



September 15, 2005

TF5147902

Bilcon of Nova Scotia
P.O. Box 2113
Digby, NS
BOV 1A0

Dear: **Paul Buxton**

Re: Attitude and quality of life & economic surveys

Dear Mr. Buxton,

Attached please find two surveys that have been developed by AMEC for the White's Point Quarry project consistent with our discussions to date. Any initial concerns we had have been addressed by administering two separate surveys and we are confident that we will collect meaningful results with our proposed approach.

The "White's Point" survey is designed to get an idea of public attitude respecting the White's Point Quarry and Marine Terminal operations as well as the basis for such attitudes. It would be administered in the Municipality of Digby, towns surrounding the Annapolis Basin and a limited number of communities southwest of Digby County. Our goal is to achieve 400 completed surveys which will provide a high level of confidence in the survey results, as well as provide valuable information regarding the importance, nature, depth and scope of the issues relating to the proposed project.

The second "Quality of Life & Economy" survey, as prepared by AMEC with economic questions provided by Gardner Pinfold, addresses the key indicators that measure the quality of individual lives (including health indicators) and we propose completing 150 surveys on Digby Neck, excluding the town of Digby.

The two surveys will also provide valuable information that can be used to identify additional community and traditional environmental knowledge.

In order to stand up to public scrutiny, we recommend that the surveys be conducted totally independently of the proponent. As a result, there are a number of considerations that AMEC would advise as critical to securing the credibility and reliability of the survey results. This will be particularly important not only to ensuring that Bilcon of Nova Scotia has confidence in the surveys data, but also AMEC's continued work with impartiality and objectivity. These considerations are outlined below:

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- Design and administration of both surveys must be independent of Bilcon in order to ensure that all stakeholders accept that the survey results have been collected objectively and independently of Bilcon. If Bilcon is directly - or even indirectly - seen to be administering/managing the survey, the results may be perceived as being potentially skewed, biased and of little value;
- The sample population for both surveys should be mutually exclusive. If there is overlap among the sampling population "cross contamination" could occur wherein participation in one survey influences how an individual answers the second survey. This concern is absolutely eliminated if the samples do not "cross over". In order to ensure this does not occur it will be necessary to engage the same firm for both surveys;
- There have been some discussions that conducting the surveys "door to door" or in person may be an option. AMEC strongly advises against such an approach. Administering either survey in this manner will unquestionably compromise the results and render them of little or no value. When interviews occur face to face and anonymity is lost, questions are perceived as being more personal and sensitive. Indeed, respondents are less likely to be forthcoming and/or honest on questions that are now perceived as being somewhat inappropriate, particularly questions contained in the Quality of Life & Economy survey. In short, people do not want to discuss factors that make them stressed or unhappy with a stranger or an acquaintance. The "buffer" and anonymity that people accept in telephone interviewing provides the "safe" environment that people need to disclose such information;
- It is potentially quite damaging if Bilcon is identified as undertaking door to door interviewing on issues of a personal and probing nature. This could potentially give some the perception that the proponent does not respect the local communities;
- In all surveying work, it is critical that balance and a representative sample be undertaken within the survey area. If this was to be undertaken door to door, all requirements for balanced representation would have to be proven and this would require careful mapping of all areas and a strategic approach.

AMEC does not realize any significant benefits by managing the administration of these two surveys; remuneration will go to a 3rd party sub contractor. In serving the best interest of Bilcon, however, it recommends that Bilcon allows a qualified and independent firm to conduct two scientifically defensible surveys.

The recommended next step is, following your final review of the survey, to have AMEC solicit competitive bids from no less than 3 qualified firms consistent with the parameters defined in the call for proposals. These will then be assessed and awarded to the most competitive bid. Once this process has been initiated, there will be no further changes to the surveys. Currently we have pre qualified 3 firms but would be happy to consider others with the skills required.

Also attached for your information is professional information for Kathy-Jane Elton, an associate with AMEC whose experience in designing and managing survey projects of this nature is a



core competency. Her experience encompasses her role as Research Director with a leading St. John's market research company as well as managing many similar initiatives during her years as a senior policy advisor with the provincial government. Overall, her experience would easily include over 40 projects.

I look forward to hearing from you and your decide course of action on this matter. Again, I note my comments are provided in my efforts to best advice Bilcon in securing public support for the White's Point Quarry operations.

A handwritten signature in black ink that reads "Susan Sherk".

Susan Sherk
Associate Socio-Economist
AMEC Earth and Environmental

C.c. David Kern
Bob Fraser
Kathy-Jane Elton

**White's Point Quarry:
Public Opinion Survey**

Good Day. My name is _____ and I work for..... Today we are calling you to ask you to take part in a public opinion survey our firm is undertaking in Digby County concerning industrial development projects. We are not trying to sell you anything and we are asking only for about 15 minutes of your time. May I speak to a member of your household who is 18 years or over and who is one of the key decision makers in your household?

Can you participate?

