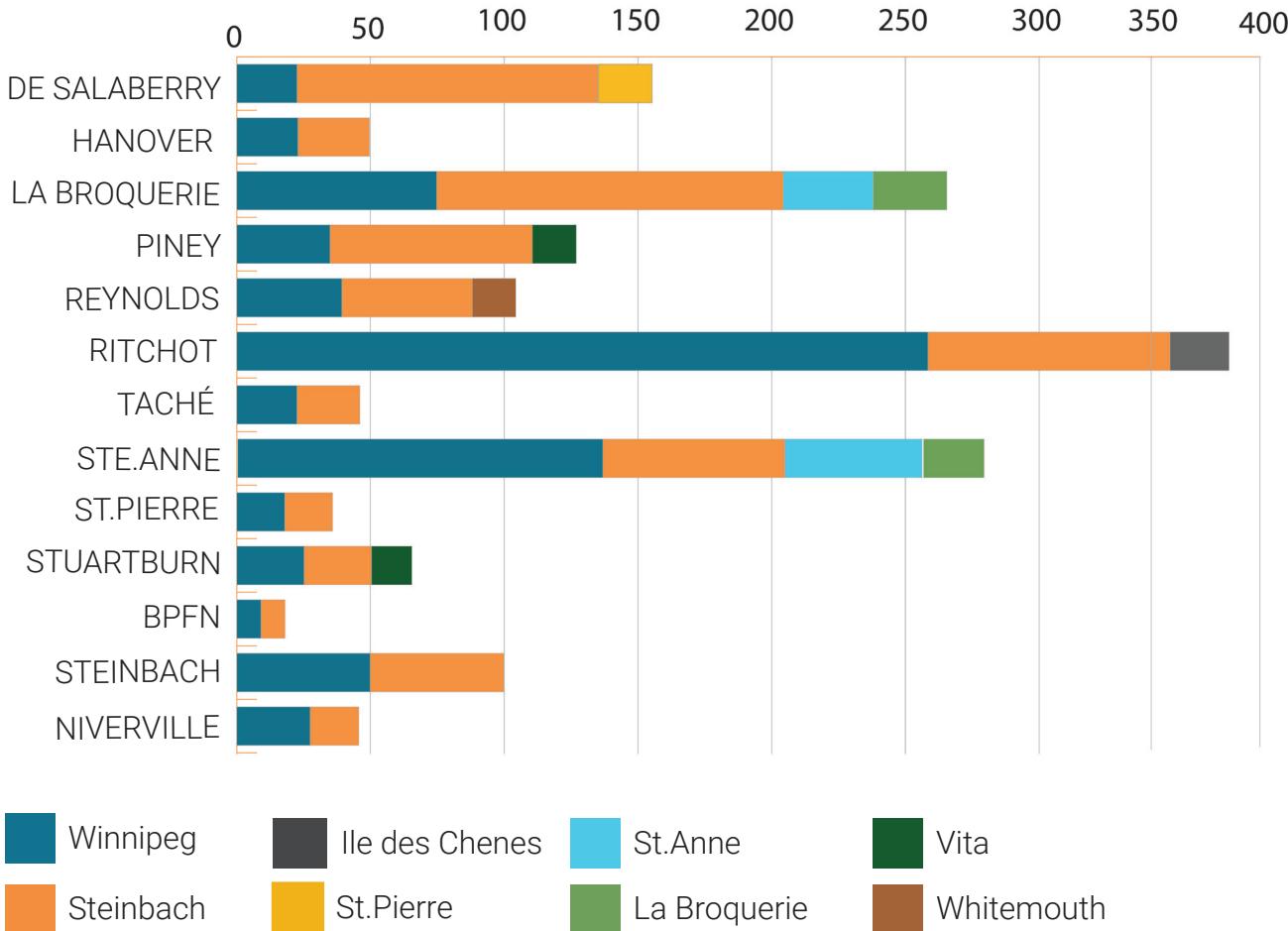


**Questions: What is your most important destination (town or location)? & Where is your second & third destination (town or location)? How often do you go there & why?**

One of the objectives of this survey was to understand the travel patterns and preferences of the respondents. We found that many respondents had multiple purposes for each destination they identified, such as work, shopping, services, medical, or visiting friends and family. However, for the sake of simplicity, we counted each destination as one trip, regardless of the frequency (daily – monthly). We also focused on the destinations that were mentioned at least 10 times by the respondents.

Figure 8 shows below shows the distribution of these destinations for all respondents. Results are virtually the same whether for all respondent destinations and for those not satisfied with current travel options.

