



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: March 21, 2007
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Meeting Date: May 1, 2007

TO: Vancouver City Council
FROM: General Manager, Olympic and Paralympic Operations Office
SUBJECT: Community Consultations on 2010 Celebrations

RECOMMENDATION

- A. THAT staff continue with its efforts to solicit community input on Olympic and Paralympic celebrations through the following activities:
- An interactive display at the Pacific Nation Exhibition,
 - Host City kiosks/information booths at community events,
 - A public website to solicit feedback, and
 - A community "Ideas Forum"/open house.
- B. Following the activities outlined in Recommendation A., staff report back on the recommended next steps to initiate a program of community celebrations.

GENERAL MANAGER'S COMMENTS

The General Manager of Olympic and Paralympic Operations recommends approval of Recommendation A and B.

PURPOSE

The purpose of this report is to seek Council approval for the further actions to solicit input from the public on community celebrations for the 2010 Olympic and Paralympic Winter Games and report back to Council in fall 2007 with recommendations on the next steps to

initiate a program of community celebrations. This is in response to the April 3, 2007 Council motion as follows:

WHEREAS citizen input will be helpful to the Mayor, Council and staff planning for the City of Vancouver's role in the 2010 Olympic and Paralympic Games.

THEREFORE BE IT RESOLVED THAT staff are requested to report back with recommendations for increasing citizen involvement in the preparation for Vancouver's role in the 2010 Olympic and Paralympic Games.

BACKGROUND

The City of Vancouver held a series of special events during the Olympic and Paralympic Winter Games period in 2006 and 2007 to celebrate and engage the community in the countdown to the Vancouver 2010 Winter Games. These events were small, manageable community events with the purpose of:

1. generating enthusiasm and raising awareness about the approaching Games,
2. engaging residents and visitors in the countdown celebrations, and
3. branding Vancouver as the Host City for the 2010 Winter Games.

The events were held in a range of neighbourhoods around Vancouver including downtown, the West End, Hastings Sunrise, Riley Park, as well as community events at City Hall. It is anticipated that the City will continue to organize community countdown celebrations throughout Vancouver in 2008 and 2009, and that the annual celebrations will evolve as 2010 approaches and public interest increases.

In addition to the City events, the Vancouver Organizing Committee (VANOC) will also be organizing community celebrations, in some cases in partnership with the City. Many of these could be a part of the Cultural Olympiad with events programmed to commence in 2008.

Looking ahead to the 2010 Winter Games period, there will be a number of opportunities for community celebrations. Two events now in the planning stages include:

- 1) Torch Relay - The Torch Relay commences 100 days prior to the start of the Games. During this event, the Olympic torch will cross the country culminating with the lighting of the Olympic flame at the opening ceremonies in BC Place. In the days and hours prior to the official lighting, it is anticipated that the torch will be moving through the Lower Mainland including visits to several Vancouver neighbourhoods.

While VANOC is responsible for the planning and delivery of the Torch Relay, the City will have some input on the Torch Relay event planning in Vancouver. This raises a number of questions

- How long will the Torch Relay be in Vancouver as Host City?
- What neighbourhoods, community facilities or landmarks will be visited?

- What community celebrations do we want to organize as the Torch visits key locations?

VANOC will be responsible for the Torch Relay logistics but the community celebrations which accompany the Torch will have significant community involvement. These questions (and others) would benefit from an informed community discussion and input on ways to celebrate the Games.

- 2) Live Sites - A large Live Site is in the planning stages for downtown Vancouver. Located within the planned cultural precinct, the Live Site will be incorporated within the Queen Elizabeth theatre block and the old bus depot site (City owned) to the south. The vision is to program the Live Site with cultural and recreational activities, a large screen to watch live broadcasts of the Games competitions, as well as live stage entertainment. The purpose of the Live Site is to give residents and visitors the opportunity to participate in, and experience the 2010 Winter Games at no cost.

