
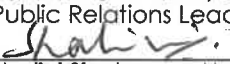




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Revision No. 00A	Owner: <u>Patience Adamu</u>	Finch West LRT

The Finch West Light Rail Transit (LRT) Project

Report: Community Benefits and Liaison Plan – July 1 – September 30, 2019

PREPARED BY: 
 Patience Adamu, Community Benefits Specialist
 REVIEWED BY: 
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 REVIEWED BY: 
 Shalini Sivakumar, Human Resources Lead
 APPROVED BY: 
 Ignacio Velasco, Project Director

October 9, 2019
October 16, 2019
October 9, 2019
October 18th, 2019

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Revision Index

Revision	Description of Changes	Date
00A	Issued for Use	



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1.0 Introduction

The Finch West LRT project represents a capital investment of \$1.2 billion for transit improvement by the Province of Ontario. When in service, the Finch West LRT will make it easier for residents of northwest Toronto to commute to and from work and connect to other transit services across the city. Building the line will create more than several hundred jobs at the peak of construction and other significant economic benefits.

Metrolinx recognizes that its infrastructure investments should also provide benefits for the communities in which it works including local employment, training, apprenticeships, and local supplier and social procurement opportunities, where possible. As such, it included a Community Benefits Framework in the Finch West LRT agreement with Mosaic Transit Group.

The key goals of the Community Benefits Framework are to:

- Provide equitable opportunities that promote economic inclusion, connect communities and youth facing barriers to employment, as well as apprenticeship and employment opportunities.

The Finch West LRT project (the project) is being constructed along 11-km of Finch Avenue West, from Keele Street to Highway 27. According to Statistics Canada, Census 2016 report, the top ten places of birth of residents living in northwest Toronto are from outside of Canada. Places of birth include the Philippines, Iraq, Pakistan, Nigeria, Jamaica, India, Viet Nam, Sri Lanka, Turkey and Afghanistan. Research also shows that in Toronto, people of colour and Indigenous groups are much more likely to be unemployed than others. They are under-represented in professional positions as immigrants' skills and credentials are often not recognized in Canada.


The research is further supported by the unemployment statistics for June 2019 that show an unemployment rate of approximately 11% in Etobicoke North and Humber River Black Creek, compared to 6.3% in Toronto (Statistics Canada, 2019).

Mosaic Transit Group is committed to supporting the goals of the Community Benefits Framework.


2.0 Mosaic Transit Group's Community Benefits Team

Table 2.1: Community Benefits Team

Name, Title	Role
Miguel Merino, CEO Ignacio Velasco, Project Director	<ul style="list-style-type: none"> • Oversee Community Benefits and Apprenticeship Programs
Paulette den Elzen, Communications and Public Engagement Lead	<ul style="list-style-type: none"> • Reports to the Project Director.

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	<ul style="list-style-type: none"> Oversees strategic planning and implementation of Community Benefits and Liaison Plan and ensures appropriate integration across communications, community relations, and community engagement plans as appropriate. Primarily interfaces with Metrolinx's Chief Communications Officer and Director of Communications and Community Relations. Media-trained.
Patience Adamu, Community Benefits Specialist	<ul style="list-style-type: none"> Reports to Communications and Public Engagement Lead. Plans and implements community benefits program. Delivers on-the-ground community benefits liaison activities with local workforce agencies, local businesses, social enterprises, and apprenticeship training programs. Maintains Community Benefits records and databases. Anticipates related issues, seeks mitigation and swiftly escalates public/stakeholder concerns to prevent and resolve issues. Primarily interfaces with Metrolinx's Manager of Community Benefits and Community Benefits Specialist. Media-trained.
Shalini Sivakumar, Human Resources Manager	<ul style="list-style-type: none"> Reports to the Project Director. Liaises with all staffing and project management team to support integration of community benefits initiatives across the organization. Supports engagement with local workforce agencies, attends events, and helps plan training and skills development initiatives. Media-trained.
Jose Acevedo, Procurement Manager	<ul style="list-style-type: none"> Reports to the Commercial Director.

