

Games Engagement 2030

Brief 2

Fall 2022



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Introduction

The 2030 Leadership Assembly (consisting of Lil'wat (Lil'wat), xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) First Nations, the City of Vancouver (CoV), the Resort Municipality of Whistler (RMOW), the Canadian Olympic Committee (COC), and the Canadian Paralympic Committee (CPC) have been exploring the possibility of hosting the world's first-ever Indigenous-led, reconciliation-focused Olympic and Paralympic Winter Games in British Columbia and Canada in 2030.

The concept incorporates a potential Games Hosting Concept which maps out the proposed locations and venues, as well as the following legacy pillars envisioned for the Games. Embedded within each pillar are meaningful steps towards reconciliation (vs. reconciliation as a stand-alone pillar).

- Social Inclusion and Accessibility
- Economic Prosperity
- Environmental Stewardship and Action
- Community Resilience and Affordability
- Sport Participation and Development
- Cultural Enrichment

To continue the work of refining the initial Games Hosting Concept, and in keeping with Indigenous practices, a public community engagement process was launched following the June announcement of the initial concept. Adhering to the values of respect, inclusivity, and community, the purpose of this engagement process is both to receive feedback on the concept and to listen and learn from community members about the potential legacies and benefits the Games could facilitate for the host Nations, host communities, British Columbia and Canada. The concept planning is ongoing. Never before have community members been engaged this early on the vision and possible legacies of a Games.

A neutral third-party engagement firm, Delaney, *the engagement people*, was hired to support planning, implementation, and reporting on the engagement process. The process has been planned based on the International Association for Public Participation (IAP2) best practices, combined with Indigenous protocols. The engagement is ongoing and the initial phase will continue through November 2022. Provided all the parties agree to advance the project into an “official bid” and the International Olympic Committee (IOC) invites Canada into Targeted Dialogue, future engagement will continue throughout the 2030 bid phase.

This report is the second interim update on the 2030 engagement process, which includes engagement numbers and initial insights into what has been shared by the community. The first engagement brief summarized input up to August 1, 2022, and this update reports on all input received as of September 30, 2022.

Engagement Overview and Timeline



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Engagement Overview and Timeline

Through late 2021 and early 2022, the 2030 Feasibility Team began initial engagement with the partners in the Leadership Assembly, inclusive of the Four Host Nations communities, as well as the tourism, business, and sport sectors and other stakeholder groups. Following the release of the initial Games Hosting Concept in June, engagement was broadened to include the public, key partners, interested groups and all those who wanted to engage on the possibility of a 2030 Games bid.

To support this broadened engagement process, the Feasibility Team hired Delaney, *the engagement people*, in May 2022 to support planning, implementation and reporting on broad community and stakeholder engagement. Delaney's role was to plan the engagement based on input from the Leadership Assembly and best practices, to engage the public and stakeholders, and to report on what was heard through the process so that engagement findings could help the Feasibility Team refine the vision and key legacy elements of the initial Games concept plan.

This phase of the 2030 community engagement process was launched on June 14, along with the initial release of the Games concept, and is continuing through November 2022. The process has incorporated a number of different engagement techniques.

Virtual workshop sessions

Two-hour virtual workshops that were community specific and brought diverse interested parties together, including: the nonprofit sector, business community, tourism partners, community sport organizations and others.

A presentation was provided, followed by a Q&A session. Participants responded to polls about the draft concept statement, followed by breakout groups who had in-depth dialogue on the six legacy pillars. Additionally, based on available time, most workshops included an opportunity to explore community specific opportunities and potential negative impacts.

Pop-ups at local community events

Pop-ups sought to share information about the potential bid, the draft concept statement, and how the public could take part in the online engagement opportunity.

Comment cards were provided to gather initial input on the draft concept statement.

Included a colouring contest for children and a draw for a Team Canada jacket signed by an Olympian.

Online survey

Participants were encouraged to provide detailed input on the draft concept statement and on each of the six legacy pillars.

The table below provides an overview of the community engagement activities conducted to date, as well as the associated number of participants.

Date	Event	Total # of persons engaged
June 15, 2022	Greater Vancouver Board of Trade Keynote and Panel luncheon (Information sharing and engagement promotion)	225
June 21, 2022	Musqueam National Indigenous Peoples' Day Festival	60
June 25, 2022	Vancouver Dragon Boat Festival	400
June 26, 2022	Squamish Nation Summer Festival	65
June 26, 2022	Whistler Community Open House at the Squamish Lil'wat Cultural Centre	80
June 28, 2022	Whistler Virtual Workshop	41
June 29, 2022	Whistler Virtual Workshop	35
July 1, 2022	Whistler Canada Day	900
July 8, 2022	Lil'wat Community Activation	30
July 8, 2022	West Coast Sr. Lacrosse Game	68
July 9, 2022	Tsleil-Waututh Canoe Festival	73
July 12, 2022	Movie Night in Stanley Park	39
July 15, 2022	Pemberton Farmers Market	39
July 15, 2022	Vancouver Virtual Workshop	21
July 16, 2022	Squamish Farmers Market	89
July 22, 2022	Squamish/Pemberton Virtual Workshop	15
July 23, 2022	Squamish Nation Amalgamation Day	210
Sep 8, 2022	Vancouver Virtual Workshop	14
Sept 24, 2022	Kamloops Farmers Market	144
Sept 24, 2022	Sun Peaks Fall Festival	59
Sept 25, 2022	Sun Peaks Farmers Market	99

Date	Event	Total # of persons engaged
Sept 26, 2022	Sun Peaks Virtual Workshop	20
Sep 28, 2022	Kamloops Virtual Workshop	29
Sub total	Community engagement events + stakeholder workshops	2,755
June 14 – Sept 15, 2022	Online survey	1,826
Total	Engaged in events, workshops and online survey as of September 30, 2022	4,581

Further engagement is planned for October/November at farmers markets, fall festivals and other community events in the Lower Mainland, Sea to Sky region, and Sun Peaks / Kamloops. Additional virtual engagement opportunities will also be explored to connect with key parties with an interest in specific legacy pillars.

What We Heard

The following provides a detailed overview of what we have learned through the community engagement process so far. Specifically, this report details what was heard through the online survey, community engagement events and virtual workshops. For the survey responses, it is important to note that this survey was conducted via an open link that was accessible to anyone. As the survey respondents were self-selected and not a random sample, and the results were not weighted to be reflective of a larger group (i.e., all British Columbians or all Canadians), the results should not be extrapolated to a larger community or group, nor can be deemed representative of the broader community. We, therefore, report on what was heard from survey participants and cannot say that findings reflect the opinions of anyone but those who participated. These findings provide a window of insights into perceptions of those who participated in the survey.

It is also important to note that this is an engagement update, and regular engagement updates will continue to be provided as the project advances.

