

Frequently Asked Questions Gordie Howe International Bridge Survey

1 What is the purpose of the study?

This study is being conducted to understand the route preferences of trucking firms who are operating between Ontario and Michigan. Currently there are three connections between Ontario and Michigan, the Ambassador Bridge, the Detroit-Windsor Tunnel, and the Blue Water Bridge.

A fourth connector, the Gordie Howe International Bridge is currently under construction. The new bridge will be unique in that it will provide a highway-to-highway connection between Highway 401 in Ontario and I-75 in Michigan for the first time in history.

Data collected through this research will inform user preferences, pricing of bridge toll costs, and other important considerations for bridge design and available amenities. It will help transportation planners understand the frequency of use, as well as reasons for which the Gordie Howe crossing would be selected as the route of choice by trucking firms conducting cross-boarder carriages.

2 Who is sponsoring the study?

Windsor-Detroit Bridge Authority (WDBA) is sponsoring the study. WDBA is a not-for-profit Canadian Crown corporation responsible for construction of the Gordie Howe International Bridge project. WDBA has contracted the technical support of R.A. Malatest & Associates (Malatest), as part of the C&M Associates, Inc. project team, to conduct data collection for this study.

You can visit WDBA's website and learn more about the Gordie Howe International Bridge Project at: www.gordiehoweinternationalbridge.com

3 What are the benefits of participating in the study?

Information you provide will help WDBA understand route preference of trucking firms that operate between Ontario and Michigan, as well as other important considerations such as the design of facilities and amenities for the new bridge. It will help inform the pricing of bridge toll costs and tolling infrastructure. The objective of this research is to help improve the crossing experience between Ontario and Michigan at the new Gordie Howe International Bridge.

4 Will the results be shared?

A high-level overview of survey results will be developed after data collection has been completed. This overview will include information such as the types of shipments crossing the boarder, trip frequency and other user characteristics. These results will be reported collectively, without identifying individual results. No proprietary information will be shared. A high-level report will be shared with participating associations. You may also request a copy of the high-level results by contacting ghibtrucking@malatest.com.

5 Are there any incentives for participating in the study?

Yes! To thank you for your time, **those who complete the survey will receive a CAD \$100 (US \$75) e-gift card**. The gift card will be sent by email once your survey completion has been verified. Please [click here](#) for rules governing the provision of incentives.

6 Who is R.A. Malatest & Associates Ltd?

R.A. Malatest & Associates Ltd. (Malatest) is a privately-owned Canadian research firm that specializes in transportation and social sector research. Malatest has been involved in research and evaluation for more than 30 years. As part of this study, Malatest has been contracted to conduct data collection that will inform WDBA's future planning and decision-making for the Gordie Howe International Bridge. Learn more about Malatest by visiting their website: www.malatest.com

7 How did you obtain my contact information?

The contact information of trucking firms in Canada and the United States were located by searching business directories located on the firm's website. The contact information will only be used for the purposes of this survey.

Several trucking associations based in Canada and United States the have also agreed to circulate information about this study on behalf of Malatest and WDBA. This approach will allow us to obtain a broad representative sample of trucking firms that are conducting cross-boarder carriages through the Ontario-Michigan border.

8 What type of questions will the survey ask?

The survey will ask questions about a recent trip across the Ontario-Michigan border that could have used the Gordie Howe International Bridge. The survey will ask about the route taken, whether the Gordie Howe International Bridge would have been a more efficient route, and what other factors might affect the choice of crossing when travelling across the Ontario-Michigan border.

Information about your firm, such as the size of the fleet, the age of the fleet, and whether the fleet is part of the NEXUS program, will also be asked. The survey should take 15-20 minutes to complete.

9 How do I participate in the survey?

You can complete the survey using the following link: ghibtrucking.malatest.net. You will be assigned a unique access code once you start the survey.

If you require assistance, please call 1-855-317-4376 (toll-free). Our professional interviewers can assist you in multiple languages.

10 How will the information I provide be kept private and secure?

Malatest is bound by contract, as well as by law, to protect your privacy. Any information that identifies you personally or identifies your organization will not be shared outside of Malatest. Survey results will be combined and reported, so that no individual or business will be identifiable. You can visit Malatest's privacy policy here: <https://www.malatest.com/Privacy.htm>

11 Who can I contact to ask more information about the study?

If you have any questions about the survey or would like more information, you can contact:

Asadullah Tahir
Research Analyst, R.A. Malatest & Associates Ltd.
ghibtrucking@malatest.com

If you wish to contact Windsor-Detroit Bridge Authority (WDBA) about this study, please contact:

Sam Bourgi
Senior Policy Analyst, Windsor-Detroit Bridge Authority
1-226-759-4218