



Would you agree—sometimes, at least—that *less is more*? At BC Citizens for Public Power, we think so. In fact, you might say that we've adopted the *less is more* philosophy as our informal mantra recently.

It makes perfect sense, really.

From a **public interest** standpoint, the less the government privatizes the province's electricity sector, the more public assets and benefits remain for the people of British Columbia.

And from an **ecological** perspective, the less electricity we consume, the more precious natural resources we conserve for future generations.

The notion of *less is more* also resonates for many of us who have been impacted by the **economic downturn** over the past year or more. We've all been **learning how to do more with less**: stretching paycheques or pension cheques further; taking advantage of cost savings; and making more deliberate and cautious spending decisions.

As a **non-profit organization** that is supported exclusively by private donations from individuals and groups, BCCPP has been affected by the same **financial challenges**. We, too, are conscientiously doing more with less—operating with scrupulous fiscal responsibility to keep the organization **viable, productive, and effective**.

To demonstrate our **accountability** to supporters like you, we have produced and enclosed a copy of BCCPP's **Two Year Progress Report** which summarizes our activities and financial position for the fiscal years 2008 and 2009. The report highlights our **key accomplishments** over the past two years, along with some of our **strategic program plans** moving forward.

As a BCCPP supporter, there's an important way that **you can help** us do more with less: join our group of **PUBLIC DEFENDERS**. This program is a convenient way to **support BCCPP all year long**, with **small monthly gifts** that add up to a significant contribution throughout the year.

**Would you consider** registering as a **PUBLIC DEFENDER** with a **monthly contribution** of \$10 or \$20?

BCCPP also depends on our **PUBLIC DEFENDER** program to provide the organization with a modest but steady stream of revenue to support our education, mobilization, and advocacy efforts. But based on our **financial forecasting**, we need to **add** at least **500 new monthly donors** to the program this year in order for us to **keep our doors open**.

The battle to restore and protect **public power** in BC has been among the most **high profile social issues** in the province over the past two years—particularly in the period leading up to the provincial election last spring—and **BC Citizens for Public Power** has been at the **forefront** of this fight.

In 2009, we launched **BC Guardians**, an online forum for citizens working to expose and oppose the environmental, social, and economic impacts resulting from the privatization of BC's electricity sector. We joined forces with allied groups to participate in concurrent **campaigns**, as well as attend and present at **public meetings** across the province. We engaged thousands of **college/university students** in dialogue about green public power by distributing educational materials on campuses throughout the Lower Mainland. We coordinated province-wide distribution of hundreds of **public power lawn signs** during the provincial election campaign period. And, as part of our **government lobbying** initiatives, we distributed more than 70,000 **information packages** across the province, including a **call to action letter of protest** directed to BC's Ministers of Energy, Environment, the Premier, and MLAs.

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Keeping the **public/private power debate** in the **media** spotlight has been one of our **key priorities**. In 2008, BCCPP issued **8 media releases** and received **84 media placements**. In 2009, we issued **6 news releases** and received **55 placements**. Factoring in news coverage garnered by allied groups, our message has reached tens of thousands of British Columbians through print, broadcast, and online media province-wide.

**Hard work**—and a burgeoning movement—have translated into **real results** and **victories**. Widespread and vocal community opposition, in combination with environmental assessments, have significantly **thwarted development** of several massive **private power project proposals**, including the **Upper Pitt** in the Lower Mainland, **Glacier-Howser** in the Kootenays, and **Bute Inlet** on the Sunshine Coast.

But make no mistake, the provincial **government** is more **determined** than ever to pursue its **privatization** plans. Over **\$27 billion in Energy Purchase Agreements** has already been committed to **private power producers**—with residential rate increases (more than 21% over the next three years) subsidizing these private developments. And this likely accounts for why the government overruled a July decision by its own arms length regulatory body—the BC Utilities Commission—which stated that BC Hydro’s Long-Term Acquisition Plan to purchase excessive quantities of **private power** was “**not in the public interest.**”

Since the fall, the government’s public affairs teams have been working overtime to reposition the *BC Energy Plan* and the province itself as a “green energy powerhouse.” Private power producers echo this language, some describing BC as “the Saudi Arabia of run-of-river hydro opportunities,” conjuring images of **widespread** and **irreparable damage** to our **rivers, wilderness, and wildlife** for the purpose of exporting electricity to California to power air conditioners.

Finally, the **government’s** recent decision to establish a **Green Energy Advisory Task Force** is tantamount to adding insult to injury. Plain and simple, the Task Force paid **lip service** to the idea of **public consultation**: membership consisted mostly of private power executives and associates; the insufficient six-week public comment period was merely an open invitation for submissions by email; and the government’s refusal to publicize any submissions received is **suspicious** at best. This **lack of transparency** has not gone unnoticed by mainstream media. A submission by the Joint Industry Electricity Steering Committee released to a *Vancouver Sun* business reporter calculated that the government’s energy policy, involving purchasing private power at grossly inflated prices and selling surplus power at significantly lower domestic and export prices, is a disaster that leaves us with a \$450 million annual loss, totaling \$9 billion in losses over the next 20 years.

“ **This is a critical time to renew your commitment to the fight to protect public power in BC.** ”

It is **more important than ever** for BC Citizens for Public Power to bolster its **mobilization, education, and advocacy** efforts. But we can’t do it without **your support!** BCCPP is eager to build on its accomplishments by developing and expanding our **public awareness/education, media, and lobbying** activities, as well as commissioning original **research** on new and emerging issues associated with the public/private power debate.

Our program priorities for this year include the development and distribution of an **instructional DVD** on **building social movements** to protect public power; funds permitting, this project would also include a **promotional tour**, including DVD **screenings** and **presentations**. In the coming months you can also expect a **significant increase** in BCCPP’s **media** and **public profile** as an **additional spokesperson**—one of BC’s most **respected** and **eminent environmentalists**—joins our campaign.

BCCPP’s plans to scale up our **lobbying** initiatives include requesting **meetings** with the **Energy and Environment Ministers**, as well as **Opposition Critics; responding** to key provincial government **newsworthy events**—as we did following the February Throne Speech and will at the upcoming Budget Lock-up meeting—with **media releases, interviews, and Opinion/Editorial** columns (e.g., our OpEd in the January 29th edition of the *Vancouver Sun*); and **filing FOI requests** under BC’s *Freedom of Information and Protection of Privacy Act* (FIPPA) in cases where records associated with BC’s energy policy have been deliberately withheld from the public (e.g., submissions to the government’s Green Energy Advisory Task Force).

We also intend to commission a **series of research projects** on topics ranging from the marketability of “green energy,” to social and economic impacts on energy deregulation on residential ratepayers; domestic and international transmission issues, environmental impacts associated with clusters of small micro-hydro projects; as well as issues associated with electricity export.

These are just some of our **program priorities** that we identified through our strategic planning process earlier this year. **But none of these plans will be possible without the generous financial support of individuals like you.** That is why I am urging you to join our group of **PUBLIC DEFENDERS** as a monthly donor, so that we can continue with this important work to restore and protect public power in BC.

Many, many thanks for your continued support and for considering this request.

Sincerely,



Melissa Davis, Executive Director

PS: You can **register as a monthly donor** by completing the **PUBLIC DEFENDERS** section of the enclosed reply card.

PPS: **If you prefer to make a single gift** rather than join our monthly donor program at this time, please know that your contribution would be gratefully received.