The downtown core will be very active during the Games period with a number of programmed sites and activity nodes. It can be expected that large numbers of residents and visitors will congregate in the downtown each day and evening of the Games.

In addition to the current planning for the Torch Relay, Live Site and other downtown activities, there may be other opportunities to celebrate the Games, including the two year and one year countdown before the Games. There have been suggestions on the need to create more neighbourhood-based celebration zones outside of the downtown core. These smaller celebrations would be more accessible to residents and could better reflect the values and interest of the neighbourhoods. Equally important, it is an opportunity for visitors to experience the rich cultural diversity of Vancouver's neighbourhoods.

There may be other ways for the community to recognize and celebrate this important milestone in the City's history. While much of the activity and planned events will be centred around the downtown and the Games venues, it will be worthwhile to seek input from our residents on how to engage the entire community.

In order to begin the planning process for community celebrations, staff have been working with a range of groups in order to solicit input. These consultations range from discussions with representatives of downtown businesses to neighbourhood based organizations. Interest centres around some planned celebratory activities within the neighbourhoods and the creation of a "Look" which reflects the Olympic and Paralympic values.

As an example, a meeting was organized with the Community Centre Association Presidents to explore suggestions for involving neighbourhoods in the 2010 Winter Games. Over 40 representatives attended and were asked the following questions in small group sessions:

- How can we build excitement in the community?
- How would you like to celebrate at your site?
- What long-term benefits should be explored?

The top ten responses to each of these questions are summarized in the Appendix A. A similar exercise was conducted with the Community Centre staff in order to seek feedback on

those questions as well as develop new ideas. Consultations will continue with the Community Centre Associations to narrow down the options and determine which projects should be developed further with the Community Centre Associations.

All of this input serves as valuable information in the celebration planning for the two year and one year countdown events, and the Games time programming.

DISCUSSION

As the City's planning for future countdown events and 2010 community celebrations progress, staff would like to broaden the base of organizations with which it consults to build on its current consultation efforts, and to seek a broader range of advice and support from the community. This will assist the City spread the celebratory atmosphere out into the City's neighbourhoods so that all residents can enjoy and benefit from this exciting period in the City's history.

Over the next few months, there are four planned activities that will enable staff to gather further input on the 2010 Winter Games activities. These include:

Public Web Site - With so many homes now having access to the web, the City's site can be used to provide information and gather input. A simple questionnaire can be developed which would solicit ideas on how to celebrate the Games. The City would support awareness of the site with advertising and other outreach.

Pacific National Exhibition - Planning is underway to potentially establish a Host City village display at this year's PNE. The City along with a number of government partners and official sponsors are proposing to establish an area where the public can learn more about the Games. The intent is to give the public access to City staff who can provide information and answer questions. This also provides an opportunity for the City to seek ideas from the public on potential celebration activities, possibly using the web site survey.

Host City Kiosks - In addition to a major display at the PNE, there are a number of opportunities for providing Games information to the public in the broader community. A small mobile kiosk could be effectively displayed at shopping centres, community centres and various community events. The display would be flexible and adaptable to provide the most up-to-date information on Games planning to the public. It would also be interactive by seeking advice on Games planning from the public, again through an online survey.

Community Olympic and Paralympic "Ideas Forum"/Open House - There is also a need to reach out to a broader range of community representatives on suggestions for celebratory activities. It is recommended that an "Ideas Forum"/Open House be organized where the community can be invited to submit ideas. The exact format has not been determined but there is a need to share information on the Games plan as well as to seek ideas in a structured format.

