



BC Hydro – seed
Community Consultation: Interests and Ideas
January 20 – February 28, 2017

Appendix 1: Notification Material

March 2017

Prepared by
Kirk & Co. Consulting Ltd.

Postcard

*Not shown full size.
Actual print size: 5.5" x 7.5"

Daycare
Parks
Amenities
Playing Fields
Schools

Clean & Reliable Energy

seed a power smart innovation

BC Hydro Power smart

Introducing **seed**.

Vancouver is one of the greenest, most livable cities in the world. Our population is growing and so is demand for energy. In fact, demand for electricity in Vancouver is expected to grow by 75% over the next 30 years. We can provide the clean renewable power that Vancouver needs, but our substations serving downtown Vancouver are aging and need to be upgraded or replaced.

Our usual way of doing things would be to find and buy a piece of land and build a substation on it. But that means putting a substation on land that could otherwise be used for housing, businesses, schools, or parks. A substation that neighbours would always see.

A better idea?

Instead, what if we used money and land more wisely and built two new electricity substations below ground, while using the space above them for new schools, new daycare spaces and improved parks.

That's our idea. That's **seed**.

Are we on to something?
Provide your feedback between **January 20 and February 28, 2017.**

There are several ways for you to get involved:

- Read the discussion guide and complete the online feedback form at bchydro.com/seed
- Provide a submission to seed@bchydro.com
- Attend an **open house** in your neighbourhood:

Yaletown

Wednesday, February 22

5:00–8:00 p.m.

Wednesday, February 1 *Complete*

5:00–8:00 p.m.

Elsie Roy Elementary School
150 Drake Street, Vancouver

West End

Saturday, February 18, 2017

10:00 a.m.–1:00 p.m.

Monday, February 20, 2017

5:00–8:00 p.m.

St. Paul's Anglican Church
1130 Jervis Street, Vancouver

- Attend a **small group roundtable discussion** in your neighbourhood. Please email seed@bchydro.com to sign up, as space is limited:

West End

Wednesday, February 15

Tuesday, January 31 *Complete*

Yaletown

Thursday, February 16

Thursday, February 2 *Complete*

*All 6:00–8:00 p.m.

bchydro.com/seed

托兒所
公園
公共場所
遊樂場
學校

可靠的潔淨能源

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seed(種子)構想簡介。

溫哥華是全球其中一個最環保、最宜居的城市。市內人口不斷增多，能源需求亦隨之而增加。在未來30年，溫哥華的電力需求預計會增加75%。卑詩水電局(BC Hydro)有能力為溫哥華供應所需要的潔淨再生能源，但為溫哥華市中心配電的變電站已經日漸老化，必須改建或重建。

卑詩水電局通常的做法，是尋找並購買一塊土地，把變電站建設在那塊土地上。但這樣一來，那塊用來建設變電站的土地，便不能用來建築住宅、商業、學校或公園。變電站附近的鄰居，更會一直看到這所建築物。

有更好的辦法嗎？

如在地底建造兩個新的變電站，豈不是能更加善用資金和土地，而同時可以利用地面空間來建設新學校、新托兒所及更好的公園。

這個就是我們的**seed(種子)構想**。

這個想法可以實現嗎？

請大家在**2017年1月20日至2月28日**期間，對此提出意見。

大家可以用下列的方法參與諮詢：

- 請到網頁：bchydro.com/seed，閱讀「討論指南」(discussion guide)，並在網上填寫「意見表格」(feedback form)
- 把意見書電郵到：seed@bchydro.com
- 出席在社區中舉辦的**公眾諮詢會**：

耶魯鎮 (Yaletown)

2017年2月1日(星期三)

下午5時至8時

Elsie Roy Elementary School
150 Drake Street, Vancouver

市中心西端 (West End)

2017年2月18日(星期六)

上午10時至下午1時

St. Paul's Anglican Church
1130 Jervis Street, Vancouver

- 出席在社區中舉辦的**小組圓桌討論**。由於座位有限，請電郵 seed@bchydro.com 預先登記報名：

市中心西端

2017年1月31日(星期二)

2017年2月15日(星期三)

耶魯鎮

2017年2月2日(星期四)

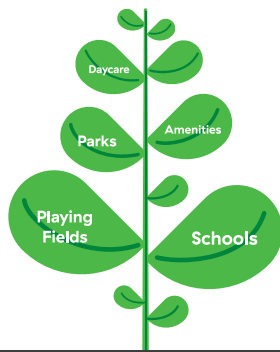
2017年2月16日(星期四)

*以上全都從下午6時至8時舉行

bchydro.com/seed

Newspaper Advertising

*Not shown full size.
Actual print size varied per publication.



Growing community with energy.

Clean & Reliable Energy



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Thursday, February 2, 2017
Thursday, February 16, 2017

*All 6:00–8:00 p.m.

