

LGA STUDY BRIEF

THE GRANDE ALLIANCE MARKET STUDY: UNDERSTANDING ECONOMIC IMPACT

The Grande Alliance Initiative, which aims at improving the existing transportation infrastructure and network of protected areas in Eeyou Istchee, is expected to result in an increase in overall economic activity and social benefits for the population in the area.

At its most basic level, the economic impact means new jobs and families for the communities, while the social benefit impact means a better quality of life for the existing population and a more competitive economy for the existing businesses in the area.

There are three main components in the market study:



Baseline
information



Stakeholder data
collection



Creation of a
regional economic
model

Two firms have been hired by CDC to conduct the studies for the LGA, each firm has an Eeyou Liaison Officer:

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PHASE 1 - FEASIBILITY STUDY

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PHASES 2 & 3 – PRE-FEASIBILITY STUDY

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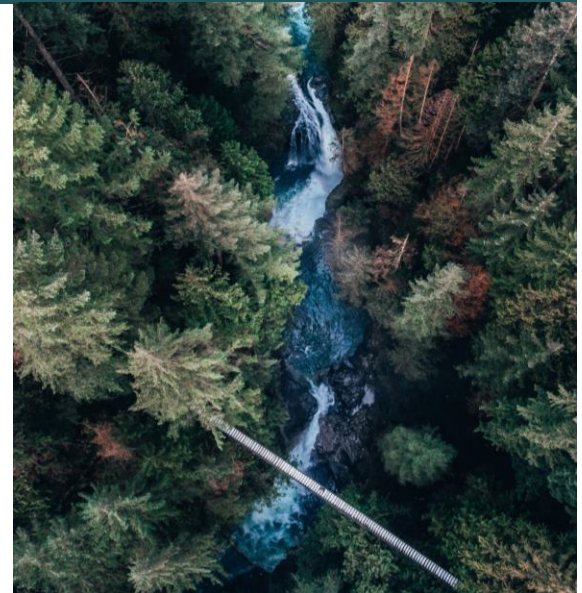
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MARKET STUDY

COMPONENTS OF THE MARKET STUDY



Baseline information

The **first component** aims at understanding the communities as they are today and how they are projected to change and grow without the project. This task will establish a baseline for population and employment, exploitation and exploration of natural resources, transportation network, and tourism in the study area. This will be established using public data sources such as Institut de la statistique du Québec or Statistics Canada as well as information collected from previous studies.



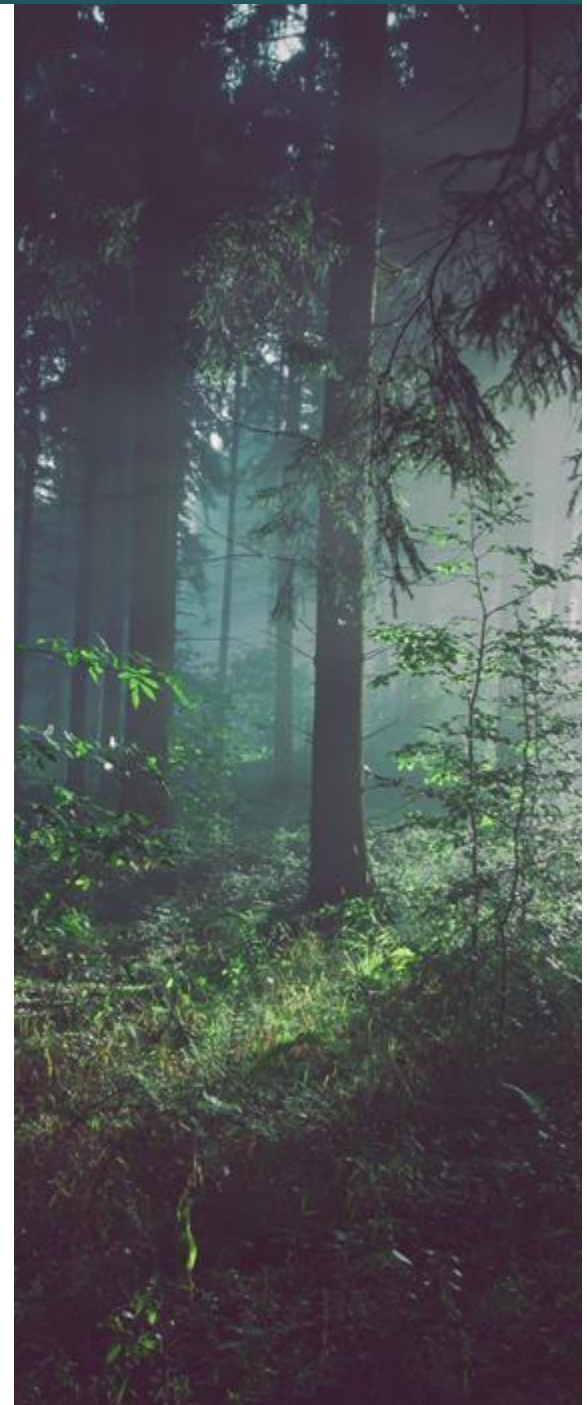
Stakeholder data collection

The **second component** aims at understanding the demand for people and goods movement. This includes identification of transportation infrastructure users (the communities and businesses), understanding, their concern with the existing transport infrastructure, their future needs as well as evaluating their estimates of the project impact.



Creation of a regional economic model

The **third component** uses information collected from the first and second components to assess the economic importance of Grande Alliance in terms of incremental jobs, employment income, gross domestic product, and tax revenues. This task will also include evaluating the social benefits of the project in terms of travel time savings, transportation costs and safety for users and shippers, and greenhouse gas emission and air contaminant pollution reduction for the general population.



> The LGA Study Briefs are periodical publications that highlight key findings and present key questions that can provide Eeyou perspective to the pre-feasibility study for the LGA.