



# 20/20 Foresight

Letters, contributions and comments can be mailed to: [info@ioccc.ca](mailto:info@ioccc.ca)

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## Pivot joins IOCC

**Pivot Legal Society** ([www.pivotlegal.org](http://www.pivotlegal.org)) has joined the IOCC. Based in Vancouver's Downtown Eastside, the non-profit legal advocacy organization aggressively advances the interests and defends the legal entitlements of the most disenfranchised members of society.

"We want to preserve what few, sub-standard housing options are left for the most vulnerable members of our society and to ensure that the residents of these buildings are treated with the respect they deserve," says Pivot's David Eby.

With the Olympics on the way, Pivot is focused on saving as many of the Downtown Eastside's Single Room Occupancy (SRO) rooms as possible. SRO buildings are being destroyed or converted to tourist use at a rate four times higher than that expected by Vancouver City Council.

In Vancouver's core, 514 low-income housing units were lost between June 2003 and June 2005. Over 100

people have been forced out of their SROs since then, and almost 300 low-income housing units have been lost in the same time period to rent increases and conversions to student use.



Sixty-year-old Veronica Crow Eagle stands with her possessions outside of the Burns Block hotel after the City of Vancouver shut the hotel with one hour's notice on March 30, 2006. Crow Eagle, from the Blackfoot First Nation in Alberta, had lived in the building for eight years.

While some of these rooms have been scheduled to be replaced by new construction, most of these living spaces will never be recovered. The City of Vancouver has only three projects under way to replace these lost SROs, and the total number of rooms in these initiatives for low income singles will, in the best-case scenario, be only 172 by 2007. The Woodward's building will add 125 low-income single spaces in 2009, 100 of which are to be for those in deep core need. The official City of Vancouver target for new low-income housing development is 800 units per year.

(Originally published in the Summer 2006 Pivot Post.)

*Over 126,000 people in 56,000 households in Greater Vancouver are at risk of homelessness according to the 2001 Canada census. Despite this, the amount of low-income housing available to those in need has decreased over the past two years.*



## Research Consortium looks at Turin TV coverage

**Research on the international media** coverage of the Turin Games could help Vancouver present itself more favorably to TV audiences in 2010, says media scholar Michael Real, faculty member in the School of Communication & Culture at Royal Roads University. TV ratings for the 2006 Winter Olympics were the lowest ever recorded for the Winter Games but are expected to rebound somewhat for Vancouver.

“The whole point of hosting the Olympics is promotion,” Real says. “We need to know how that works. Turin wanted to alter the world’s perception of the city from a dying industrial centre to a tourist destination. But our studies indicate there was a disconnect between their plan and the reported image.”

TV money drives the Olympics, and VANOC CEO John Furlong has said that one of the top challenges facing the 2010 Games is controlling the televised image that will be projected worldwide of Vancouver. Real and

his students are using the media’s portrayal of Turin to anticipate how the media of other nations will portray Vancouver.

“It could be that Turin’s stated goals were unrealistic,” says Real. “Vancouver is in a much better position to promote itself, although it is still early in Vancouver’s effort to develop the ‘public service idealism’ that was so visible in Calgary. Public cynicism or official duplicity can easily interfere with such efforts.”

Royal Roads University and Real are hosting the Olympic Communication Research Consortium (OCRC), an online clearinghouse for Olympics research in general and preparations for the Vancouver 2010 Games in particular. The OCRC is assembling an online interactive network of Canadian and international communication researchers examining aspects of the Olympics and invites people to submit their research and engage with them in e-dialogues.



Torino used the Games as catalyst for urban renewal, redefining the city from its industrial past to a cultured, or “hot”, place to be.

The OCRC is online at: [www.royalroads.net/olympics](http://www.royalroads.net/olympics)

### How TV money drives the Olympics

**\$613 MILLION\***

What NBC paid to televise the 2006 Winter Games in Turin.

