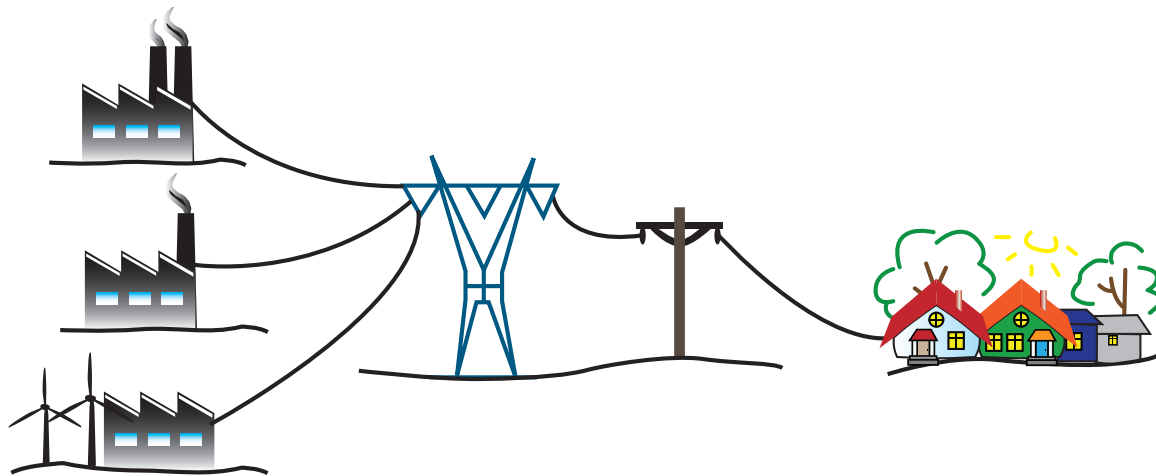


# Electricity Retail

**RETAIL** is the sector of the Alberta electricity market where electricity is purchased by both residential and industrial customers.

## Electricity System Overview



### Generation

- Competitive/market based
- Private investment
- Energy only market design

### Transmission

- Fully regulated
- Cost-of-Service Model
- One rate for Albertans

### Distribution

- Fully regulated
- Supports retail competition

### Retail/Customer

- Partially deregulated
- Competitive Contracts
- Regulated rate option for small consumers

## Customer Choice

- What sets Alberta apart from many other provinces is the ability of customers to choose how they buy electricity.
- All Albertans have the option of signing a contract for a fixed monthly electricity price to reduce price volatility — much like a fixed mortgage. These contracts can provide consumers with stable prices over the length of the contract. There are more than 20 competitive electricity retailers in the province who offer a range of products, with different rates, terms and services.



### Did you know?

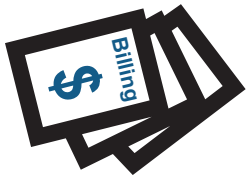
100%

Consumer can purchase 100 per cent “green” energy from some Alberta retailers. Check with them to find out more.

## Regulated Rate Option (RRO)

- Customers who do not select a competitive retailer are on what's known as the Regulated Rate Option (RRO) or default rate. Services are provided by Alberta's regulated retailers including EPCOR, Direct Energy Regulated Services and ENMAX.
- The RRO is a monthly market-based price. This means that rates vary month to month because they are affected by factors such as supply and demand, weather and fuel costs.
- Customers can choose to remain on the RRO or select a competitive retailer.

## Billing Option



- Many Alberta retailers offer their customers equalized payment plans where costs are averaged over 12 month periods and the customer is billed an equal amount every month.
- This stability in price month over month helps ease the financial strain of high costs during the winter months. Retailers can provide more information on this option.

## Finding the Best Option for Electricity

For information about purchasing electricity, consumers can contact the Utilities Consumer Advocate (UCA).

- The UCA provides a list of licensed retailers as well as information about Alberta's electricity and natural gas markets.
- More information about the UCA is available online at [www.ucahelps.aberta.ca](http://www.ucahelps.aberta.ca) or by calling 310-4-UCA (310-4822).

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