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# THE GORDIE HOWE INTERNATIONAL BRIDGE AND ECONOMIC OPPORTUNITIES IN WINDSOR-ESSEX

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**IPPSR Forum, Lansing MI, April 20, 2016**



**Federal Economic Development  
Agency for Southern Ontario**

**Agence fédérale de développement  
économique pour le Sud de l'Ontario**



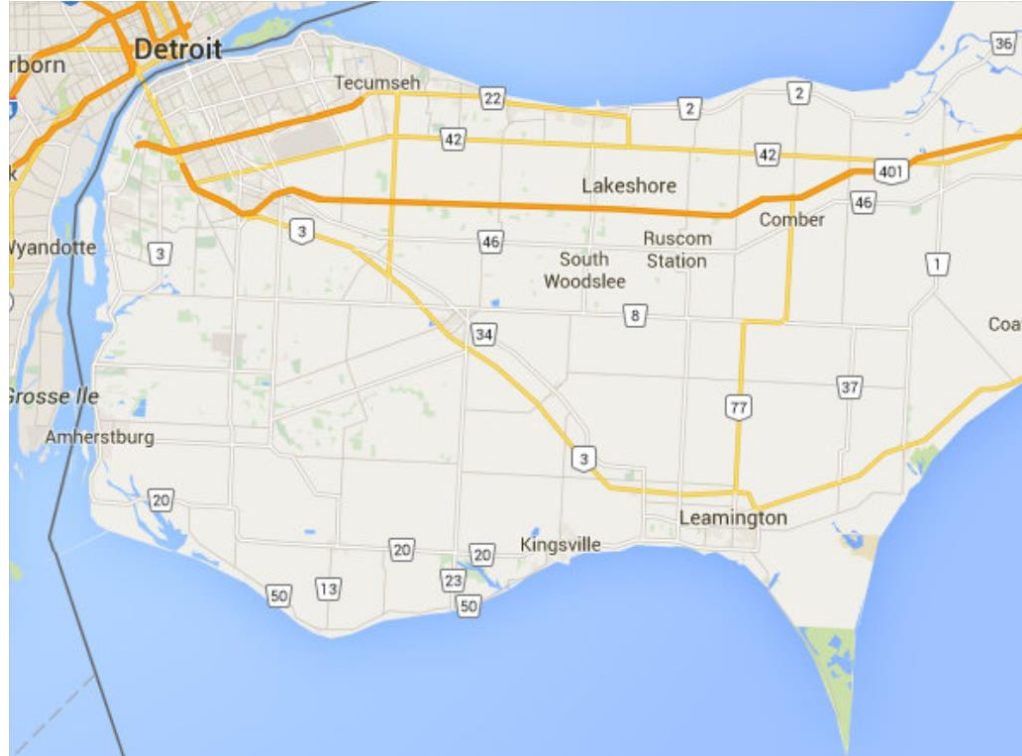
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# WINDSOR-ESSEX REGION



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# WINDSOR-ESSEX REGION

- Population
  - City of Windsor: 211 K
  - Windsor-Essex Region: 389 K
- Economy
  - “Automotive Capitol of Canada” (one of two claimants)
  - Industrial employment above average, office employment below
  - Agrifood: expanding greenhouse produce industry
  - Highest unemployment rate in Canada until recently
  - Highly integrated across the border