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	<ul style="list-style-type: none"> Oversees implementation of corporate policies and protocols to support social and local procurement. Supports Mosaic Transit Group events that are centered on vendor opportunities on the project.
HR Business Partners at Aecon, Dragados and Dufferin	<ul style="list-style-type: none"> Liaises with the Human Resources Manager and the Community Benefits Specialist to support community benefits initiatives in employment, training, and skills development opportunities on the project. Occasionally attend events and help plan large-scale training and skills development initiatives.

3.0 Employment Opportunities

Mosaic Transit Group (Mosaic) is actively building a community network to disseminate information about workforce and business opportunities to people in the neighbourhoods along the Finch West LRT project corridor. The organizations and community groups listed in the table below have been instrumental in spreading the word about workforce and business opportunities on the Finch West LRT Project.

Table 3.1: Finch West LRT, PAT Recruitment Network

Local Workforce Agencies (City of Toronto or Employment Ontario centres)	Audience/Participation
ACCES Employment	Internationally Trained Professionals
City of Toronto Employment and Social Services (TESS) Local office in Yorkgate Mall and in the Rexdale Hub	Local residents on OW, ODSP
JVS Toronto Local office in Jane and Finch mall	Local residents
Rexdale Women's Centre Local office in Rexdale Hub	Local residents; women
Humber Community Services/Humber College Local office at Humber College and in the North York Sheridan Mall	Internationally Trained Professionals
CAFCAN (Caribbean African Canadian) Community Services	Local residents; racialized populations.

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Local office on Arrow Road	
Northwood Neighbourhood Services Local office on Jane Street at Wilson Ave.	Local residents; local entrepreneurs
Elspeth Heyworth Centre for Women Local office on Finch Ave West at Weston Road	Local residents; women
Labour Education Centre Satellite workshop near Steeles Ave W and Weston Road	Local residents; racialized populations; women.
Construction Connections	Local residents; members of historically disadvantaged communities.
York University's Lassonde School of Engineering	Local students; members of historically disadvantaged communities.

In recognition of the unique nature of the Jane-Finch and Rexdale communities, we have connected with community-based organizations in an effort to reach a broader cross-section of local jobseekers.

Table 3.2: Finch West LRT, Community-based organizations


Community-based organizations	Audience/Participation
Generation Chos3n	Youth
Jane and Finch Community and Family Centre	Local residents
Jane and Finch Community Ministry	Local residents
Rexdale Community Health Centre	Local residents
Toronto Police Service – 31 Division	Local residents
York University's TD Community Engagement Centre	Local residents

To date, the project has hired three (3) full-time equivalent (FTE) roles through the community benefits program.

Table 3.3.: PAT Hires from H&E groups to Date

Category	Total hires to date
Administrative	1
Technical	1
Professional	1

We know that historically disadvantaged communities and equity-seeking groups (H&E) are skilled and ready to work. According to Colour of Poverty (2019), 41% of immigrants who

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have been living under the poverty line for five consecutive years are university-educated with four-year degrees (Crawford, 2019).

In the third quarter of 2019, we have shared several employment opportunities with the local workforce agencies and posted information on Mosaic's website at mosaictransit.com to be transparent to the community about professional, administrative and technical (PAT) positions available on the project.

Mosaic is developing a model of apprenticeship that will be multi-layered including co-op opportunities that include job shadowing, union apprentices from the local area and from Historically disadvantaged & Equity-seeking (H&E) communities and union journeypersons from H&E communities.

3.1 Employment Workshop: Build Your Resume for Construction – July 31, 2019.

On July 31, 2019 the Community Benefits Specialist met with local residents and jobseekers interested in working for the Project at Yorkgate Mall in the York University TD Community Engagement Centre.