**FIGURE 8**



**Those not satisfied with their travel options most frequently travel from:**

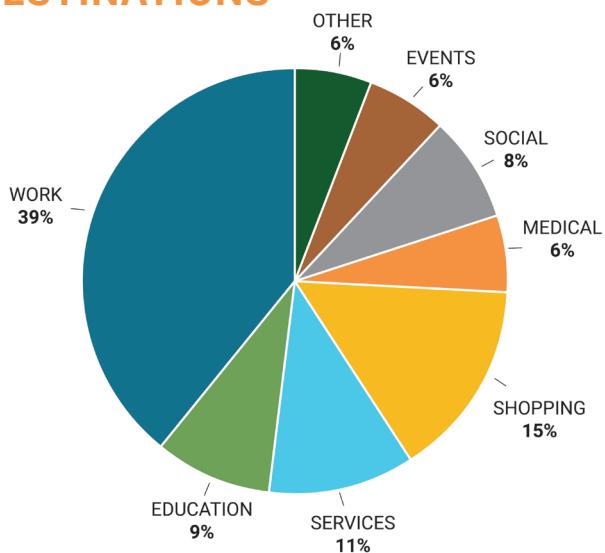
- RM of Ritchot, RM Hanover and RM of Taché to Winnipeg
- Ste Anne, RM La Broquerie and RM De Salaberry to Winnipeg and Steinbach

## TRAVEL PURPOSE

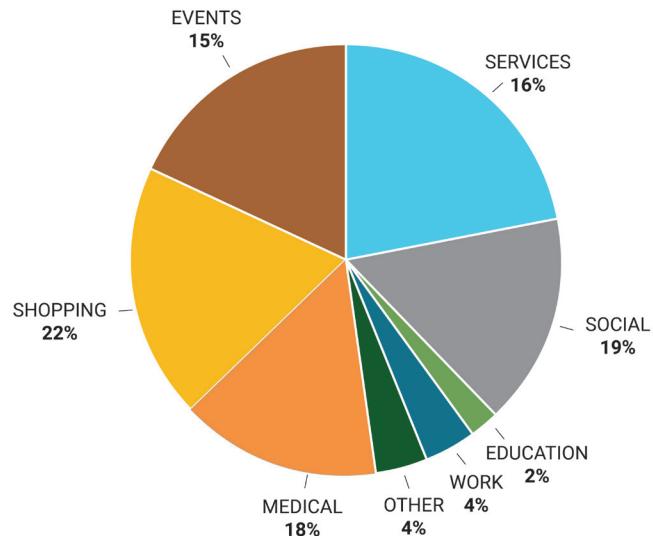
Work is the predominant reason to travel daily which accounts for 39% of all daily travel. The second most common reason is to shop or access services, which makes up 26% of daily travel. See Figure 9 to 11 and Appendix 2.

When looking at weekly or monthly travel needs, shopping and services are the most important, with about 40% of all travel. Medical travel is also significant on a monthly or bi-monthly basis, with 18% of all travel. See Appendix 3 and 4 for medical and the all trips map, note some destinations are outside southeast Manitoba.

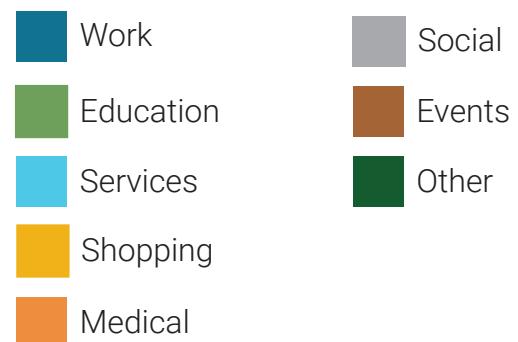
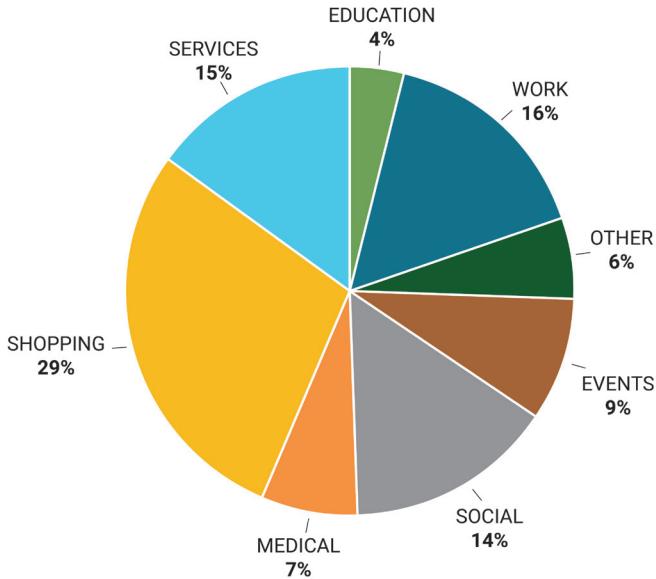
**FIGURE 9**  
**DAILY TRAVEL PURPOSE FOR ALL DESTINATIONS**



