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CITY OF VANCOUVER
ADMINISTRATIVE REPORT

Report Date: September 23, 2008
Author: Greg Eng
Phone No.: 604.296.2861
RTS No.: 07555
VanRIMS No.: 08-2000-20
Meeting Date: October 14, 2008

TO: Vancouver City Council

FROM: General Manager, Olympic and Paralympic Operations Office

SUBJECT: Olympic and Paralympic Legacy Reserve Fund and Social Sustainability Initiatives

RECOMMENDATION

A. THAT Council endorse investment in the following priority areas as outlined in this report in support of the Olympic Social Sustainability work, including Inner-City Inclusivity Commitments (ICI), with estimated funding allocations totaling \$1,000,000 to the following categories:

- | | |
|--|-----------|
| 1. Affordable Recreation and Community Sport | \$300,000 |
| 2. Community and Neighborhood Building | \$225,000 |
| 3. Cultural Enhancements | \$225,000 |
| 4. Community Pride and Celebration | \$225,000 |
| 5. Monitoring and Legacy Documentation | \$ 25,000 |

Source of funding to be the City's Social Sustainability Initiatives funding within the Olympic Legacy Reserve Fund approved by Council on December 11, 2007.

B. THAT Council delegate expenditure authority as outlined in Recommendation A for the City's Social Sustainability Initiative funding to the General Manager of Olympic and Paralympic Operations, to approve specific projects and distribution of funds and direct staff to report on the progress annually.

CITY MANAGER'S COMMENTS

The City Manager recommends approval of the foregoing. The City is committed to addressing social sustainability in Hosting the 2010 Winter Games which includes being a key partner in delivering the Inner-City Inclusivity Commitments. In addressing social sustainability, the City will maximize available opportunities presented through existing City programs and will work collaboratively with its partners and other available funding sources for the benefit of the Inner-City. Therefore, some actions that address social sustainability may also support City programs such as Host a City Happening, Project Civil City, Mount Pleasant Community Planning and Great Beginnings.

COUNCIL POLICY

On December 11, 2007, City Council approved the creation of an Olympic Legacy Reserve Fund in the amount of \$20 million with instruction to report back on specific funding allocations. One of the programs approved was the Social Sustainability Initiative with a budget of \$1 million targeted to address Inner-City Inclusivity Commitments, community and neighbourhood engagement as well as contribute to achieving the objectives of Project Civil City.

SUMMARY AND PURPOSE

This report presents a proposal for spending \$1 million allocated to the Social Sustainability Initiative in support of the Olympics.

The purpose of this report is to provide a framework to address the City's Olympic and Paralympic commitment on social sustainability, and the next steps required to complete planning and implement actions. Much of this work is through collaborative planning with a number of City Departments, and with other levels of government and community partners.

This report also seeks Council's endorsement of a project approval and funding framework for the City's \$1 million Social Sustainability Initiatives funding, approved as part of the Olympic Legacy Reserve Fund, based on City priorities and activities outlined in this report; and requests that Council delegates spending authority for specific projects to the General Manager of the Olympic and Paralympic Operations.

BACKGROUND

The Inner-City Inclusive Commitment Statement formed part of Vancouver's bid for the 2010 Olympic and Paralympics Winter Games. Endorsed by the Government of Canada, the Province of British Columbia, the City of Vancouver and the 2010 Bid Corporation (later adopted by VANOC), pledges that these parties will work together to ensure the legacy of the 2010 Winter Games is one of creating direct benefits for and the management of potential impacts for Vancouver's Inner-City Communities of Mount Pleasant, Downtown South and Downtown Eastside.

On April 18, 2006, Council approved the City's 2010 Olympic and Paralympic Winter Games Strategic Plan which confirmed City of Vancouver as an active participant in VANOC's Inner City Inclusivity Committee, to take on responsibility for implementing the ICI commitments (see Appendix A : ICI Commitments). On December 11, 2007, Council approved the creation of

an Olympic Legacy Reserve Fund in the amount of \$20 million with \$1 million allocated to implement Social Sustainability Initiatives including ICI commitments. Plans are to submit an ICI status report to Council in early 2009.

