

## **1. Summary of Proposed Research: Community-Based Coalitions & Mega-Events: A Case Study of the Vancouver 2010 Olympics as a Healthy Communities Initiative**

In July 2003, the IOC announced its decision to grant the 2010 Olympics to Vancouver. We propose to conduct a detailed analysis of the activities, networks, and contributions of one of the prominent groups at the centre of Vancouver's bid—an alliance known as the *Impacts of Olympics on Community Coalition (IOCC)*. Our specific case study involves the *Report Card* that the IOCC is developing to provide a systematic and popularly-accessible way of evaluating the impacts of the Olympic planning process. The objectives of the present research are 1) to conduct a literature review of the factors influencing participation in community-based coalitions (CBCs), specifically in relation to mega-events such as the Olympic Games; 2) to study the short-term outputs and intermediate-term impacts of community-engagement processes on IOCC-related individuals, organizations, and partners; 3) to study how the IOCC mobilizes limited resources and institutional networks in attempts to understand and monitor large, well-funded, and inherently mobile mega-events; 4) to create a model for how mega-events can engender a healthy communities framework; and 5) to identify strategic suggestions on engendering/sustaining healthy communities around mega-events.

There are several reasons why this unprecedented multi-sectoral and multi-site research is meritorious. It links community engagement, healthy communities, and mega-events. In doing so, community-based input into the investment of huge financial/social capital in mega-events, like the Olympics, is facilitated. The BC government sees the Games as an opportunity to develop a framework for its health promotion efforts and is organizing a related conference. The UBC Faculty of Medicine is embarking on a series of Games-led research projects exploring a healthy communities approach in Canada. An international team is developing Canada's first Urban Observatory as a partner with the UN-Habitat Global Urban Observatory. Internationally, the Beijing Olympic Organizing Committee (2008) is seeking to partner with us in creating indicators of the global impact of the Games.

The proposed research will cover the period from 2005 up to and including the launch of the *Report Card* in 2008. It includes a systematic literature review, in-depth document analyses, and interviews with key stakeholders. The Retrospective phase will focus on the prior work of the IOCC/key stakeholders between the IOCC's formation (2001) and the present. The Prospective Phase will operate on two parallel, related tracks. The first track will focus on the regular activities and meetings of the IOCC, and any meetings with stakeholders, partners, or representatives of the Olympic community. The second track will focus on a specific events or activities in support of the *Report Card*.

Plans for Communication of Results: Our communication and dissemination activities will be organized according to collaborative learning and participatory research. These models of knowledge translation reflect the values, expertise and experience of our team and the nature of our partnerships. The IOCC website ([www.vcn.bc.ca/ioc/](http://www.vcn.bc.ca/ioc/)) will serve as a key forum for IOCC and research-related communications. We will share our results and resources through research reports, academic articles, and conferences. Other

activities will include publications in newsletters, press releases and presentations at policy rounds in ministries and municipalities. We will present our results to the community through library and community-centre presentations, popular media and street newspapers. We will also share our findings with pending Olympic sites (e.g., Beijing). Our project will provide a forum for dialogue, knowledge development, and exchange among citizens, community leaders, policy makers, and academics. This applied, policy-relevant research promises to be of interest to other cities wishing to attract mega-events to their region and to realize substantial benefits aside from economic gain.

## 2. Detailed Description

In July 2003, the IOC announced its decision to grant the 2010 Olympics to Vancouver. This decision ended a period of local debate, community meetings led by the mayor, and a plebiscite that yielded the first vote by a city to bid for the Games. By the time of the bid's acceptance, local discussions of the Games were shaped by an infrastructure of social networks, organizational assets, and community relations built over two years of civic engagement on the merits/costs of the bid. This infrastructure exemplifies features of prominent, interdisciplinary theories of *healthy communities* and capacity building. Many aspects of the Canadian/Vancouver contexts have the potential to offer new scholarly and policy insights into the dynamics of mobile, transnational mega events such as the Olympics. We propose to conduct a detailed analysis of the activities, networks, and contributions of one of the prominent groups at the center of Vancouver's bid—an alliance known as the *Impacts of Olympics on Community Coalition (IOCC)*. Our specific case study involves the Report Card that the IOCC is developing to provide a systematic and popularly-accessible way of evaluating the impacts of the Olympic planning process. The IOCC formed as an explicitly non-partisan community-based coalition (CBC), and took no explicit position to favour or oppose the bid; rather, its goal was to monitor the bid and the positive/negative effects of the Games on social, environmental, and economic urban processes. IOCC has elected to create a *Report Card* which will assess the Games from the perspective of its impacts and potential for fostering a more civil, sustainable community. This exercise will involve community-based *Indicator Working Groups (IWG)* that will propose indicators for the *Report Card* in three domains: the physical environment, job and the economy, and people (i.e., safety, civil liberties).

The concept of a *healthy community* provides the theoretical and practical foundation for our work. Hancock, a member of our team and founder of the Healthy Cities movement,<sup>i</sup> <sup>vii</sup> describes a healthy community as "one that is continually creating and improving physical and social environments and strengthening community resources that enable people to mutually support each other in performing all the functions of life and achieving their maximum potential." The healthy-community model has been endorsed by the WHO, the UN, and the World Bank.<sup>viii, ix</sup> Our work is based on the notion that mega-events create coalitions like the IOCC, which in turn, leads to outputs such as participant knowledge, sense of control, involvement in issues, and social networks. The existence of the IOCC and the 2010 Games provides a unique opportunity to examine the role of mega-events in fostering a healthier, more civil society. It also offers a chance to

create systematic, new knowledge of value and interest to decision leaders, to create research tools and methods that can be applied to other future, mega-events, and to engage our community in dialogue on the social, economic, cultural and environmental impacts of the Olympics.,

**Objectives:** The objectives of the present research are:

1. To conduct a literature review of the factors influencing participation in community-based coalitions (CBCs), specifically in relation to mega-events such as the Olympic Games;
2. To study the short-term outputs and intermediate-term impacts, of community-engagement processes on IOCC-related individuals, organizations, and partners;
3. To study how the IOCC mobilizes limited resources and institutional networks in attempts to understand and monitor large, well-funded, and inherently mobile mega-events. Our specific case study involves the *Report Card* that the IOCC is developing to provide a systematic and popularly-accessible way of evaluating the impacts of the Olympic planning process.
4. To create a model for how mega-events can engender a healthy communities framework; and
5. To identify strategic suggestions on engendering/sustaining healthy communities around mega-events.