Insights on the Draft Concept Statement



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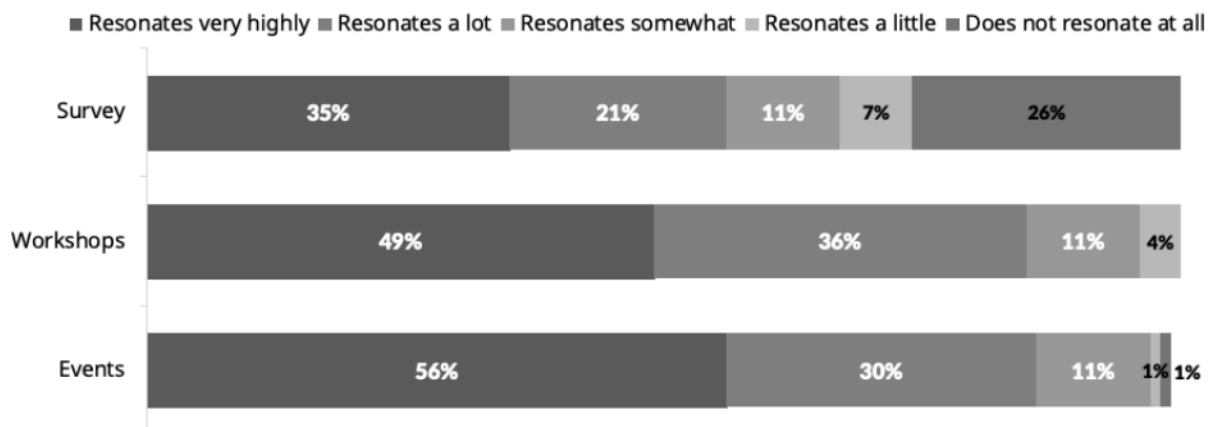
Insights on the Draft Concept Statement

In both the live engagements and online survey, participants were asked to respond to a draft concept statement and indicate the degree to which it resonates with them. The draft concept statement shared with participants was:

The Games will be a beacon of hope, inspire us to live healthier, to find harmony with the land, to lift each other up, and to build a stronger Canada. Indigenous led, the Games will leverage and enhance the lasting legacies of Vancouver 2010, while accelerating our shared journey of reconciliation. These will be an inclusive, sustainable, climate-positive Games that will drive change by giving communities, businesses, organizations, and the public a common dream to share, while creating legacies that reflect the priorities and needs of a new generation of Canadians.

In the online survey, 74% of participants (n=1,817) said the draft concept statement resonates to some extent – either very highly (35%), a lot (21%), somewhat (11%), or a little (7%). Approximately one quarter (26%) of participants said it does not resonate with them at all.

To what extent does this concept statement for a 2030 Olympic and Paralympic Winter Games personally resonate with you?

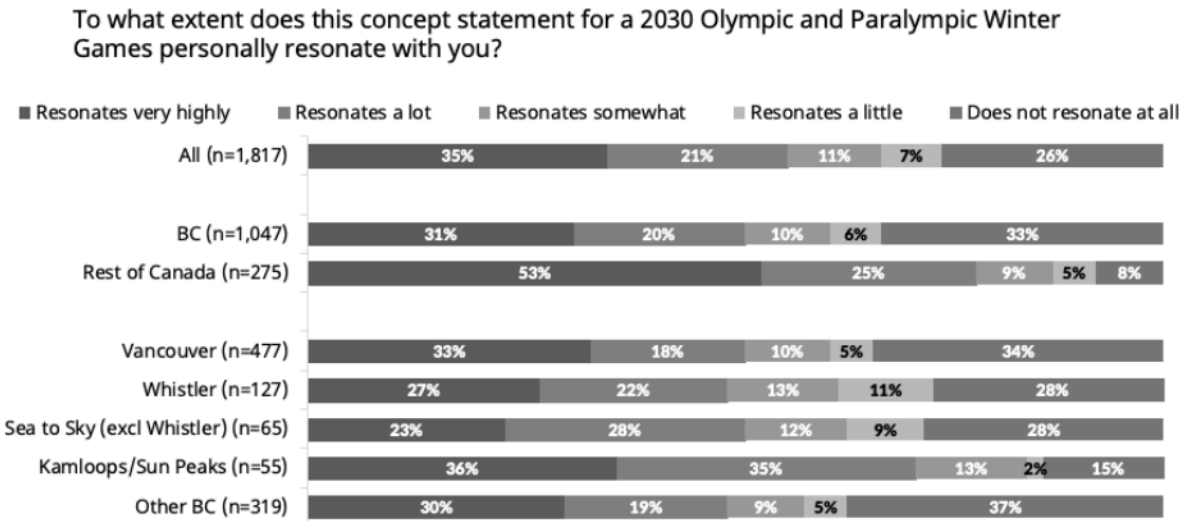


In the stakeholder workshops, of the participants who responded to this question (n=140), half (49%) shared that the draft concept statement resonates very highly. Furthermore, all workshop participants shared the draft concept statement resonates to some extent (very highly [49%], a lot [36%], somewhat [11%], and a little [4%]). 0% of workshop participants responded that the concept statement does not resonate at all.

For those who responded to this question on the comment cards at the pop-up tents at community events (n= 174), the vast majority of respondents (98%) said the draft concept statement resonates to some extent - either very highly (56%), a lot (30%), somewhat (11%), or a little (1%). Only one per cent of participants stated the concept

statement does not resonate at all.¹

When considering how the draft concept resonates in a regional context amongst the host communities, it is highest in Kamloops/Sun Peaks with 86% saying it resonates to some extent, followed by Whistler (73%), Sea to Sky (excluding Whistler) (72%) and Vancouver (66%).



Of those who responded in the survey that the draft concept statement resonates either a lot or very highly (n=1005), the majority of respondents shared support for the whole concept overall, with comments ranging from continuing the legacy from the 2010 Games, to looking forward to the future with hope and idealism, to comments of appreciation for the move from a commercial focus to a more socially conscious Games. Some participants shared they are supportive of the concept but require more detail about how it will actually be achieved. Furthermore, the following aspects were the most mentioned:

INDIGENOUS-LED

Participants lauded the concept being Indigenous-led, and specifically shared they hope the Games will focus on Indigenous partnerships and unity, as well as showcasing Indigenous land, culture, and traditions. Some participants see this as an opportunity to share the diversity of Indigenous Peoples and Nations – to break stereotypes and demonstrate what Indigenous leadership is capable of.

RECONCILIATION

Mentioned almost as often as Indigenous-led, reconciliation was a major theme amongst those who felt the draft concept statement resonated a lot or very highly. In some ways, participants linked the Indigenous-led concept to reconciliation, with comments including this is “reconciliation in action.”

¹Discrepancies in % totals are due to rounding.

Participants shared that Indigenous Peoples, communities, cultures, and heritage deserve continued recognition and the Games is an opportunity to do so. Along these lines, it was shared that the Games present a great opportunity to share the history of Indigenous Peoples in Canada on a global stage.

COMMON DREAM

The third most common theme amongst those who felt the draft concept resonated a lot or very highly was that of a common dream for all Canadians to share. Participants shared that the Olympic spirit is a “special feeling,” brings community together, allows for a shared pride in the country, and allows people to grow together. Others shared the draft concept fulfills Olympic ideals, will allow the community to “work together like in the canoe,” and will provide an opportunity to unite the country in the wake of the COVID-19 pandemic. Linking this common dream once again with it being Indigenous-led and in the spirit of reconciliation, it was shared that “paddling together” allows for more Indigenous voices to be heard.