The signatories to the ICI commitments have worked together to plan and coordinate a range of actions to address the commitments. This work has been guided by the work of the Inner-City Inclusivity Committee co-chaired by the City. Community participation has ranged from community tables, focus groups and interviews through to the engagement of existing community organizations, structures, and networks. The City has incorporated work related to the commitments within existing priorities and plans wherever possible. Where new work is required, the City has endeavoured to respond to recommendations through partnerships and through other internal resources such as the Social Sustainability Initiative Fund. To the extent possible, community organizations and structures have been engaged and/or partnered with to capitalize on the Inner-City community's knowledge, strengths and resources.

The following guidelines further outline the intent of the Social Sustainability Fund to:

- Support a legacy for Inner-City residents and businesses
- Enhance sustainable benefits in neighbourhoods
- Leverage the City's contribution through partnerships
- Address Inner-City needs leveraged by the Games, working with City programs, and creating partnerships that benefit residents/business while minimizing any negative impacts
- Support improvements within the City that lead to positive visitor experience
- Address the legal requirements as a signatory to the ICI commitments

DISCUSSION

City staff from Departments and Boards has been working on addressing the commitments. Where possible, actions have been aligned as part of overall operational programs and City projects. The Social Sustainability Initiative Fund provides an additional funding source for initiatives and actions that cannot be met through other avenues.

While the City is a partner in implementing the ICI commitments, because of its role and mandate, it has a strong interest and focus on specific areas. Projects are being identified through consultation with the community and the Olympic partners. Based on the City's priorities and engagement of the community and in consideration of other funders' interests and resources, staff recommend that the \$1 million available through the Social Sustainability Initiative - Olympic Legacy Reserve Fund, be allocated to the five areas identified below to address and expedite the City's interest and obligations to the ICI commitments. Staff further recommends that specific project approval and expenditure, within each of these categories, be delegated to the GM of Olympic and Paralympics Operations, similar to the process approved for the Host a City Happening Departmental Category Program approved April 1, 2008.

Olympic and Paralympics Operations staff are in discussions with City Boards and Departments on partnership opportunities in Inner-City neighbourhoods that address social sustainability and ICI commitments. A number of possible events/projects have been identified and are being assessed by City staff, along with community partners. Projects that meet funding

criteria outlined below would be approved for funding through an allocation to the designated Department's budget. This process would be overseen by the Olympic and Paralympics Operations Office including reporting back to Council.

The following funding categories were developed based on information collected through the ICI consultation and planning processes, as well as the City's interest in addressing the ICI commitments through both existing programs and new initiatives. Projects will vary in length - some will be Games-time only while others strive to create/enhance sustainable structures and long-term legacies.

PROJECT APPROVAL AND FUNDING FRAMEWORK

Funding Categories:

1. Affordable Recreation and Community Sport

Estimated Funding Allocation: \$300,000

Objectives:

- a. To maximize access by Inner-City residents, at-risk youth, and children to sport and recreational initiatives by building from the current sport delivery infrastructure.
- b. To ensure Inner-City community centres have equitable access to surplus sporting equipment.
- c. To maximize Inner-City residents' access to the new and public upgrades facilities after the Winter Games.

Projects Ready for Implementation subject to approval of this report

- a. Building community capacity: The MoreSport Hub model would be expanded to support a wider range of programs in local neighbourhoods. Estimated cost is \$60,000 over two years.
- b. Enhanced communication: A web-based project to support Inner-City organizations' dissemination of information on events and opportunities to participate. Estimated cost is \$20,000 over two years.
- c. Volunteer development and training: A "train the trainer" program customized to engage all ages, cultures and abilities found within the Inner-City community. This program would promote and support the integration of sport and recreation in their lifestyles. Estimated cost is \$70,000 over two years.
- d. Post-Games the City will have an opportunity to acquire surplus sporting equipment and supplies. The project will involve acquisition and disbursement of the equipment to service organizations in the Inner-City. Cost of this project is estimated at \$150,000.