# PARKWAY AND BRIDGE (EA REPORT, DECEMBER 2008)

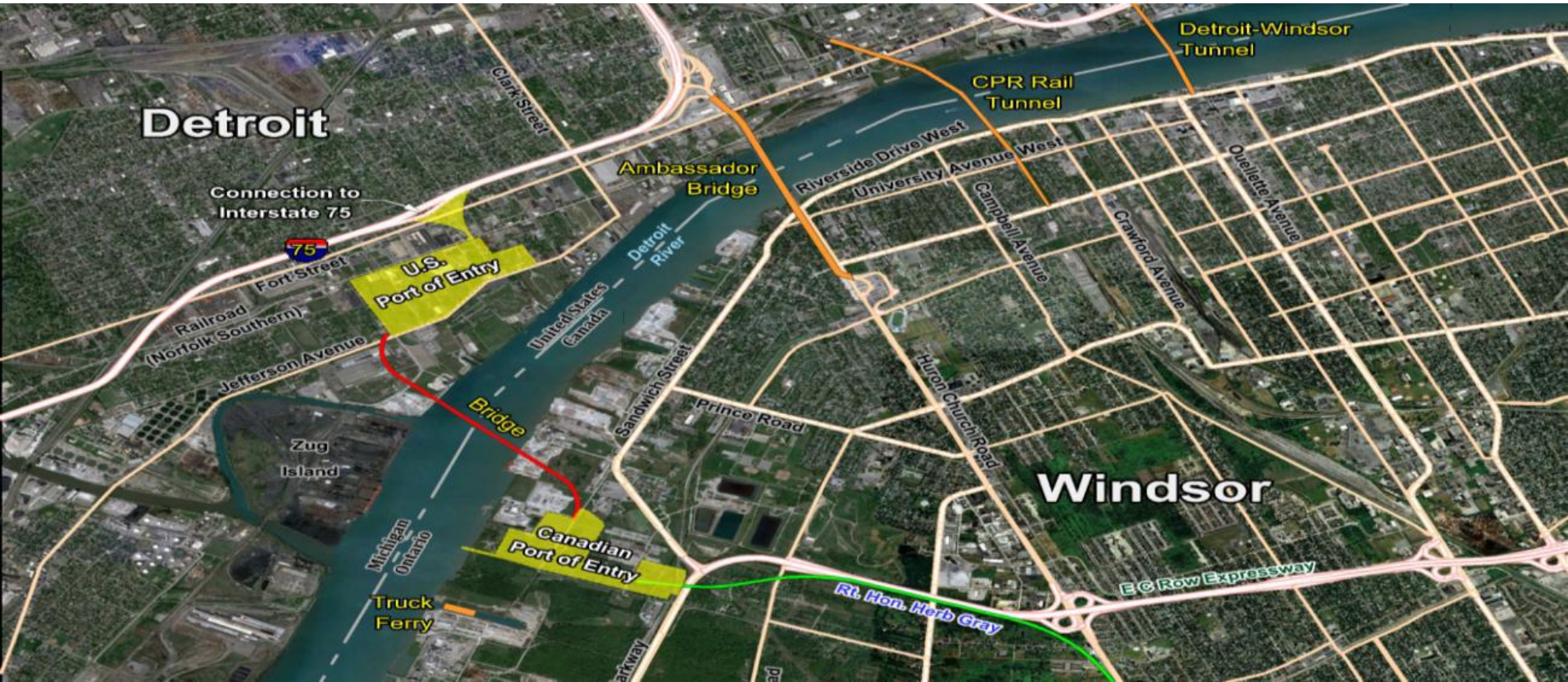
EXHIBIT E.1 – RECOMMENDED PLAN



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# Don't sit back and let new crossing become a 'Windsor bypass'



CONTRIBUTOR

[More from Contributor \(HTTP://WINDSORSTAR.COM/AUTHOR/CONTRIBUTOR\)](http://WINDSORSTAR.COM/AUTHOR/CONTRIBUTOR)

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A photograph of hockey legend Gordie Howe is displayed on the riverfront after a news conference in Windsor announcing the name of the planned new bridge connecting Windsor and Detroit by 2020. (Dave Chidley/The Canadian Press) *DAVE CHIDLEY / THE CANADIAN PRESS*

By Bill Anderson and Laurie Tannous



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# THE GORDIE: WHY DOES IT MATTER TO W-E?

## HIGHWAY TO HIGHWAY

Eliminates 17 signalized intersections between 401 and the border

## URBAN PLANNING

Directs cross-border traffic away from densely settled areas

## LOCAL INDUSTRY

FCA van plant alone requires hundreds of daily crossings

## MORE RELIABLE CROSSING

Less uncertainty about crossing time will reduce cross-border supply chain costs.