**FIGURE 10**  
**TRAVEL MONTHLY/BI-MONTHLY**



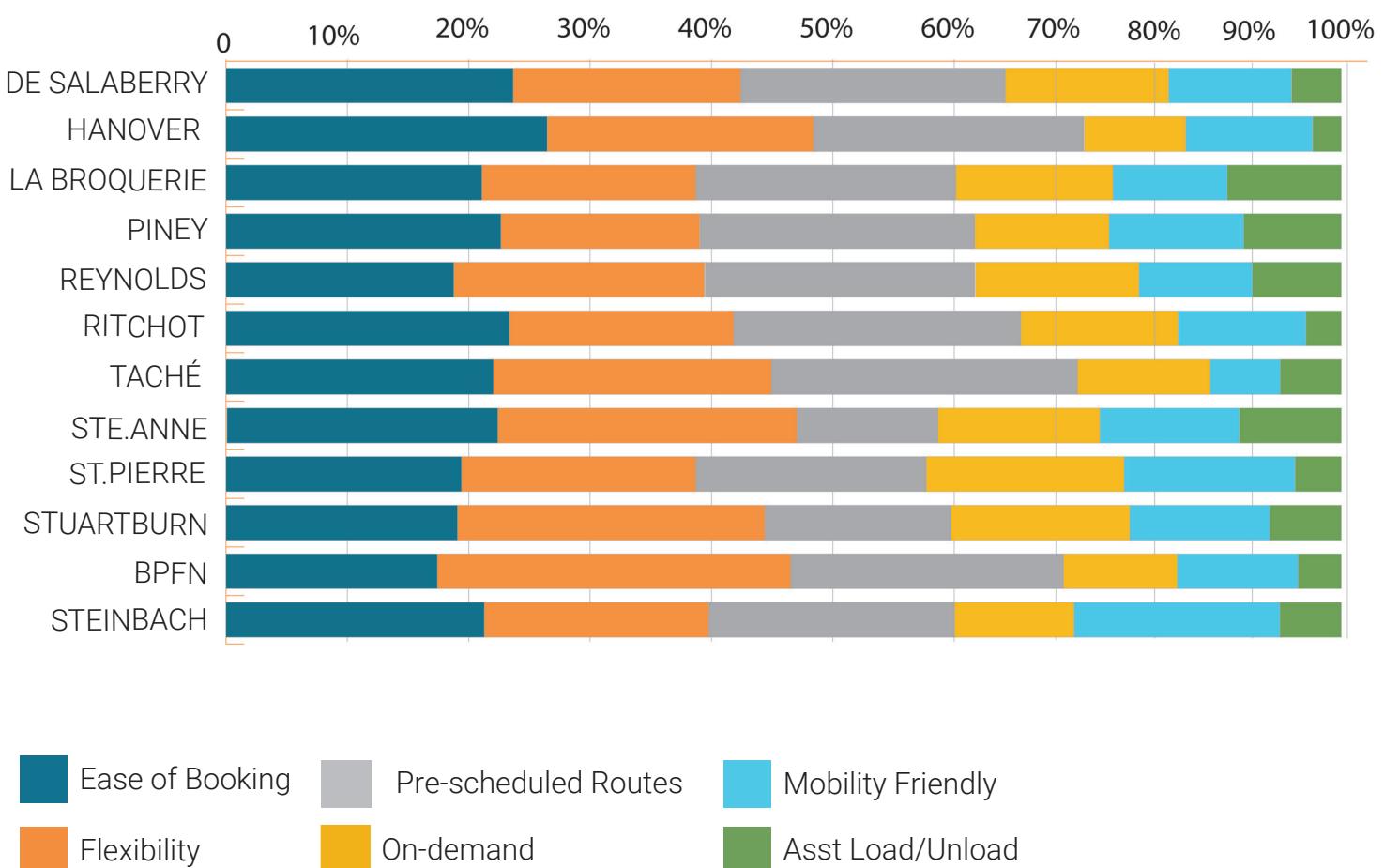
**FIGURE 11**  
**TRAVEL DAILY/WEEKLY**



**Question: What are the main features or expectations of transportation services to be successful?  
Check all that apply**

