

Welcome to the

FIAT CHRYSLER

JEFFERSON NORTH

ASSEMBLY PLANT

EXPANSION

Community Benefit

Public Meeting 8

Wednesday April 24, 2019



Agenda

**Workforce &
Education**

**Housing &
Construction
Impacts**

**Impact
Neighborhood
Fund**

Summary

Timeline

INVESTMENT OVERVIEW

MACK:

\$1.6B / 3,850 New Jobs

JEFFERSON NORTH:

\$900M / 1,100 New Jobs

Total Investment = \$2.5B

Total New Jobs = 4,950

Supplier Jobs:

*Every vehicle manufacturer job creates almost **7 OTHER JOBS** in industries across the economy.



The background is a blue-tinted map of a city grid. A prominent river or canal winds through the grid from the bottom left towards the top right. The text "Workforce & Education" is centered in white, bold, sans-serif font.

Workforce & Education

EDUCATION AND YOUTH DEVELOPMENT

FCA and the City will partner with nearby schools to create feeder programs in advanced manufacturing.

EDUCATION

\$9.0 Million

YOUTH PROGRAMS

\$1.5 Million

SCHOLARSHIPS

\$0.5 Million

EDUCATION AND YOUTH DEVELOPMENT



EDUCATION
\$9.0 Million

- DPSCD facility investment for career and technical education (CTE)
- Adult and youth training programs in advanced manufacturing

EDUCATION AND YOUTH DEVELOPMENT



YOUTH PROGRAMS \$1.5 Million

- Manufacturing Career Academy at Southeastern High School
- Contribution to Grow Detroit's Young Talent to fund summer jobs for youth in impacted area
 - No income restrictions

EDUCATION AND YOUTH DEVELOPMENT



SCHOLARSHIPS \$0.5 Million

- Contribution to Detroit Promise to fund scholarships for youth in impacted area
 - 2-year Eligibility: Residents graduating from a high school in Detroit
 - 4-year Eligibility: Same as above, plus 1060 SAT; 3.0 GPA

WCCCD PARTNERSHIP

AMP UP
YOUR
CAREER!
AT FIAT CHRYSLER AUTOMOBILES



FCA's Automotive Manufacturing Program (AMP)
for Macomb Community College Students

- Two-year Paid Co-op Program at FCA
- Earn your Associates Degree
- Opportunity for Full-Time Employment



Equal Opportunity Employer Minorities / Women / Protected
Veterans / Disabled / Sexual Orientation / Gender Identity

- FCA will establish a partnership with WCCCD to create an Automotive Manufacturing Co-op Program
 - Two-year associate's degree program that combines on the job experience with academic coursework
 - Upon graduation, students who meet all requirements of the AMP program may be offered a full-time position

WORKFORCE INVESTMENT

A photograph of a male worker in a factory setting. He is wearing safety glasses and a black t-shirt with a pineapple graphic. He is looking up and to the left, interacting with a large, orange robotic arm that is holding a car engine. The background shows a complex industrial environment with various machinery and overhead lights.

City to invest \$2.0M in Detroit at Work recruitment and job readiness programs for Detroiters applying to FCA jobs

- Goal to give priority access to Detroiters in application process
- Focus on impact area residents and returning citizens, but open to all residents

MAXIMIZE HIRING OPPORTUNITIES FOR DETROITERS

FCA will direct **\$5.8 million** toward programs to maximize opportunities for DETROIT residents. Collaboration with Detroit Work on recruitment, pre-screening, work readiness.

FCA will provide residents, veterans and returning citizens of the impacted area, and residents of the City of Detroit the opportunity to apply for open production positions in advance of the general public.

MAXIMIZE HIRING OPPORTUNITIES FOR DETROITERS

✓ Early application windows before general public

✓ Applicant focus:

- Residents of the Impacted Area (including Returning Citizens and veterans)
- ✓ How FCA Human Resources will support impact area?
- Jobs Fairs and dedicated Kiosks to help residents of the impacted area apply for jobs



Housing & Construction Impacts

Demolitions \$5.9M



City proposes 300 demolitions in impact area

- *Plan would be executed over three years (100 per year)*
- *City would work with community to determine priority areas*

Beniteau Street Impacts

Housing (\$1.8M)

- City commits to 53 priority demolitions of publicly owned structures
- FCA directed \$800k to repair grants for owner occupied homes
- HRD to use maximum leniency allowed in resolving eligibility
- Estimated to begin 3 months after Council approval

Construction Impacts (\$7.1M)

- Traffic calming and road improvements by City
- Beniteau wall construction and beautification
- Stormwater retention pond and landscaping maintained by FCA
- Construction project expected to begin immediately after Council approval



Beniteau Wall Concept

Beniteau Wall Concept



Beniteau Stormwater Pond Concept



ENVIRONMENT

FCA will incorporate landscaping to mitigate storm water runoff and create a green buffer around the plant.