**Context:** Members of the research team have worked within the IOCC over the last year to create a community-engagement process, which is the focus of our research. The IOCC's formation in 2001 was a direct response to concerns regarding Games-related negative impacts, such as the loss of civil liberties and social housing. The history of the IOCC illustrates how it functions as a CBC. A CBC is a host for organizations and groups to come together to address a community issue by leveraging resources of a diverse group of committed individuals and organizations.<sup>x</sup> The Tenant Rights Action Coalition, for example, a founding member of the IOCC, sought to regulate the conversion of "single room occupancy" (SRO) hotels to prevent the loss of housing stock for the poor. This and other concerns were organized by the IOCC into a set of 70 recommendations that formed the basis of consultations with the Premier, mayors, and First Nations as well as media events, workshops, and public forums. The recommendations were featured in a subsequent community-impact assessment that explored the vulnerabilities of Vancouver's "downtown eastside," an area with considerable homelessness, addiction, crime, and poverty issues. The assessment, in turn, informed written bid guarantees from the Olympics organizers about the Games' impacts on community. In this way, the evolution of the IOCC represented individuals and organizations while forming key partnerships.

The IOCC combined a top-down approach that "involves professionals in problem-solving and building linkages" with a local development process that "encourage[s] citizen involvement and enhance[s] the capacity of local leadership to address local concerns".<sup>xi</sup> The IOCC now plans to draw upon the bid guarantees (e.g., to protect the homeless; provide local short- and long-term jobs; and ensure that civil liberties are respected) to monitor the impact of the Games through its *Report Card* initiative. In the

*Report Card* initiative, the IOCC must build trust, bring in support and resources, and build relationships<sup>xii</sup> to engage citizens, community leaders, policy makers, and academics in weighing the benefits/drawbacks of the Games. CBC's tend to be inclusive by nature, meaning that a variety of different types of individuals or groups can join. The IOCC is no exception; it represents a broad cross-section of the Vancouver community.

The IOCC however faces major challenges. Mega-events (i.e., major one-time or recurring events of limited duration<sup>xiii</sup>) have properties that can drastically change the region. Mega-events a) must create rigid timelines because of cost/contract considerations of building venues<sup>xiv</sup>; b) lead to an increase in the creative and sophisticated packaging of distinctive local histories and environmental images<sup>xv</sup>; and c) draw an itinerant network of consultants/public relations firms who advise organizers and businesses.<sup>xvi</sup> The need for high-level planning and implementation of mega-events means that a cross-section of public agencies, private firms, and non-profit enterprises will appear.<sup>xvii</sup> These quasi NGOs or "quangos" blend public authority and public subsidies with private efficiency.<sup>xviii</sup> Finally, inter-governmental relations become increasingly important as financial assistance and other kinds of support are sought from higher levels of government.<sup>xix</sup> This context provides rich soil for our case study of the process of community-engagement.

**Relationship & Relevance to PI's Research Program:** The present work builds on and extends prior research conducted by the PI VanWynsberghe. Conceptually and methodologically, it links to the PI's expertise in social sustainability, social movements, indigenous studies, and community engagement. It ties to previous training in the socio-cultural/political aspects of social sustainability and community dialogue. Concepts that inform this understanding combine the fields of sustainability studies, health promotion, popular culture, political economy, Native studies, environmental justice, and interpretative methods. The common theme in all of the related projects is an investigation of the socio-cultural properties and mechanisms of healthy communities. Two areas of special interest and accomplishment are sustainability and capacity building. Sustainability represents an indicator, determinant, and process of a healthy community and capacity building represents a mechanism to contribute to and optimize the health of a community.

**Contribution to Knowledge:** Governments and citizens are investing huge financial/social capital in mega-events like the Olympics. A mechanism is needed to systematically blend research, decision-making, and community engagement. Our work will provide a conceptual framework and a set of theoretically-grounded and empirically-tested tools for describing and evaluating the process of community engagement as it relates to the overall work of the IOCC and the more specific case of its efforts to create a *Report Card* that will examine the impacts of the 2010 Games. Our specific contributions are identified below and linked to the relevant literature.

**Community Engagement & Healthy Communities:** The one-time massive flows of tourists and capital that accompany mega-events are generally understood to promise a wide range of economic and social benefits. However, existing research on the impacts of

mega-events has failed to comprehensively examine key potential social, environmental, and economic impacts on the host region. A systematic and comprehensive measurement of the benefits/drawbacks of mega-events has been recommended<sup>xxxxv</sup>, and in particular, community-based organizations, policy makers, and academics have envisioned the opportunity for community to be a part of the analysis.<sup>xxvixxxviii</sup> Our research on the IOCC's community-engagement process will be the first systematic assessment of a community-based effort to measure the environmental, social, and economic effects of a mega-event. Our study will make a significant contribution in understanding how more healthy communities can grow out the Olympics.

**Community-Based Coalitions (CBC) & Healthy Communities:** CBCs are known for encouraging members to learn skills and gather resources.<sup>xxix</sup> They are a mechanism to foster "the ability of people and communities to do the work needed in order to address priority issues and challenges."<sup>xxx</sup> We will study the community building/engagement strategies and outcomes of the IOCC (and its' *Report Card*).<sup>xxxi</sup> No study has assessed relations between community engagement, healthy communities, and mega-events.