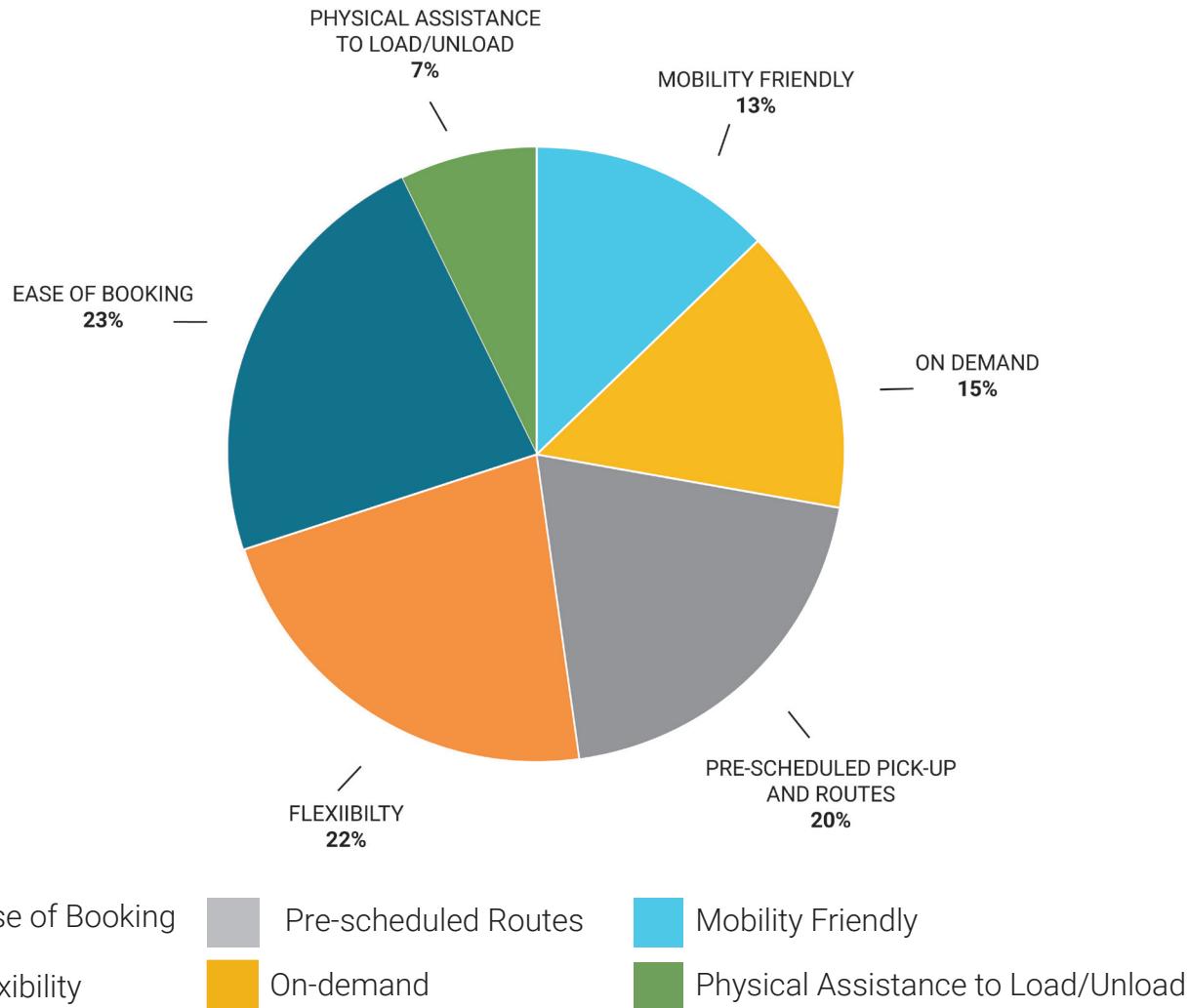
The survey asked about six transportation features and allowed respondents to add more. The three most popular features were easy booking, flexible service, and pre-set pick-up locations and routes. These features had similar ratings across different communities. Communities with an older population like Piney, La Broquerie and Ste Anne gave more importance to mobility-friendly and physical assistance options.

**FIGURE 12**



## FIGURE 13

### TRANSPORTATION SERVICE FEATURES SELECTED



**Question: If you currently travel in your own vehicle, what benefits would other transportation options need to provide rather than using your own vehicle?**

Many comments were received for the question above as well as other general comments. These are summarized in categories listed below:

**AFFORDABILITY** --Many respondents mentioned that other transportation options would need to be cheaper than fueling their own vehicle.

-Cost < gas of personal vehicle

-Clear rates

-Inexpensive fees

**SCHEDULING** - Flexible and convenient scheduling were requested to include early mornings and late hours so that travel can be any time of the day. Flexibility is also noted to allow ridership booking modifications.

- Daily schedule, regular, multiple times per day
- Early mornings, late hours
- Availability
- Allow last-min ridership changes (not just pre-booking)
- Time of appointment flexible

#### **VEHICLE**

- Clean, newer, comfortable seats
- Accessible, sanitized, cargo space
- EV, variety of vehicles

#### **DRIVERS**

- Certification
- Friendly

**SERVICES** - Many respondents also emphasized the importance of convenience, such as having frequent, reliable and accessible services that match their travel needs and preferences and link conveniently to other public transportation options. They also mentioned the need for easy transfers, integrated payment systems, real-time information and reduce our carbon footprint.

- Safety, reliable, punctual, consistent
- Year round, easy to use
- Online booking, trip tracker
- Door to door; some fixed routes
- Convenient transfer to other public transportation
- Car pool matchups, Uber-type
- Environmentally friendly

#### **DESTINATIONS**

- Wpg transit route hub drop off
- Connect with other public transportation
- Airport, local events, local parks

#### **PAYMENT**

- Cash-less, interact, pre-paid cards
- Quick access to passes/tickets

#### **OTHER**

- Service in French
- Groups

-WIFI availability; Access to refreshments

-Roads

## GENERAL COMMENTS

-Driving support

-Night/winter/weather

-Freedom, convenience, peace of mind, parking

-Option for travel, social events, guests w/o vehicle

-Family members, social/community interactions

-Financial savings (gas, wear/tear, less need for 2nd vehicle)