## REDUNDANCY

Closure of existing bridge would be an economic catastrophe for Windsor-Essex

## IMPROVED GEOGRAPHY

Say what?





# HOW TO IMPROVE YOUR GEOGRAPHY

The location of economic activities depends on two classes of geographical attributes

*Site Attributes:* local characteristics of a place such as landforms, soils, climate, plus local facilities or amenities.

*Situation Attributes:* accessibility of a place to other places with which it can interact to mutual economic benefit.

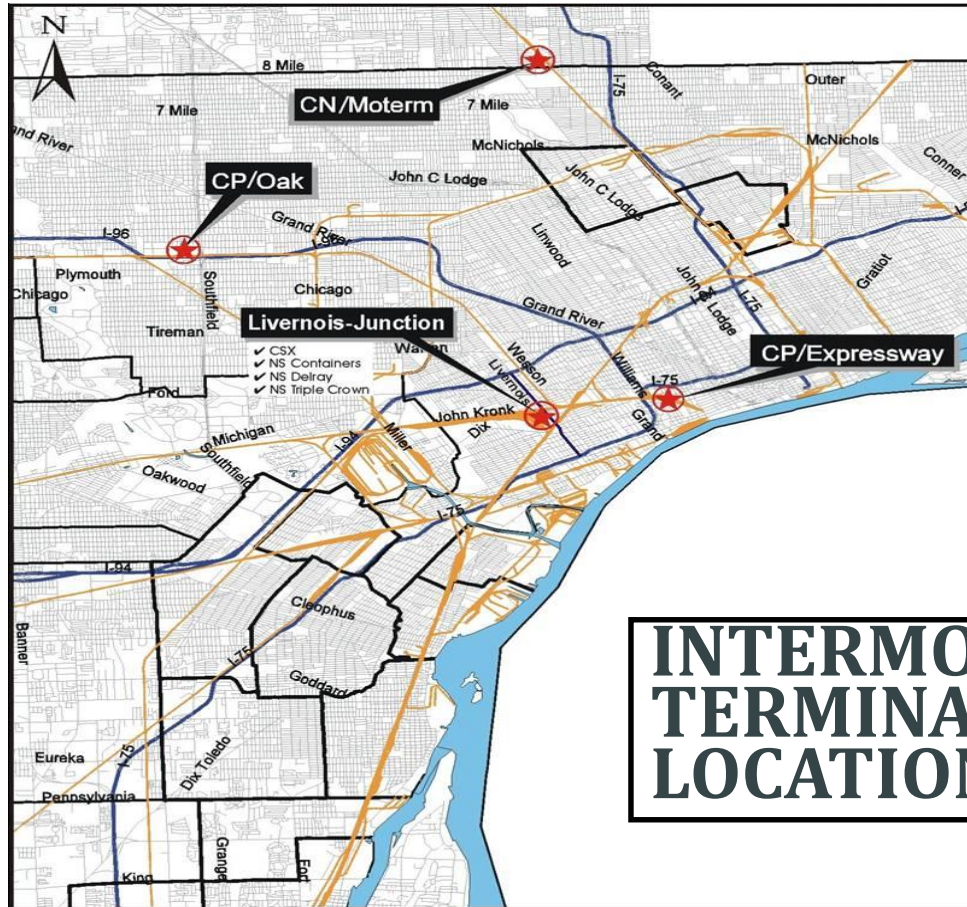
***The purpose of building transportation infrastructure is to improve situations attributes of all the places it serves.***