- Yes → Continue
 No → Disconnect

REPEAT INTRODUCTION IF NECESSARY

1. Have you heard of the White's Point Quarry project?
 Yes → **CONTINUE TO QUESTION 2**
 No → **GO TO QUESTION 26**

2. From which of the following sources have you received MOST of your information about the White's Point project? → **TICK ALL THAT APPLY**
 Local newspaper Environmental Lobby Group Radio
 Word of mouth Community group
 Other → SPECIFY _____
 Refused

3. Can you name the company that is developing the White's Point Quarry?
 Yes, Name: _____
 No

4. Do you know where the company comes from?
 Canada
 United States
 Other → _____
 Don't Know

5. Now I will ask some questions about the White's Point Project.
(a)What kind of project is it? _____
 Don't Know
(b)Where will it be located? _____
 Don't Know

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(c) How many jobs will be created? _____
 Don't Know

(d) How long will the project last? _____
 Don't Know

(e) What area will the project cover? (i.e. number of acres) _____
 Don't Know

(f) Where will the end product be shipped? _____
 Don't Know

RECORD ANY OTHER COMMENTS _____

6. Do you know if Digby County will receive any financial or other benefits from the project?

- Yes → SPECIFY _____
- No
- Don't know

7. Have you heard any opinions expressed about the project?

Yes → Could you please tell us what issues you have heard about?

→ DO NOT PROMPT

→ TICK ALL THAT APPLY / RECORD COMMENTS

- Impact on fishery _____
- Impact on lobster fishery _____
- Impact on water quality _____
- Impact on tourism _____
- Impact on whales _____
- Ballast water _____
- Noise, dust _____
- Increased marine traffic _____
- Disturb the natural landscape and beauty of area _____
- It will create jobs _____
- Other _____

- No
- Don't know
- Refused

Now I would like to ask questions on your personal views of the project.

8. Overall, do YOU think the White's Point is a good project for Digby County?

- Yes → GO TO WHY / WHY NOT
- No → GO TO WHY / WHY NOT
- Don't Know
- Refused

Why / Why Not _____

Don't Know

9. Do YOU believe the jobs created by the project will be important to Digby County?

- Yes → GO TO WHY / WHY NOT
- No → GO TO WHY / WHY NOT
- Don't Know
- Refused

Why / Why Not _____

Don't Know

10. In YOUR opinion will the White's Point project affect the natural environment of Digby County?

- Yes → GO TO HOW
- No
- Don't Know
- Refused

How _____

Don't Know

11. In YOUR opinion will the project affect the overall well-being and quality of people's lives in Digby County?

- Yes → GO TO HOW
- No
- Don't Know
- Refused

How _____

 Don't Know

12. In YOUR opinion will the project affect tourism opportunities in Digby County?

- Yes → GO TO HOW
- No
- Don't Know
- Refused

How _____

 Don't Know

13. In YOUR opinion will the project affect local traditional activities?

- Yes → GO TO HOW
- No
- Don't Know
- Refused

How _____

 Don't Know

14. In YOUR opinion will the coastline near the project be affected by the project?

- Yes → GO TO HOW
- No
- Don't Know
- Refused

How _____

 Don't Know

15. In YOUR opinion will the project have an affect on the local lobster fishery?

- Yes → GO TO HOW
- No
- Don't Know
- Refused

How _____

 Don't Know

16. In YOUR opinion will the project affect Digby County's economy?

- Yes → GO TO HOW
- No
- Don't Know
- Refused

How _____

 Don't Know

17. In YOUR opinion can concerns that people have expressed about the project be addressed so that the project can proceed?

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- Yes
- No → GO TO WHY NOT
- Don't Know
- Refused

Why Not _____

 Don't Know

18. If a job at the White's Point Quarry were available for which you were qualified would you apply?

- Yes
- No
- Don't Know
- Refused

19. Based on what you know about the White's Point Project, do you support the project?

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- Yes
- No
- Don't know
- Refused

20. Have you participated in any events regarding this project?

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- Yes → PLEASE INDICATE WHAT AND WHEN → _____
- No
- Refused

21. Do you feel that you have had sufficient opportunity to participate in discussions regarding the project?

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- Yes
- No → Why Not _____
- Don't Know
- Refused

22. Do you have any other comments about the project? _____

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23. How would you like to be informed about the projects? DO NOT PROMPT

- Local newspaper
- Community group
- Mail outs
- Refused
- Public information Session
- Government
- Other _____

24. Are you currently working?

- Yes
- No
- Refused

25. How many weeks per year do you normally work in this occupation?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-52
- Refused

In concluding our survey I would like to ask some general questions to assist us in understanding your answers.

26. Which of the following sources of information are you most likely to trust?

- Local newspaper
- Word of mouth
- Government
- TV
- Community group
- Other _____
- Radio
- Environmental lobby

27. Gender: Male Female
28. Is your permanent residence in Digby County?
 Yes → Community _____ → **GO TO QUESTION 32.**
 No → What is your permanent residence? _____
 Refused
29. What brings you to Digby County at this time?
 Vacationing
 Visiting relatives
 Summer home
 Other _____
 Refused
30. How often do you visit Digby County? _____
 Once per year Twice per year
 Three times per year Four times per year
 More than 4 times per year Refused
31. How long do you usually stay in the area when you visit?
 1-2 Weeks 3-4 weeks
 1-2 months 3-4 months
 5-6 months more than 6 months
Other _____
 Refused
32. Age: 18-30 31-40 41-50 51-60
 61-70 over 70
 Refused
33. What is the highest level of education you have attained?
 Grade IX High School College Diploma
 Some University University Graduate Masters Level
 PHD
 Refused