

COMMUNITY BENEFITS

QUARTERLY REPORT
WINTER 2021



PONT INTERNATIONAL
**GORDIE
HOWE**
INTERNATIONAL BRIDGE

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. For more information on Community Benefits Plan initiatives visit GordieHoweInternationalBridge.com.

NEIGHBOURHOOD INFRASTRUCTURE STRATEGY IMPLEMENTATION



NEIGHBOURHOOD GREEN IMPROVEMENTS

Southwest Detroit Plants a Greener Tomorrow

On April 10, 2021, the **Greening of Detroit** hosted a free tree-giveaway for Southwest Detroit residents. Funded by a **\$20,000 (CDN)** contribution from the Community Benefits Plan, Greening of Detroit provided 250 trees for distribution. Residents were able to select a three-gallon potted tree in one of five native species including American Hornbeam, Black Gum, Princeton Elm, Shumard Oak, and Carolina Silverbell. Residents also received an information package to help them plant and care for their new trees. Due to COVID-19 restrictions, trees were reserved in advance, and residents picked them up at a drive-through event held at Most Holy Redeemer Church in Detroit.

A second giveaway for Southwest Detroit residents is planned for 2024.



Volunteers bring trees to residents of Southwest Detroit waiting in their vehicles.



Residents selected one of five native species for pick up.



TRANSPORTATION IMPROVEMENTS

Helping residents safely move around Southwest Detroit was identified as a priority during community benefits consultation. In October 2020, **three fifteen-passenger vans were donated to organizations serving the Delray and Southwest Detroit communities.**



Each of the three recipient organizations provide much-needed services to the Southwest Detroit community, ranging from youth programming to health and social services. Community Health and Social Services (CHASS) is using its van to transport clients to and from appointments, while Clark Park Coalition will use their van to transport youth program participants to sporting games, field trips and college visits.

The third organization that received a van has ceased operations. The organization is working with community members and elected officials to help identify a new organization in Southwest Detroit that will continue to use the van in the spirit of the Community Benefits Plan.

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.



COMMUNITY ORGANIZATION INVESTMENT

Nine local charitable or non-profit organizations received funding from the **2020 Community Organization Investment** initiative in July 2020. The delivery of some initiatives has been postponed due to COVID-19, however the following outcomes have been achieved since funding was released:

St. Anne de Detroit Catholic Church – Food Pantry Equipment and Replacement Expansion Program – \$15,000 (CDN):

invested in new fridges, freezers and conveyer belts within the Food Pantry to increase capacity and meet the increased need for their services in the Southwest Detroit community.

Bridging Communities, Inc. (BCI) – Southwest Expanded Senior Services – \$15,000 (CDN):

served 59 seniors in Delray with well-being phone calls to increase social interaction and enhanced food delivery and support for home repair applications and benefits (SNAP and Medicaid).

West Vernor & Springwells Business Improvement District (BID) – The BID is Open for Business! – \$20,000 (CDN):

the BID partnered with SDBA to provide and print a brochure for Day of the Dead festivities, promoted businesses in the BID, created short videos for the ofrendas, and launched a contest for individuals to vote for their favourite BID businesses. The campaign is continuing.

Friends of the Court – Spreading Our Roots – \$8,000 (CDN):

completed several landscaping improvements around Mackenzie Hall in Sandwich. A heritage Jesuit Pear tree was relocated, and several perennials were added.



BCI, along with the Detroit Regional Chamber, provided 80 holiday baskets to local seniors.

Recipients of 2021 Community Organization Investment funding will be announced later this spring.

SANDWICH BUSINESS DEVELOPMENT PROGRAM

Since its October 2020 launch, the **Sandwich Business Development Program** has helped to spur economic opportunities for businesses located in, or entrepreneurs considering investment in the Sandwich area. The program consists of three delivery partners:

WindsorEssex Economic Development Corporation/WindsorEssex Small Business and the **Downtown Windsor Business Accelerator** in partnership with **Baker Tilly Live**.



