

Evaluation of the Olympic Torch Relay Initiative for the Vancouver 2010 Winter Olympic Games



2010 Case Competition

Olympic Torch Relay Initiative

- The Olympic Torch Relay Initiative (OTR) for the Vancouver 2010 Olympic Winter Games began on October 30, 2009 in Victoria, British Columbia.
- The relay covered 45,000 kilometres across Canada over 106 days before completing its journey on February 12, 2010 at the opening ceremony of the Olympic Games in Vancouver.
- The Olympic Torch stopped in each Canadian province and territory, reaching up to 90% of the Canadian population within one hour's drive and passed through over 1,000 communities and places of interest.

Goals of OTR Initiative and Vancouver Olympic Games

- The goals of Canadian Government for the Olympic Winter Games
 - Athletic excellence
 - Aboriginal participation
 - Official languages
 - Sustainability
 - Spreading Olympic spirit across Canada
 - Develop domestic business
 - Promoting Canada abroad
- Goals of OTR
 - Connect all Canadians
 - Community mobilization
 - Increase exposure and audiences of Canadian artists/creators
 - Minority participation
 - Increase Canadian nationalism
 - Increase awareness of Canada and its citizens nationally and internationally
 - Increase domestic tourism

Philosophy of Evaluation

I = Innovation

C = Collaboration

E = Evaluation



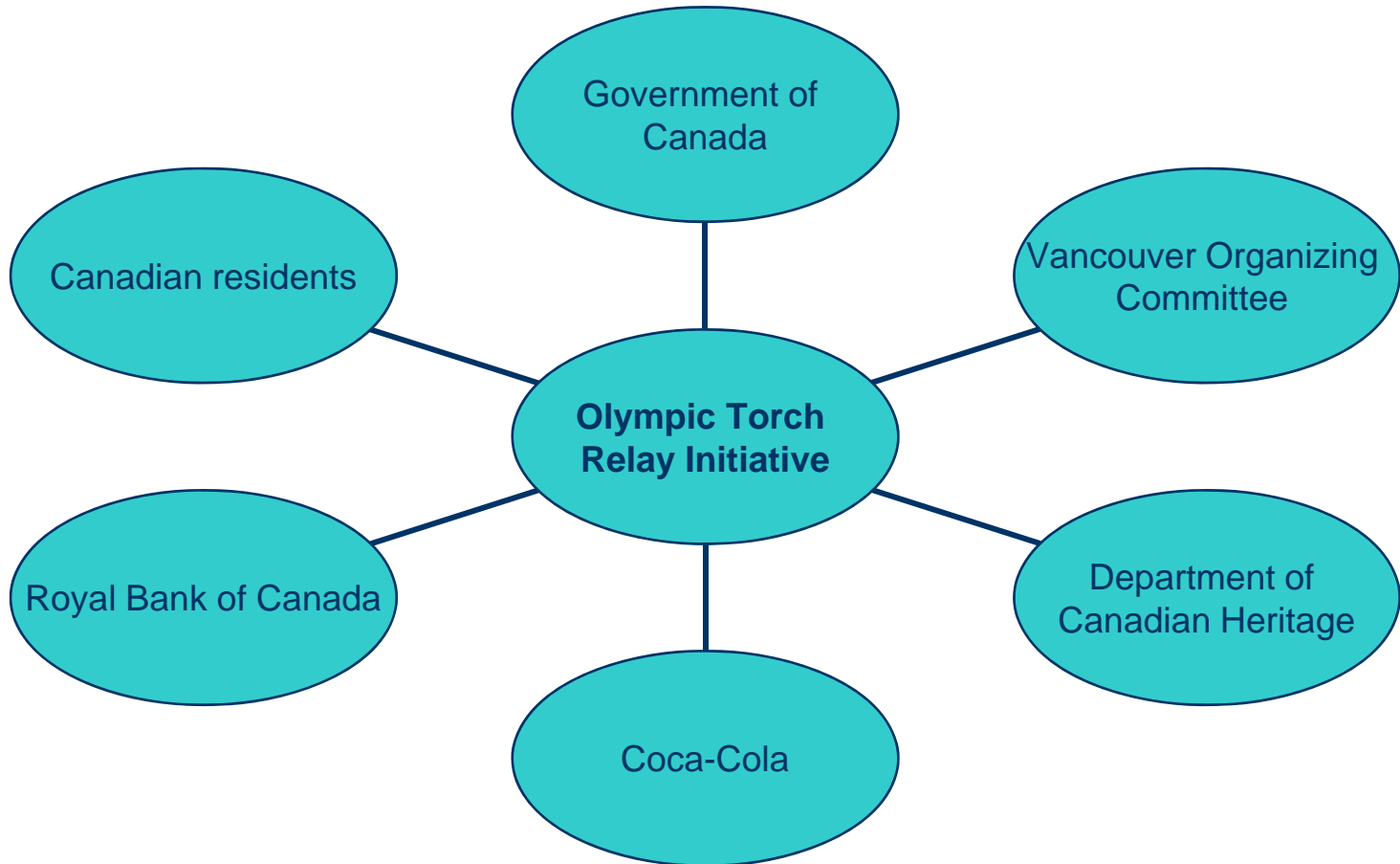
“Discover what lies beneath.”

