



Complaints Management Protocol
Gordie Howe International Bridge
2022-2023

PURPOSE AND OBJECTIVES

The Complaints Management Protocol ensures:

- there is a mechanism in place to deal with issues that are identified by the public during design, construction and operations
- the public is provided with a one-window contact
- there is a record of concerns raised and how they were addressed/resolved.

The objectives of the Complaints Management Protocol are to:

- provide prompt, timely and meaningful interactions with and responses to the public
- effectively respond to issues that emerge during the project life
- through various methods, keep the public informed in advance of construction activities in an effort to reduce or address issues before they evolve into complaints.

The following standards are in place to meet these objectives:

- To ensure consistency of information, a one-window protocol has been developed for accepting inquiries and documenting interactions with the public and stakeholders. To support this protocol, WDBA is the “one-window” starting point for all public inquiries as appropriate. The WDBA Community Office Staff will collaborate with WDBA technical experts and BNA and MDOT staff to help coordinate responses to inquiries for the duration of construction.
- The dedicated toll-free number will be managed in a manner consistent with the *Official Languages Act* using the active offer. The active offer being a welcome in French and English, e.g., Hello/Bonjour. When a member of the public requests services in French, translation services will be engaged to support the rights of the requestor.

Similarly, a requestor requiring services in Spanish will be supported through the engagement of translation services.

- All public inquiries will be acknowledged within 24 hours of their receipt on business days. The goal is that most inquiries will be resolved within three-to-five (3-5) business days should an immediate response not be possible. This will not always be possible as with inquiries that are complex, require investigation, involve claims or expand in scope. In these instances, the steps to resolve the inquiry will be communicated to the inquirer within three-to-five business days along with an estimated timeline for resolution, when available.
- During regular business hours email and voicemail will be monitored on a continual basis.

Options for Inquiries

Website

Since 2015, the project website has been the primary source of information for the public. Contact information for inquiries will be highlighted on the website to direct public and stakeholder complaint and information requests to the appropriate project contacts. The website address is www.gordiehoweinternationalbridge.com.

Email

An email address is maintained (info@wdbridge.com) for members of the public to contact Community Office staff with project questions or concerns.

Telephone

A toll-free number, 1-844-322-1773, has been established as the primary public contact number for the project. The public will be encouraged to call this number to obtain project information. All calls received by WDBA staff will be shared with the appropriate WDBA, BNA or MDOT staff to further address as needed. Should BNA receive calls directly, those too will be logged in the database.

Members of the public calling will be asked to provide the following information:

- Full name
- Company Name (if applicable)
- Contact information such as telephone number and/or email
- Detailed question or inquiry
- Preferred method of response.

Calls received outside of business hours or calls that are otherwise unable to be answered will be received by WDBA's voicemail system. In some instances, an after-hours emergency contact may be required to support various initiatives.

In-Person

Members of the public may also provide comments or ask questions in person at the Community Offices located in both Windsor and Detroit.

The Public Information Offices are open to the public by appointment during specific hours each week. The office hours are posted on the project website with information updated as needed to reflect any changes in the hours of operations.

When members of the public come into either office to discuss an inquiry or provide feedback on the project, the following is noted and recorded:

- Name
- Subject and inquiry/comment
- Contact information
- Preferred method of contact to receive a response
- Date of visit.

Due to restrictions associated with COVID-19, the hours of operations for both community offices have been impacted with both offices closed starting in March 2020.

Social Media

WDBA maintains a number of social media channels the public may use to directly engage with the project team. Inquiries received through social media platforms will be treated to the same standards of all other inquiries with responses being prompt and accurate.

WDBA's social media channels include:

- Twitter English - @GordieHoweBrg
- Twitter French - @pontGordieHowe

- Facebook English - @GordieHoweBridge
- Facebook French - @pontGordieHowe
- Instagram bilingual - @gordiehowebg
- LinkedIn bilingual – WDBA-APWD
- YouTube bilingual – Youtube.com/GordieHoweBridge

CUSTOMER SERVICE STANDARDS

Standards covering all communications:

- The WDBA Team will manage public inquiries received through email, telephone, social media, in-person visits and at meetings (targeted and larger, public participation events).
- All inquiries received by WDBA, including by email, telephone or through larger public participation events will be tracked for issues monitoring and response purposes.
- All inquiries will be treated with courtesy, respect, honesty and professionalism.
- Inquirers will be listened to, and asked for clarification if necessary.
- All inquiries will receive an acknowledgement within 24 hours on regular business days, indicating that the inquiry has been received.
- It is the goal that 90 per cent of inquiries are resolved within three-to-five business days, should an immediate response not be possible. This will not always be possible as with inquiries that are complex, require investigation, involve claims or expand in scope. In these instances, the steps to resolve the inquiry will be communicated to the inquirer within three-to-five business days along with an estimated timeline for resolution, when available. The resolution action plan will be monitored until closure of inquiries.
- Should the WDBA Team determine a response is best delivered by another project team member, the project team member will be consulted with, be provided with background information and be provided suggested messaging.
- Responses will be professional, complete, knowledgeable and accurate.
- Responses will be provided in the order that inquiries are received, or, a priority will be set if an inquiry is determined as urgent.
- All responses will be provided in the form preferred by the inquirer.

Telephone and Voicemail Standards:

- Telephones will be answered promptly (within three rings) whenever possible.
- Calls will be answered in a courteous manner using a bilingual greeting of “Hello/Bonjour”.
- Callers requesting service in French or English will be asked to provide a name and number for a translator to use in a follow-up call. A follow-up call will be arranged within 24 hours of the initial inquiry.
- Callers will receive acknowledgement of their telephone/voicemail messages within 24 hours on regular business days.

Written Correspondence Standards:

- Emails sent to members of the public will be sent from a general email account (info@wdbridge.com) unless otherwise determined by the WDBA Team to require a response from an employee account.
- The general email account (info@wdbridge.com) will be checked a minimum of twice per day.

- Written correspondence will receive responses in the original language of the inquiry (e.g. a French inquiry will receive a French response).

Social Media Correspondence Standards:

- Inquiries received through social media platforms will be treated to the same standards of all other inquiries with responses being prompt and accurate.
- In situations where complete responses cannot be provided within the limitations of the social media platform, inquirers will be asked to provide their email address to be provided a complete response.
- Comments requiring a response will receive responses in the original language of the inquiry (e.g. a French comment will receive a French response).

In-person Standards

- Inquiries received in-person through public participation events, focus groups or other publicly oriented events will be treated to the same standards of all other inquiries with responses being prompt and accurate.
- In situations where complete responses cannot be provided due to limitations of the on-site staff's knowledge, inquirers will be asked to provide their email address or preferred method of communication, to be provided a complete response.