**\$820 MILLION**

What NBC is paying to televise the 2010 Games.

**\$80 MILLION**

The IOC’s reported asking price for Canadian broadcasting rights to 2010 Games.

*\*all amounts in US dollars.*



# IOCC serves up Recipe for a Healthful City

The IOCC presented its 20/20 Project work plan at the *Ingredients for a Healthy City and the 2010 Olympics* forum on March 8 at UBC Robson Square. Project 20/20 is an ambitious five year research, advocacy and engagement plan which is designed to research ways that the IOCC’s work with stakeholders can lead Olympic-related policy changes that can improve the region.

“The work plan outlines how IOCC research will inform our advocacy and promote community engagement in the Olympic process,” said Rob VanWynsberghe, Director of 20/20 Project research. “In the coming months we’ll form a feedback loop among the coalition, policy makers and people in the community who are effected by Olympic issues.”

The 20/20 Project will monitor, evaluate and report on Olympic-related activities in the region between 2006-2011. Input to the work plan came from participants of the IOCC’s *Healthy Communities/Healthy Olympics* forum on January 27, 2006.

Through the 20/20 Project, the IOCC will make recommendations to VANOC and its Olympic partners, and will issue yearly ‘report cards’ on Olympic preparations. The coalition will also hold community forums, deliver relevant adult and post-secondary courses, provide outreach and offer specialty commentary on emerging issues.

The March 8 forum also featured presentations by the British Columbia and Yukon Territory Building and Construction Trades Council (BCYT), VANOC and UBC geographer Bjoern Surborg.

Joe Barrett of the BCYT, an umbrella group for 14 construction unions and a member of the IOCC, reported that the provincial government’s deregula-

tion of the construction industry since 2002 has compromised worker safety due to inadequate apprentice training and poorly kept safety records. Barrett also noted that B.C. has no way to measure the number of foreign workers employed in the province.

Enzo Guerriero, VANOC’s Director of Social Sustainability and Inclusion, reported that plans were under way to form Sectoral Tables to fulfill the Inner City Inclusivity Commitments (see “Terms of Reference” on p. 4). VANOC plans to form five tables in 2006 to address housing, employment and business opportunities, sport and recreation, culture and accessibility.

Geographer Bjoern Surborg reviewed Vancouver’s and Whistler’s efforts since the 1960s to win the Games. The enormous

redevelopment in downtown Vancouver since Expo ’86, along with the successful bid, has resulted in a movement designed to attract investors, tourists, and global attention as the city consolidates its “Dream City” image. Although the Vancouver model of urban planning and development, often termed “Vancouverism”, has attracted much attention and admiration in cities across North America, there are

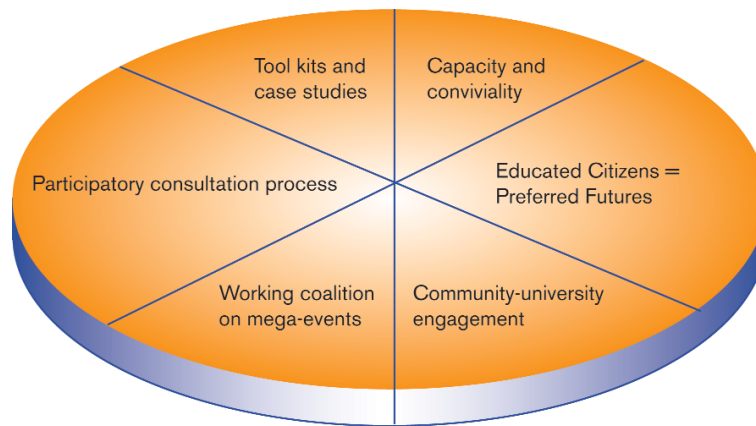
threats to its social cohesion across the city region.

“Although many decisions have already been made, public input is still absolutely crucial in this current critical design phase to ensure sustainable venues are being designed and constructed,” said Surborg.

