

Summary of CBEC Public Engagement Results

For full details on the public engagement activities undertaken by CBEC, please refer to pages 31 – 78 in the [CBEC Full Report](#).

The CBEC contracted the research consulting firm of Stone-Olafson to undertake three different public engagement activities between February and March 2017: a quantitative survey, interviews with key stakeholders, and an online questionnaire.

The quantitative survey used a dual methodology with both online and telephone sampling. A total of 1,949 surveys were completed: 789 online (primarily Calgary census metropolitan area residents) and 1,160 telephone surveys (Calgary and the Bow Valley Corridor including Banff, Canmore and Cochrane). This scientifically valid survey tested respondents' sentiment to a prospective bid through the lens of the City's Triple Bottom Line Policy by examining economic, social/cultural and environmental motivations. The goal of this survey was to move beyond a simple yes or no answer as to whether Calgarians support an Olympic bid. More importantly, the focus was to understand what factors would play a role in Calgarians supporting or objecting to an Olympic bid and potentially hosting the 2026 OPWG.

The interview portion of the research included interviewing approximately 100 key stakeholders (including Indigenous representation) which focused on the perceived impact to the community from an economic, social/cultural or environmental perspective. Organizations representing all three of the Triple Bottom line lens were included in this segment of the research. Both the perceived positive and negative impacts that a prospective bid could have on the city were gathered along with respondents' vision of Calgary for the future to assess if bidding on and potentially hosting the 2026 OPWG would advance that vision or not.

To provide all Calgarians and residents of the Bow Valley Corridor with an opportunity to offer their opinions, CBEC launched an online questionnaire at www.shouldcalgarybid.com. The tool presented participants with both potential positive and negative impacts associated with hosting an Olympic Games drawn from academic literature. It then asked the participant if they would support or oppose an Olympic bid with that information in mind and provided an opportunity for open feedback.

Research conducted by CBEC showed that a majority of respondents are in favour of moving forward with a bid for the 2026 OPWG, but the support is conditional on a bid and final hosting plan being Calgary-focused and economically viable. Feedback suggested that a broad coalition of support existed from residents of Calgary and the Bow River Corridor as well as from key stakeholders from community organizations aligning to the Triple Bottom Line policy and from national sport organizations.

A number of citizens provided neutral or conditional answers as they felt they lacked the necessary facts to make an informed choice. Prominent matters of interest and concern that arose throughout the research included new or renewed infrastructure, the economic health of the Calgary region, and the impact that hosting a Games may have on government finances.

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