Event Spotlight:

In partnership with York University's Community Engagement Centre in Yorkgate Mall, we hosted a resume-building session specific to preparing a resume for the construction industry. This event was supported by several EO agencies and TESS Yorkgate.

4.0 Mosaic Transit Group in the Schools

Mosaic has started to develop relationships with the Ontario Youth Apprenticeship Program (OYAP) offices in the Toronto District School Board and the Toronto Catholic District School Board.

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In addition to the connections being made at the board-level with OYAP, we are connecting with the six high schools located on the Finch West alignment to provide opportunities for their students to get involved with Take Our Kids to Work Day™ in 2019. We will be accepting 20 students to job-shadow engineers, accountants, lawyers, and communications professionals on Wednesday November 6, 2019.

Initial correspondence has been sent to the principals of James Cardinal McGuigan C.S.S., C.W. Jeffreys C.I., Westview Centennial S.S., Emery C.I., North Albion C.I., and Father Henry Carr C.S.S. inviting them to identify up to five students from each of their schools.

5.0 Supporting Community-Based Businesses and Diversifying our Supply Chain


Constructing this project will be a team effort. In line with our practice of walking our talk, we have started to patronize businesses that will be directly impacted by our construction activities. The totals provided below are our investment to September 30, 2019.

Table 5.1: Finch West LRT Spend to Date

Category	Total spend to date
Social Enterprise	\$212.44
Community-Based Businesses	\$83,106.57
<i>Printing</i>	\$10,524.57
<i>Catering/Food Services</i>	\$22,908.42
<i>Meeting/Event space & materials</i>	\$6,691.36
<i>Miscellaneous</i>	\$42,982.22

5.1 Business Support Workshop: How to Promote Your Business – August 12, 2019.

On Monday, August 12, 2019 we hosted the first workshop on how to position your business for maximum exposure. For this workshop we secured Martin Waxman, a Professor at Seneca College and a seasoned professional in Marketing and Public Relations.

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5.2 Fall 2019 Business Expo

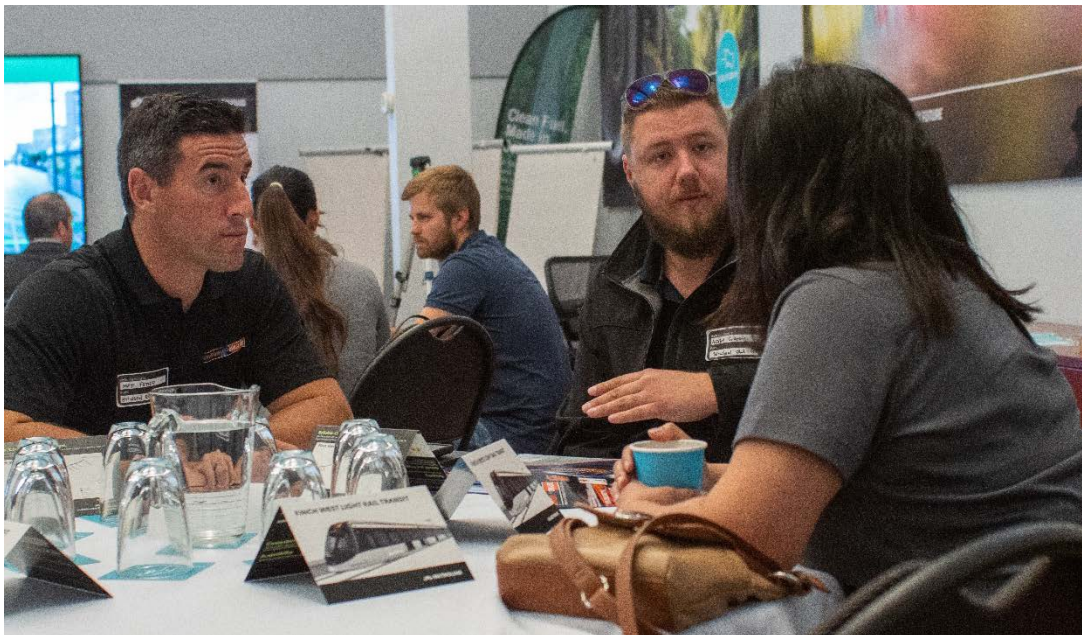
On Tuesday, September 24, 2019, we held the Fall 2019 Business Expo designed to bring project subcontractors and large businesses in the civil construction industry together with local businesses and social enterprises to explore the possibilities of doing business together. More than 70 business representatives attended the event.

