

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 solid blue color with a white line-art map overlay. The map shows a dense urban grid with a prominent river or waterway winding through it from the bottom left towards the right. The text 'Workforce & Education' is centered in white.

# Workforce & Education

# EDUCATION AND YOUTH DEVELOPMENT

An aerial photograph of a large, modern industrial building with a white roof and a parking lot filled with cars. The building is surrounded by greenery and other industrial structures in the background.

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

An aerial photograph of a large, modern facility, likely a school or industrial park, featuring several long, white, rectangular buildings with flat roofs. The facility is surrounded by parking areas and some greenery. The image is used as a background for the text overlay.

## 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  
**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

**FCA**  
FIAT CHRYSLER AUTOMOBILES



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 man in a black t-shirt with a pineapple graphic and safety glasses is working in a factory. He is looking up at a large orange robotic arm that is holding a car engine. The background shows a busy industrial setting with various machinery and equipment.

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

The background is a solid blue color with a faint, light blue map pattern overlaid. The map shows a grid of streets and some irregular shapes representing parks or water bodies.

# 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*



The background is a solid blue color with a white line-art map of a city grid. A prominent river or waterway flows diagonally from the upper right towards the lower left, cutting through the grid. The text "Impact Neighborhood Fund" is centered in the middle of the image in a white, bold, sans-serif font.

# Impact Neighborhood Fund

An aerial photograph of a park area. In the foreground, there is a large, dark asphalt parking lot with white parking lines. To the right of the parking lot is a swimming pool complex. The complex includes a large rectangular pool, a smaller circular pool, and a water slide. There are many colorful umbrellas (red, yellow, blue, green) around the pools. A building with a brown roof is part of the complex. The park is surrounded by green grass and many trees. In the background, a city skyline is visible under a clear blue sky.

# 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](http://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](http://www.motorcityrestore.com)



The background is a solid blue color with a white line-art map overlay. The map shows a dense grid of streets, with a prominent river or canal winding through the lower right portion of the image. The word "Summary" is centered in the middle of the image in a white, sans-serif font.

# 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
<b>Total</b>	<b>\$17.4</b>	<b>\$13.8</b>	<b>\$31.2</b>	<b>\$4.0</b>	<b>\$35.2</b>

<sup>+</sup>  
**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