2. Community and Neighbourhood Building

Estimated Funding Allocation \$225,000

Objectives:

- a. To support sustainable community structure that engages community members in the planning, development, and delivery of services.
- b. To enhance community capacity building that provides direct benefits to the residents.
- c. To facilitate networking and communication among Inner-City organizations.

Projects Ready for Implementation subject to approval of this report

- a. Increased service for tenants and landlords: City staff are in discussions with the Provincial Residential Tenancy Branch (RTB) to provide increased service for tenants and landlords: The RTB will provide the required staff and as its contribution, the City will provide funding for space. The RTB's space requirements and the range of service that will be provided are being finalized. The space will likely be located in or close to the Downtown Eastside and will therefore also be accessible to other Inner-City communities (the only existing office is the Lower Mainland is located in Burnaby). Preliminary discussions on possible space for rent suggest a cost of approximately \$45,000 over a three year period.
- b. A communications campaign to ensure tenants and landlords are aware of their rights and responsibilities in the lead-up to the Games. The project would include developing and implementing the strategy including production and distribution of materials. The estimated cost is \$15,000.

Potential projects under development and needing further discussion with departments and partners

- a. The Active Transportation School Incentive Program is to educate and encourage school-based walking and cycling trips. Student-led "School Olympic Committees" will be trained in sustainable transportation strategies and promote walking/cycling trips to students and parents. Based on the level of accomplishment before and during the Games, the schools will be eligible to win "Gold," "Silver," and "Bronze" awards.
- b. The Community Walking and Cycling Program aims to educate and encourage neighbourhood-based walking and cycling trips. The program will provide walking and cycling maps and sustainable transportation workshops to community centre based neighbourhood walking and cycling groups. Based on the level of accomplishment before and during the Games, the neighbourhoods and local leaders will be acknowledged for their "Gold, Silver, and Bronze" commitments.

- c. The Mount Pleasant Community Planning process is 50% completed, with final decisions on policies and actions to be made in 2009. These policies and actions will be validated by residents through public surveys, open houses, and meetings. Financial support will be needed to implement key recommendations of the plan, involving public realm improvements, and heritage and cultural projects.
- d. Inner-City neighbourhood residents have identified the need to develop community gardens as a means to improve streetscapes, build relationships and networks among residents, as well as enhancing safety and quality of life in their neighbourhoods.

3. Cultural Enhancements

Estimated Funding Allocation: \$225,000

Objective:

- a. To showcase the diverse cultural and multicultural activities of the Inner-City residents.

Potential projects under development and needing further discussion with departments and partners

- a. Creative Pathways is a two-year pilot project. This initiative consists of a program of branded cultural events and activities to animate the public realm and reflect the unique and authentic character of the diverse neighbourhoods and profile the multicultural nature of Inner-City communities. Creative Pathways will showcase a variety of diverse cultural events over the next two years, leaving a legacy of community-based organizations with the capacity to produce events and better positioned to seek sponsorships and resources after the pilot phase, leading towards greater sustainability. The overall cost of projects over two years is \$300,000. Social Sustainability Initiative funding could assist parts of this project.
- b. Princess Avenue Mural Project: Strathcona has Vancouver's oldest elementary school built in 1891, which was nicknamed "League of Nations" in the 1930s, indicating the neighbourhood's longstanding multi-cultural flavour.

The Strathcona Community Centre (SCC), together with the Strathcona Elementary School, which is the City's oldest elementary school, will develop an Interpretive Walk project for Princess Avenue. Art-making projects involving children will engage the community in project implementation. Project themes under consideration are: health and wellness, environmental sustainability, cultural mosaic and active lifestyle.

- c. Olympics-Themed Wall Murals: Inner-City neighbourhood children and youth will work with local artists to create wall murals and artwork on active lifestyle and Olympic related themes. The murals and artwork will be

displayed in strategic locations to showcase the neighbourhood's cultural richness, excitement of a host city and heightened awareness of the upcoming Winter Games.

