

APPENDIX 2D
**GUIDED
FEEDBACK TOOL**

PUBLIC ENGAGEMENT COMPONENT: GUIDED FEEDBACK TOOL

February 21, 2017

Introduction

Thank you for your time in completing this questionnaire. While you are free to take as much time as you like, our questions should only take about five to 10 minutes to complete. We want to know what you think about the prospect of Calgary submitting a bid for and hosting the 2026 Olympic and Paralympic Winter Games. This is your opportunity to provide your valuable feedback on this important topic.

The following questions are designed to capture your thoughts and opinions as well as provide you with some basic information about how a bid may affect Calgary (and surrounding communities) and its residents. You will also have a chance to tell us anything you feel is important for us to know, but that we perhaps didn't formally ask you—just to make sure you've had your chance to have your say.

Thanks again, and let's get started.

Please note your responses are confidential, and will be grouped together with other people who answer these questions.

Section 1: Basic Levels of Support

1. Work is being done to determine whether or not Calgary should formally submit a bid to host the 2026 Olympic and Paralympic Winter Games. Overall, do you oppose or support Calgary bidding for the 2026 Olympic and Paralympic Winter Games?

Strongly oppose
Oppose
Neither support nor oppose
Support
Strongly support
I'm not sure

2. Tell us a little about why you answered the way you answered the last question.

[OPEN ENDED]

Section 2: Guided Feedback

[INTRO]

Over the next several screens, we are going to be providing some basic information on potential

impacts to Calgary (and surrounding area) related to a Games bid and hosting the 2026 Olympic and Paralympic Winter Games. We ask that you review the information and then provide your feedback on each section.

Let's get started!

ECONOMIC SECTION

HOLD FIRST:

As one of the world's largest sporting events, the Olympic and Paralympic Games carries with it significant economic implications for the host city and region.

[RANDOMIZE PART A AND PART B, ROTATE WHICH TEXT SHOWN FIRST]

Recently, the International Olympic Committee has refocused its bid assessment criteria to emphasize the re-use of existing facilities. Nevertheless, an Olympic bid would likely require some new venues, not just for Olympic sports, but also for accommodation (athletes, officials and media) and media facilities. Upgrading existing facilities and building additional venues could add billions in economic activity and thousands of jobs – not to mention hundreds of millions in local business revenue and taxes generated during the Games from associated tourism activity. Even an unsuccessful bid could generate increased tourism and investment for Calgary as a result of the nearly two-year international bid process.

Some recent Games, both Summer and Winter have exceeded their budgets and it would take careful insight and planning to avoid this in 2026. Apart from the operational cost of running the Games, one must also consider the cost of building or renovating facilities to meet Olympic criteria as well as the provision of essential services like accommodation, transportation and security. In order to even bid on the Games, Calgary (as well as Alberta and Canada) would need to dedicate millions of dollars to the development of a competitive bid without a guarantee of success.

Based on what you have just read, how does this make you feel about a potential Olympic and Paralympic bid from an *economic standpoint*?

[COLUMNS]

- Strongly oppose
- Oppose
- Neither support nor oppose
- Support
- Strongly support
- I'm not sure

3. And what makes you say that?

[OPEN END]

ENVIRONMENT SECTION

HOLD FIRST:

Since the 1994 Lillehammer Olympic and Paralympic Winter Games, environmental considerations have taken on a higher profile within Olympic planning, similar to large infrastructure projects.

[RANDOMIZE PART A AND PART B, ROTATE WHICH TEXT SHOWN FIRST]

PART A:

Host cities have come to see an Olympic bid as a catalyst for change and an opportunity to advance environmental projects. Energy conservation or recycling programs used by the Games build public awareness surrounding environmental impacts and can play a role in influencing public behaviour moving forward. Investment in transportation systems in preparation for a Games bid will often focus on more sustainable public transportation options.

PART B:

Large scale events, especially ones that may require facility construction, can carry environmental impacts. Any Olympic bid would have to consider the potential environmental impact that construction and preparation of Olympic venues, particularly in Alpine or Nordic events, may have on wildlife habitat, ensuring that there is no significant loss or damage to the local ecosystem. From an urban perspective, the influx of tourists associated with any major event can also increase water use, air pollution and man-made waste.

4. Based on what you have just read, how does this make you feel about a potential Olympic and Paralympic bid from an *environmental standpoint*?