-Environmental, reduce carbon footprint

-Have an alternative transportation option if current vehicle unavailable/unreliable

-Medical visit support

-Age in place, option when no longer able to drive

-Many respondents expressed their desire for comfortable and pleasant travel experiences, such as having spacious, clean and safe vehicles and stations, courteous drivers and staff, and amenities such as Wi-Fi

-Other

-If unable to drive would call on others

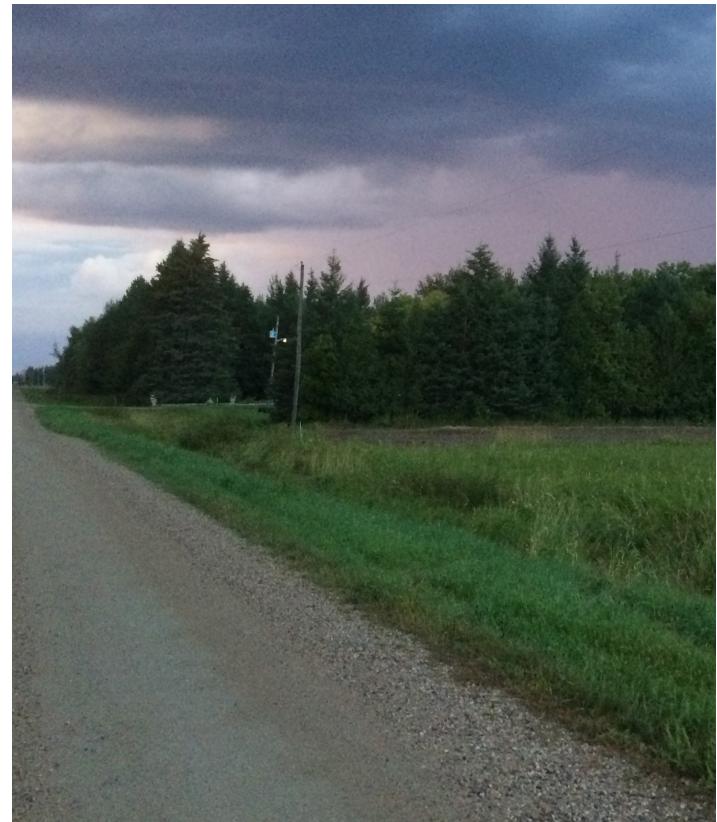
-No benefits to alt transportation for me ...but I can see it being useful for others around me.

-We don't spend a lot to rent a car

-None to me. Save gas but I have small children so loading them in car seats in another vehicle is an ordeal

-Enjoy my independence and convenience to go where and when I want

The survey results indicate the need for transit services that cater to the diverse needs and preferences of different age groups and communities.



## APPENDIX 1

*available in french/disponible en français*

### SOUTHEAST MANITOBA TRANSPORTATION INITIATIVE TRANSPORTATION NEEDS SURVEY (RM OF PINEY & ECO-WEST CANADA)

**Everyone travels to get somewhere, we've simply forgotten why public transportation is essential until we really need it! Some may want options to travel to sporting or entertainment events, or enjoy a social outing, some may need it to get to services not available locally, others just need to get to work.**

- \* It could be for events, commuting, work, shopping, medical appointments....
- \* It could reduce stress of finding a ride, driving or parking.
- \* It could reduce vehicle expenses. It could be green. It could be unique.

**Results of this survey will provide valuable information towards identifying the need for potential regional transportation solutions to connect nearby communities in southeast Manitoba for short and longer travel distances.** Many municipalities have Handi Van services, some do not, some have taxis and some do not. There is a wide disparity as to what transportation services are available and how they are used.

To assist in analyzing data collected, please identify your age group and your community  
(the more specific information we collect the better we can align your needs)

1.Age group      17 & under       18-30       31-60       61-75       75 yrs & better

2.Community      RM of XXXXX       Other: please list \_\_\_\_\_

Home Town \_\_\_\_\_

Civic Address \_\_\_\_\_ (ie 123 Main Str or 5555 Road 5N)

**LIST BELOW YOUR TOP 3 TRANSPORTATION NEEDS IN SE MANITOBA. Include destination town or place (such as Health Sciences Center or Winnipeg Arena) how often, and the main purpose of a trip.**

3. Where is your most important destination (town or location)? \_\_\_\_\_

4. How often do you go to the 1st destination and why? (event, social, medical ....)  
(events could include sporting events or entertainment; social could include visiting family/friends)

	events	social	medical	shopping	services	education	work	other	
daily	<input type="checkbox"/>	_____							
2/week	<input type="checkbox"/>	_____							
weekly	<input type="checkbox"/>	_____							
monthly	<input type="checkbox"/>	_____							
2/month	<input type="checkbox"/>	_____							
sometimes	<input type="checkbox"/>	_____							

