



PRELIMINARY SOCIAL IMPACT ASSESSMENT OF HALLMARK EVENTS

Vancouver 2010 Winter Olympic and Paralympic Winter Games

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Limited

26 April, 2004 IAIA '04

2010 Olympic Winter Games

OVERVIEW

- Synopsis of two volume study completed in January 2003 and submitted as part of Bid Book to International Olympic Committee in support of Vancouver/Whistler 2010 Olympic and Paralympic Games (*reports can be download in PDF from www.hardystevenson.com*)
- Commissioned by Bid Corporation
- Preliminary SIA completed by **ReWerx (Vancouver)** and **Hardy Stevenson and Associates Limited (Toronto)** (June to August 2002):
- Authors:
 - Jon Spaulding; Bruce Gillespie
 - Dave Hardy, Cynthia Rattle and Kelly Skeith
- 2010 Olympic and Paralympic Games awarded to Vancouver in July 2003

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People Overview

- 4,000 athletes
- 10,000 media
- 3,000 sponsors and VIP's
- 700 paralympic athletes
- 1,000 team officials
- 1,300 media
- 5,000 to 8,000 volunteers
- Need to accommodate 42,000 new people
- 195,000 people moved every day for Vancouver venues

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Over 17 days (Salt Lake - Winter)

- 5,500 catering staff
- 6,300 event service staff
- 6,200 transportation staff
- 600 logistics
- 1,400 IT people
- 60,000 people applied for 23,000 volunteer positions
- 1,600 health volunteers
- 19,400 Winter Games volunteers
- 11,800 contractor/ trades
- 4,100 Paralympics volunteers
- Seen as once in lifetime event

● Pre-Games: trades dominate employment

● During Games service sector dominates employment

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PRESENTATION OVERVIEW

- Literature review
- Extensive international interviews
- Regional public consultation
- Site visits
- Social profiles of host community areas
- Assessment of social impacts
- Identification of Stage 2 assessment requirements

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Scope

- Stage 1: preliminary identification of anticipated social impacts for all venues, facilities and activities during construction, operation and post Games phases
- Also addresses mitigation strategies, potential legacies and potential areas where detailed studies are required in Stage 2
- Companion 2nd report by Ference Weicker on Community Impact Assessment on Vancouver's Inner City Neighbourhoods
- Study area: Greater Vancouver, Sea to Sky Highway, Whistler
- Initiative of Bid Committee – no Provincial/ Federal triggers for study

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Literature Review Findings

- Reviewed literature on other Olympic Games and hallmark events (such as Expo's, G8 Summit meetings, WTO)
- International documentation
 - Lillhammer, first review of environmental impacts, 1994; Sydney 'Green Games' 2000
 - Salt Lake Winter, 2002, first social impact analysis
 - Toronto 2008 bid assessed social impacts
- Athens 2004, Turin 2006 and Beijing 2008 bid books provide little information on social impacts

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Literature Review Findings

- From those commenting on the Games...
- Dominance of literature authored by those who oppose games during the bid phase:
 - anecdotal, no rigorous research methodology
 - Lack of post-Games empirical measurement and analysis (what actually happened?)
 - No consultation or social profiling
 - Minimal consideration on impact avoidance and minimization opportunities

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Literature Review Findings

- For those organizing the Games..
 - Lack of empirical information and sketchy anecdotal information on social impacts or effectiveness of mitigation measures
 - Social impacts not generally considered by Bid/ Event proponents
 - Temporary Games bid organizing committees typically don't complete research during and long-term monitoring and following the event
 - Games organizers who are focused on organizing and running event are faced with limited budgets and defined timelines.
- Vancouver 2010 Bid Corporation one of first SIA's conducted prior to hosting Games

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Literature Review Findings

- Games have 3 distinct time periods within which positive and negative social impacts can occur
 - Planning and construction
 - The Games
 - Post games transition and adjustment period
- Volunteer pool/ fundraising tends to shift from social services to Games
- Games planners typically overlook the post Games adjustment period

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Literature Review Findings

- On being awarded Games, Bid Committee's typically disband
- Organizing Committee's (OGOC) often don't focus on environmental effects
- Very little literature on effects of games on people with disabilities

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Public Consultation

- 5 community based 3 hour sessions (Whistler, Sea to Sky, Greater Vancouver)
- 84 participants
- Included First Nations participation

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Areas of Concern

- Whistler
 - Affordable housing (pre and post-games)
- Pemberton, Squamish
 - Housing post games
 - Environmental effects
 - Disadvantaged
- North Shore
 - All issues

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Social Profile Method

- Public consultation, statistical demographic, economic and trend analysis of each site, site visits
- What areas have greatest potential for social impact?
 - Which communities are venues?
 - What activities could cause effects?
 - Who/ what is vulnerable?
 - In what time period would effects occur?
 - What issues are important to residents?

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Social Profile Highlights

- Lower East side of Vancouver lowest SES in Canada
- Whistler, exceptionally young and service sector employment base
- Some unorganized areas would have difficulty: but may not be venues
- Rest of Vancouver, Sea to Sky and Whistler growing with average to higher SES

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Social Profile Highlights

- Considerable motel and hotel accommodation
- Mature economy and institutional base (universities, recreation facilities, health care and commercial facilities)
- Social and housing services for lower income in place
- Economy already geared for tourism
- Tenancy protection legislation in place
- Most residents well educated and resourced
- Lots of ability to accommodate change over period of Games

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SIA analysis identified benefits

- Positive social impact overall from Games
 - Host community pride and common vision
 - Legacy projects
 - Enhancement of community sports in community and recreation facilities
 - Increased employment and new job skills
 - Expansion of hospitality and tourism industry
 - Tax revenues
 - Construction of 10 venues completed long enough in advance to allow training

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SIA analysis identified negative areas requiring avoidance/ mitigation strategies

- Acceleration of real estate market cycles
- Cost of housing and erosion of affordable housing
- Increased demand on stressed social and health services
- Some communities not equipped to tackle issues and accommodate legacies
- No displacement of residents anticipated/ some displacement of recreation opportunities for local residents

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Areas of Concern 2010 Winter Games

- Vancouver, Richmond, Burnaby
 - Housing
 - Health and social services
 - Disadvantage and civil rights
- Other areas, cont'd
 - First nations issues
 - Employment
 - Youth training, employment and other issues
 - Community sports, civil rights security
 - Transportation (Sea to Sky)

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Recommendations

- Create sound governance structure
- Create legacy funding endowment to target legacies for specific groups
- Sustainable skills development, employment and training to serve dual purpose (games and sustainable skills after games)
- Expand skills, employment and access for people with disabilities
- Focus sponsorship and funds on impact avoidance and mitigation measures

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Recommendations

- Insure a social service legacy that includes long-term homeless and resource programs
- Assure participation and engagement of marginalized groups, particularly people with disabilities
- Have OGOC focus on balancing community policing, and civil rights with security considerations
- Strengthen residential tenancy protection
- Strengthen role of First Nations and research

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