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

Bill Anderson, Director, Cross-Border Institute
IPPSR Forum, Lansing MI, April 20, 2016
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)
Don't sit back and let new crossing become a 'Windsor bypass'

By Bill Anderson and Laurie Tannous
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?

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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
• 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?