Over a four-hour period, the Fall 2019 Business Expo offered three distinct information and training sessions including a:

- i. Finch West LRT Project Update (repeated twice);
- ii. How to Prepare a Bid presentation, and
- iii. Digital Marketing Workshop for Local Businesses.

In addition, all businesses in attendance were allotted a 15-minute appointment with a Mosaic or Metrolinx Procurement team member and/or subcontractor to ask questions, pitch their product or service, or just talk business.

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The event was advertised through the Daily Commercial News (construction-specific), Downsview Advocate (local), North York Mirror (local), Etobicoke Guardian (local) and Share Magazine (ethnic media). It also was promoted widely through the networks of Buy Social Canada, United Way Greater Toronto, Toronto Community Benefits Network, and DUKE Heights BIA.



You're Invited to...

The Finch West LRT Fall 2019 Business Expo – Explore the possibilities

Tuesday, September 24, 2019
7:00 am to 11:00 am

Plug 'N Drive
1126 Finch Avenue West, North York

Presentation/Workshops:

Project update - 8:00, 9:00 and 10:00 am

Bid preparation workshop - 8:30 to 9:00 am

Improve your website workshop - 9:30 to 10:00 am

The Finch West LRT project is underway. As construction ramps up Metrolinx and Mosaic Transit Group invite owners of small- and diverse-owned businesses, and social enterprises to meet the procurement team and key subcontractors to discuss business opportunities.

Mosaic Transit Group, a joint-venture company selected by Metrolinx and Infrastructure Ontario, is designing and building the Finch West LRT project. The Fall 2019 Business Expo is an opportunity for us to offer free educational workshops, in a networking environment to community business owners.

Benefits of Participating

- Get an update of the Finch West LRT project
- Meet local business owners in the construction industry
- Free business workshops

- Foster new business relationships through informal networking
 - Learn how to reach us
- How can I participate?**
- Schedule a one-on-one meeting to tell us about your business at procurement@mosaictransit.com
 - Drop in for a presentation




The Finch West LRT is a light rail transit project that will bring 11 kilometres of modern, reliable rapid transit to northwest Toronto. It will have 18 stops, including 16 surface stops, plus an underground interchange station at Finch West subway and one below-grade terminal stop at Humber College, connecting to other local transit services like GO, Miway, Viva, and Züm. It will provide rapid transit for the Jamestown, Rensdale and Black Creek neighbourhoods, as well as vital connections between communities and supporting growth in northwest Toronto.

To register, visit: mosaictransit.com

Learn more about the project at: metrolinx.com/finchwestlrt

@FinchWestLRT

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6.0 Community Improvements

In addition to working to support local residents and businesses based in the community with employment and procurement opportunities respectively, we are also making ourselves accessible to local community organizations through initiatives like the *Fill a Backpack* initiative.

6.1 Back to School – Fill A Backpack: Help Finch West Students Succeed


Students are more likely to engage and succeed in school if they have resources to do the work. Because we're building the Finch West Light Rail Transit project in a number of Toronto's 31 Neighbourhood Improvement Areas (NIAs), we recognize that not all students have the same opportunities.

According to Toronto Strong Neighbourhoods Strategy (TSNS) 2020, residents of NIAs lack access to economic opportunities, social development (i.e. education, recreation, cultural services), participation in decision making city-wide, healthy lives (i.e. medical care) and access to reliable transportation. Almost one-third of the neighbourhoods classified as NIAs are in Finch West. The City of Toronto is working with residents, community agencies and businesses to make changes to strengthen those neighbourhoods. Local community groups are also working to support youth to stay in school and achieve success.