5. Where is your second destination (town or location)? \_\_\_\_\_

6. How often do you go to the 2nd destination and why? \_\_\_\_\_

	events	social	medical	shopping	services	education	work	other	
daily	<input type="checkbox"/>	_____							
2/week	<input type="checkbox"/>	_____							
weekly	<input type="checkbox"/>	_____							
monthly	<input type="checkbox"/>	_____							
2/month	<input type="checkbox"/>	_____							
sometimes	<input type="checkbox"/>	_____							

7. Where is your third destination (town or location)? \_\_\_\_\_

8. How often do you go to the 3rd destination and why? \_\_\_\_\_

	events	social	medical	shopping	services	education	work	other
daily								
2/week								
weekly								
monthly								
2/month								
sometimes								

9. How do you travel now? *check all that apply*

My Own Vehicle	<input type="checkbox"/>	Handi Van	<input type="checkbox"/>
Friend/Relative Driver	<input type="checkbox"/>	Taxi	<input type="checkbox"/>
Personal Vehicle for Fee	<input type="checkbox"/>	Other _____	

10. Are you satisfied with your current transportation options? \_\_\_\_\_

Yes

No

11. What are the main features or expectations of transportation services to be successful? *check all that apply*

Mobility Friendly	Other _____
Physical Assistance to Load/Unload	Other _____
Ease of Booking	Other _____
Flexibility of Service	Other _____
On-demand Service	Other _____
Pre-scheduled Pickup Places & Routes	Other _____

12. If you currently travel in your own vehicle, what benefits would other transportation options need to provide rather than using your own vehicle?

13. Other Comments on transportation needs ..... Or filling out this survey

Please drop off your paper survey at xxx customized by community OR  
complete online at <https://rmofpiney.mb.ca/transit-plan/>



THANKS FOR YOUR TIME AND INTEREST!



page 2

## INITIATIVE DE TRANSPORT DU SUD-EST DU MANITOBA

### SONDAGE SUR LES BESOINS EN TRANSPORT (RM DE PINEY ET ÉCO-OUEST CANADA)

**Tout le monde se déplace pour aller quelque part ; nous avons simplement oublié pourquoi le transport public est essentiel jusqu'à ce que nous en ayons vraiment besoin ! Certains veulent des options pour se rendre à des événements sportifs ou de divertissement, ou pour profiter d'une sortie sociale, d'autres en ont besoin pour se rendre à des services qui ne sont pas disponibles localement, d'autres encore ont simplement besoin de se rendre au travail.**

- \* Il peut s'agir d'événements, de trajets quotidiens, de travail, de magasinage, de rendez-vous médicaux...
- \* Cela pourrait réduire le stress lié à la recherche d'un moyen de transport, à la conduite ou au stationnement.
- \* Cela pourrait réduire les dépenses liées aux véhicules. Cela pourrait être écologique. Cela pourrait être unique.

**Les résultats de cette enquête fourniront des informations précieuses pour déterminer le besoin de solutions de transport régionales potentielles afin de relier les communautés voisines du sud-est du Manitoba sur des distances courtes et longues. De nombreuses municipalités ont des services Handi Van, certaines n'en ont pas, certaines ont des taxis et d'autres non. Il existe une grande disparité quant aux services de transport disponibles et à la façon dont ils sont utilisés.**

Pour faciliter l'analyse des données recueillies, veuillez identifier votre groupe d'âge et votre communauté (plus les renseignements recueillis seront précis, mieux nous pourrons répondre à vos besoins).

1. Groupe d'âge      17 & moins       18-30       31-60       61-75       75 & plus

2. Communauté      RM of xxxx       Autre : veuillez énumérer : \_\_\_\_\_

Ville d'origine \_\_\_\_\_

Adresse civique \_\_\_\_\_ (c'est-à-dire 123 Main Str ou 5555 Road 5N)

**Énumérez vos 3 principaux besoins de voyage/voyage dans le sud-est du Manitoba; inclure la ville (ou le lieu) de destination, (ie. Steinbach Mall ou Winnipeg Arena), la fréquence et le but principal du voyage.**

3. Quelle est votre destination la plus importante (ville ou lieu) ? \_\_\_\_\_

4. Combien de fois vous rendez-vous à la 1ère destination et pourquoi ? (événement, social, médical ....)  
(les événements peuvent inclure des événements sportifs ou des divertissements; les activités sociales peuvent inclure des visites à la famille/aux amis)

	Événements	social	médical	magasinage	services	éducation	travail	autre
Quotidiennement	<input type="checkbox"/>							
2 fois par semaine	<input type="checkbox"/>							
Hebdomadaire	<input type="checkbox"/>							
Mensuellement	<input type="checkbox"/>							
2/mois	<input type="checkbox"/>							
Parfois	<input type="checkbox"/>							

5. Quelle est votre 2ème destination et pourquoi ? \_\_\_\_\_

6. Combien de fois vous rendez-vous à cette deuxième destination et pourquoi ? \_\_\_\_\_

	Événements	social	médical	magasinage	services	éducation	travail	autre
Quotidiennement	<input type="checkbox"/>							
2 fois par semaine	<input type="checkbox"/>							
Hebdomadaire	<input type="checkbox"/>							
Mensuellement	<input type="checkbox"/>							
2/mois	<input type="checkbox"/>							
Parfois	<input type="checkbox"/>							

