

Press Release – For Immediate Release

September 10, 2012

Re: Public Consultations Sessions – Chi-Cheemaun Ferry Service between Tobermory and Manitoulin Island

The Chi-Cheemaun ferry service has faced diminishing traffic over the last few years. In this context, the Owen Sound Transportation Company (OSTC) has retained CPCS (www.cpcstrans.com) to conduct a thorough market assessment and marketing strategy for the Chi-Cheemaun ferry service. CPCS is a management consulting firm specializing in transportation sector strategy, economic, marketing and policy analysis. This study's objectives are to:

- Identify factors that contributed to the decrease in traffic;
- Establish the ferry's future traffic if no action is undertaken;
- Identify market segments where the ferry does not live up to its full potential;
- Identify strategies that would improve the marketing and level of service of the ferry, as well as their potential impacts on traffic.

As part of this investigation, OSTC and CPCS are committed to engage with local and regional stakeholders. These consultative and outreach efforts will ensure that the analysis is robust and reflects regional needs and realities. A number of initiatives have been put forward to obtain the necessary feedback, including:

- A project website (<http://www.chicheemaunmarketstudy.com/>) will be used to disseminate information to the public and stakeholders on the study progress, as well as a mean for stakeholders to provide feedback on the study preliminary findings. The contact information of the project manager is on the website and all stakeholders are urged to send their comments directly (in confidence).
- An interview process with ferry clients will take place over a two-day period towards the end of September.
- A phone interview process with some key local and regional stakeholders.
- **Two public consultation sessions, which will occur at the following time and place:**
 - **Wednesday, September 26th, between 7PM and 9PM, South Baymouth Ferry Terminal**
 - **Thursday, September 27th, between 7PM and 9PM, Tobermory Community Centre**

The objective of these sessions is to obtain opinions, comments and solutions from the public in order to support CPCS in developing a realistic plan for the ferry service. Members of the public are

strongly encouraged to participate. An open discussion will follow a short (15 minutes) presentation by CPCS.

For any questions on the project or on the public consultation sessions, do not hesitate to contact Jean-François Arsenault, Project Manager, at the following email: jarsenault@cpctrans.com or at 613-237-2500 x323.

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