By those who stated the draft concept statement resonated somewhat (n=202), the following key themes were shared:

GENERAL SKEPTICISM

The most shared comment was a general skepticism towards the draft concept statement. Participants shared that the statement “seems political” and “feels abstract,” and that trendy or buzz words have been used, while it was also described as “greenwashing.” There were comments stating that the goals will be hard to reach and are abstract, with some questioning “what is going to be different”, and how these concepts will actually be enacted. Others shared the statement should be more succinct, while others said they do not support the Games, or that they do not believe the statement aligns with the International Olympic Committee (IOC) and its actions.

CLARITY REQUIRED

Related to the theme of general skepticism is that a number of participants requested more clarity about how the goals will actually come to fruition. Specifically, there were a number of comments and requests for clarity on what Indigenous-led actually means, and how the Games will “capture [the Nations’ cultures] while also delivering exceptional Games experiences.” Additionally, there were questions whether Indigenous-led also means the Host Nations will be financing the Games, while others questioned whether or not the Games will *actually* be Indigenous-led.

Lastly, of those who stated the draft concept statement resonates a little or not at all (n=610), the following were the most common themes:

NEGATIVE ECONOMIC IMPACT

The most commonly mentioned concern of the draft concept statement among these respondents was the potential negative economic impact, with some inquiring how the Games will be paid for, and others stating private funding is not a feasible approach. There was a significant concern about the cost to the public if the Games proceed, with some stating it will likely cost more than is budgeted. Another common theme was a preference for the money that would be used for funding the Games to instead be put into other social services, such as health care, addressing the cost of living, or supporting Indigenous communities. Others shared their view that the government does not have that money to spend.

LACK OF SUPPORT

A general lack of support was mentioned nearly as often as comments related to the negative economic impact mentioned above. In summary, these comments cited:

- The negative impact they believe the Games will have on the community;
- The corruption and diminished reputation they see in the International Olympic Committee (IOC);
- The distraction the Games provide from the issues people in Canada are facing;
- The displacement of people that occurred for the 2010 Games; and
- The anticipated disruption to daily life of those living in the area.

Insights on the Legacy Pillars



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Insights on the Legacy Pillars

In all engagement opportunities (community events, virtual workshops and online survey), participants learned about each of the proposed six legacy pillars, as outlined below. Information was shared about how each pillar is rooted in reconciliation and considers specific recommendations from United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), Declaration on the Rights of Indigenous Peoples Act (DRIPA) and Truth and Reconciliation Commission (TRC).

Participants in the online survey were asked about the extent to which they felt the draft goals associated with each pillar were meaningful. In total, 19 draft goals across the six pillars were shared for feedback. Additionally, a follow-up question was available to participants for them to share any additional long-term outcomes they would like to see the 2030 Games strive for in the context of each pillar.

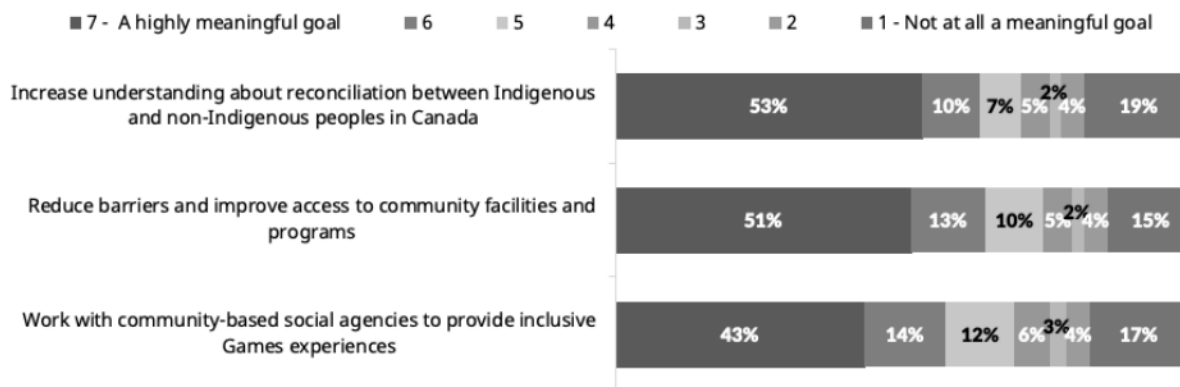
Similarly, in the virtual workshops, participants were asked to share their insights about what was most important to them within each pillar. Below is a combination of both survey results from the closed ended (rating) questions on each pillar and thematic responses from both the survey and the virtual workshops.



Pillar 1: Social Inclusion and Accessibility

In the survey, participants were asked the extent to which they felt specific goals within **Social Inclusion and Accessibility** were meaningful. Half (53%) said that *increased understanding about reconciliation* was a highly meaningful goal (giving it a rating of seven out of seven). This goal, however, also had the highest number of participants identifying it was not at all a meaningful goal (19%). A review of the open-ended comments identifies some underlying anti-Indigenous racism which may account for some of these responses. As well, half (51%) of respondents said that *reduce barriers and improve access to community facilities and programs* was highly meaningful, while somewhat fewer (43%) said the same of *“working with community-based social agencies to provide inclusive Games experiences.”*

For the legacy pillar “Social Inclusion and Accessibility” the proposed outcomes are the following. To what extent do you feel these are meaningful goals for future Olympic and Paralympic Games in BC?



When asked to share potential additional long-term outcomes within this pillar, comments can be grouped into the following themes: 1) accessibility, 2) equity, and 3) partnership.

1. **Accessibility:** Survey respondents primarily referenced accessibility as financial and physical accessibility to Games venues. Specifically, respondents noted that Indigenous people, in particular Indigenous youth, as well as youth from lower-income households, the elderly, people with physical disabilities, and others who may experience barriers to entry need to be prioritized in being able to access the Games.

Respondents also wanted to see people who may be living in the Downtown Eastside (DTES) are able to experience the Games. These responses were in addition to overwhelming commentary about ensuring people living in the DTES are not displaced, taken advantage of, or traumatized through security activities. This theme is discussed in more detail below under “equity”. Additionally, respondents wanted to see opportunities for people from outside the host communities being able to participate in the Games.

“A stripped-down games should bring costs down for remote communities to attend, since we will be paying through our taxes and rarely can attend.”

Survey Respondent

2. **Equity:** Amongst survey respondents, there was some overlap between accessibility and equity; however, the general commentary is that these Games need to be inclusive, accessible, and support people and groups who may otherwise not be able to participate in the Games. Furthermore, the Games must mitigate potential negative impacts on people and communities who had a poor experience with the 2010 Games or could have a negative experience with the 2030 Games. For example, survey respondents noted the opportunity for skills and training programs for residents in the DTES and to work proactively with the community to mitigate potential impacts on that community. They also identified the 2030 Games as providing an opportunity to address sexism in sport, homophobia, and racism. Within this theme, reconciliation was identified as a key outcome to strive towards.

Workshop participants contributed greatly to this pillar and suggested the following long-term outcomes they would like to see within social inclusion and accessibility:

- Social procurement approach to the Games, with targets
- Highest level of universal design guidelines need to be used in design of transportation and any new build.
- Inclusive HR strategies
- Signage in Indigenous languages

Workshop participants were strong in their support and advocacy for engaging with and hiring people with lived experience to be directly involved in legacy work in this pillar. For example, hiring people with disabilities to work on accessibility; hiring people in the DTES to work with that community to leverage benefits and manage impacts; hiring Indigenous firms wherever possible and having Indigenous people working in the organizing committee as senior leaders. Additionally, workshop participants encouraged investment and support for nonprofit organizations who often bear more responsibilities as a result of the Games, but do not receive additional funding to do so.