4. Community Pride and Celebration
Estimated Funding Allocation \$225,000

Objectives:

- a. To foster and enhance community pride by local residents through their engagement in development and participation in local community celebrations and events.
- b. To celebrate the people, cultures, and history within their neighbourhoods.

Potential projects under development and needing further discussion with departments and partners

- a. Winter Oasis Festival would provide the Downtown Eastside an opportunity to hold Community Celebrations before and during the Winter Games in their neighbourhood. The celebration would include opportunities to listen to live entertainment, take part in organized art and music activities, and enjoy nutritious food in a festive tent setting.
- b. Downtown South Community Celebrations: The project will provide a series of community celebrations before and during the Winter Games. The residents will participate in the planning, development and implementation of the events. The events will include music, performances, interactive activities, walking tours, block parties and art celebrations.
- c. Funding will be provided to enhance existing Inner-City community celebrations such as Powell Street Festival, Heart of the City Festival and Mount Pleasant Days.

5. Monitoring and Legacy Documentation
Estimated Funding Allocation: \$25,000

Objective:

To document activities and outcomes supported by the Social Sustainability Initiatives funding to gather community feedback, and to ensure both written and visual legacies are available after the 2010 Winter Games.

Projects Ready for Implementation Subject to Approval of this Report		
<i>Funding Categories</i>	<i>Project</i>	<i>Estimated Cost</i>
1. Affordable Recreation and Community Sport	a. Building community capacity: The MoreSport Hub model	\$60,000
	b. Enhanced Communication	\$20,000
	c. Volunteer development and training: A “train the trainer” program	\$70,000
	d. Surplus sporting equipment and supplies acquisition and disbursement.	\$150,000
2. Community and Neighbourhood Building	a. Increased service for tenants and landlords.	\$45,000
	b. A communications campaign for tenants and landlords.	\$15,000
Potential Project Under Development and Needing Further Discussion with Departments and Partners		
<i>Funding Categories</i>	<i>Project</i>	
2. Community and Neighbourhood Building	a. The Active Transportation School Incentive	
	b. The Community Walking and Cycling	
	c. The Mount Pleasant Community Planning Project	
	d. Inner-City Community Garden Project	
3. Cultural Enhancements	a. Creative Pathways a two-year pilot project.	
	b. Princess Avenue Mural Project	
	c. Olympics Themed Wall Murals	
4. Community Pride and Celebration	a. Winter Oasis Festival	
	b. Downtown South Community Celebrations	
	c. Funding existing Inner-City community celebrations.	

Project Criteria:

Project requests will be submitted by a City Department based on consultation with a community and/or government partner. All projects must benefit Vancouver residents with a focus on the Inner-City and address accessibility and public participation.

Individual project approval will consider the following:

- Does the project align with an existing City initiative or priority, including acceleration or early implementation of scheduled activities?
- Does the project provide opportunities to leverage additional dollars through partnerships?
- Does the project assist in developing capacity of Inner-City communities and organizations?
- Does the project contribute to or create a social legacy?
- Does the project provide direct benefits to local communities by involving residents?
- Will the initiatives yield practical and tangible results?

Approval Process:

Requests for project funding would be submitted to the Office of Olympic and Paralympics for assessment. Eligible applicants would include City Boards and Departments, independently or in partnership with a community or other government partner.

The Office of Olympic and Paralympics Operations would assess each request against the criteria, facilitate other funding opportunities where possible and determine project funding level. Once approved, project funds would be dispersed through established City processes.

FINANCIAL IMPLICATIONS

On December 11, 2007, Council approved an amount of \$20 million for the Olympic Legacy Reserve Fund with funding approvals for specific projects to be reported to Council. The table below lists the specific projects and funding that have been approved by Council to date.