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Online Advertising



We've got a new idea to power downtown Vancouver.

HAVE YOUR SAY

seed a power smart innovation  **BC Hydro**
Power smart

300 x 250px

We've got a new idea to power downtown Vancouver.

HAVE YOUR SAY


 **BC Hydro**
Power smart

Size: 300 x 600px



We've got a new idea to power downtown Vancouver.

HAVE YOUR SAY

 **BC Hydro**
Power smart

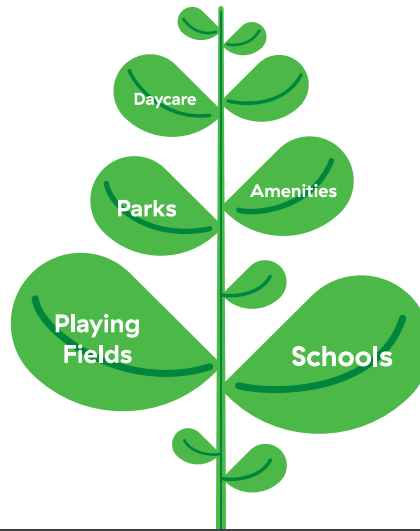
Size: 728 x 90px

*Not shown full size.

Posters

*Not shown full size.
Actual print size: 11" x 17"

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Social Media

Twitter @bchydro

BC Hydro @bchydro · Jan 23

We have an innovative idea for building new substations in downtown #Vancouver. Learn more about seed: ow.ly/IA00308gVcH #YVR



3 retweets 1 like

BC Hydro @bchydro · Jan 24

Today at @BoardofTrade: parks & schools are just some of the benefits of proposed seed plan for downtown #YVR ow.ly/Eky2308jnBz



1 retweet 4 likes

BC Hydro @bchydro · Feb 14

seed is our idea for doing things a bit differently, but we want to hear from you: ow.ly/gBN6308MSVq #YVR #Vancouver



2 retweets 1 like

BC Hydro @bchydro · Feb 16

What if we could build substations out of sight, but right where needed? Learn about our proposed seed plan: ow.ly/eWcB308MSB7



1 retweet 3 likes

Twitter @bchydroceo

jessica mcdonald @bchydroceo · Jan 27

We want to hear from you - please give us your thoughts on seed, our new idea for expanding the downtown #YVR electricity system.



BC Hydro

1 retweet 2 retweets 4 likes

jessica mcdonald @bchydroceo · Feb 1

Thank-you to community members who took time to come to our first seed open house. Important to have a dialogue & share thoughts. #valuable



BC Hydro

1 retweet 3 likes

Social Media

Facebook



February 1 ·

Today, we're holding our first open house to discuss proposed plans to build two new underground substations in downtown Vancouver. Stop by to learn more and share your feedback. We'll be at Elsie Roy Elementary School in Yaletown from 5 – 8 pm. Find details and upcoming dates for Yaletown and the West End at <https://www.bchydro.com/energy-in-bc/seed/get-involved.html>

We want to hear from you
Attend an open house in your neighbourhood

Yaletown Wednesday, February 1, 2017 6–8 p.m. Elsie Roy Elementary School 150 Drake Street, Vancouver	West End Saturday, February 18, 2017 10 a.m.–1 p.m. Monday, February 20, 5–8 p.m. St. Paul's Anglican Church 1130 Jarvis Street, Vancouver
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Yaletown Thursday, February 2, 6–8 p.m. Thursday, February 16, 6–8 p.m.	West End Tuesday, January 31, 6–8 p.m. Wednesday, February 15, 6–8 p.m.
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Clean & Reliable Energy

Like Comment



February 9 at 3:16pm ·

Electricity demand in Vancouver is expected to grow by 75% over next 30 years and our infrastructure is aging. We've got a plan.

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seed - A power smart innovation We need your input Tell us what you think about our idea and proposed community benefits. Come tell us what you think We're hosting consultation events in your community. Frequently asked questions See the common questions asked about our seed idea. What about EMF?...

BCHYDRO.COM

Like Comment Share

James Qi, Lise Lenden and Andrea Springthorpe Wolfe like this. [Chronological](#)

Robin Micheal Kenny Overcharge everyone so they only are able to pay the Hydro bills and then most will die of starvation ?

1 · February 9 at 3:33pm



February 20 at 10:19am ·

We're holding an open house in the West End tonight and we want to hear from you. Our team will be on site to discuss our proposed plans to build two new underground substations in downtown Vancouver. Stop by to learn more and share your feedback. <https://www.bchydro.com/energy-in-bc/seed/get-involved.html>

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Clean & Reliable Energy

Like Comment

Abdali Abdula, Nancy Spooner, Ronuk Bhayaani and 2 others like this.