# ACCESS TO WHAT?

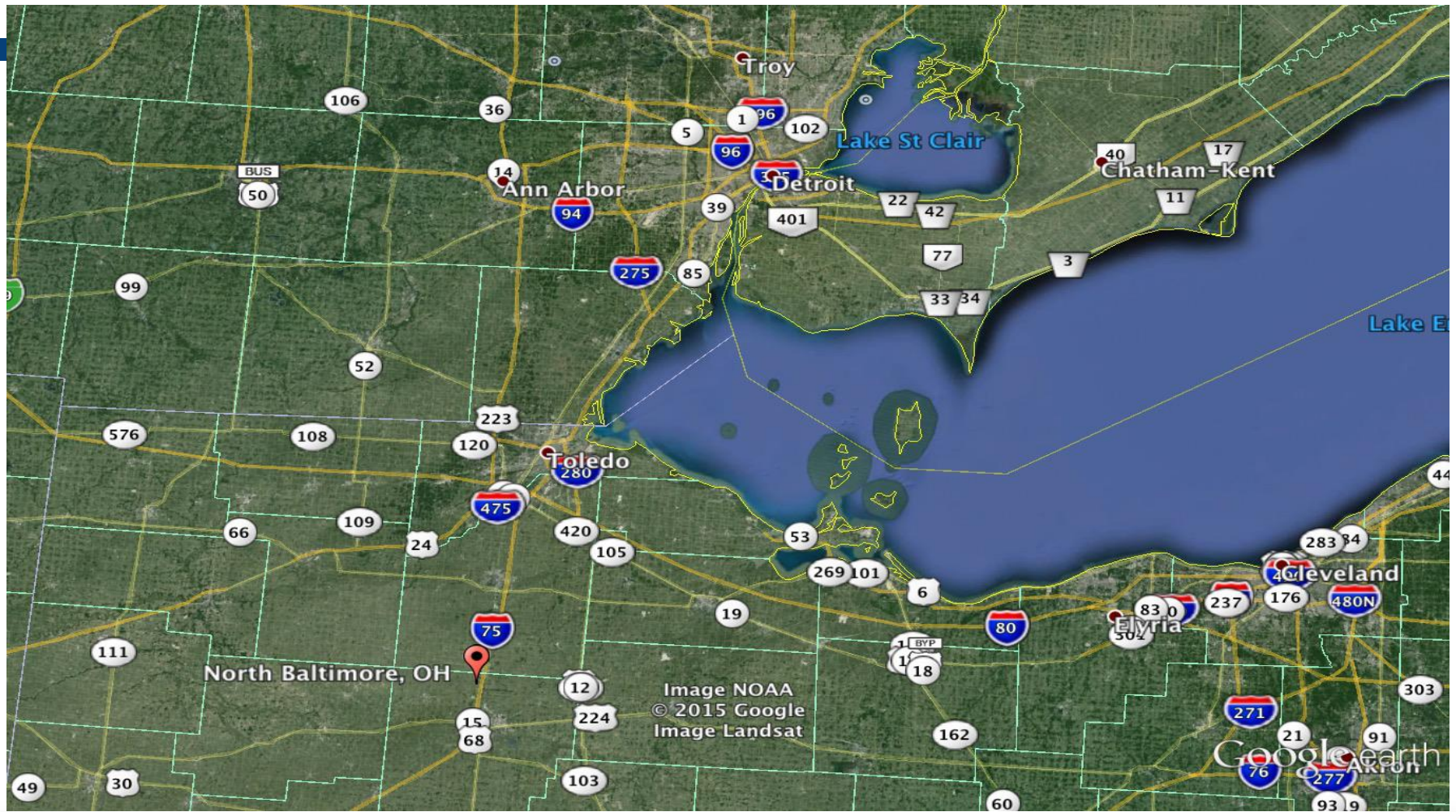
- Markets for output
  - Consumers
  - Firms
- Sources of inputs
  - Raw materials
  - Intermediate goods
- Recreational, educational, and health care services
- Shoppers (and shopping), tourists
- Other transportation infrastructure





# INTERMODAL TERMINAL LOCATIONS





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## WHAT WE NEED TO ASK

- What economic activities can benefit most from improved accessibility provided by the new infrastructure?
- Are the benefits sufficient to make a material difference in the viability, profitability, or scale of those activities?
- Where in the Windsor-Essex region might those activities expand or locate?
- What needs to be done by civic groups or agencies at any level of government to unlock opportunities and give viable initiatives a head start?