Project	Date Approved	Funding Approved
Vancouver Economic Development Commission's <i>2007-2010 Strategic Plan for the 2010 Olympic and Paralympic Winter Games</i>	July 12, 2007	\$330,000
Participation in Beijing 2008 Summer Olympic and Paralympic Games	July 12, 2007	\$254,000
2010 Winter Games Live Site Concept Plan - Live Site Design - Phase II	September 18, 2007	\$200,000
Olympic and Paralympic Public Art Program	January 29, 2008	\$1,500,000

Project	Date Approved	Funding Approved
Olympic and Paralympic Community Celebrations Program	April 1, 2008	\$1,000,000
Funding Allocation for the 2010 Host City Communications Program	May 27, 2008	\$1,400,000
2008 Beijing Torch Relay (Program Development)	July 22, 2008	\$20,000
Live City Vancouver	July 22, 2008	\$4,800,000
Look of the City - Street Banners	September 16, 2008	\$650,000
Look of the City - Public Art Program	September 30, 2008	\$150,000
TOTAL: PROGRAMS APPROVED TO DATE		\$10,304,000

If approved, the allocation of \$1,000,000 for Social Sustainability initiatives would bring the total funding approved to \$11,304,000.

The remaining programs will be presented to Council for funding approval as plans are finalized. The remaining \$8,696,000 includes the following programs:

Project	Recommended Funding
Look of the City (remaining after Street Banners & Public Art)	\$1,200,000
Protocol and Hosting	\$2,000,000
Pedestrian Lighting	\$1,000,000
Host City Pavilion	\$1,000,000
Volunteer Ambassador Program	\$1,000,000
Records & Archives - 2010 Winter Games	\$700,000
Business Community Tourism Initiatives	\$200,000
Enhanced Transportation Signing	\$200,000
Environmental Sustainability	\$150,000
Information Technology	\$150,000
2010 Olympic and Paralympic Torch Relays	\$280,000
Contingency	\$816,000
TOTAL: PROGRAMS TO BE APPROVED	\$8,696,000

The \$1,000,000 of proposed funding for Social Sustainability Initiatives would be budgeted over three fiscal years with \$300,000 planned in 2008, \$300,000 in 2009 and \$400,000 in 2010.

CONCLUSION

In December 11, 2007, Council approved the Olympic Legacy Reserve Fund, with \$1 million for Social Sustainability Initiatives. This report seeks Council approval to allocate the \$1 million between 2008 and 2010 to the five categories of Social Sustainability Program Activities described in this report. It further proposes a project approval and funding framework that would be managed by the Office of Olympic and Paralympic Operations.

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Appendix A

2010 Winter Games Inner-City Inclusive Commitment Statement

The Bid Corporation and its Member Partners are pleased to present the 2010 Winter Games Inner-City Inclusive Commitment Statement. This Commitment Statement builds from the attached Inclusive Intent Statement, endorsed by the Bid Corporation and its Member Partners, which speaks to participation and equity for all British Columbians, including low and moderate income people. The Inner-City Inclusive Commitment Statement outlines the goals and objectives in the planning for and hosting of an inclusive Winter Olympics Games and Paralympics Winter Games. The intent is to maximize the opportunities and mitigate potential impacts in Vancouver's inner-city neighbourhoods from hosting the 2010 Winter Games.

The inclusive approach to planning and implementing the Winter Games is being undertaken in two phases. During the current bidding phase, the emphasis is to ensure that inclusive goals and objectives are set for Vancouver's inner-city neighbourhoods. Should Vancouver be awarded the right to host the 2010 Winter Games, planning will move to the organizing phase which will be led by the Organizing Committee and its Member Partners. The Member Partners are committed to ensuring that the Inner-City Inclusive Commitment Statement is adopted by the Organizing Committee. During the organizing and implementing phase, there will also be opportunities to use this Commitment Statement as a model for applying the concepts in other communities.

In addition, during the organizing phase, programs and policies will be developed that support the goals and objectives in the Commitment Statement to create a strong foundation for sustainable socio-economic development in Vancouver's inner-city neighbourhoods, particularly in Downtown Eastside, Downtown South and Mount Pleasant. The programs will be a shared responsibility of the Member Partners and the Organizing Committee. They will be developed in the context of existing government activities and take into account fiscal limits. Also during the implementation phase, steps will be taken to ensure incorporation of the interests of different groups, such as aboriginal people, women, youth, people with disabilities, people of colour, immigrants and other groups.