Within Sun Peaks, there were suggestions that conducting an accessibility audit early and being able to improve accessibility in the resort would be a key long-term positive legacy outcome.

Within the Vancouver and Sea to Sky workshops, participants noted the opportunity to invest in an Indigenous healing centre as a place to support Indigenous people in their healing and in being together, in community. This was

identified as both an approach to equity, as well as advancing reconciliation.

3. **Partnership:** In both the survey and workshops, participants shared a desire to partner with a potential Games organizing committee so that “we get the right people” doing the planning for a safe, inclusive and welcoming Games for all. The spirit of partnership was especially strong in how a potential Games would be in partnership with the Four Host Nations and would be imperative to have these Games truly be Indigenous-led.

Suggestions for partnership included:

- Engaging Elders and seniors, including “modern Elders”.
- Having an advisory committee on accessibility and inclusion.
- Working with nonprofit organizations, social service providers, and the Rick Hansen Foundation was specifically mentioned.
- Engaging with the para-sport community to ensure inclusive and accessible Games and broader community accessibility.
- Seeking to engage across Canada and not forgetting more rural or remote communities.
- Working directly with people experiencing homelessness and people who use street drugs to ensure they are not marginalized / victimized in the lead up to and during the Games.
- Collaborating with the education sector to identify how schools should operate during the Games and educational partnership opportunities. A workshop participant noted that school closures in 2010 were difficult on working families and this may not be the ideal approach for 2030.

“The Games should ideally be an example of inclusion for the global audience.”

Survey Respondent

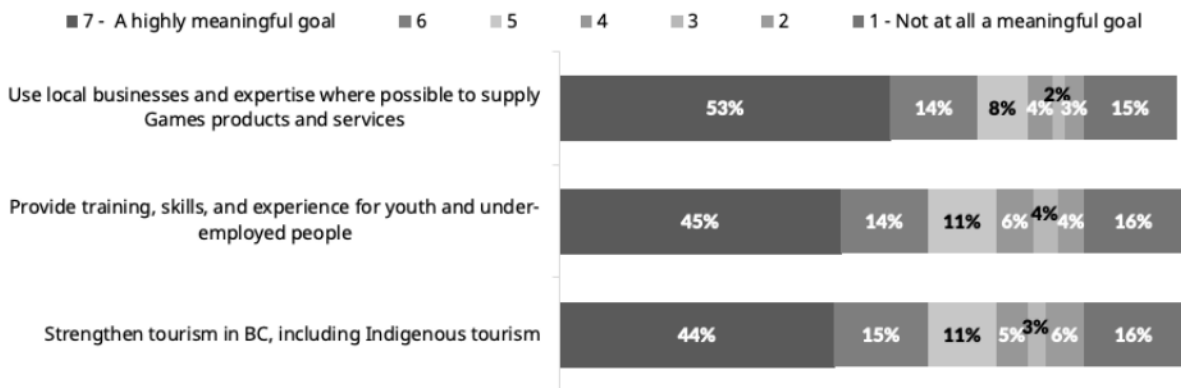
“I love this last goal. Community based social agencies are the connectors in community. Having the Olympics partner with this sector would have far reaching impact after this event. It’s a sector that deserves more recognition as we often are the advocates and bridge between community and government.”

Survey Respondent

Pillar 2: Economic Prosperity

Across all pillars and goals in the survey, the **Economic Prosperity** goal related to *use of local businesses and expertise where possible to supply Games products and services* was rated the highest (mean of 5.36 out of a possible seven, and just over half (53%) saying this is a highly meaningful goal, rating it seven out of seven). The two other goals in this pillar were said to be highly meaningful by just under half of respondents, with *provide training, skills and experience for youth and underemployed people* at 45% and *strengthen tourism in BC, including Indigenous tourism*, at 44%. For all three goals in this pillar, 15-16% of respondents said they were not at all a meaningful goal.

For the legacy pillar “Economic Prosperity” the proposed outcomes are the following.
To what extent do you feel these are meaningful goals for future Olympic and Paralympic Games in BC?



When asked to share potential additional long-term outcomes within this pillar, some participants offered new ideas, while others elaborated on the previously proposed outcomes in their comments. Overall, comments can be grouped into the following themes: 1) supporting local businesses, 2) funding infrastructure, 3) tourism, 4) support employment, and 5) investing in Indigenous economic development.

1. Supporting Local Businesses: This was viewed as the most meaningful goal across all the pillars and the open text comments support this. There is a strong desire to see local businesses thrive in the lead up to, during and after the Games. This includes:

- Supporting local artists, musicians, and performers
- Directing event attendees to local businesses
- Working with local suppliers in the lead up to the Games
- Working closely with Indigenous businesses and trades people
- Creating investment opportunities for new businesses and entrepreneurs
- Ensuring local businesses have the opportunity to sell Games merchandise
- Collaborating with the culture and heritage sector to promote unique offerings

While there is a clear desire to support local businesses, there is also a sense in some of the comments that this may be challenging or that IOC guidelines may limit local, small businesses from fully participating in the economic opportunities associated with the Games.

Amongst workshop participants, there was some belief that the overall vision needs to more accurately reflect economic prosperity and the associated economic legacies the Games could facilitate. Additionally, workshop participants wanted to ensure that negative impacts on local businesses were mitigated. For example, some referenced security fencing and other measures coupled with transportation impacts/closures as negative impacts for local businesses arising from the 2010 Games.

In the Sea to Sky workshop, participants spoke of the need to have shared economic benefits in Squamish, Pemberton, and Lil'wat Nation and to focus economic opportunities on Indigenous people and businesses living and working in the Sea to Sky corridor.

2. Funding Infrastructure: Key opportunities for infrastructure funding that survey respondents identified include:

- Extending the life of existing 2010 venues.
- Investing in pedestrian-focused transportation as well as public transportation systems.
- Funding facilities within Indigenous communities.
- Invest in affordable housing that includes options of rent to income housing.
- Investing in highway and road improvements. Specifically, the intersection coming into Whistler was noted frequently in the survey, and in the workshops improving the road to Sun Peaks and key points of the Sea to Sky Highway were also noted.
- Invest in winter sport training facilities at Sun Peaks for a longer training season.
- Invest in much-needed health care facilities.

Comments also noted the need to minimize long-term negative environmental impacts associated with new developments.

Similarly, participants in the workshops noted infrastructure legacies as a key Games goal. Crucial amongst potential investments was affordable housing. This was viewed across every workshop as a key positive Games legacy.

Additional infrastructure investments noted in the workshops included:

- Inclusive sport infrastructure
- Trail development and expansion
- Updates / expansion of the Whistler Conference Centre
- Improved access to Whistler Olympic Park, including trail development

- Investments to the school in Sun Peaks
- Water, power and road improvements in Sun Peaks, including connecting the forest service road to smaller communities to the southeast
- Staff housing in Sun Peaks
- Fiber optic legacy upgrades
- Housing in Mt. Currie
- Artists space in Vancouver
- Healing centre for Indigenous people in Vancouver

Workshop participants also identified upcoming significant sporting events such as the FIFA World Cup and Invictus Games as opportunities to further leverage Vancouver's position as a premier destination, but that a lack of hotel accommodation is a challenge in Vancouver and that more hotel inventory needs to be built now.