- Mixed-design approach
- Adhere to program evaluation standards of Canadian Evaluation Society (Utility, Feasibility, Propriety, and Accuracy)

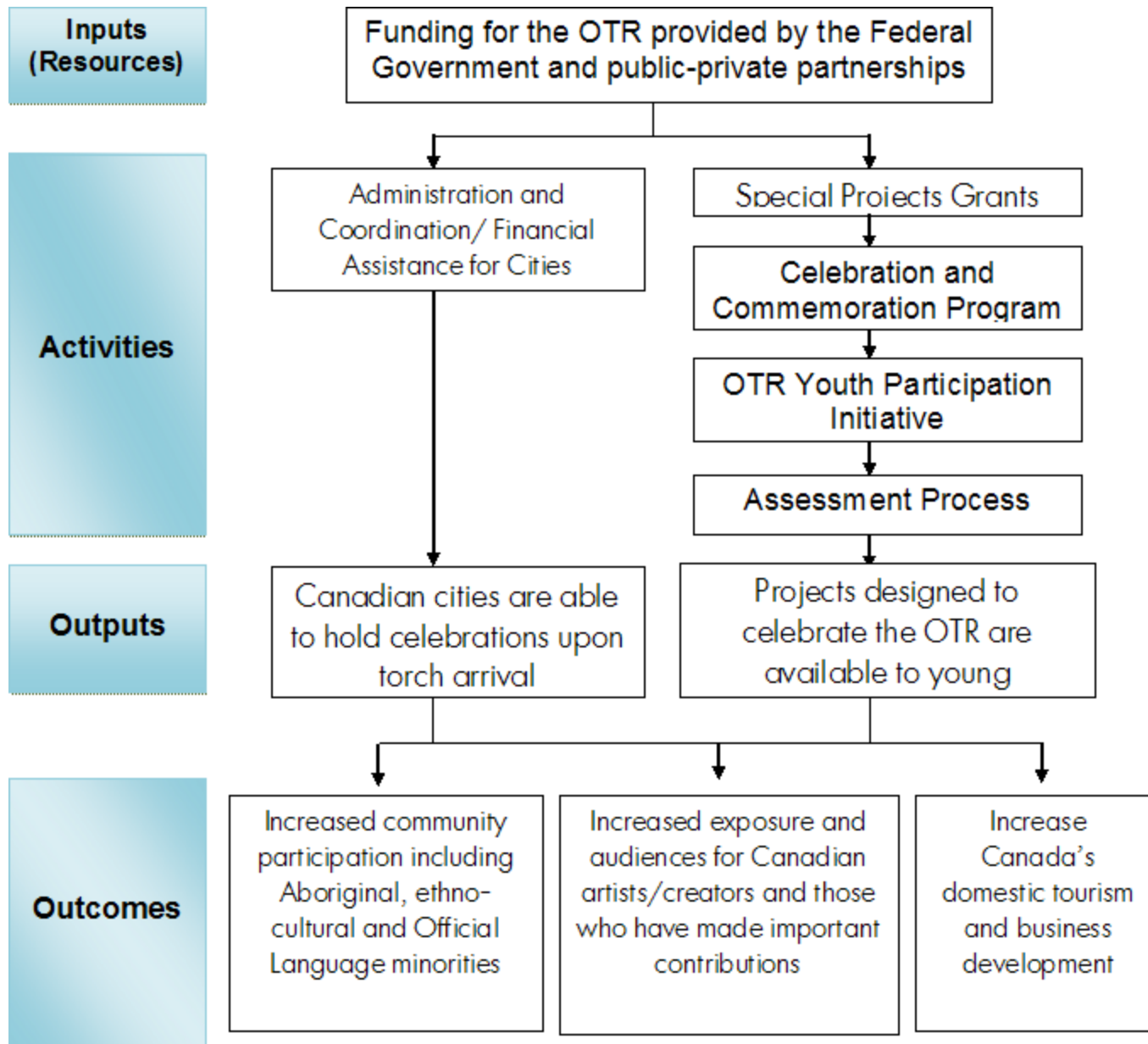
Agenda

- Stakeholder overview
- Program Logic Model
- Evaluation objectives
- Overall Approach to Evaluation
- Methodology
- Timeline and Budget
- Potential Challenges
- Question and Answers