As an indication of the intent to implement the goals and objectives contained in this Commitment Statement, a program "Opportunities Starting Now" is being initiated through the Vancouver Agreement. Its purpose is to identify, develop and build positive legacies now for the inner-city neighbourhoods.

The Vancouver 2010 Bid Corporation and its Member Partners have adopted the following goals and objectives to ensure that the interests of those living in Vancouver's inner-city neighbourhoods are addressed:

Accessible Games

- a) Develop barrier free venues for people with disabilities
- b) Ensure reasonable accessibility for people with disabilities

Affordable Games Events

- a) Make affordable tickets available for Vancouver's low-income inner-city residents, including at risk youth and children

Affordable Recreation and Community Sport

- a) Maximize inner-city residents' access to the new and public upgraded facilities after the Winter Games
- b) Ensure inner-city community centres have equitable access to surplus sporting equipment
- c) Maximize access by inner-city residents, at-risk youth and children to sport and recreational initiatives by building from the current sport delivery infrastructure

Business Development

- a) Develop opportunities for existing and emerging local inner-city businesses and artisans to promote their goods and services
- b) Develop potential procurement opportunities for businesses that employ local residents

Civil Liberties and Public Safety

- a) Provide for lawful, democratic protest that is protected by the Canadian Charter of Rights and Freedoms
- b) Ensure all inner-city residents' continued access to public spaces before, during and after the Games and provide adequate notice of any restrictions of the use of public space/facilities and prominently display alternate routes and facilities
- c) Maintain the current level of public safety and security in inner-city neighbourhoods during the Winter Games
- d) Commit to a timely public consultation that is accessible to inner-city neighbourhoods, before any security legislation or regulations are finalized, subject to lawful and legitimate confidentiality requirements
- e) Ensure RCMP is the lead agency for security
- f) Reflect the aesthetic design standards of Vancouver in all security related measures

Cultural Activities

- a) Showcase the diverse cultural, multicultural and aboriginal activities of inner-city residents

Employment and Training

- a) Create training and a continuum of short and long-term employment opportunities for inner-city residents to encourage a net increase in employment
- b) Provide reasonable wages and decent working conditions for any local worker producing Games related goods and services before and during the Winter Games

Environment

- a) Ensure environmental "best practices" in inner-city neighbourhoods

Financial Guarantees

- a) Provide adequate funds to maintain and operate the new or upgraded public recreational facilities after the Games to maximize the number of facilities available to inner-city residents
- b) Provide adequate programming funds for the new or upgraded public recreational facilities to encourage a maintenance or increase in recreation programs
- c) Provide disclosure of all financial aspects of the Games, including expenditures and revenues, in the bidding and organizing phase of the Games
- d) Commit to a comprehensive annual financial audit

Health and Social Services

- a) Maintain delivery of health and social services to inner-city residents during the Winter Games
- b) Showcase a commitment to public health issues, including a comprehensive alcohol and drug strategy

Housing

- a) Protect rental housing stock
- b) Provide as many alternative forms of temporary accommodation for Winter Games visitors and workers
- c) Ensure people are not made homeless as a result of the Winter Games
- d) Ensure residents are not involuntarily displaced, evicted or face unreasonable increases in rent due to the Winter Games
- e) Provide an affordable housing legacy and start planning now

Input to Decision-Making

- a) Provide inclusive representation on the Bid Corporation's and Organizing Committee's Board structures and all relevant Bid Corporation and Organizing Committee's work groups
- b) Ensure inner-city inclusive work continues to operate under the Organizing Committee and its Member Partners
- c) Work with and be accessible to an independent watchdog group that includes inner-city residents
- d) Develop full and accountable public consultation processes that include inner-city residents
- e) Document opportunities and impacts experienced in inner-city neighbourhoods in a comprehensive post-Games evaluation with full participation by inner-city residents

Neighbourliness

- a) Stage events that respect adjacent neighbours

Transportation

- a) Ensure all Vancouver Games events and venues can be reached by public transit at an affordable cost
- b) Minimize any potential adverse transportation impacts on inner-city residents