**Broad-Based, Multi-site International Collaboration:** The IOCC brings community together to positively impact the host region. The BC government sees the Games as an opportunity to develop a framework for its health promotion efforts and is organizing a related conference. The UBC Faculty of Medicine (co-investigator Woollard) is embarking on a series of Games-led research projects exploring elite sport and a healthy communities approach in Canada. An international team, including co-investigator Holden, is developing Canada's first Urban Observatory as a partner with the UN-Habitat Global Urban Observatory. This team will build on our work and will include the IOCC as a steering group member. Internationally, the Beijing Olympic Organizing Committee (2008) has created a Health Legacy Project and is seeking collaboration with our Vancouver initiatives, hoping to create indicators of the global impact of the Games. This multi-sectoral and multi-site collaboration is unprecedented, containing the potential for a framework for how mega-events can lead to more healthy communities.

**Overview of the Methodology:** Case-study designs are useful in a relatively unstudied area of inquiry.<sup>xxxii</sup>,<sup>xxxiii</sup> At a broad level, our research involves a case study of the IOCC coalition and its partners. This analysis will include individual, organizational, and partner-related data. Within this broader context, we will focus specifically on the IOCC's *Report Card* initiative, which will bring together professionals and lay citizens in Indicator Working Groups (IWGs) to create indicators for each domain of the *Report Card*. The IWG tasks will be fourfold: (i) to reflect on basic conditions in their domain that must be met to have a healthy community; (ii) to identify a set of indicators for their domain; (iii) to identify local sources for indicator data; and (iv) to build a work plan (i.e., timelines, personnel, resources) to collect the data. Each IWG will comprise 8-10 individuals with interest/experience in indicator development. Members will be drawn from advocacy groups, youth, local business, policy makers, elected officials, academia, and community groups.

Retrospective Phase (Months 1–4): The retrospective phase involves three steps: I. A systematic literature review; II. In-depth document analyses; and III. Interviews with key stakeholders. It will focus on the prior work of the IOCC/key stakeholders between the IOCC's formation (2001) and the present.

***I. Literature Review:*** The first step will entail a detailed, systematic review of the available theoretical and empirical literature. The review will include database searches (e.g., Sociological Abstracts, Medline, HealthStar, ABI Inform, and PsycInfo). Key words will include coalitions, community engagement, impact assessment, mega-events, and urban planning. We will also explore reported measures of social, environmental, and economic impacts of previous Olympics, beginning with Los Angeles in 1980 (the first Games to receive heavy corporate subsidies).

***II. Document Analyses:*** A parallel document review will involve textual analysis of bid-related documents, meeting notes, media accounts, and pilot surveys. We will seek out policy-related and unpublished literature through established networks and connections in the academic, policy and practice communities. Documents will be interpreted through content analysis—a rigorous procedure for analyzing text data by creating categories.<sup>xxxiv</sup> We recognize that content analysis is limited to examination of recorded information, and poses challenges of coding. To ensure a measure of reliability, two members of our team will code each major document. Each document will be coded for individual, organizational, community, and structural factors that are related to the creation and functioning of the IOCC and the nature of its partnerships to date. Once coded, the overall set of documents will be presented and discussed by the entire team. The process of member checking will allow for adjustments and consensus in our procedures for conducting the document analyses. The literature review and document analyses will provide a conceptual and empirical foundation for our framework, and tools for tracking and evaluating the work of the IOCC and its *Report Card*.

***III. Retrospective Semi-Structured Interviews:*** We plan to conduct interviews with the 30-40 members of the IOCC and other key stakeholders, including members of the Vancouver Organizing Committee, business people, policy makers, managers, students, NGOs, government, and community members.<sup>xxxv</sup> Our purpose is to determine the antecedent personal and organizational factors that gave rise to individual and organizational participation in the IOCC. In keeping with the case-study method, our aim is to develop a more thorough understanding of key stakeholders' participation and experiences to date.<sup>xxxvi</sup> Telephone or face-to-face interviews will be held with each member of the IOCC and with nominated key informants. We will select the most relevant knowledgeable person, i.e., CEO, senior staff.

An annotated interview protocol (indicating the source of each question, i.e., literature) will be circulated to members of our research team with expertise in constructing interview questions. The resulting protocol will then be pilot tested with three participants to ensure clarity of questions, ease of understanding, and appropriate length. Our questions will probe individual (e.g., age, gender, ethnicity, education, income, beliefs and attitudes) and socio-political antecedents (e.g., format and structures of

participation, selection processes) to stakeholder participation. We will also gather data on: a) factors that motivated their involvement in the IOCC and/or the planning of the 2010 Games; b) their experiences of participation to date; and c) their perceptions of the impacts of their participation on themselves and their group or organization. Lastly, we will gather data on their views on the upcoming *Report Card*.

Each interview will be taped and transcribed. Interview data will be analyzed using ATLAS.ti software. ATLAS.ti has the ability to document and index data in a manner that allows for the creation and manipulation of concepts and themes. Themes and categories generated from the interview analyses will be compared and contrasted with the literature and document analyses. This third step will yield a systematic analysis of experiences and perspectives of participants in relation to the IOCC (up to the start of the community engagement activities) and the planning for the 2010 Games.

**Prospective Phase (Months 6-36):** This research will cover the period from 2005 up to and including the launch of the *Report Card* in 2008. The details of planned activities, outlined below, are best thought of as operating on two parallel, related tracks. The first track will focus on the regular activities and meetings of the IOCC, and any meetings with stakeholders, partners or representatives of the Olympic community. The second track will focus on specific events or activities in support of the *Report Card*.

