

COMMUNITY BENEFITS

QUARTERLY REPORT
SUMMER 2020



The Community Benefits Plan is a key component of the Gordie Howe International Bridge project. With a commitment to transparent and accountable implementation, the project team is proud to report on Community Benefit Plan activities and accomplishments each quarter.

NEIGHBOURHOOD INFRASTRUCTURE STRATEGY IMPLEMENTATION

SANDWICH COMMUNITY ART PROJECT

The **West End Art Project**, organized by **Life After Fifty**, received **\$20,000** to engage local youth and the surrounding community to celebrate the culture and heritage of Sandwich/west Windsor through a public art initiative. Public input led to the installation of four functional art pieces, including two new picnic tables and two wayfinding signs, three of which are located at Queen's Dock Park and one at Dominion House in Sandwich, Windsor.



Artist Kristina Bradt, President of Vanguard Youth Arts Collective, with her piece "Home Away From Home"

More information about the West End Art Project, artists and pieces is available at [Facebook.com/WestEndArtProject](https://www.facebook.com/WestEndArtProject).



"We hope that these pieces help future generations find appreciation for the various parts of Windsor's west end that make it unique. Many young people find their start here – whether they grew up down the street from these places, like I did, or earned their education on campus and started a business later down the road. The youth narrative was a voice we knew we needed to showcase for the future success, growth and appreciation of this area," said Veronica Samek, Project Coordinator.

ROOF REPAIR AT PEOPLE'S COMMUNITY SERVICES DELRAY NEIGHBORHOOD HOUSE

People's Community Services of Metropolitan Detroit (PCS) received **\$32,400** (CDN) in funding for roof repairs at Delray Neighborhood House, a community center in Delray, Detroit. The repairs now ensure the community can enjoy sports games, youth programming and meetings without interruption.

"It is hard to put into words the feeling of security of not having to worry about the roof and damage every time it rains," said Kelly Farrah, Acting Executive Director, PCS.



Forest Hudson shows off the gymnasium's new gabled roof

We wish to acknowledge that the land in Canada where the Gordie Howe International Bridge project will be constructed sits on Anishinaabe Territory. The Anishinaabeg in the Windsor area are known as the Three Fire Confederacy which consists of the Ojibwe, Odawa, and Potawatomi Nations. This land has also served as a place of refuge for the Huron/Wendat people.

SOUTHWEST DETROIT BUSINESS DEVELOPMENT PROGRAM

In winter 2020, **Southwest Detroit Business Association** received the first of three annual installments of **\$83,333** (CDN) to launch **Bridge to Prosperity**, a new business development program that provides planning and development support to Southwest Detroit contractors, residents, small businesses and start-ups. This program connects entrepreneurs of colour, including immigrant business owners, to inclusive opportunities for growth by providing access to financial and technical assistance resources.



In the first six months, outcomes include:

- **60+ engagements** to provide technical assistance
- **51 unique appointments**
- **38.5 hours** of in-person consultations
- **18+ new Limited Liability Companies** formed
- **17 webinars** provided
- **15 Employer Identification Number registrations** filed with the IRS

For information on the Bridge to Prosperity Program visit southwestdetroit.com/bridge-to-prosperity.



SANDWICH BUSINESS DEVELOPMENT PROGRAM

In response to community feedback, the **Sandwich Business Development Program** was created to help spur economic opportunities for businesses located in, or entrepreneurs considering investment in the Sandwich area. The five-year program represents a **\$500,000** investment that will provide two free economic forums for businesses and access to free supportive programming by delivery partners.

The first **Sandwich Business Development Summit** on October 27, 2020, will help businesses to identify and leverage opportunities associated with the Gordie Howe International Bridge project during the years of construction. The free, half-day event will include speakers that will focus on main-street revitalization and opportunities associated with major infrastructure projects happening in the area, as well as sessions focused on small business marketing, women-owned businesses and more.

Following the 2020 Sandwich Business Development Summit, delivery partners will launch their business support programming which will continue until 2024.

- **WindsorEssex Economic Development Corporation/ WindsorEssex Small Business Centre** will receive **\$50,000** over five years, totaling **\$250,000**, to provide business advisory services, host business development workshops and implement a Digital Main Street program for the Sandwich Area.
- The **Downtown Windsor Business Accelerator** in partnership with **Baker Tilly Live** will receive **\$20,000** over five years, totaling **\$100,000**, to host workshops, provide business coaching and host events targeted to engage women-owned businesses.

Visit GordieHoweInternationalBridge.com for more information.

COMMUNITY ORGANIZATION INVESTMENT

Providing a total of \$100,000 to nine organizations in Sandwich/west Windsor and Delray/Southwest Detroit in its first year, the **Community Organization Investment initiative** will launch its second funding opportunity in November 2020. The initiative is a five-year commitment to provide an annual investment allowance of **\$100,000** (CDN) split equally between the two countries to registered non-profit or charitable organizations located in or serving residents of Sandwich/west Windsor and Delray/Southwest Detroit. Funds could support events, programming and infrastructure improvements that benefit these communities.



STAY TUNED! The call for applications for the 2021 funding cycle will open mid-November 2020 and close in January 2021. Visit GordieHoweInternationalBridge.com and subscribe to the project's mailing list and social media accounts for information.

WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY

OUTREACH ACTIVITIES

Between **April and September 2020**, the project team participated in the following Community Benefits outreach activities:

- Presented to the fourth year Engineering Capstone course at the University of Windsor
- Participated on the panel at the Toronto Community Benefits Network's "A Path to Economic Inclusion and Inclusive Recovery" webinar
- Attended the Michigan Infrastructure and Transportation (MITA) virtual job fair
- Coordinated with LiUNA! to host a Rigging Training session at the Canadian POE and additional training for Working at Heights and Scaffolding Assembly
- Partnered with the WindsorEssex Economic Development Corporation in the BorderHacks 2020 Hackathon event



Progress continues on the Canadian bridge site

UPCOMING

COMMUNITY BENEFITS INITIATIVES AND ACTIVITIES

- Donation of vans to community partners in Delray (US)
- Fort Street Bridge Park sculpture installation (US)
- Consultation on McKee and Paterson Park investments in Sandwich (Canada)
- Launch of Delray Home Improvement Program enrollment (US)
- Launch of 2021 Community Organization Investment
- Creation of a Trades-Specific Steering Committee to inform outreach activities and apprentice engagement
- Hiring of co-op students
- Ongoing school and business engagements
- Annual investment in ProsperUS for programming specific to the Sandwich community (Canada) - postponed until 2021

All initiatives are being monitored and evaluated for possible effects on implementation due to COVID-19. The project team intends to implement these initiatives safely while still delivering on our commitments to the community.

To learn more about employment and procurement opportunities on the project visit GordieHoweInternationalBridge.com.

CUMULATIVE TOTALS FROM SEPTEMBER 2018 TO JUNE 2020

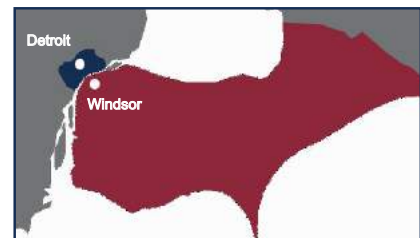
3190+

individuals oriented to the project in Canada and the US



48%

are local*



**"Local" is defined as being within the City of Detroit or within 100 kilometres of the City of Windsor



95+

local* businesses engaged on the project**

**Previous reports included an administrative error in the calculation of local businesses engaged. This has now been corrected.



over

70

pre-apprentices/ apprentices assigned to the project

more than 80

co-operative learning students engaged on the project

(includes fall 2020 semester)



AWARD WINNING COMMUNITY BENEFITS PLAN

The Community Benefits Plan for the Gordie Howe International Bridge recently won two awards including:

- **Gold** for the **Best Corporate Social Responsibility Campaign (2020)** by the **Canadian Public Relations Society (CPRS)** which recognizes an organization's commitment to professional excellence in the creation of programs that build and maintain positive relationships within communities.
- **Virtuoso 2020 Community Relations Award of Merit** by **IABC London** which celebrates excellence in communications, creative strategy and design.

"WDBA, Bridging North America and our Michigan partners are proud to receive local, national and international recognition for a Community Benefits Plan that responds

to the priorities and celebrates the strengths of each of the communities closest to the project. Since 2015, stakeholders and community members from Sandwich, Windsor and Delray, Detroit, meaningfully contributed to the development of the Community Benefits Plan and the initiatives reflect this feedback. The project team is committed to ensuring the community remains an integral part of the plan's delivery over the next four years," said Heather Grondin, Vice President, Communications and Stakeholder Relations, WDBA.

In May 2020, WDBA and the Gordie Howe International Bridge project were featured in a **European Commission publication, "Making Socially Responsible Public Procurement Work: 71 Good Practice Cases."**

The publication identifies international examples of socially responsible public procurement that provide positive benefits.

ABOUT COMMUNITY BENEFITS

On the Gordie Howe International Bridge project, **community benefits are identified opportunities that can advance economic, social or environmental conditions for local communities.** In developing the Community Benefits Plan, it was key that the initiatives selected for implementation would provide positive outcomes for the Windsor-Detroit region and specifically focus on enhancing the Sandwich and Delray communities, the neighbourhoods closest to the project area.

Community benefits initiatives are delivered by the project team, a collaboration between Windsor-Detroit Bridge Authority, Bridging North America and the State of Michigan.

The Community Benefits Plan is comprised of two components:



THE NEIGHBOURHOOD INFRASTRUCTURE STRATEGY

focuses on collaborating with stakeholders and community members through consultation to develop a community betterments strategy based on priorities identified through public consultation, including: community partnerships, community safety and connections, economic benefits, and/or aesthetics and landscaping.



THE WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY

is geared toward engaging businesses and focuses on supporting workforce, training and pre-apprenticeship/apprenticeship opportunities.

THE GORDIE HOWE INTERNATIONAL BRIDGE PROJECT is a once-in-a-generation undertaking. Not only will the project deliver much-needed transportation improvements for international travellers, it will also provide jobs and opportunities for growth to the Windsor, Ontario and Detroit, Michigan region and includes features that make this project truly distinctive. A key project element is the inclusion of a Community Benefits Plan.

The project consists of four components:



THE BRIDGE



CANADIAN PORT OF ENTRY



US PORT OF ENTRY



MICHIGAN INTERCHANGE

For more information about the progress of the Community Benefits Plan connect with us:

- @GordieHoweBridge
- @GordieHoweBrg
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- @gordiehowebrg
- YouTube.com/GordieHoweBridge

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