Finally, workshop participants shared that developing and defining a concrete economic agenda for each region and being able to benchmark investment and improvements in the lead up to the Games would be necessary to reporting on the success of this pillar.

"The dream of community is to have connection to other communities through the back road. This would transform the interconnectedness and involvement with Chase, Salmon Arm and other areas."

Workshop Participant (Sun Peaks)

- 3. Tourism:** Survey respondents commented on the need for a broad tourism campaign that would promote Canada as a global destination, but with a focus on responsible tourism. The focus of commentary was on leveraging tourism opportunities while actively managing negative impacts associated with tourism. Respondents commented on the need to invest in a long-term, sustainable sector that faces challenges because of labour shortages and the lack of affordable housing.

Similarly, workshop participants, particularly in Whistler and Sun Peaks, spoke of "too much of a good thing" and the need to manage the potential for "overtourism." Key to being able to have a sustainable sector was the view that affordable housing is a critical requirement to ensuring workforce are able to be part of the community and have stable, safe and affordable housing. A focus on nature, Indigenous art and culture were shared as key means of marketing British Columbia to tourists.

Raising the profile of Sun Peaks was identified as an opportunity, particularly if/when coupled with investments to extend the training season should enhanced snow making infrastructure be possible. Within Vancouver, participants identified the need to increase accommodation inventory.

“We need to draw out tourists with shared values.”

Survey Respondent

4. **Support Employment:** Respondents identified Games employment opportunities as a key positive outcome within this pillar, with a strong preference for encouraging and preferred hiring for Indigenous people. A key challenge respondents identified is that even if jobs are available, housing in the host communities is limited and very expensive, and so employment opportunities need to be coupled with affordable housing opportunities. Respondents also identified the importance of investing in skills to work in the sport and event sector and senior roles in planning and executing the Games.

Workshop participants identified the need to support parents with childcare so they are able to work, not just in the Games, but in leadership positions, noting that women typically bear more of the childcare responsibilities.

During the workshops, and to a lesser degree in the survey, participants identified the opportunity to partner early with advanced education institutions (college, trade schools and universities) so that young people have the skills and training they need to secure a variety of roles in planning and implementing the Games.

5. **Investing in Indigenous Economic Development:** Respondents identified the opportunity to support Indigenous communities with economic development, including employment as a key opportunity. The opportunity to embed Indigenous values-based principles into the economic culture of the Games was also identified as a key consideration. For example, understanding and valuing the land that artists and craftspeople use to be economically independent was identified as a key Indigenous teaching that would benefit the broader economic realm. Similarly, the principles of moderation and sustainability, as well as community-based wealth and redistribution of wealth were identified as important. Games procurement was identified as a key opportunity to ensure economic benefits flow back to Indigenous communities.

Within the workshops, participants strongly supported/advocated for long-term economic benefit to Indigenous communities. Additionally, many participants were eager for a social procurement process that ensures all social factors will be considered when making purchasing decisions.

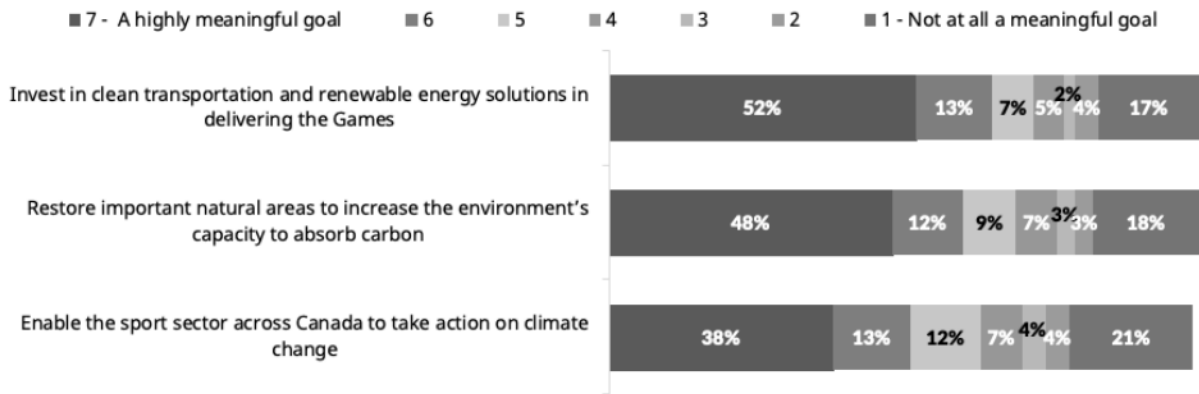
“The lowest cost should not be the driver.”

Workshop Participant

Pillar 3: Environmental Stewardship and Action

Amongst survey participants, the goal within the **Environmental Stewardship and Action** pillar which they believed was the most meaningful was *to invest in clean transportation and renewable energy solutions in delivering the Games* (mean of 5.20 and 52% rating it seven out of seven, or highly meaningful). Just under half (48%) rating *restore important natural areas to increase the environment's capacity to absorb carbon* as highly meaningful, while fewer (38%) said the same of *enable the sport sector across Canada to take action on climate change*. At the same time, a relatively high proportion (21%) felt this last goal was not meaningful at all.

For the legacy pillar “Environmental Stewardship and Action” the proposed outcomes are the following. To what extent do you feel these are meaningful goals for future Olympic and Paralympic Games in BC?



When asked to share potential additional long-term outcomes within this pillar, comments can be grouped into the following themes: 1) transportation, 2) environmental leadership, and 3) sustainable building practices.

1. **Transportation:** the highest number of comments in this pillar related to enhanced transportation as a long-term outcome. Specific transportation input included:

- Commuter rail in the Sea to Sky
- Expansion of public transit, particularly improvements in south Vancouver and in the Sea to Sky, specifically between Mt. Currie and Whistler
- Focusing Games planning on being less car dependent
- Not moving snow as was required in 2010 with the venues at Cypress Mountain
- Electrification of transit
- Increasing hydrogen transit options

Coupled with comments on transportation where a number of comments related to carbon footprints and the need to off-set negative effects associated with international travel, incentive programs for businesses to reduce carbon footprint and using renewable resources wherever possible for transportation and fuel.

Amongst workshop participants, transportation featured prominently. Ideas shared around transportation, included:

- A valley-wide gondola in Whistler to move people/visitors between neighbourhoods
- A light rail train between Vancouver and Whistler
- Invest in a regional transit legacy in the Sea to Sky corridor, extending to Mt. Currie
- Have a regular shuttle from Whistler Village to Whistler Olympic Park
- Invest in electric charging stations in Sun Peaks, while recognizing additional power is needed to support this
- Enhance the number of charging stations throughout Highway 99
- Invest in sidewalks and other means to encourage walking

Workshop participants noted that education and changing baseline behaviours will need to be a key part of having users adopt more sustainable modes of transportation.

