



Powering the Greenest Games

BC Hydro's Commitment to Clean Power & Conservation

Our country was lit up by the Games, and it was BC Hydro that supplied the power.
Dan Doyle, BC Hydro, Chair

The Vancouver 2010 Olympic and Paralympic Winter Games provided an opportunity for BC Hydro to demonstrate its leadership in clean energy and promote energy efficiency and conservation. As the Official Supplier of electricity to the Games, BC Hydro delivered clean, reliable power to Games venues while taking advantage of the Olympic brand to advance its own conservation goals.

Supporter Agreement

BC Hydro entered into an official partnership agreement with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) on March 18, 2008. The agreement set a new standard for environmental stewardship with BC Hydro providing clean electricity resulting in the lowest carbon dioxide emissions for an Olympic Winter Games. In fact, emissions were less than 10 per cent of previous Winter Games which relied heavily on diesel-based generation.

Under the terms of the agreement, VANOC paid for electricity consumed on the same basis as other large commercial customers. However, VANOC realized significant cost savings over previous Winter Games by using electricity from BC Hydro's grid instead of relying on diesel-based generation.

BC Hydro also provided long-term secondments of technical personnel, and the temporary use of some distribution infrastructure to support VANOC's energy requirements and minimize the impact to all BC Hydro customers.

Infrastructure Rollout

Preparation

As the official utility power provider to the 2010 Winter Games, BC Hydro provided the primary power to all 17 venues, including the nine competition venues (University of British Columbia Winter Sports Centre, Vancouver Olympic Centre, Richmond Oval, Hastings Park, Canada Hockey Place, Whistler Olympic Park, Whistler Creekside, Cypress Mountain and Whistler Sliding Centre) and the eight non-

competition venues (Broadcast Centre, VANOC Headquarters, Medals Ceremonies, Athletes Villages and Media Centres).

Reliable electricity is critical to the success of any Olympic Games. The International Olympic Committee requires Olympic broadcast and competition venues to have at least two sources of electrical power. BC Hydro provided independent electrical circuits to each of the 17 venues – one main supply and one backup supply. At 15 of the 17 Olympic venues, both the main and the backup supply were provided directly from BC Hydro’s main electric power grid. At only two of the remote venues – Whistler Olympic Park and Cypress Mountain – temporary diesel generators were ready to provide back up power and take over from the main feed within one minute, if required.

Execution

During the Games, BC Hydro employees were deployed to monitor and maintain the power system, including 85 crew members stationed at the venues. In addition, approximately 100 employees worked rotating shifts at BC Hydro’s emergency centre and 2010 Operations Centre.

No power outages were experienced at Games venues. In fact, the planning and rollout were so effective that the downtown cores of both Vancouver and Whistler achieved the highest levels of reliability seen in the past five years.

Legacy

The infrastructure deployed to power the Games, will be one of the legacies of the Games. BC Hydro’s customers will benefit from it in the future as community growth continues. The temporary overlay equipment will be re-deployed to serve other customers.

To increase the energy-efficiency of the Games, VANOC and BC Hydro worked together to ensure the venues met high standards for energy-efficient design. Energy audits were conducted at venues to identify energy-saving measures, and conservation education programs were provided for employees, sponsors, volunteers and venue partners.

Thanks to the use of BC Hydro’s Power Smart programs, many Games venues will continue to save electricity well into the future. Conservation measures implemented at numerous venues will save more than 18 gigawatt hours of electricity a year, enough to meet the annual electricity needs of 1,600 homes.

In fact, with the help of BC Hydro’s High Performance Building Program, the Vancouver Convention Centre West has been developed to high energy efficiency standards at reasonable costs. It served as the International Broadcast Centre for the 2010 Winter Games, and its design will save a total of 2.2 million kilowatt hours of energy a year – that’s the equivalent of meeting the annual electricity needs of 220 homes.

Engaging our Public

Team Power Smart: Power the Games, Save Like a Champion

In the spring of 2009, BC Hydro encouraged British Columbians to show leadership in energy conservation by joining Team Power Smart and committing to reduce their electricity consumption by 10 percent.

BC Hydro set a target of recruiting 210,000 people to the team before the end of the 2010 Winter Games and achieved this goal on March 16, 2010. If these 210,000 team members now meet their goal and reduce by ten per cent, the electricity saved will be the equivalent to the amount of electricity required to power the entire 2010 Winter Games.

This challenge was met thanks, in part, to the “Power the Games, Save like a Champion” program. BC Hydro's Community Outreach representatives toured the province in 2009 to show British Columbians how they could contribute to a green Games legacy. Representatives visited more than 100 communities throughout the province over eight months and signed up nearly 17,000 people to Team Power Smart. VANOC awarded the engagement program with their Sustainability Star, which recognizes the innovative efforts of VANOC and its partners to be sustainable. BC Hydro also received a Sustainability Star for providing clean power to the Games.