Key Stakeholders



Program Logic Model



Evaluation objectives

- The purpose of the evaluation is to:
 - Determine whether the initiative was implemented as intended
 - Determine the extent to which the initiative achieved its intended outcomes
 - Determine the contribution the initiative made to achieving the goals and objectives of the Vancouver Olympic Games
 - Assess the value for money invested based on the legacies established by the initiative

Evaluation Approach

- Outcome evaluation
- Steering Committee
 - Meeting at key milestones
- Inception Mission
 - Preliminary interviews
 - To fully understand program and any special considerations
 - Refine evaluation questions
 - Maximize utility of the evaluation

Major evaluation questions

- The issue of efficiency
 - Was the OTR initiative implemented as intended?
 - **Indicators:** VANOC and PCH process documentation; interviews with VANOC board members and C&C program officers

Major evaluation questions

- The issue of effectiveness
 - Are the goals and objectives of the OTR Initiative and Vancouver Olympic Games being met?
 - **Indicators:** Face-to-face and telephone interviews with select “Celebration Community” populations; Provincial and Federal tourism and economy documents

Major evaluation questions

- The issue of access and reach
 - Was the OTR Initiative accessible to all Canadians who wanted to participate?
 - **Indicators:** National mail-out survey with Canadian population

Major evaluation questions

- The issue of impact
 - Did the OTR Initiative increase national pride, excitement, and sense of inspiration?
 - **Indicators:** National mail-out survey; Canadian 2010 Olympic game viewers in comparison to past Olympic game viewers

Major evaluation questions

- The issue of cost-effectiveness
 - Did the value of money and Canadian legacy match?
 - **Indicators:** Cost-benefit analysis of money vs. established legacies

Data Collection Methods

- Document reviews
- Mail surveys
- Key Informant interviews
 - Face-to-face interviews
 - Telephone interviews

Document Review

- Strengths:
 - Get comprehensive and historical information
 - Information already exists
 - Few biases about information
- Weaknesses:
 - Info may be incomplete
 - Access might be blocked
 - Often takes much time
 - Can have reporting biases

Mail survey

- Strengths:
 - Can complete anonymously
 - Inexpensive to administer to many people
 - Easy to compare and analyze
 - Can get lots of data
- Weaknesses:
 - Potentially inaccurate recall/feedback
 - Wording can bias client's responses
 - Are impersonal
 - May need sampling expert
 - Does not get full story

Key Informant Interviews

- Strengths:
 - Get full range and depth of information
 - Get targeted information
 - Develops relationship with client
 - Can be flexible with client
- Weaknesses:
 - Time consuming/costly
 - Can be hard to compare responses
 - Interviewer can bias client's responses
 - Inaccurate recall

Data analysis

- Collecting both quantitative and qualitative data from the methods described above
- The quantitative data will be analyzed using descriptive and inferential statistical techniques available to us with SPSS Statistical software, version 17.0
- The qualitative data will be coded for themes and analyzed using NVivo 8 software

Budget

Activities	Estimated Cost	Rationale
1. Monthly reports, draft report and final report	\$5,000	Consultant wage @ \$50/hour
2. Key Informant Interviews	\$5,000	Travel costs, incidentals, consultant wages, and interviewee wages.
3. Document reviews	\$3,000	Consultant wage @ \$50/ hour
4. Mail survey	\$25,000	Materials, postage, and incentive costs
5. Data analysis	\$2,000	Consultant wage @ \$50/hour
TOTAL	\$40,000	

Potential Challenges

Wide geographical scope of evaluation.

SOLUTION: Mixed-method approach and flexibility decreases access limitations.

Potential Challenges

Non-response bias.

SOLUTION: Sending out more surveys than needed will increase the power of our analysis.

Potential Challenges

Cultural and language barriers.

SOLUTION: Collaboration with community liaisons and translators will enable our team to overcome challenges.

Potential Challenges

Ethical issues of working with minority populations.

SOLUTION: Collaboration with community liaisons to make informed decisions and protocol.

Potential Challenges

Outcome evaluations lead to retrospective data and possible hindsight bias.

SOLUTION: Document reviews are often historically accurate; Television ratings will give more insight into current behaviors.

Summary

- Evaluation needed for the OTR Initiative
- Mixed-method approach is best
- Timeline demonstrates feasibility
- Collaboration is key to success

THANK YOU!



Our Coach:



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