**Track 1: Monitoring and Evaluation of the Activities of the IOCC (Months 6 - 36)**

The data collection strategies for Track 1 include ongoing compilation and analysis of IOCC meeting notes and review of any new reports or documents pertaining to the functioning of the IOCC and the implementation of the 2010 Games. Quarterly interviews will be held with IOCC executive members and representatives of IOCC partner organizations. These interviews will gather data on general functioning of the IOCC (e.g., number/nature of meetings, number/nature of participants, development of policy or procedural documents, resource acquisition, etc). Intake interviews will be conducted with new, incoming IOCC members. These interviews will use questions similar to the above retrospective interviews. Particular attention will be paid to conducting exit interviews with any individuals who drop out of the IOCC.

As part of our prospective data collection and analyses, we will employ *social network theory* (SNT) and software (i.e., UCI-Net) to examine the nature, purposes and outcomes of partnerships created between IOCC and community, Olympic, union, and government groups or organizations during the study period. We will undertake both *structural and relational* network analyses to examine the structure of each major partnership and the relative costs/benefits of the transactions between and among the partners (at both individual and organizational levels). Qualitative data will be analyzed using thematic analysis similar to those described above. Quantitative data will be analyzed using SPSS-XI and will entail descriptive statistics (i.e., frequencies, cross-tabs). Our team has used the requisite software (UCI-Net) to undertake similar research, will have access to additional consultative expertise as required. The deliverables of Track I will be a record and analysis of processes, outputs and impact(s) of the IOCC and its partnerships. These

data will be compared and contrasted with those from the retrospective phase to inform our framework of the outputs of community engagement.

### **Track 2: Monitoring & Evaluation of the Report Card-Related Activities (Months 12 - 36)**

A key focus of our work is studying the IOCC's efforts to create and run a *Report Card* system for tracking and assessing the social, economic, physical and cultural impacts of the 2010 Games. To date, the IOCC has conceived a series of community events that will form the foundation for the *Report Card*. These include forums, workshops, consultations, and presentations. Taken together, these will yield a *Report Card* assessing the environmental, social, and economic impact of the Games. It will contain approximately 60-90 indicators, and these performance measures will be updated every 6 months to ensure that they continually reflect the existing impact in these areas.

We will describe participants' experiences of involvement in the *Report Card* through brief surveys of IWG members. Specifically, we propose to gather data by creating a scale of potentially important factors in capacity of communities or community-based groups to participate in such community-building/research. A draft of this scale is available here (see Supporting Document #2). It is comprised of sections that ask for background data ("respondents position"); characteristics of community-based researchers ("key members of the group have sufficient knowledge of the technical skills needed for the report card research"); characteristics of the community group ("research plays a very limited role in the group's typical activities"); and characteristics of the actual *Report Card* (the report-card research makes use of local knowledge"). We anticipate that we will survey 200-250 participants recruited through the activities, such as community forums and meetings. We will analyse our survey data using SPSS-PC.<sup>xxxvii</sup> Data analyses will include descriptive and correlational statistics (overall and by groups).

We will also examine the evolution of the *Report Card* initiative by collecting demographic data on all participants, as well as *antecedent* data (i.e., reasons for involvement, perceived benefits). These data will be gathered through a brief, semi-structured, intake interview with each member of each IWG.<sup>xxxviii</sup> Second, we will collect both descriptive and inferential data on the actual process of building the *Report Card*. The data will describe, for example, the nature of the meetings and the numbers of participants. Finally, through a brief, *exit* interview we will collect data on participants' views on the perceived benefits and weaknesses of his or her involvement with the *Report Card*. Data will be analysed in a manner similar to that described above.

**Plans for Communication of Results:** Our communication and dissemination activities will be organized according to collaborative learning and participatory research. These models of knowledge translation reflect the values, expertise and experience of our team and the nature of our partnerships. The IOCC website ([www.vcn.bc.ca/ioc/](http://www.vcn.bc.ca/ioc/)) will serve as a key forum for IOCC and research-related communications. We will share our results and resources through research reports, academic articles and conferences. Other activities will include publications in newsletters, press releases and presentations at

policy rounds in ministries and municipalities. We will present our results to the community through library and community-centre presentations, popular media and street newspapers. We will also share our findings with pending Olympic sites (e.g., Beijing). Our project will provide a forum for dialogue, knowledge development and exchange among citizens, community leaders, policy makers and academics. This applied, policy-relevant research promises to be of interest to other cities wishing to attract mega-events to their region and to realize substantial benefits aside from economic gain.

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**4. Description of Team:** **PI Robert VanWynsberghe** has assembled a strong team of urban studies and healthy community experts who are excited about this research. These include **Drs. Jim Frankish, Trevor Hancock, Meg Holden, Bob Woollard, and Elvin Wyly**. There are three reasons why this team will enhance the feasibility and added value of the proposed research. The research is time-consuming and will, on average, involve 44-hours per week for its 3-year duration. The team approach also enhances the transferability of the ideas and the diffusion of its resulting knowledge. This is already leading to a proposed provincial conference on the Olympics and Healthy Communities. The team concept will enhance each member's development, especially **PI VanWynsberghe**, a new scholar.

**PI VanWynsberghe** will be responsible for the day-to-day management of all phases of the research through the creation and implementation of strategic plans, job descriptions, and evaluation strategies. He will collaborate with other team members in the design and implementation of the interview protocol and survey instrument for both phases. Additionally, **VanWynsberghe** will train 1 PhD student, **Sheena Yang**, in his work. He will provide 17 hours of time to the project, representing 42.5% of the research.

**CI Frankish's** prior work with coalitions will be invaluable to the creation of the survey and interview instruments for use in determining the factors responsible for involvement in the coalition and its impacts. Frankish will recruit and train 2 community learners. He will be responsible for the social network analysis phase of this project, and he will provide 5 hours per week, 12.5% of the study.