7. Où se trouve votre troisième destination (ville ou lieu) ? \_\_\_\_\_

8. Combien de fois allez-vous à la deuxième destination et pourquoi ?

	Événements	social	médical	magasinage	services	éducation	travail	autre	
Quotidiennement									
2 fois par semaine									
Hebdomadaire									
Mensuellement									
2/mois									
Parfois									

9. Comment vous déplacez-vous maintenant ? Cochez toutes les cases qui s'appliquent

Mon propre véhicule	<input type="checkbox"/>	Handi Van	<input type="checkbox"/>
Conducteur ami/parent	<input type="checkbox"/>	Taxi	<input type="checkbox"/>
Véhicule personnel payant	<input type="checkbox"/>	Autre :	_____

10. Êtes-vous satisfait de vos options de transport actuel

Oui

Non

11. Quelles sont les principales caractéristiques ou attentes des services de transport pour qu'ils soient performants ? Cochez toutes les réponses qui s'appliquent

Aide à la mobilité	<input type="checkbox"/>	Autres :	_____
Assistance physique pour embarquer/débarquer	<input type="checkbox"/>	Autres :	_____
Facilité de réservation	<input type="checkbox"/>	Autres :	_____
Flexibilité du service	<input type="checkbox"/>	Autres :	_____
Sur demande	<input type="checkbox"/>	Autres :	_____
Lieux de ramassage et itinéraires préprogrammés	<input type="checkbox"/>	Autres :	_____

Autres :

Autres :

Autres :

Autres :

Autres :

Autres :

12. Si vous vous déplacez actuellement dans votre propre véhicule, quels avantages les autres options de transport devraient-elles offrir plutôt que d'utiliser votre propre véhicule ?

13. Autres commentaires sur les besoins en transport ..... Ou concernant ce questionnaire

Déposez les sondages sur papier auprès de votre Conseiller le plus proche ou au bureau de la RM xxxx in



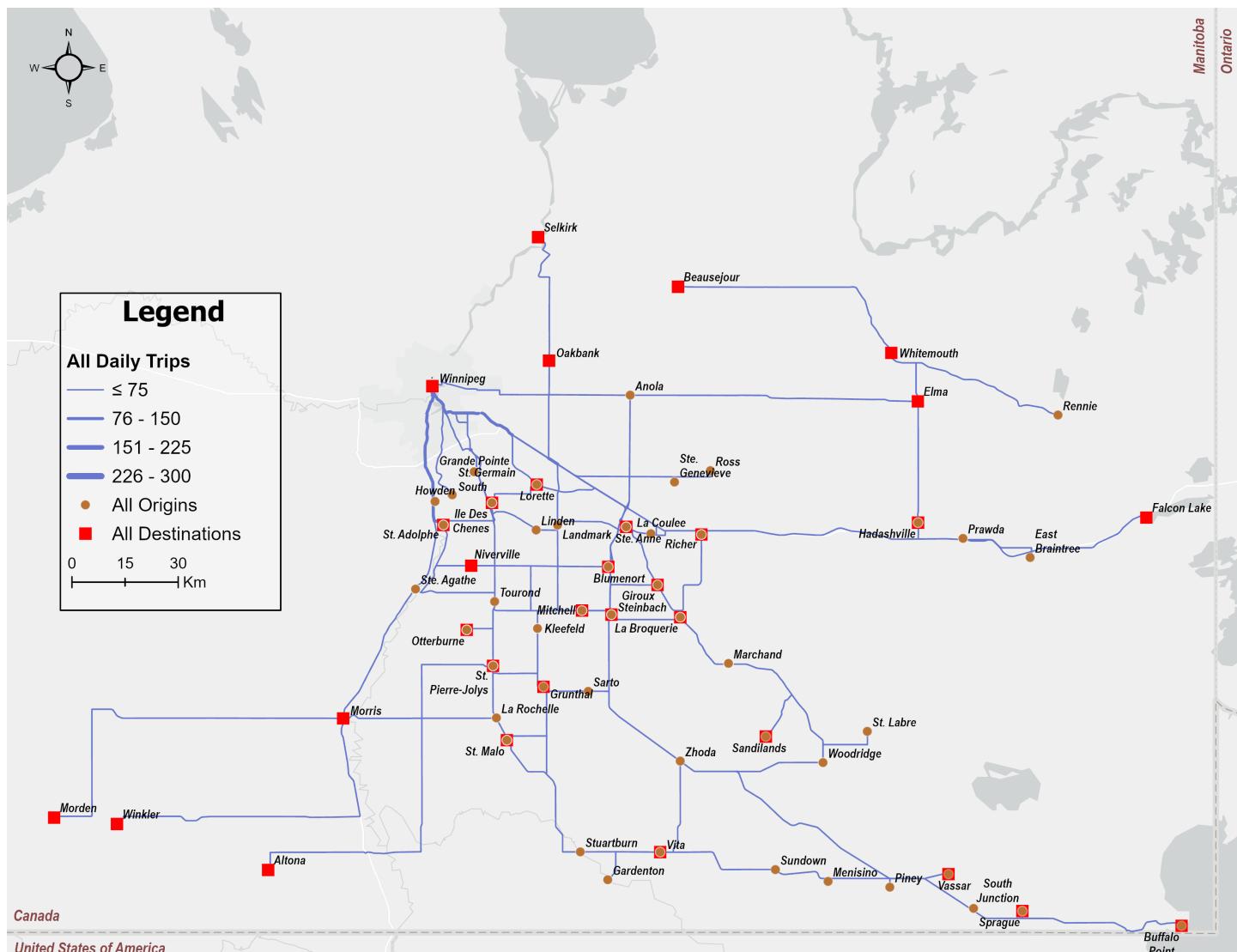
MERCI DE VOTRE TEMPS ET VOTRE INTÉRÊT !