BC Hydro Power Smart Village

With its close proximity to competition venues, BC Hydro's downtown head office provided an ideal space for a public celebration site. BC Hydro turned its downtown location into the Power Smart Village – the unofficial sustainability hub of the 2010 Winter Games. More than 144,000 people visited the Power Smart Village, offering BC Hydro the opportunity to educate its customers on conservation and sustainable-living. Close to 96 per cent of the visitors to the site were from BC. The family-friendly venue offered numerous interactive and sustainability-focused attractions and this quickly became a must-see destination.

Customer Appreciation Program

In keeping with normal business practices, each year BC Hydro makes incentives available to customers who participate in conservation programs. The company also engages in customer relations activities, hosts customers at events and pursues business development opportunities. This year these activities, programs and incentives were tailored to take advantage of the unique opportunity that the Olympic Games presented. In addition to offering rebates on energy-efficient products and appliances, customers were also offered opportunities to win Olympic tickets as additional incentive. Funding for these programs and tickets came from existing budgets which remained the same as previous years.

As a Games partner, BC Hydro was granted the right to purchase Olympic tickets through the sponsor lottery. BC Hydro took this opportunity and purchased a total of 2,069 tickets for marketing and outreach programs. VANOC provided BC Hydro with 360 tickets to the Victory Ceremonies free-of-charge. The ticket allocation for the Olympic Games was as follows:

- 52%: general public
- 20%: international customers
- 20%: BC business customers
- 8%: employee engagement

Included in the 2,069 tickets were 28 suite events. Tickets to the suite were allocated as follows:

- a) Residential Customers/General Public - The suite was used for **14 events** to reward British Columbians who joined Team Power Smart and committed to reduce their electricity consumption, while providing incentive to others to do the same. This included tickets to the men's gold medal hockey game and the women's gold/silver and bronze medal hockey games.
- b) Power Smart Domestic Business Partners/Customers – The suite was used for **nine events** to reward and encourage key Power Smart partners and business customers who support and demonstrate leadership in conservation.
- c) International Business Customers – The suite was used for **five events** to promote clean energy development with international customers to help BC Hydro and its subsidiaries build strong customer relationships in a highly competitive market.

BC Hydro purchased 896 tickets to the Paralympic Games, of which 240 tickets for para-alpine events were given to employees to cheer on and support gold medal winning Paralympian and BC Hydro engineer Lauren Woolstencroft.

Instead of booking expensive conference space, BC Hydro was able to use its downtown head office as function space for meetings with business partners and clients. BC Hydro retained the services of iLuka, a hospitality company with significant Olympic experience, to help manage the Customer Appreciation program.

Cost breakdown for BC Hydro's Customer Appreciation program:

	Amount
Olympic Tickets	\$577,315
Paralympic Tickets	\$40,330
Program Design & Development	\$350,000
Operational Management and Administration	\$208,000
Food and Beverages (suite)	\$47,000
Food and Beverages (function space)	\$37,000
Ground Transportation	\$281,000
Accommodations	\$175,000
Operational Support Materials	\$66,000
Total	\$1,781,000.00

Engaging our Employees

An engaged workforce is an important factor in BC Hydro's success in delivering power to the province and in promoting energy efficiency and conservation. BC Hydro supports programs that increase our employee's commitment and involvement towards the mandate of our organization and our values. In the past couple of years, we have utilized existing budgets to develop employee programs, events and activities that support employee engagement and our involvement in the 2010 Winter Games.

In addition to public engagement and business partnership building, the Games provided an opportunity to engage employees in a special way. BC Hydro anticipates that its Olympic and Paralympic involvement and the resulting enthusiasm and excitement will improve employee satisfaction, retention and attraction.

Not only did dedicated employees plan, design and build the infrastructure at all venues, but more than 100 BC Hydro employees volunteered for VANOC and 67 were seconded for their expertise to become temporary VANOC employees. From working on technology and logistics at the Vancouver Olympic Village, to ceremony and hosting support, to construction and energy management, BC Hydro volunteers and secondees contributed significantly to the Games' success.

BC Hydro was granted 26 torchbearer positions in various parts of BC for the torch relay. More than 400 employees were nominated to carry the torch. Those who best exemplified BC Hydro's values of safety, accountability, integrity, teamwork and service, were chosen to represent the company.

In the year prior to the Games, BC Hydro hosted numerous employee engagement initiatives geared at encouraging employees to demonstrate BC Hydro's corporate values and at increasing participation in our energy conservation programs. More than 120 BC Hydro employees acted as "Olympic and Paralympic Champions" throughout the province and helped to increase employee participation in Power Smart campaigns, Paralympic Days, family skating events and pin design contests.

In addition, more than 60 BC Hydro employees volunteered at the BC Hydro Power Smart Village – characterized by international and national media as "the best free celebration site" and "best kids' venue."