For more on the 20/20 Work Plan see: [www.olympicsforall.ca/research.htm](http://www.olympicsforall.ca/research.htm)



The 20/20 Project will inform IOCC advocacy and promote community engagement.



The 20/20 Project feeds the 2010 Legacy.



## Terms of Reference

### Vancouver Agreement

An agreement among the Governments of Canada, B.C. and Vancouver to consolidate their efforts to support sustainable economic, social and community development in Vancouver's inner-city communities (Mount Pleasant, Downtown South and Downtown Eastside). A major priority is to increase Downtown Eastside business investment and to provide jobs for local residents.

### Inner-City Inclusivity Commitment Statement

Thirty-seven commitments that evolved from the Vancouver Agreement. The IOCC worked to secure the inclusion of concrete 'bid guarantees' and the creation of an Inner-City Inclusivity Statement (ICIS) as part of Vancouver's successful Olympic bid. ICIS is meant to guide VANOC and its government partners as they "maximize opportunities and minimize negative impacts on the inner city" prior to and during the Games.

### ICI Steering Committee

The Vancouver Agreement signatories along with 2010 Legacies Now and Building Opportunities with Business.

### ICI Sectoral Tables

The ICI Steering Committee plans to meet its ICI commitments by forming Sectoral Tables that will categorize issues into workable solutions for VANOC, who promise broad representation from inner-city communities, the relevant industry sector and government. The IOCC will be represented on all Sectoral Tables.

## AGM Notes

The IOCC held its 2006 Annual General Meeting on June 27 at UBC Robson Square in Vancouver.

Outgoing Chair Linda Mix reported on the past year and was thanked by Rob VanWynsberghe on behalf of the Board for her hard work and commitment. Over the past year, Mix and VanWynsberghe have held extensive meetings with VANOC to discuss how the two organizations will work together.

The Research Committee reported on the launch of the 20/20 Project with the *Healthy Communities/Healthy Olympics* forum that attracted over 90 people from the private sector, community groups and NGOs, VANOC, governments, health care researchers and academics to the Wosk Centre for Dialogue. The 20/20 Project will create a "feedback net" amongst community, policy makers, government agencies, academic institutions and NGOs. Ear to the Ground media has recorded IOCC events with an eye to making a documentary film about community building and the Olympics. Elvin Wyly has spearheaded Olympic research that has resulted in three journal articles published or under review.

The Advocacy Committee reported that in October 2005, the IOCC contacted the Solicitor General to request changes to the Residential Tenancy Act. When Vancouver City Council scaled back the requirement of a one-third mix of middle and low income housing post Olympics at the Athletes Village site in January 2006, the IOCC pulled together 46

community organizations to present at council meetings and call for the City to stand by its Olympic commitments in Southeast False Creek. Residents in the Trout Lake area contacted IOCC to assist them in dealing with the City of Vancouver and plans for the location of the Olympic hockey practice rink. Inquiries were made with the City and consultation with residents is ongoing. The IOCC is also involved with the Richmond Poverty Response Committee regarding the skating oval.

The Community Engagement Committee reported that the IOCC has received considerable media coverage over the past year including CBC TV and radio, *Vancouver Courier*, CKNW News, City TV, Global TV, *Vancouver Province*, *the Bill Good Show*, *The Tyee*, *Ming Pao*, *The Georgia Straight*, and *Canadian Geographic*. Our web site has received almost 2,400 hits so far this year, with over 400 visitors returning to the site. Planning is under way for a new interactive content management system. The 20/20 Foresight was launched in February to coincide with the Turin Games. The newsletter distribution list contains 235 addresses.

A new Board of Directors was elected: Joe Barrett, Ken Cavalier, Param Chauhan, David Eby, Geoff Gilliard, Gary Jobin, May Li, Shiva Mojtabavi and Jane Talbot. Officers will be elected at the next Board meeting, date TBD.