feuille 2

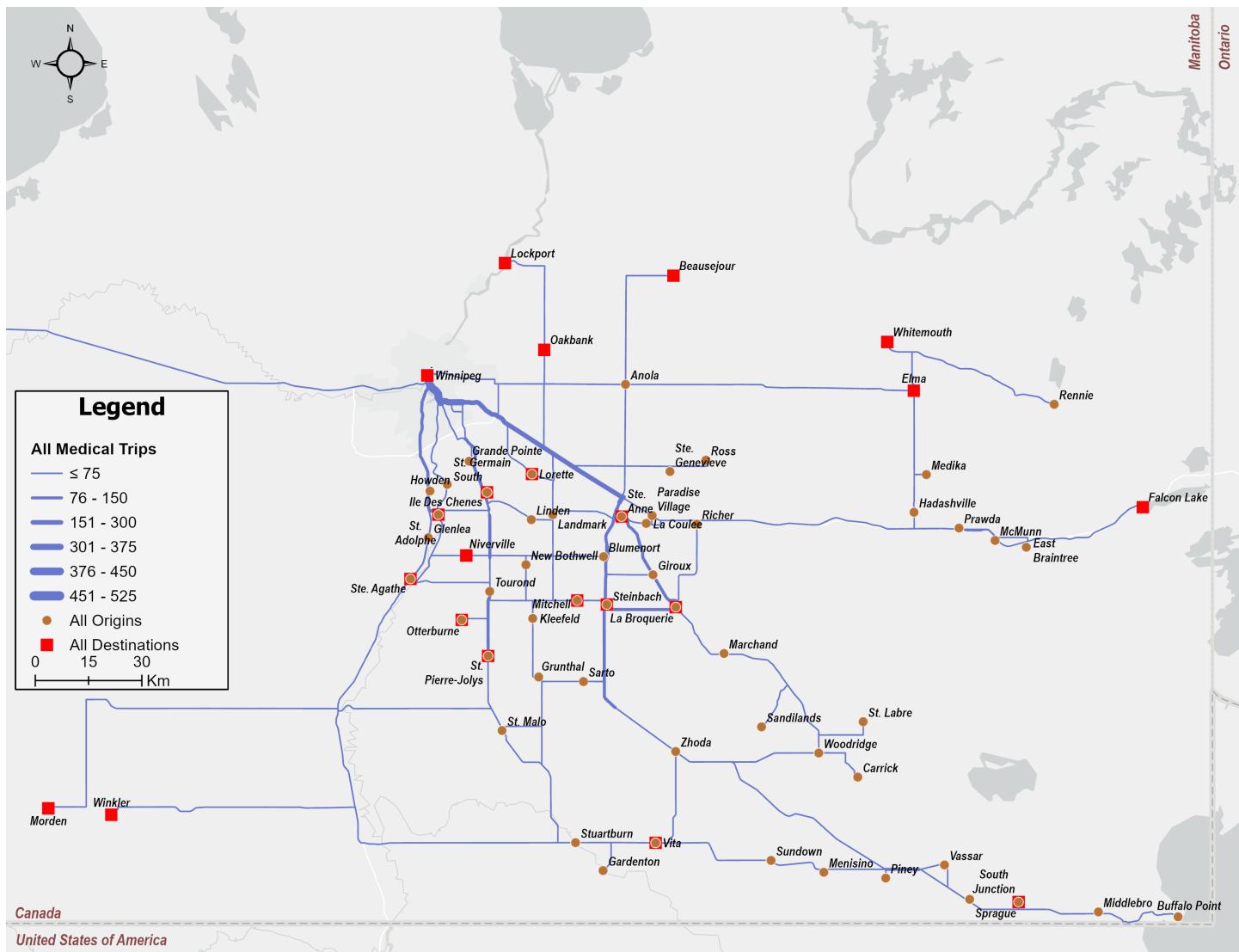
## APPENDIX 2

### ALL DAILY TRIPS



## APPENDIX 3

# ALL MEDICAL TRIPS



## APPENDIX 4

### ALL TRIPS