Following this work, it is recommended that a report be prepared for Council in the fall which would outline the next steps in the program for Games celebrations. At that time recommendations would be presented to Council on community engagement related to:

- Factors which affect the planning of community celebrations including:
 - 2010 community celebrations in the neighbourhoods which complement activities and programming at the 2010 'Live Site',
 - Issues and opportunities arising from the community, e.g. youth, seniors, art, culture and recreation, businesses, etc,
- Outreach activities through the engagement of diverse communities to promote events and encourage participation,
- Resources for staff working on 2010 special events, 'Live Site' and celebration site planning,
- Identification of revenue generating opportunities to fund 2010 community celebrations,

CONCLUSION

In conclusion, the 2010 Winter Games provides the City with an opportunity to engage the City's neighbourhoods and community groups in the 2010 Winter Games. The City has consulted with several community groups in its planning of the 2010 countdown events and has had preliminary discussions with groups about 2010 community celebrations. With less than three years to go until the 2010 Winter Games, it is a good time for the City to broaden its consultation process to include a range of community groups that could contribute to the success of neighbourhood and community based celebrations during the Vancouver 2010 Olympic and Paralympic Winter Games period.

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Olympic Presentation
Community Centre Association Presidents
January 4th, 2007

Top 10 Points

How can we build excitement in the Community?

1. Torch relay through Community Centres
2. Do small Olympic events between now and 2010
3. Need training for volunteers in Community Centres. Children and adults
4. Try and have Olympic athletes come to the centres
5. Promote small culture events leading up to Olympics
6. All Community centres to display Olympic banners & flags
7. Big screen TV's in all centres to show events / link to Jumbotron
8. Open houses at centres for demonstrations i.e., Paralympic events, getting to know Olympic athletes
9. More visible decorations at the centres
10. Take a tour of the event sites

How would you like to celebrate at your site?

1. Fireworks - City wide
2. Big screen with live event feeds
3. Be part of the celebration, use centres at celebration sites. Street parties
4. Transportation opportunities and options (our buses versus cars)
5. Showcase various events, cultural performances & food
6. Olympic light and plan display
7. Use community centres as "Country Homes". Hosting medal winners and entourages
8. Demonstrations of various events at the centers
9. Programming - mini Olympics
10. Community Centres as information centres with bulletin boards and up-to-date information

What long-term benefits should be explored?

1. Motivated and trained volunteers. Enhanced pool of volunteers
2. Experience for more large scale events (or smaller events)
3. Create on going equal opportunities for all communities. Enhances community spirit
4. Cultural events for young and old
5. Community beautification
6. More active healthy communities
7. Homelessness and drug problem
8. More funding for sports and art
9. Develop a program that helps residents and visitors learn about exploring our city
10. Create and advertise links between community centres and arts centres to make visitors aware of what they can do after their visit

Olympic Presentation
Park Board Staff
January 9th, 2007
Top 10 Points

How can we build excitement in the Community?

1. Street banner project. Community "Banner" creating sessions
2. Ask community members to be a part of the planning of community events
3. Put events leading up to 2010 on a large display board
4. Develop newsletter, the better informed, the bigger the excitement
5. Local festivals with an Olympic theme
6. Walks, visiting Olympic venues
7. Ticket lottery for local practice sites
8. Workshops and demo days
9. Get local athletes involved with the youth and children around Olympic events
10. Channel peoples interest to get involved by volunteering

How would you like to celebrate at your site?

1. Big screens for events in the gym or designated area
2. Have a meet & greet event with a Canadian Olympic Athlete
3. Hold mini Olympics at Centres
4. Coordinated not in isolation - not each centre working by itself
5. Torch relay from centre to centre, opportunity for staff and residents to get involved
6. Themed garden displays
7. Create outdoor covered venues
8. Temporary outdoor skating rink
9. 17 day special events at centres, one event per day, per centre and Paralympics
10. build capacity of staff as "Games Ambassadors" via training

What long-term benefits should be explored?

1. Build on Volunteer Legacy
2. Increased participation
3. Get sponsors to continue support - leave things in place
4. Engaging people who normally don't come out to community events
5. Better access to programs for people with mobility issues
6. Ongoing support and promotion of Olympic sports to children and youth of non traditional community centre sports
7. How to maximize legacy facilities (programming, work with community)
8. Make sure fun City continues after Olympics
9. Enhanced ability to celebrate after
10. Post Olympic anniversary walk