2. **Environmental Leadership:** Survey respondents identified an opportunity the Games could enable by being able to showcase practices that address climate change and the associated impacts of climate change. Included in this theme is the identification that Indigenous ways of knowing and being can teach Canadians and the world about stewardship. Outreach in schools also featured as an important element to educating youth about the impact of climate change and how to address the challenge with the next generation.

Workshop participants noted that 2030 is a big year for achieving climate targets and that the Games could provide additional awareness and motivation to achieve these previously established targets. Moreover, participants from the Vancouver workshops noted that as a coastal city, climate change and the associated rising sea levels have a direct impact on the City and its residents and that 2030 could provide a global platform to showcase technology, policies and approaches to address climate change at a city level.

“Climate change is perhaps the most important issue of our time, and seeing the Olympics take charge on this is a top priority that should be highly emphasized in any way possible.”

Survey Respondent

- 3. Sustainable Building Practices:** Survey respondents identified opportunities to “green” existing venues, improve their sustainability and showcase improvements that use innovative practices. Some respondents identified that all venues should be carbon neutral and be models for how cities can re-use and extend the life of Games infrastructure.

While some workshop participants shared insights similar to those of survey participants, many assumed that such upgrades would happen and, instead, focused on new opportunities to explore sustainable practices, beyond facilities. For example, workshop participants shared:

- The opportunity to ensure food security and sustainability by working with local producers (particularly in Pemberton) to ensure as much food as possible is locally grown and sourced.
- The desire to support more sustainable, nature-based tourism that is Indigenous owned and operated.
- To invest in a high-quality digital experience so that less travel is required to the Games themselves.
- To reduce waste, in terms of packaging, souvenirs, and marketing materials.
- To prioritize procurement from local companies to reduce shipping costs and carbon.
- To collaborate with large businesses to help reduce their emissions.

It should be noted there was broad support amongst workshop participants for a climate-positive Games in 2030, however, there was also a strong sense that this was very ambitious and would require a coordinated effort amongst all parties. Additionally, workshop participants commented on the importance of documenting baseline data and using this data to inform a comprehensive monitoring and evaluation framework.

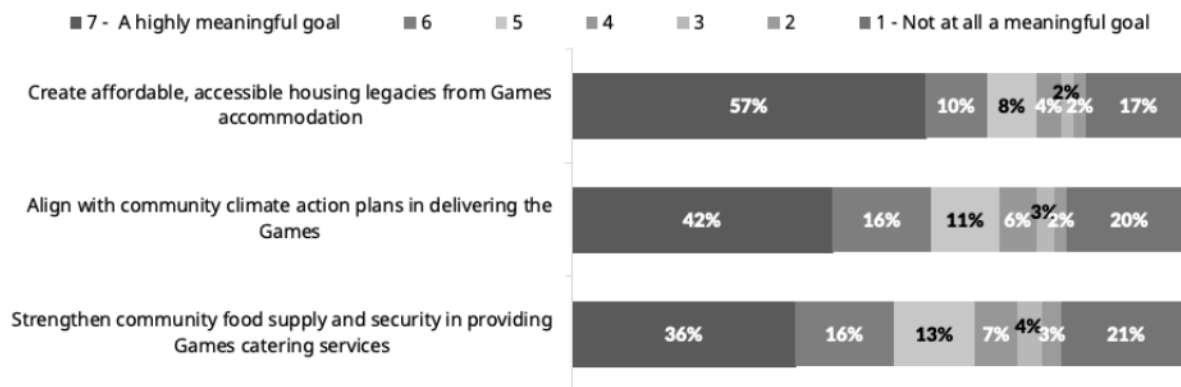
“We need to measure!! Start with baseline”

Workshop Participant

Pillar 4: Community Resilience and Affordability

Amongst survey participants, the second most meaningful goal overall was *to create affordable, accessible housing legacies for Games accommodation* (mean of 5.27 and with a majority of 57% rating it a highly meaningful goal of seven out of seven). Within the pillar of **Community Resilience and Affordability**, it is important to note that it was the highest ranked goal amongst participants from Sun Peaks/ Kamloops (mean of 6.02) and Whistler (mean of 5.65). *Align with community climate action plans in delivering the Games* was seen as a highly meaningful goal by 42% of respondents, while reviews on *strengthen community food supply and security in providing Games catering services* received more mixed reviews, with 36% rating this a highly meaningful goal and conversely, 21% rating this not at all a meaningful goal.

For the legacy pillar “Community Resilience and Affordability” the proposed outcomes are the following. To what extent do you feel these are meaningful goals for future Olympic and Paralympic Games in BC?



When asked to share potential additional long-term outcomes within this pillar, survey respondent comments can be grouped into the following themes:

1) affordable housing and 2) other lasting benefits. While workshop participant comments do align with these themes, they are much more diverse and community-specific.

1. Affordable Housing: Within this pillar, affordable housing was most commonly identified as a positive long-term legacy. It should be noted that this legacy was often couched with disdain for how the 2010 Vancouver Olympic Village did not result in affordable housing, but rather a “real estate frenzy” for developers. Respondents want to see housing that is:

- Permanent and permanently affordable
- Focused on supporting Indigenous people with accommodation to meet their needs
- For locals (not foreign-owners)
- Within this theme, survey respondents wanted to ensure that people experiencing homelessness are not displaced to build Games villages.

“A beautiful idea would be to create affordable accessible housing for low-income families by providing them with the legacy of Olympic Villages after the Games.”

Survey Respondent

“Access to affordable housing is certainly a way for the games to impact communities and individuals and using locally grown produce and supplies wherever possible will have a huge impact.”

Survey Respondent

2. Other Lasting Benefits: Survey respondents identified a number of additional benefits in addition to affordable housing within this pillar:

- Clean water for all First Nations
- Food security for all Indigenous people
- Affordable sport programming / equipment for youth who experience barriers to accessing winter sports
- Mental health support for athletes, youth and groups who may not be able to secure their own supports
- Job assistance for Indigenous people
- Childcare, in particular for women seeking employment with the Games
- Accessibility improvements to physical venues
- Investment in public, active transportation
- Safety and security for potentially vulnerable groups like sex workers, people experiencing homelessness

“Establish programs and pathways that will persist after the games where communities are directly served. Use the games as an opportunity to train and up-skill people and communities that will allow for a sustainability and legacy of positive impact well beyond the spotlight of the games.”

Survey Respondent

Workshop participants contributed greatly to this pillar with the most comments received across all workshop sessions. In addition to affordable housing legacies being most often cited by participants, detailed contributions included:

Quality of Life: Ensuring the day-to-day life of residents in host communities and surrounding communities is not negatively impacted by the Games.

Health and Wellness: Supporting enhancements to community health and medical needs. For example, a new MRI in Whistler, improved health services in Sun Peaks, ensuring outreach workers in the DTES have the resources, support and access required to assist the community.

Overdose Prevention: Related to health enhancements was the concern about toxic drugs in communities and how people who use substances would be supported in accessing a clean, consistent supply during the Games and options for treatment. Drug testing and outreach were identified in three workshops as important considerations.