February 15 at 10:24am ·

Vancouver's population is growing, and so is demand for energy. We've got an idea to grow community with energy: <https://www.bchydro.com/energy-in-bc/seed.html>

seed - A power smart innovation

seed - A power smart innovation We need your input Tell us what you think about our idea and proposed community benefits. Come tell us what you think We're hosting consultation events in your community. Frequently asked questions See the common questions asked about our seed idea. What about EMF?...

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Like Comment Share

LinkedIn



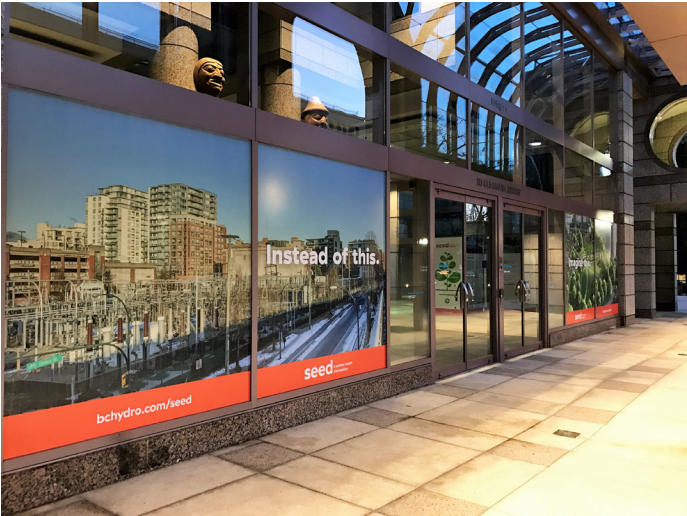
Demand for electricity in downtown Vancouver is expected to grow by over 75% in the next 30 years, and our assets are aging and need to be replaced. We have a new innovative idea for building substations. Introducing seed.

Seed - A power smart innovation
bchydro.com

49 Likes · 7 Comments

Like Comment Share

BC Hydro Building Wrap and Lobby Display

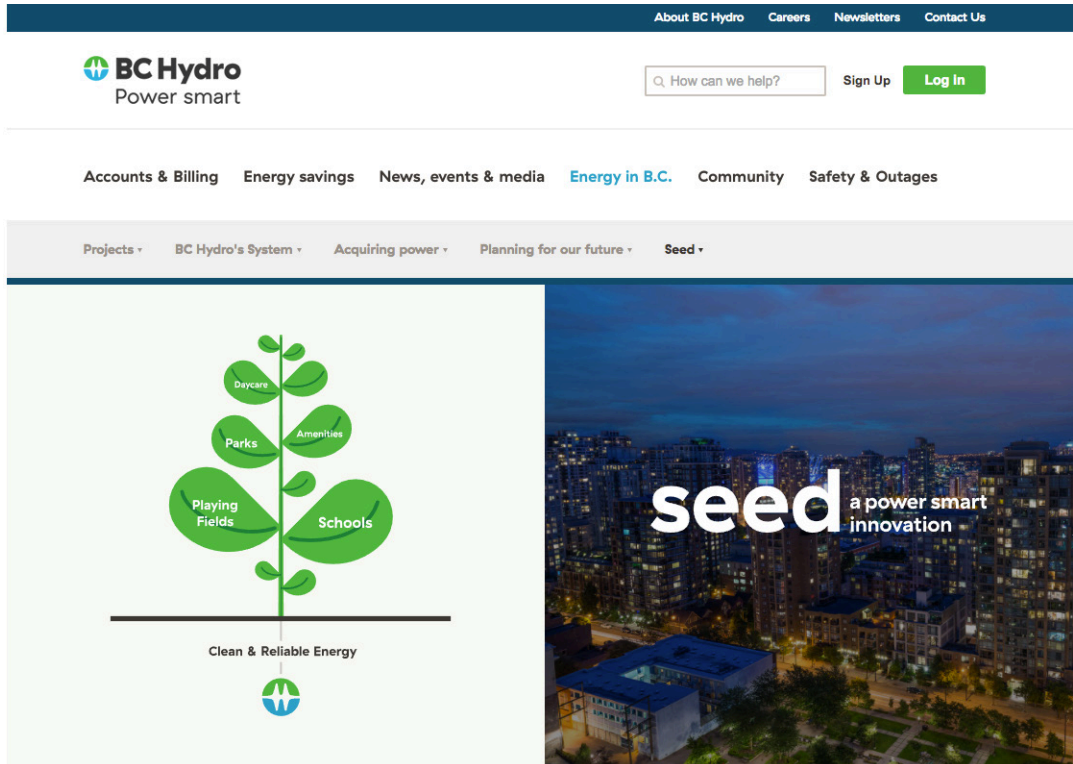


Building wrap



Lobby display

Consultation Website



A power smart innovation.
Growing community with energy.