**CI Hancock** is the founder of the Health Communities Movement. He will play a major role in the application of this framework and other mega-events. He can be expected to aid in the finer points of adapting this framework and in finding synergies with provincial

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healthy community initiatives. He will co-supervise **PhD student Tony Church**. His contribution will involve 2 hours per week, representing 5% of the project.

**CI Holden's** research on community-based indicator projects and how these feed into policy will provide a tremendous benefit to the proposed research. She will supervise **MA candidate MacKenzie** and ensure that the literature review, document analysis (e.g., meeting notes), and capacity-related outcomes are completed. The survey instruments will be constructed to detect the subtleties of individual and organizational capacity, such as knowledge or trust. **Dr. Holden's** contribution will involve 7 hours per week, representing 17.5% of the research.

**CI Woollard's** expertise in social sustainability and healthy communities will provide insight into performance measures of healthy communities, including qualitative indicators, such as resilience. **Dr. Woollard** will supervise 1 PhD student in documenting the ties of the health community framework to socio-cultural outcomes, such as adaptability. **Woollard**, a practicing physician and social accountability advocate, and **Frankish**, the head of the Human Subject Review Board at UBC, will provide advice on ongoing questions related to community-based research. He will devote 2 hours of his time per week (representing 5% of the project).

**CI Wyly** is an urban studies expert, who understands how large movements of capital can effect communities. He will be invaluable to the analysis of the healthy communities' theoretical framework. He will also work with **PI VanWynsberghe** in the creation of an interview instrument. **Dr. Wyly's** recognized strengths in publishing in a variety of journals will ensure that the project is focused on sharing ideas and results in interesting and meaningful ways. Dr. Wyly can be expected to work with 1 PhD student to conduct the data analysis phase. His contribution will be 7 hours per week, which represent 17.5% of the project.

**5. Training (Role of Students):** The team members believe student training is important for the next generations of researchers of interdisciplinary research on sustainable and healthy communities. Therefore, funding has been budgeted for 4 doctoral and 1 Masters' level students and 2 community partner learners. Two students have been recruited and 2 community learners have been identified. The budget will also include support for conference attendance (see budget and rationale). In addition, co-publishing opportunities, peer mentoring, weekly meetings with mentors and quarterly meetings of the entire team will be encouraged. The community learners will provide a unique training opportunity through their experience. Each researcher will have at least one graduate student or community learner initially funded for this project. These students will go out into the field with their mentors. Courses taught by research members in the areas of indicators (Holden), case study research (VanWynsberghe), socio-cultural determinants of health (Frankish), and urban geography (Wyly) will be available to graduate students and community learners. The use of an online journal club will be used to discuss relevant literature among research team members.

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**CI VanWynsberghe's** expertise in the Olympic Games' movement, interviewing and survey construction will be shared with the entire research team. 1 PhD student, Tony Church, will help develop the protocols and conduct the interviewing after suitable mentorship. The specific skills that will be emphasized include using the appropriate prompts in seeking response clarity, and creating a balanced, valid, interesting, and thorough survey instrument.

**CI Frankish's** expertise in training and strong links to the community will be used to teach 2 community learners and, specifically to build their capacity in research. Frankish and VanWynsberghe's together will teach skills for designing, implementing, and evaluating research and apply this in the construction of instruments to measure social impacts of the Olympics. The learners and the PhD student will conduct 15-20 interviews with the key stakeholders for the Olympics. They will also be asked to reflect on and share the skills they think would benefit the work of community-based organizations.

**CI Woollard's** expertise in developing community participatory research capacity and sustainable communities often draws upon case study research. Woollard will guest lecture in VanWynsberghe's January 2006 case study course to bring an education and development focus to the course. Woollard's PhD student will be primarily responsible for gathering and analyzing the reflections of the research.

**CI Holden's** expertise in policy and indicator work will be an important learning opportunity for the students and learners (in a graduate level course) and the entire research team (through a journal club). She will team with Drs. Hancock and Woollard. Together, both will run a one-day symposium on indicators for a healthy community. This collaboration will be the basis for training IOCC working groups. PhD candidate Tony Church, who will work with **CI Hancock**, is interested in multi-dimensional indicators of the impacts of the Olympic Games. He will coordinate and analyze this workshop drawing on training from Hancock, whose work covers frameworks and indicators for healthy communities. Hancock is a pioneer in these areas.

It is expected that **CI Wyly** will use the data from the workshop and Hancock's healthy communities' framework to address the relationship between localized community organizations and inherently mobile activities associated with mega-events like the Olympics. Wyly will also act as a source of learning on the skill of triangulation across different data sources. He will provide his expertise by training students to use a mix of quantitative and qualitative methods to evaluate existing community conditions, the structure of community organizations mobilizing to monitor the Games, and the perceptions and sentiments of people most closely engaged with these organizations.

## **6. Previous and Ongoing Research Results: Summaries of Relevant Current Grants**

### **PI VanWynsberghe**

#### **Learning City**

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CI Meg Holden and I are spearheading a community-based centre for research and training on environmental health. It is located at Great Northern Way Campus (GNWC), an inter-institutional (UBC, SFU, BCIT, Emily Carr) campuses in downtown Vancouver. Senior administrators from the four institutions sit on an Academic Planning committee that recently accepted this proposal as part of its Academic Plan. This centre brings together academics, students, community organizations and all levels of government. Core activities would include collaborative research projects, training of academic and community-based researchers, and community-based, educational programming in sustainability. Partners include the Urban Studies and Community Economic Development programs at SFU. This initiative will form part of UBC's response to the World Urban Forum in Vancouver in 2006. The centre is also a tenant in the Centre for Integrated Research on Sustainability at Great Northern Way. This \$60 million "green building" will be the home for transdisciplinary research on regional efforts to achieve sustainability through applied research in areas that close the gap between intentions and performance.

