

# THE MARIPORT GROUP LTD.

## REPRESENTATIVE PROJECTS IN SPECIALIST SURVEYS

---

### **Bellingham Cruise Terminal - Economic Impact and Development Plan**

Determined the economic impact of a single terminal within the Port of Bellingham by broad-based surveys of passengers and businesses. Nearly 1,500 passengers and 800 businesses were surveyed using specially developed questionnaires.

### **National Commercial Channel Inventories**

Mariport and its principals have conducted traffic surveys for the Canadian Central Region, Saint John<sup>1</sup>, Thunder Bay<sup>1</sup> and Lake Winnipeg. Each inventory required extensive surveys, including personal interviews, with port users and customers.

### **Port of Toronto Impact Study<sup>2</sup>**

This study involved extensive interviews with port users and customers as part of the overall assessment of the port impact and linkages with its hinterland.

### **A Study of Pilotage in Certain Canadian Ports<sup>1</sup>**

A specialized questionnaire was developed covering domestic and international shipping using Halifax, Montreal and Vancouver. Over 100 ships were surveyed in a 30-day period through a combination of self administered surveys and interviews.

### **Study into the Control of Foreign Ownership in Canadian Shipping**

Extensive interviews were undertaken with ship owners, operators and charterers in Canada to determine their views. A letter was sent first to all persons, enclosing a list of questions to which answers were sought. This was followed up by either a personal visit or a telephone interview. In excess of 90% coverage was achieved, and a consensus developed on an important topic.

### **Fortune Bay Ferry Service<sup>1</sup>**

As part of a study into a possible new ferry service across the Head of Fortune Bay, a survey was conducted of individuals and companies within the market areas to help determine the likely use of such a ferry, acceptable fare levels, and service characteristics.

### **Discharge Port Assessment<sup>1</sup>**

On behalf of Mobil Oil, reviewed the ports of Portland, Dartmouth/Halifax, Canso, Come-By-Chance, Quebec City, and Montreal for possible delivery of Hibernia crude. An extensive questionnaire was developed covering navigation facilities, safety, meteorology and traffic. Each port was visited by a two-person team and the questionnaire was administered personally.

### **Impact of Marine Navigation Services Fees on the Canadian Marine Industry**

As part of a study of the impact of proposed marine services fees, conducted public and private meetings with stakeholders to discuss and assess the probable impact. The work included

---

<sup>1</sup> Conducted either wholly, or in part, by Mariport principals prior to the formation of the company.

<sup>2</sup> Conducted jointly with other consultants.

extensive analysis of icebreaking activity and mechanisms for cost recovery of icebreaker service.

### **Ferry Services**

- As part of a study into the feasibility of a fast passenger/vehicle ferry across Lake Ontario, conducted intercept surveys at the Niagara border crossing, and in downtown Toronto to determine the interest in the ferry, preferred port in the USA, and price points.
- For a feasibility study of a passenger-only ferry across Lake Michigan, designed a telephone survey, which was undertaken by a specialist company, to determine interest and price points. Ran a complementary web based survey through regional portals.
- For an impact study of the Digby to Saint John ferry service, created a web based survey to capture the views of different stakeholder groups.

### **Wikwemikong to Killarney Ferry**

As part of a study into the feasibility of a conventional ferry service to run between Killarney and the Wikwemikong unceded Indian reserve, conducted intercept surveys at five locations. The survey was designed to determine interest in the ferry, price points and interest in new and existing tourism-related features in Killarney and on the Reserve.

### **Marine Liability Act<sup>2</sup>**

On behalf of Transport Canada, undertook a major review of the ability of the Canadian marine industry, including waterborne adventure tourism, to comply with Compulsory Insurance Requirements. Organized and conducted nine workshops across Canada, researched and delivered a 1,000 plus database of stakeholders and a 2,000 plus vessel database. Made specific recommendations relative to future actions by Transport Canada.

### **Dry Cargo Re-Supply**

On behalf of the Government of Nunavut and as part of an evaluation of annual re-supply, carried out extensive surveys of individuals and businesses dependent on the annual sealift as well as service providers. Created a comprehensive on line questionnaire that addressed different stakeholders.

## **THE MARIPORT GROUP LTD.**

### **EXPERTISE IN SPECIALIST SURVEYS**

---

Many projects require input to the study process that can only be achieved through a survey of users of a facility or service, or companies or persons likely to be affected. Mariport and its principals have extensive experience in designing, administering and then analyzing the results of both formal and informal surveys.

We also find that we achieve good results because surveys, using either a formal questionnaire or a discursive approach with an aide memoir, are conducted by senior persons who are knowledgeable in the area being analyzed.

The survey work that we undertake covers a very wide range of public policy issues as well as market orientated data collection. We have specific experience in surveying potential port customers for existing or proposed new services, or providing independent feedback to the port authority on port user and customer attitudes. Mariport also has extensive experience in surveying ferry passengers or conducting intercept or telephone survey work in support of new ferry services.