- 200 Trees
- Drought-resistant landscaping
- Natural vegetation to control runoff
- Community use of retention area
- Fencing to address safety concerns



Road Improvements

City proposes traffic calming and road improvements

- *New street signage and speed cushions as requested*
- *Paving of roads and sidewalk improvement*
- *Re-timed traffic lights and dedicated turn lanes*
- *Connor bike lane removed and relocated*





Impact Neighborhood Fund



Neighborhood Planning

Chandler Park, West End & RiverBend

IMPACT NEIGHBORHOOD FUND



FCA will contribute **\$1.1 million** to community revitalization projects.

- FCA will partner with the community and contribute **\$800,000** to be used on revitalization projects based on outcomes of neighborhood plans
- FCA will invest **\$300,000** in paid local media (TV, Radio, Outdoor, Print) and provide in-kind marketing staffing and resources to develop a campaign to promote the community

COMMUNITY MARKETING CAMPAIGN

FCA to provide world-class marketing team and creative agencies to develop marketing material in collaboration with the community.

In-Kind Support

FCA to invest \$300,000 in paid media support through traditional advertising channels (local TV, print, radio) to maximize community awareness.

\$300,000

“Creating A Better Future Together”



New and expanding small businesses in Detroit

Matched with currently vacant property

Technical assistance, loans and grants

For business plans, space consideration, design and build-out

www.motorcitymatch.com



Existing small business in Detroit

Bonus % reimbursed for clustered businesses

Design assistance loans and matching grants

For exterior improvements, signage, stormwater, landscaping

www.motorcityrestore.com



The background is a monochromatic blue-toned map of a city. It features a dense grid of streets and a prominent, dark blue winding path that represents a river or canal, cutting through the urban layout. The overall aesthetic is clean and modern.

Summary

FCA Proposal Recap

Workforce (\$5.8M)

- DESC to coordinate screening/training
- Job Fairs & Hiring Kiosks in the Impact Area
- Early application windows before general public

Education (\$5.0M)

- Investment for Career Technical Education (CTE) center
- Youth Programs (Growing Detroit Young Talent)
- Scholarships (Detroit Promise)

Housing (\$1.8)

- FCA commits to invest in home repair grants

Impact Neighborhood Fund (\$1.1M)

- Revitalization projects chosen by the community
- Marketing Campaign to promote the impacted area

Construction Impacts (\$0.1M)

- Drought-resistant landscaping and tree planting

City Proposal Recap

Workforce & Education (\$4.0M)

- Detroit at Work
- Grow Detroit's Young Talent (Summer Youth Employment)
- Detroit Promise

Housing (\$5.9M)

- 300 demolitions
- Detroit Land Bank Side Lot & "Own it Now" programs

Other Neighborhood Improvements (\$0.5M)

- Chandler Park, West End & Riverbend Neighborhood plan

Construction Impacts (\$7.0M)

- Traffic calming and road improvements
- Beniteau wall construction and beautification
- Stormwater retention pond

Investments & Impacts

| | City (M) | FCA (M) | City + FCA (M) | Leveraged Funding (M) | Total Impact (M) |
|--------------------------|---------------|---------------|-------------------|--------------------------|---------------------|
| Workforce & Education | \$4.0 | \$10.8 | \$14.8 | \$4.0 | \$18.8 |
| Housing | \$5.9 | \$1.8 | \$7.7 | - | \$7.7 |
| Impact Neighborhood Fund | \$0.5 | \$1.1 | \$1.6 | - | \$1.6 |
| Construction Impacts | \$7.0 | \$0.1 | \$7.1 | - | \$7.1 |
| Total | \$17.4 | \$13.8 | \$31.2 | \$4.0 | \$35.2 |

4,950⁺ JOBS

Timeline

May 2019

- City Council Approval
- Wall design alignment with community
- Wall construction begins

July 2019

- DESC workforce outreach for Detroiters seeking FCA jobs
- FCA application period begins for Impact Area Residents

August 2019

- Home repair grant application launches
- Neighborhood planning commences
- DLBA Side Lot fair/'Own it Now' sales event

October 2019

- DESC workforce readiness starts

February 2020

- Priority demolitions begin in/around Beniteau Street