WindsorEssex Economic Development Corporation/WindsorEssex Small Business Centre results to date:

- Nine businesses received one-on-one Digital Main Street support and services
- Two businesses each received a \$2,500 Digital Transformation Grant
- 10 businesses received business development support and advisory services
- A new Virtual Advisor role was created to help deliver programming. The Virtual Advisor will work closely with the Sandwich Towne BIA and local businesses.



SOUTHWEST DETROIT BUSINESS DEVELOPMENT PROGRAM

In March 2021, **Southwest Detroit Business Association (SDBA)** received the second of three annual installments of **\$83,334 (CDN)** to support **Bridge to Prosperity**, a business development program that provides planning and development support to Southwest Detroit contractors, residents, small businesses and start-ups.

During the first year of operations, program outcomes included:

- 230+ engagements to provide technical assistance
- 146 unique appointments
- 65+ referrals to partner agencies
- 35 new Limited Liability Companies formed
- 32 Employer Identification Number registrations filed with the IRS
- Six current clients (as of December 31, 2020).

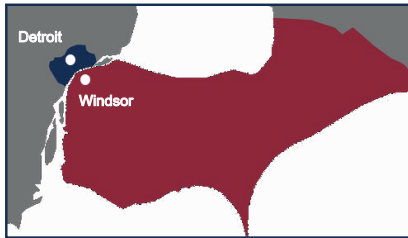
WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY

CUMULATIVE TOTALS FROM SEPTEMBER 2018 TO DECEMBER 2020

3900+

individuals oriented to the project in Canada and the US

 **46%**  are local*



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

 over **105** pre-apprentices/ apprentices assigned to the project

130+ co-op students engaged on the project**
(**includes Winter 2021 semester)



more than **145** local* businesses engaged on the project



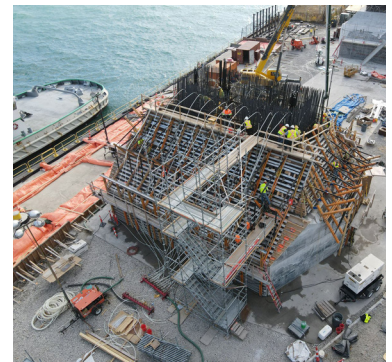
OUTREACH ACTIVITIES

The following Community Benefits engagement activities took place virtually between **January and March 2021**:

- Hosted an information session on the Community Organization Investment initiative
- Presented to the Aboriginal Apprenticeship Board of Ontario
- Held two public information sessions for the Delray Home Improvement Program
- Participated in the Michigan Department of Transportation (MDOT) Annual DBE Small Business Development Conference
- Engaged with local educational and training institutions by presenting to:
 - Romeo High School
 - Randolph Career and Technical Center
 - Wayne State University
 - Detroit Training Center
- Supported an information session held by the Greening of Detroit on the Southwest Detroit Tree Giveaway
- Provided updates to local workforce development organizations on project job opportunities



Construction on the Canadian bridge site



US tower construction

UPCOMING

COMMUNITY BENEFITS INITIATIVES AND ACTIVITIES

- Enrollment and construction services through the Delray Home Improvement Program
- Announcement of the 2021 Community Organization Investment recipients
- Engagement on Windsor-Detroit Cross-River Tour
- Investment in Sandwich park improvements
- Recruitment and selection of volunteers for the Local Community Group

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.

CO-OPERATIVE LEARNING EXPERIENCES



The Gordie Howe International Bridge project team continues to receive accolades for providing learning opportunities to students. **The University of Windsor recognized Windsor-Detroit Bridge Authority (WDBA) with the 2020 Co-op/Internship Employer of the Year honour and Bridging North America (BNA) with the New Employer/Internship Employer Partner award.**

In 2020, WDBA hired 35 co-op students from the University of Windsor, the second highest number of any employer, and BNA hired more than ten engineering students.

WDBA is proud to have received the **2020 P3 Award for Environmental, Social and Governance Performance**. The P3 Awards recognize the best in Public-Private Partnerships (P3) throughout the Americas. This new award from **P3 Bulletin** acknowledges an organization's policies and their benefits for stakeholders, operators, users and the wider community. The judges praised WDBA and the Gordie Howe International Bridge project for its breadth of efforts to improve the communities of Sandwich and Delray, in which it is operating, as well as the delivery of a wide range of end-user and community 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:

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