#### **Forsee (4C): Cross-Case Comparison and Contrast Methodology**

This project proposes the creation of a cross-case analysis methodology as a tool for the display and analysis of individual case studies. This tool will make it possible to synthesize information and build capacity among health researchers from various backgrounds. Researchers can either analyze findings across the available cases and gather rich descriptions or compare and contrast information between cases. I was recently awarded \$7,500 from the Research Training Program in Community Partnerships Research (see below) to co-teach a graduate-level course on case studies and cross-case analysis to students who do research on health and education. The database will be piloted in the course. It is currently being offered for the winter 2005 term as CUST 565. A version of the database is available upon request. I will apply for funding from the Hampton Fund grant this fall as a Principal Investigator to develop this tool.

#### **Research on Community Service Learning**

This project's primary objective is researching, teaching, and participating in an investigation of community service learning as a vehicle for community health. The particular focus examines how student research can be of service to vulnerable communities and how that experience feeds into notions and behaviour connected to collective action, a goal of health promotion. A paper, entitled "Service Learning and Sociology: Building and Sustaining Bridges between Volunteer Work and the Classroom" has been submitted to the *Michigan Journal of Community Service Learning*. The Centre for the Scholarship of Teaching and Learning is a partner in this research. A TLEF will be applied for this fall where I will be the principal investigator.

#### **Cultural Models of Sustainability and Agency**

I am a co-investigator on the Georgia Basin Futures Project, a five-year, \$2.5 million, MCRI supported research project that ended in April, 2004 (the LOI for a second round of funding has been accepted). The centerpiece of the project is an interactive computer software tool called GB-QUEST that is intended to help people explore future scenarios. The cultural models group is studying the presupposed, taken-for-granted descriptions and images of

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sustainability that are widely shared (although not necessarily to the exclusion of other models) by the members of a society. The idea is to measure the difference between pre- and post-exposure to GB-Quest. The data has been collected and analyzed from approximately 180 participants from various communities in the Greater Vancouver area. Three papers are being submitted to research journals this fall.

**Behavioural and Environmental Change Related to Sustainability**

As a co-investigator in the GBFP, I am also a member of a group exploring and applying the bridges between health promotion and sustainability for behaviour change. This group is exploring the factors responsible for individual behaviour change in the interest of a sustainable society as well as the strategies to predispose, enable and reward such behaviour. These factors and strategies have been organized through a comprehensive logic model for planning potential programs and policies. A paper has been submitted to Local Environment and a MA thesis will be defended on July 30, 2004.

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## **CI James Frankish**

### **Michael Smith Foundation for Health Research Senior Scholar**

Michael Smith Foundation for Health Research Senior Scholar Award - this 5year award provides support for my program of research. The program is intended to make a contribution on conceptual, methodological and applied levels. On a conceptual/theoretical level, my research creates new knowledge on key issues including health promotion in primary care, the involvement of marginalized populations in the health decisions, and the role of health regions (and their community partners) in addressing the non-medical determinants of health. On a methodological level, the research will yield concrete guidelines, and sets of indicators/measures for appraising key phenomena of interest (i.e., community health).

The conduct of the research will offer important experience in the validation and refinement of broad measures of health, and related direct experience in working with policy makers, practitioners and community groups. Finally, the program of research has the potential to influence policy makers, researchers, and key stakeholders across Canada. The knowledge and tools generated by the research will have utility for policy-making, resource allocations, and the identification of health priorities, evidence based decision-making, and accountability. They can be used to train graduate students and health practitioners in important aspects of health promotion and population health. The focus on development of indicators of community health is highly pertinent to the present SSRHC application.

### **Literacy and Health, & Health Literacy**

In order to develop the *Report Card*, people will need to access, process, and apply information to make informed decisions regarding the Olympics and their impacts on the community. We are presently involved in a related grant from CIHR. Our focus is the development of a valid, reliable measure of health literacy in health promotion contexts in Canada. We define health literacy as the ability of people to access, process, and apply information to make informed decisions regarding their health and quality of life. A new NIH proposal will examine health literacy in refugees and immigrants in Seattle and Vancouver. These tools and methods will inform the creation of the *Report Card*.

We are also presently involved in a SSHRC grant to develop a national program of research on literacy and health. Irving Rootman is the Principal Investigator. The research involves development of a conceptual framework, a literature review, environmental scan, interviews of key informants, and the hosting of planning workshops. It is related to our work on health

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literacy. Again, marginalized groups (with low literacy) may be more negatively impacted by mega-events such as the Olympics.

### **Measuring Community Capacity & Measures of Community Health**

The creation of the proposed Olympic *Report Card* hinges on the notion of community capacity and our ability to identify and robustly measure aspects of community health. We recently created a synthesis/analysis of evidence on the operationalization and measurement of community capacity. Our project examined the available knowledge on theoretical frameworks, statistical analyses, and the evidence base on measuring community capacity and health; gaps in the literature, best practices, measurement or assessment methods, models of engagement, and evaluations of relevant community-based programs.

### **Canadian Institute for Health Information Grant**

We also recently produced a report for Health Canada that led to inclusion of specific measures of community health in the national, Canadian Community Health Survey. In turn, this led a grant from the Canadian Institute for Health Information. The CIHI project examined the use of indicators of the health of communities across Canada. The project yielded a searchable database of indicators and a set of learning resources that will assist people in planning, implementing, and evaluating community health initiatives such as the *Report Card*.

### **Health Regions and NonMedical Determinants of Health**

The Olympics are a complex mega-event with social, economic, cultural, physical, legal, and health-related components. As such, any exploration of their impacts on communities demands an interdisciplinary perspective and intersectoral collaboration.

