

COMMUNITY BENEFITS

QUARTERLY REPORT
WINTER 2024



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](https://www.gordiehoweinternationalbridge.com).

NEIGHBOURHOOD INFRASTRUCTURE STRATEGY

NEIGHBOURHOOD GREEN IMPROVEMENTS

In April 2024, the **Greening of Detroit** hosted a free tree giveaway at Patton Park where staff, project team members and volunteers distributed 500 trees to Southwest Detroit residents.

Following an earlier event in 2021, this initiative has provided a total of 750 trees in Detroit. Additional environmental stewardship programming will be delivered by the Greening of Detroit in the neighbourhood in 2024 and 2025.



Residents could choose a tree from seven different tree species to take home.



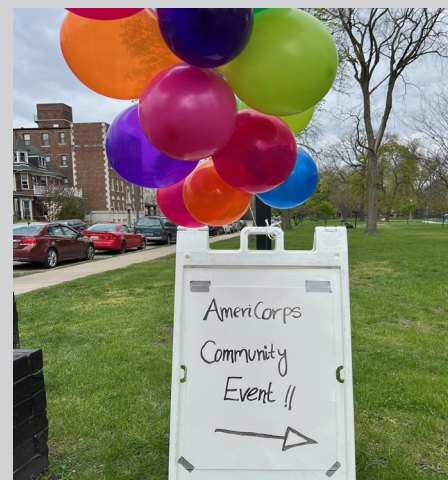
Southwest Detroit residents receive a free tree at the April 2024 event.

AMERICORPS URBAN SAFETY PROGRAMMING

The **AmeriCorps Urban Safety Programming** initiative launched at the Delray/Southwest Community Health and Safety Fair held in April 2024, which included distribution of auto safety items and food boxes along with lunch, games and bouncy houses. These events will be held in Clark Park in May, June, August and September of 2024.

Throughout 2024 and 2025, AmeriCorps youth service members will be active in Southwest Detroit:

- boarding up and cleaning open and vacant properties
- hosting health and safety community events at Clark Park
- developing Safe Routes to Schools for local students and their families
- delivering auto safety interventions including VIN etching, auto clubs and wheel-locks
- performing home safety assessments and senior healthy safety risk assessments for residents.



We acknowledge that the land in Canada where the Gordie Howe International Bridge project is being constructed sits on Anishinaabe Territory. The Anishinaabeg in the Windsor area are known as the Three Fires 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.

SUPPORTING LOCAL YOUTH

With the support of Community Benefits Plan funding, non-profit and charitable organizations in west Windsor and Southwest Detroit are delivering important programming and realizing positive benefits for local youth.

Congress of Communities (CoC) - Green Infrastructure and Programming

CoC has supported programming that connects young people to their roots as stewards of the land through a mix of gardening, intergenerational work, youth mentorship, environmental education and leadership development. The Youth Environmental Healing Program (YEH) launched in October 2023 and continues to engage youth ages 13 to 22 through bi-monthly meetings and stewardship activities.



Congress of Communities youth group visits Keep Growing Detroit farm.

Detroit Hispanic Development Corporation (DHDC) - Southwest Detroit Youth Programming

DHDC is offering afterschool and summer program activities including tutoring and homework support, unique experiences such as robotics, 3D printing, visual, performance and media arts. Approximately 90 youth, aged five to 17, have benefited from the programming developing creative and technical skills while building strong and trusting relationships with program providers. Southwest Detroit Youth Programming continues in 2024.

Urban Neighborhood Initiative (UNI) - Southwest Urban Arts Mural Project (SUAMP)

Thirteen youth artists and five lead artists, ages 14 to 22, were employed by SUAMP in 2023. The youth learned color theory and mural design and applied these learnings over the summer months by painting murals in the Springwells community. This included collaborating on a large-scale mural on Lafayette and Wheelock in Southwest Detroit. SUAMP programming will continue to be supported by the Community Benefits Plan with additional community art projects delivered in 2024.



SUAMP artists paint a mural in Southwest Detroit.