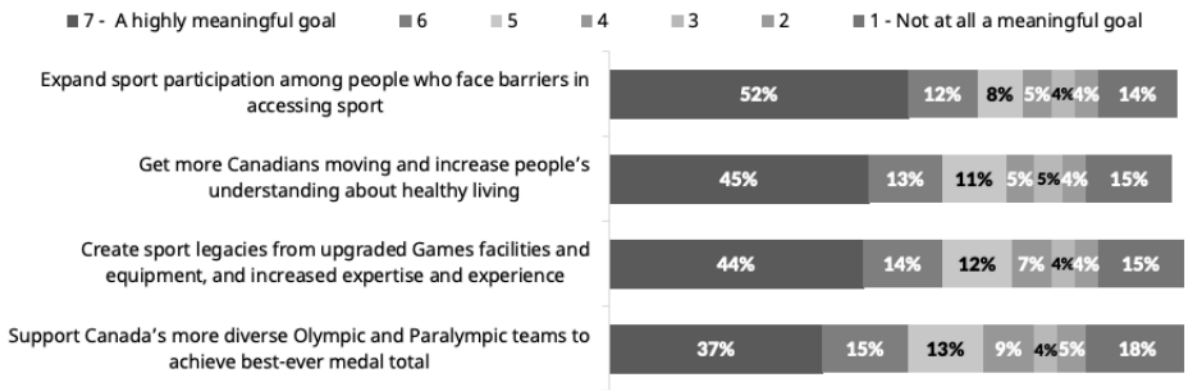
Protecting Vulnerable Populations: There is a deep commitment amongst many workshop participants to ensuring a potential 2030 Games does not negatively impact vulnerable populations, including: sex workers, Indigenous girls and women, as well as Two-Spirit people, people living in the DTES, people who use substances and members of the LGBTQ2S+ community. Putting measures in place to avoid poverty-tourism or other means of exploitation were identified as critical.

It is important to note that anecdotally when engaging at pop-up booths and in dialogue with workshop participants, a deep desire to see a potential 2030 Games facilitate lasting community benefits for host communities and British Columbia was heard. For those who engaged, there is a sense that these potential Games could be a catalyst for investment, initiatives and focused energy to improve housing as well as other key supports that positively contribute to a community's overall well-being.

Pillar 5: Sport Participation and Development

Amongst survey participants, the number one goal within the Sport **Participation and Development** pillar was *expanding sport participation amongst people who face barriers in accessing sport* (mean of 5.25). This goal was significantly higher in the rest of Canada (excluding BC) (mean of 6.18) versus in British Columbia (5.03). Within British Columbia, however, this goal was viewed as being more meaningful than average by participants from Kamloops/Sun Peaks (mean of 5.96). Fewer than half of respondents overall felt that *get more Canadians moving and increase people's understanding about healthy living* (45%) and *create sports legacies from upgraded Games facilities and equipment, and increased expertise and experience* (44%) are highly meaningful goals. A fourth goal, *support Canada's more diverse Olympic and Paralympic teams to achieve best-ever medal total* was seen as the least-meaningful within this pillar with 37% saying this was highly meaningful.

For the legacy pillar “Sport Participation and Development,” the proposed outcomes are the following. To what extent do you feel these are meaningful goals for future Olympic and Paralympic Games in BC?



When asked to share potential additional long-term outcomes within this pillar, survey respondent comments can be grouped into the following themes: 1) accessibility, 2) inclusion and 3) sport legacies.

- 1. Accessibility:** Accessibility was interpreted by respondents in a number of different ways, the most common of which were physical accessibility and financial accessibility. Respondents shared the desire to make venues, programs and sport available to people with disabilities, including learning disabilities. There was a desire to ensure para-sports programs would be available before the Games and that people with or without disabilities would have the opportunity to be introduced to para-sport.

Respondents also commented that winter sports are expensive and the financial barrier to excelling in winter sports is significant. There was strong support for removing financial barriers to sport. This included making sport accessible to youth, in particular girls, racialized community members, people living in rural and remote areas and Indigenous people of all ages.

Ways of improving accessibility that were shared include:

- Preparing and circulating school curriculum in advance of the Games (the 2010 Games program was noted as being a good example).
- Making sport event tickets available to groups who may not be able to afford or access high performance sporting events. There is strong support for NO empty seats at venues.
- Ensuring all venues are highly accessible (physical) to all spectators.
- Having demonstration or pilot programs where everyone (not just youth) can try new winter sports.
- Introducing Olympians and Paralympians to youth, particularly in Indigenous communities, so they have a role model and someone they can look up to in the context of sport and working towards a goal.
- Promoting sport as medicine and sharing with youth the link between physical health and mental wellness.

“Access to sport for all. Not just those that have money. The winter games appear to be for athletes from wealthy families who have time and resources to support kids. How do we make it available for single parent low-income earners? And how do we battle the digital addiction?”

Survey Respondent

“Open the door for a child to access sports that they may not have had an opportunity to play before.”

Survey Respondent

Similarly, in the workshops participants who engaged in this pillar shared accessibility as a key theme. While there was much overlap with what was shared in the survey, additional contributions in the workshops included:

- Improving supports for coaches, particularly access to housing in less affordable markets.
- Facilitating multiple pathways to try new sports.
- Enhancing supports/funding for Indigenous youth and for girls to stay in and advance in sport.

- Applying a GBA+ (gender based analysis plus) lens to sport development, programs, and events.
 - Recognizing that volunteering in sporting events is an economic privilege that many cannot afford. Consider developing a sliding scale for funding so that everyone can experience the Games and consider being a Games volunteer.
2. **Inclusion:** While there are some overlaps between accessibility and inclusion, the comments relating to inclusion were less about removing barriers, but rather taking intentional steps to be welcoming and inclusive of all in the Games. Specifically, survey respondents identified the need to be inclusive of all based on: language, body-type (removing body stigma), chronically ill people, 55+ adults, and the LGBTQ2+ community. Comments also included re-imagining the gender binary in sport.

In the workshops, participants shared the need to invest in clubs, programs and opportunities for youth, particularly Indigenous youth.

“Amateur sport needs investment at the grassroots level: judging, officials, everything - there is a lack of development pathways.”

Workshop Participant

Participants in the workshops provided input that was very much aligned with survey respondents. They shared from an inclusion perspective:

- The desire to ensure tickets would be available to community members who may face barriers to accessing tickets to events at the Games.
 - The need to support, promote, and require safe sport for everyone.
 - The need to support and invest in coaching.
3. **Sport Legacies:** Amongst survey respondents, legacy was a key theme in the open-ended comments for this pillar. The legacies identified were diverse and spoke to the need for a tangible legacy in sport arising from a potential 2030 Games. These legacies included:
- National sport organization (NSO) legacy funding
 - Extending the life of 2010 venues, particularly with green/sustainable enhancements
 - Legacy fund for youth to get active in sport
 - Legacy fund for Indigenous athletes
 - Opportunity to invest in coaches and coaching as a profession
 - Connecting people to nature by the opportunity to enjoy outdoor sport. This has the opportunity to create a greater appreciation for conservation and

environmentalism.

