

# COMMUNITY BENEFITS

QUARTERLY REPORT  
FALL 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.

## WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY

### CREATING OPPORTUNITIES THROUGH ARTWORK

A goal of the Workforce Development and Participation strategy is to create opportunities for local community members. Recently, artists from Walpole Island First Nation and Caldwell First Nation in Canada and a local artist from Southwest Detroit created murals that reflect the region's history, culture and diversity.

The 10 murals will be affixed to the tower crane climbing systems – temporary steel structures used to provide access for workers involved with the construction of the two massive towers that will support the bridge. As the tower cranes extend to their ultimate height of 250 metres/822 feet, so will the murals, making them visible from land on both sides of the border and from the Detroit River.

Artists Paul White, Teresa Altman, Daisy White (Walpole Island First Nation) and Naomi Peters (Caldwell First Nation) created symbolic art pieces for display on the Canadian bridge tower crane climbing systems. Detroit-based artist Roberto Villalobos created designs reflective of the history and culture of the Southwest Detroit community for display on the US bridge tower crane climbing systems.

The murals will remain on the climbing systems for approximately two years before being repurposed.

For more information and additional images visit [GordieHoweInternationalBridge.com](http://GordieHoweInternationalBridge.com).



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.

## CUMULATIVE TOTALS FROM SEPTEMBER 2018 TO SEPTEMBER 2020

# 3530+

individuals oriented to the project in Canada and the US



# 47%

are local\*



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



# 120+

local\* businesses engaged on the project



over

# 90

pre-apprentices/apprentices assigned to the project

more than

# 120

attendees at Meet the Contractor Events



## OUTREACH ACTIVITIES

The following Community Benefits activities took place virtually between **October and December 2020**:

- Presented to the Michigan Hispanic Contractors Association
- Hosted the Sandwich Business Development Summit with over 50 attendees from the Windsor business community
- Launched the Trades-Specific Workforce Development Steering Committee with local unions in Canada and the US to discuss apprenticeship pathways onto the project
- Hosted an information session about the 2021 Community Organization Investment initiative for registered charities and non-profit organizations
- Hosted information sessions for workforce development organizations in Canada and the US to share upcoming labour trends

## MEET THE CONTRACTOR EVENTS

In October 2020, BNA hosted virtual **Meet the Contractor** events to connect local subcontractors and vendors with the BNA Procurement team and Tier 1 Subcontractors including Vollmer and Sterling Ridge in Canada and Walbridge, Iafate and Blaze in the US. Approximately 120 participants attended the events, which included a project overview, information about the procurement process and commercial opportunities on the project and networking breakout sessions. Similar events will occur annually over the next two years aligning with peak construction on the project.

## UPCOMING

## COMMUNITY BENEFITS INITIATIVES AND ACTIVITIES

- Tree Planting initiatives in spring 2021 (US)
- Ongoing school and business engagements
- Hiring of co-op students

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.



# NEIGHBOURHOOD INFRASTRUCTURE STRATEGY IMPLEMENTATION

## DELRAY HOME IMPROVEMENT PROGRAM

The project team is proud to launch the **Delray Home Improvement Program**, a **\$4 million (CDN)** program that helps residents undertake home repairs for properties located in Delray, Detroit. The program was created in response to feedback and requests from the Southwest Detroit community during consultation on Community Benefits.





The program is for eligible homes or duplexes in the area surrounding the Gordie Howe International Bridge and US Port of Entry construction site in the Delray, Detroit neighbourhood. **Local Initiatives Support Corporation Detroit (LISC Detroit)** has been engaged by the project team to administer the program throughout 2021-2024, as funding permits.

**Applications are now being accepted from eligible households to be considered for free home improvements.** Additional information about the program, including the catchment boundaries and eligibility criteria, and a link to the online application form are now available at **GordieHoweInternationalBridge.com**.

Successful applicants may receive items from the pre-approved repair/replacement list, based on an assessment of the home, with a **per-house cap of \$20,000 (USD)**.

### Improvements offered include:

-  Roof repair and/or replacement
-  Roof and/or wall insulation installation
-  Window and/or door replacement
-  Repair or replacement of heating, ventilation, and/or air-conditioning (HVAC) unit

Outreach and construction to homes in Target Area 1, shown below, to begin in spring 2021.



## FORT STREET BRIDGE PARK SCULPTURE INSTALLATION

Through the Community Benefits Plan, Friends of the Detroit River received **\$125,000 (CDN)** on behalf of the Fort-Rouge Gateway (FRoG) Partnership for the creation of a sculpture within the new Fort Street Bridge Park.

Local Southwest Detroit artists, the Nordin Brothers, designed and fabricated the art piece titled “March On.” The sculpture is made of salvaged metal materials from the former, historic bascule bridge that spanned the river at the park site and has been designed to symbolize the 1932 Hunger March and the restoration of the Rouge River.



Fort Street Bridge Park Ribbon Cutting Ceremony (October 22, 2020) Photo: Keith Childress, Great Lakes Aggregates

“March On” by the Nordin Brothers. Photo: PEA Group



### SANDWICH BUSINESS DEVELOPMENT PROGRAM

Representing a \$500,000 Community Benefits investment, 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 program launched with the 2020 Sandwich Business Development Summit in October, attracting more than 50 attendees. This free virtual event included a keynote address focusing on main-street revitalization by Simon O'Byrne of Stantec Canada, presentations by delivery partners detailing their respective business support programming, and breakout sessions on various business topics.

Following the summit, the WindsorEssex Economic Development Corporation/WindsorEssex Small Business Centre and the Downtown Windsor Business Accelerator in partnership with Baker Tilly Live launched their business support programming, which will be available until 2024. For information on these free supports, visit GordieHoweInternationalBridge.com.

### COMMUNITY ORGANIZATION INVESTMENT

The Community Organization Investment initiative is a five-year commitment to provide an annual investment allowance of \$100,000 (CDN), split equally between Canada and the US, to registered non-profit or charitable organizations located in or serving residents of Sandwich/west Windsor and Delray/Southwest Detroit. Funds will be used to support events, programming and infrastructure improvements that benefit these communities. The open call for applications period for the 2021 funding cycle closed on January 27, 2021. Applicants will be notified of the status of their application in April and funding will be released to selected organizations in July 2021.



### 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.

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:

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