Sandwich Teen Action Group (STAG) - Girls Group Programming

In 2023, 28 young women from west Windsor aged 14 to 18, participated in STAG's Girls Group programming, including outings, educational trips, guest speakers and other activities that exposed the young women to a variety of sports and career paths, encouraging program participants to try new things. Through the program the girls set goals while enhancing their leadership potential and supporting their personal growth.



STAG Girls' Group participants enjoy an outing together.

Canadian Mental Health Association (CMHA) - Youth Mental Health Services

CMHA's Youth Wellness Hub is providing rapid access and low-barrier services to youth aged 12 to 25. Youth in west Windsor have been engaged through outreach activities and individual health services including peer support and counselling. In 2023, CMHA served 220 individuals by hosting or participating in 32 events in west Windsor, significantly improving engagement in wellness activities and increasing knowledge of available community services.

UPCOMING

INITIATIVES AND ACTIVITIES

- Engagement and content development for the Windsor-Detroit Cross-River Tour
- Launch of the United Way/Centraide Windsor Essex County School Food Program
- Announcement of the projects funded through the 2024 Community Organization Investment initiative
- Continued work on Sandwich Street Enhancements and the trail expansion initiatives in Windsor
- Planning and delivery of the Bike Rack Design initiatives in Canada and the US
- Planning and delivery of the Community Capacity Building summits in Canada and the US

SUPPORTING LOCAL BUSINESSES

Sandwich Business Development Program - The Small Business & Entrepreneurship Centre provides free concierge supports and programming to businesses located in Sandwich and west Windsor. Activities and results achieved through the past six months include:

- conducting seven in-depth Digital Main Street consultations resulting in two businesses successfully receiving \$2,500 Digital Transformation Grants
- providing free drop-in hours in the community each month
- facilitating 25 business consultations
- hosting three targeted development seminars.

Bilingual Bridge for Businesses - Puente Cultural Integration provides bilingual (English/Spanish) opportunities and resources to small business owners and aspiring entrepreneurs in Southwest Detroit. Throughout 2023, program outcomes included:

- hosting 23 events and workshops
- providing services to 95 businesses during open office hours
- supporting businesses with their goals including renewing 24 Limited Liability Corporations (LLCs), registration for 24 businesses and filing 12 new LLCs/Employer Identification Numbers.

Southwest Detroit Business Association (SDBA) completed improvements to the business center (pictured below) in 2023, resulting in a vibrant, user-friendly and accessible space that has allowed SDBA to expand programs that support local small businesses and offer an additional space in the neighbourhood for community partners to host workshops.



WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY

Between January 2021 and December 2023, over

\$5.7 million

(CDN) was spent on small-scale purchases under \$25,000 from local* businesses

CUMULATIVE TOTALS FROM SEPTEMBER 2018 TO DECEMBER 2023

11,415+

individuals oriented to the project in Canada and the US

42% are local*



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



275+

local* businesses engaged on the project



690+

pre-apprentices/apprentices assigned to the project



350+

co-operative learning experiences provided on the project

OUTREACH ACTIVITIES

Between **January** and **April 2024**, the project team:

- Presented to students at Cesar Chavez Academy High School
- Hosted an information booth at the Windsor Express to the Trades Skilled Trades Expo
- Engaged with job seekers at the SER Metro Southwest Detroit Career Day
- Attended the Access for All Apprenticeship Readiness Program Cohort 21 Contractors Meeting
- Hosted a booth at the Skills Ontario Trades & Tech Career Day at St. Clair College
- Participated in mock interviews and a Career Day at Randolph Career and Technical Center
- Participated in the University of Windsor International Women's Day Panel - Pursue your Passion and Inspire Others
- Engaged with students at the Breithaupt Career Technical Center Career Fair



Students engage with project staff at the Skills Ontario Trades & Tech Career Day in February 2024.



Project staff and partners attend a Career Day at Randolph Career and Technical Center in March 2024.

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, aesthetics, landscaping and green initiatives, local history and culture and food security and wellness.



THE WORKFORCE DEVELOPMENT AND PARTICIPATION STRATEGY is geared toward engaging businesses and individuals 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 also provides 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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**Check the project website for hours of operation.*

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