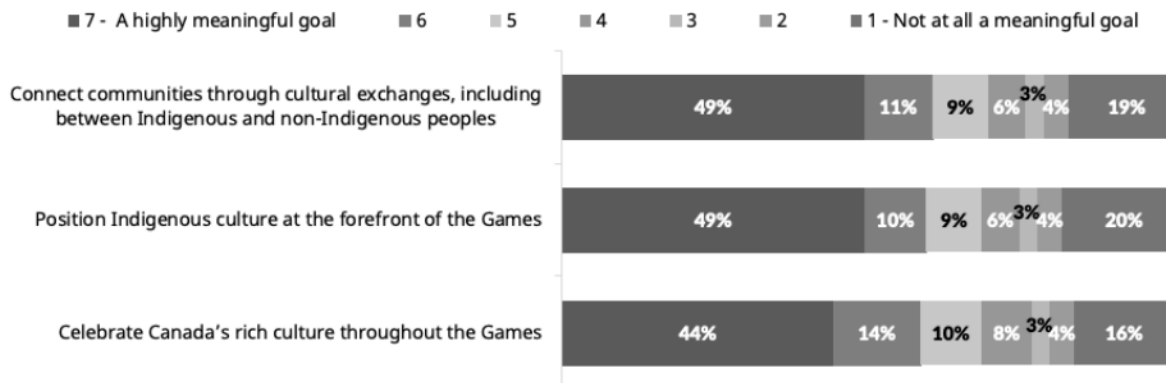
- Torch Relay as a legacy of cross Canada connection
- Invest in snowmaking facilities in Sun Peaks

Additionally, respondents shared the opportunity for sport to support people (adults and youth alike) with goal setting, managing mental health challenges and helping people to avoid bad habits and ritualize good ones. The legacy identified in these comments identifies a healthier population.

Pillar 6: Cultural Enrichment

Amongst survey participants, the **Cultural Enrichment** pillar goals were all ranked similarly, with means: 5.04 for *connect communities through cultural exchanges, including between Indigenous and non-Indigenous peoples*, (and 49% saying it is a highly meaningful goal) 5.03 for *celebrate Canada's rich culture throughout the Games* (49%), and 4.99 for *position Indigenous culture at the forefront of the Games* (44%). All goals were ranked higher in the rest of Canada than in British Columbia, with each having over a full point difference.

For the legacy pillar “Cultural Enrichment” the proposed outcomes are the following.
To what extent do you feel these are meaningful goals for future Olympic and Paralympic Games in BC?



When asked to share potential additional long-term outcomes within this pillar, survey respondent comments can be grouped into the following themes: 1) celebrate Indigenous cultures and arts, 2) reconciliation, and 3) connection.

1. **Celebrate Indigenous Cultures and Arts:** Survey respondents identified opportunities to celebrate Indigenous cultures and arts from not only the Four Host Nations but from Indigenous people across Canada and the world. The Games were viewed as an educational opportunity to share information about Indigenous cultures and arts so that non-Indigenous people would better understand the traditions, histories, practices and Indigenous ways that exist across Canada.

Some of the comments went beyond exploring culture and art and sought to explore land-based practices, spirituality, language, and medicines. Other

respondents were keen to explore stewardship practices of Indigenous peoples and how to be better stewards of the Earth, including traditional controlled burns as a way of managing the forests.

Comments identified a strong need for the work within this pillar to be truly Indigenous-led and not “whitewashed” or commercialized. Avoiding tokenism, employing Indigenous people, and supporting and encouraging Indigenous-led businesses were seen as key positive outcomes associated with this pillar.

Similarly, in the workshops participants spoke of “decolonizing” the work of the Games, not just within this pillar, but all of the work needed to plan and deliver the Games.

Specific ideas shared by workshop participants include:

- Establishing a Nation “house” for each of the Four Host Nations during the Games to showcase how each is unique and where they have similarities.
- Showcasing traditional Indigenous sports
- Installing public art and exhibitions not just during the Games but in the lead up to the Games
- Collaborating with Aboriginal Friendship Centres and universities across Canada
- Engaging all Indigenous people in Canada and globally to showcase art and culture, as well as storytelling
- Developing / providing a healing centre for Indigenous people to come together and grieve the past and heal together
- Developing education program for non-Indigenous people about how to “walk along side” Indigenous people and be an ally
- Working closely with Elders to ensure the work is done in a good way and provide support to all as the work can be emotional and traumatizing
- Facilitating historical tourism and having Elders on site before and during the Games.
- Providing education around cultural practices and ceremonies (pow pows, Coastal jams, longhouse tradition)

It is important to note that in the survey and in workshops, there was strong support for celebrating Indigenous culture and arts, but that the work needed to be Indigenous-led, and done in a good trauma-informed way. Also, there was a strong sense in the workshops that communities cannot have dialogue about arts and culture, in the absence of having a deeper conversation and exploration about the true history of Canada which includes its colonial and traumatic impacts on Indigenous people.

2. **Reconciliation:** Both the survey comments and workshop participants noted that these Games alone will not bring about reconciliation. For some they were viewed as an opportunity to educate and engage non-Indigenous people and to enable opportunities for Indigenous people and communities. Within the survey, respondents identified educating non-Indigenous people about what true reconciliation means and to build positive relationships and connections so that the work of reconciliation is personalized.

Similarly, participant workshops spoke of the need to be clear about what reconciliation is and is not.

“How can we reconcile when one side doesn’t understand, or want to move forward on their promises?”

Workshop Participant

Engaging Indigenous people across the country and showcasing what Indigenous people can do when supported and encouraged within a decolonized structure is an important opportunity. Participants, however, shared that while the Games have an opportunity to educate non-Indigenous people about reconciliation, the Games alone cannot bring about reconciliation.

3. **Connection:** Survey respondents identified that the Games facilitate opportunities for greater connection and exchange of ideas between Indigenous people and non-Indigenous people. For some respondents it was important to see connection and engagement with all Indigenous people in Canada, not only the Four Host Nations, and some suggested there were opportunities to bring together Indigenous people from around the world to exchange, celebrate, and honour Indigenous traditions, ceremony and culture. Amongst workshop participants, the idea of connection came through in “the power of an invitation” and inviting people into the project so they could learn from each other and build a legacy for cultural practices after the Games. Additionally, workshop participants were eager to explore opportunities for a permanent Indigenous art and culture centre as well as a healing centre that could support artists in the lead up to and after the Games. Similarly to other themes, the idea of education and leveraging the time leading up to the Games was viewed as a significant opportunity to advance reconciliation and work to build connections between Indigenous and non-Indigenous People.

Next Steps



GAMES ENGAGEMENT
ENGAGEMENT JEUX



Next Steps

The 2030 Feasibility Team, with support from Delaney, will continue to engage communities and stakeholders throughout 2022. Ongoing engagement updates will be provided as the project advances. The purpose of this overview is to provide an update on initial themes, while recognizing new themes may emerge or evolve in the time ahead.

Following the reporting on what was heard, the 2030 Feasibility Team and the leads for each legacy pillar will review findings and refine the draft legacy goals within the initial concept plan. A final decision by the Host Nations, government partners and the Canadian Olympic and Paralympic Committees on whether to pursue a bid, by moving to Targeted Dialogue with the International Olympic Committee (IOC), will be made in late 2022.

On behalf of the Leadership Assembly, sincere thanks to those who participated in the engagement process thus far on a potential 2030 Games bid. We appreciate and value your contributions, perspectives and wisdom.