We have a current CIHR grant to conduct a descriptive study whose purpose is to generate a national picture of actions taken to date by health regions on the non-medical determinants of health (NMDH) and to focus specifically on those actions involving intersectoral collaboration. The project will develop (and validate) a brief screening survey instrument that will focus on indications of action and influencing factors related to health region actions on NMDH. Second, we will use the above survey to stratify regions according to their self-reported level of action on specific NMDH. Third, we will then conduct interviews of regional representatives and analyze specific health region documents. Through this process, we will identify and analyze self-identified exemplar initiatives associated with regional actions on NMDH. Finally, we will interview collaborators (i.e., NGOs, private sector, non-health ministries) working with health regions on exemplar initiatives. Data collected from each method will be triangulated and synthesized for use in a conceptual framework that will emerge from our work. The tools and methods developed in this grant will inform our analysis of intersectoral contributions and collaboration on the *Report Card* initiative.

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## **CI Frankish and PI VanWynsberghe**

### **Research Training Program in Community Partnership Research**

We have a CIHR grant in support of a training program in Community Partnership Research. Our 6-year, training program is designed to attract mentors and learners. The four target learner groups are graduate students from multiple disciplines and programs, transdisciplinary postdoctoral fellows, community program managers/learners, and policy makers.

We have four objectives: 1) To provide research training in an integrated, transdisciplinary community partnership approach that links research to policy and practice. 2) To develop capacity of community-based practitioners and university researchers to engage in community partnership research that contributes to sustained partnerships. 3) To educate researchers, policy makers, and community members to create evidence for best practices. 4) To develop and disseminate curriculum materials. The program will yield an innovative, world-class training model; greatly enhanced capacity for partnership research; a cadre of trained community researchers; career ladders that enable community receptors to develop and apply research expertise in planning, resource allocations, and decision making for population health.

The grant has a focus on vulnerable populations that is relevant to the present application. The methods are common across the two grants. Students from the training program will have multiple opportunities to be involved in the present proposed research.

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### **Homelessness Research Projects**

The Homelessness Research Projects work is funded by CIHR and Human Resources & Skills Development Canada (HRSDC). The focus is the development of a research agenda for homelessness in Canada. To date, we have created the BC Homelessness & Health Research Network and a Virtual Digital Library on Homelessness research in Greater Vancouver. We have received funds to conduct research on mental health, homelessness and use of health and social services. The newest proposal is to examine the beliefs, attitudes, knowledge, values, and practices of key decision makers and service providers regarding their roles and responsibilities vis a vis homelessness and the current discourse and mythology of homelessness through the 'stories' of homeless persons and how they came to be where they are. [www.hvl.ihpr.ubc.ca](http://www.hvl.ihpr.ubc.ca) and GOTOBUTTON BM\_1\_  
[www.bchhrn.ihpr.ubc.ca](http://www.bchhrn.ihpr.ubc.ca)

Our focus on homelessness is directly relevant to the present proposed research. Many of the people involved in our homelessness research will be affected by the Vancouver Olympics. Part of homelessness work will involve Health 101, a unique community-based course that will be created in partnership with the Downtown Eastside community, Health Canada and SFU. The objectives are to reduce obstacles to university education for underserved populations (i.e., the poor, new Canadians, First Nations); to bring low income people into closer connection with UBC and SFU; to expose members of Vancouver's DTES to classic/contemporary evidence and thought regarding the meaning, measurement, and determinants of health and quality of life; and to build community capacity, social cohesion, and social capital in the DTES. Health 101 could be based in a community-based centre for learning, research, and training on the 'non-medical' determinants of health. The purpose is to help people to increase control and to improve their health and quality of life. Our vision is one of creating a space for popular education and community-based research where the academy, volunteer groups, government agencies, non-governmental organizations (NGO's), and students can collaborate. Initiatives such as the present Olympic *Report Card* are closely tied to this work. The community is concerned that low-income people will be disadvantaged by the presence of the Olympic

### **CI Elvin Wylie**

#### **The New Institutional Face of Mortgage Lending**

This SSHRC-funded project, entitled *The New Institutional Face of Mortgage Lending*, involves an analysis of the transformation of housing finance and the implications for inner-city neighborhoods. As lending institutions have grown larger and more complex, their subsidiary structure has essentially replaced historic forms of 'redlining' -- wherein banks refused to make loans in certain places -- with a new form of stratified greenlining. Residents are able to gain access to capital, but on vastly unequal terms, with enormous implications for individual wealth accumulation and neighborhood vitality. The study documents many of these changes with quantitative methods, but also includes archival research to document the organizing strategies of a diverse alliance of community-based organizations -- the community reinvestment movement -- that has achieved considerable

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success in securing targeted financial commitments from large banks. By one estimate, in the twenty-five years since key legislation was passed, the community reinvestment movement has secured targeted commitments of more than \$1 trillion dollars. This study, and a related study of community reinvestment organization in one large city, reveals the direct material outcomes of long-term organizing strategies, while also documenting the challenges associated with inherently localized community alliances trying to negotiate with mobile national and transnational capital. Although set in the context of United States Cities, the study's emphasis on the dynamics, possibilities, and challenges of neighborhood-based social movements is directly relevant to the present proposal.

### **Meg Holden**

#### **Monitoring and Planning for Urban Sustainable Development in Cascadia**

This President's Research Grants Fund project entitled "Monitoring and Planning for Urban Sustainable Development in Cascadia" seeks to determine how the presence of sustainability indicator reports in Seattle and sustainability policy in the absence of indicator reports in Vancouver have differentially affected the basis for understanding, the context for conversation, and actual sustainability-related policy results. A questionnaire has been designed for distribution to a wide range of policy actors in Vancouver and Seattle to test urban sustainability policy awareness, focus, and social learning results. The questionnaire is currently in pilot phase. Survey results will be relevant to the current SSHRC proposal in informing the research team's understanding of the positionality of sustainable development as a policy framework compared to health-related frameworks, contributing a sampling frame of policy actors engaged with the 2010 Winter Olympics planning process, and establishing a baseline understanding of the role of community engagement to policy outcomes in Vancouver. This research is relevant to this proposal because it will provide seed money for Urban Indicators Observatory, which will use the processes and indicators developed in the proposed research.