So, amid the back to school rush, members of the project went to the nearest Wal-Mart or Staples stores to buy notebooks, pencil cases, folders, binders, and much more. Mosaic staff contributed more than \$500 worth of items for the back to school, Fill a Backpack campaign and Mosaic's \$900 contribution allowed us to provide 50 students with brand-new backpacks. This is just another way we are demonstrating our commitment to youth in the Finch West community.

The TSNS 2020 Jane-Finch Task Force invited us to support them at their Back to School Block Party, see photos from that event below.




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This wasn't the end. On Tuesday, September 17, we wrapped up the back to school season with a trip to Pathways to Education, located on the corner of Martin Grove Road and Finch Avenue West. Mr. Ignacio Velasco, Mosaic's Project Director, met with some of Finch West's brightest students in their element. Dressed in black and grey uniforms, the grade 11 students – a mosaic of their community -- took a few minutes out of their study period to welcome us and ask questions.

Below is a photo of some of the students accepting backpacks on behalf of Pathways to Education, courtesy of the Finch West team. The backpacks of supplies will be provided to students requiring support.




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7.0 Community Benefits Program – 2019 Work Plan

Table 7.1: Work Plan

Date	Action
January 2019	Workforce and Business Expo: An event to inform and engage with stakeholders and the public about opportunities on the Finch West LRT Project.
February to March 2019	Community Benefits Specialist: Conduct recruitment for dedicated staff
April 2019	Earth Week: Getting to know the community at the Black Creek Community Farm
May 2019	Jobseeker Engagement: Finch West Open House Resume Review Session
June 2019	Workforce Planning Session: Jane and Finch local workforce agencies and engagement organizations session to organize community engagement around FWLRT opportunities.
July 2019	Jobseeker Engagement: Employment Information Session with ACCES Employment.
August 2019	Business Support: Session on “How to Promote Your Business Online” with Seneca’s Martin Waxman.
September 2019	Business Support: Community Business Opportunities Session
October 2019	Jobseeker Engagement: Employment Information Sessions
November 2019	Youth Engagement: Mentorship through <i>Take Our Kids to Work Day</i> Initiative
December 2019	Community Improvement: Out of the cold / Youth homelessness initiative

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8.0 Q3 Community Benefits Activities

Table 8.1: Activities to Date

Date	Type	Name	Community/Audience
July 23 2019	Event	Employment table at Yorkgate Mall Pop-up	Yorkgate Mall, 1 York Gate Blvd
July 24 2019	Event	ACCES Employment - Employment Information Session	ACCES Employment, 2001 Sheppard Ave E
July 24 2019	Meeting	Call with Youth Without Shelter	Youth Without Shelter – 6 Warrendale Ct
July 28 2019	Event	The North Etobicoke Mural Project - Mural Unveiling Ceremony	near Farr Avenue and Kipling Avenue
July 30 2019	Meeting	Employment Pathways for Finch West LRT Jobs - Part 2	Green Change, 2999 Jane St.
July 31 2019	Event	WORKSHOP: Resume-Building Session for Construction	Yorkgate Mall, 1 York Gate Blvd
August 12 2019	Event	WORKSHOP: Business Information Session w/ Martin Waxman	Finch West LRT Community Office
August 23 2019	Event	Back to School Event - Freedom Fridays Block Party	Jane-Finch Mall
September 17 2019	Event	TCBN Quarterly General Meeting	LiUNA Local 506 Union Hall
September 17 2019	Event	Presentation of Backpack Donation to Pathways to Education – Rexdale	Elmbank Junior Middle Academy/Rexdale CHC
September 20 2019	Event	Finch West Community Benefits Working Group	10 Bay Street
September 24 2019	Event	The Finch West LRT Fall 2019 Business Expo – Explore the possibilities	1126 Finch Ave West

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