[COLUMNS]

Strongly oppose
Oppose
Neither support nor oppose
Support
Strongly support
I'm not sure

5. And what makes you say that?

[OPEN END]

SOCIAL SECTION

HOLD FIRST:

There are notable impacts upon the lives of residents of a host city that must be considered in understanding the potential effect of the Games.

[RANDOMIZE PART A AND PART B, ROTATE WHICH TEXT SHOWN FIRST]

PART A:

Investment in new or renovated facilities or accelerating planned infrastructure projects have substantial community development impacts that can raise the quality of life for citizens for decades after the Games' conclusion. Marginalized populations may benefit through new opportunities for skills development and employment before, during and after the Games. The culture of the city, region, province and country, including Canada's Indigenous cultures, may benefit through the inclusion of the Cultural Olympiad - four years of organized cultural programming that showcases national talent as well as volunteer opportunities that engage citizens in working together to host the world, strengthening community fabric and building pride.

PART B:

In some instances, the increased activity associated with the Games has had unanticipated societal effects. Enhanced levels of construction activity pre-Games and overall congestion in the city during the games can impact residents' overall quality of life. The possibility for changing land use also has the potential to limit or remove amenities valued by the community. Some say that focusing on large-scale events, such as the Olympics, may detract focus from serious social issues, such as poverty and homelessness.

6. Based on what you have just read, how does this make you feel about a potential Olympic and Paralympic bid from a *social and community-impact standpoint*?

[COLUMNS]

Strongly oppose
Oppose
Neither support nor oppose
Support
Strongly support
I'm not sure

7. And what makes you say that?

[OPEN END]**LEGACY SECTION****HOLD FIRST:**

The International Olympic Committee looks closely at what legacy a Games can provide to a host city when making its decisions.

[RANDOMIZE PART A AND PART B, ROTATE WHICH TEXT SHOWN FIRST]**PART A:**

Looking at Calgary today, the legacies of the 1988 Winter Games are still evident: the Olympic Oval, Winsport, the Canmore Nordic Centre and even Calgary's famous White Hat volunteers.

Bidding for and potentially hosting the Olympics can create facilities, organizations and social institutions that provide lasting benefits for decades after the Games have been held.

PART B:

Lasting legacies require maintenance. While many of our 1988 legacy assets have been largely self-sustaining, it's been almost 30 years since the 1988 Games and some additional outside investment is required to keep those legacy assets alive for the community and for Canadian winter sport. Any new legacies created from a potential 2026 Olympic and Paralympic Winter Games will also require a long-term sustainability plan to ensure that Calgarians can benefit from these assets in the future that takes into account both capital and operating costs.

8. Based on what you have just read, how does this make you feel about a potential Olympic and Paralympic bid from the viewpoint of *creating and sustaining a legacy for Calgary?*

[COLUMNS]

Strongly oppose
Oppose
Neither support nor oppose
Support
Strongly support
I'm not sure

9. And what makes you say that?

[OPEN END]

Section 3: Future Vision

10. Now we want you to think about the future of Calgary. What is your vision for Calgary in 2030?

[OPEN ENDED]

11. Does potentially hosting the 2026 Olympic and Paralympic Winter Games detract from or contribute to that vision?

Detracts significantly
Detracts
Neither detracts nor contributes
Contributes
Contributes significantly

12. Now that you have some basic information, and you've thought about it a little more, do you oppose or support Calgary bidding for the 2026 Olympic and Paralympic Winter Games?

Strongly oppose
Oppose

Neither oppose nor support
Support
Strongly support
I'm not sure

Just a couple more questions:

KEEP ALL DEMOS ON SAME PAGE

Are you:
Male
Female
Other

Which of the following age ranges do you fall into?

Under 18
18-24
25-34
35-44
45-54
55-64
65 or older

And, how long have you lived in Calgary or your current community?

Less than 2 years
2-5 years
6-10 years
11-20 years
21-30 years
More than 30 years
I don't live in or around Calgary

13. Is there anything else you would like to tell us as we continue to understand if Calgary should or should not bid for the 2026 Olympic and Paralympic Winter Games?

[OPEN ENDED]

Thank you! That's all the questions we have for you. We hope you found this exercise to be interesting and more than anything, we appreciate you taking the time to make your voice heard on this issue.

If you have anything else, feel free to send an e-mail to bidexploration@stone-olafson.com.