## **7. DETAILS OF FINANCIAL ASSISTANCE REQUESTED**

### **RESEARCH STAFF**

Funds will be used to hire one half-time Projector Coordinator. In keeping with the UBC Classification system, this position will be called a "Research Assistant/Tech (level 4)." Benefits are calculated at 22% for a total cost of **\$25,561** the first year, (the mid-range of this classification). The second year, the salary, with a 2% increase in pay, will total

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\$26,072. The same increase occurs in year three for a cost of **\$26,594**. The total 3-year cost for this position is **\$78,227**. The Project Coordinator will handle the day-to-day operations: organizing forums, conferences, research meetings, internal communications, and preparing reports. Duties include: coordinating, arranging and attending meetings; preparing and distributing agendas and supporting documentation; taking, typing and distributing minutes; maintaining and posting e-mail communication; drafting documents and reports; setting up and maintaining office; creating and maintaining filing systems and databases acting as liaison with university, community and industry partners; and performing other related tasks

### **RESEARCH TRAINEES**

This budget will fund 5 graduate student fellowships: 1 Master's and 4 doctoral students for three years. Providing formal research assistant training opportunities to engage qualified students is key to this project. It allows the team to benefit from the energy, enthusiasm, and capacity students will bring. Moreover, training students as the next generation to carry on research is crucial to the academic inquiry. Both PhD and MA students will be hired as research assistants for approximately 45 weeks at 10 hours weekly. Doctoral students will earn approximately \$22 per hour for 10 hours per week for 45 weeks per year. The Master's student will work the same time period for \$20 per hour. The cost for the first year (1 PhD [\$9,900] and 1 MA [\$9,000]) is **\$18,900**. Three students have already been identified as likely candidates for two of the positions (see training). A second, third, fourth, and fifth PhD student are currently being recruited to begin work in the prospective phase in year 2. MA candidate MacKenzie will have graduated and could be one of the PhD students. The 4 additional PhD students will add \$39,600 to the existing cost of the original PhD for years 2 (**\$49,698**) and, with a 2% increase in year 3, cost **\$50,692**.

Based on our successes of using the Community Learner approach in one of our current CIHR-funded grants (see training page), we will also buy-out 1 community learner position (i.e., staff from key community organizations) for years 2 and 3. This position could fund 2 learners half-time. Community learners are important to the project for a number of reasons. Firstly, they will contribute ideas relevant to the community. Additionally, they will provide feedback as to the relevance of different components to the community. Finally, they will create future links between the community and academia for research and practice together so that projects become collaborative efforts. This community learner position will be funded for one day per week for the second and third years of the project. The cost will be \$22 per hour for 8 hours per week for 45 weeks over 2 years. The total cost over the two years for the buy out of the community learner position is **\$15,840** or **\$7,920** per year.

### **MATERIALS, SUPPLIES AND SERVICES**

*Professional/Technical Services:* The identified costs include the use of an IHRP photocopier, phone, and fax. These services are necessary to support the Research Coordinator and to execute the research. They also include costs for the outside printing for creating educational (pamphlets and website content), promotional (posters), and

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media (press releases). The three-year costs for these services total **\$5,520**. The City of Vancouver has agreed to supply some of the costs of these services in-kind as they relate to accessing key groups and committing their own people to the work.

Additionally, the design of print, educational, and promotional materials and the maintenance of the web-site will be supplied in-kind by the IOCC. The City of Vancouver has also agreed to publicly endorse and support the initiative in the public media.

## **EQUIPMENT**

These expenses include the purchase of research equipment and material that are capable of executing the necessary qualitative and quantitative analyses. Two tape recorders (\$738.00), a transcriber (\$228.00), Atlas computer software program (\$600.00), and Digital Video Camera (\$1750) are budget items for a total cost of **\$3,356**.

## **OTHER**

*Community Visioning Forum:* For this event, total expenses include food and beverages (\$2750), parking (\$320), and transit (\$160) for a total of **\$3,230**. In-kind contributions include venue, light snacks, microphones and mixers.

*Working Group Meetings:* During years two and three, working group meetings will be held. Funding meetings will maximize the quality of the research. Travel expenses include parking (\$1500), food (\$1500), and beverage (\$750) costs for a total cost of **\$3,750**. There will be one indicators orientation workshop and four working meeting. In-kind contributions will cover the venue costs. Total costs of the community visioning forum and working group meetings has been budgeted for a combined total of **\$6,980** for years 2 and 3.

## **TRAVEL**

*Expert Forum: Reference Lecture, Meetings, and Open Forum:* The budgeted expenses include the cost of hosting 5 international academics to Vancouver. Hotel (\$3,000), flights (\$5200), food (\$2,000), and ground travel (\$250.00) are budgeted for a total cost of **\$10,450**.

*Student Travel Honorariums:* Dissemination of work-in-progress as well as finished research papers are key to the refinement of our research and to the development of new research ideas and directions. Conference attendance and presentations will also be part of the research team's strategy to involve students in every stage of research development. To encourage student training and conference presentations, a student conference honorarium of \$2500 will be put aside each year for the graduate students. The total cost is **\$7500**. This is based costs for students to attend conferences such as: International Olympic Symposium

- North American Society for Sport Sociology Conferences
- Education for Sustainability West
- Canadian Association for Geographer

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- North American Society for Sport Management (NASSM)
  - American Association of Public Health
  - International Conference in Qualitative Methods
  - American Sociological Association
  - International Society for Quality of Life Studies (ISQOLS)
  - Community Indicators Associate Collegiate Schools of Planning
  - Canadian Sustainability Indicator Network