



talk about electricity

June 2009

The regulated rate option for electricity

What is the Regulated Rate Option (RRO)?

The RRO is the monthly rate for electricity automatically provided to all eligible customers who have not entered into a contract with a competitive electricity retailer.

Who is eligible to receive the RRO?

Residential, farm, irrigation and small commercial customers who consume less than 250,000 kilowatt hours per year will continue to be eligible for the regulated rate option.

How is the RRO calculated?

From 2006 to 2010, the new RRO will be phased in based on regular reviews of the retail market. During the five-year transition period, short and long-term market prices of electricity will be used to set the RRO.

In 2010, the new RRO will be based entirely on the next month's projected market price of electricity. It does not have an expiry date.

RRO providers will continue to submit their regulated rate proposals to the appropriate regulatory body for approval. The Alberta Utilities Commission (AUC) regulates investor-owned utilities and approves RRO tariffs for the cities of Calgary and Edmonton and rural Alberta.

Other municipally owned utilities (Red Deer, Lethbridge, Cardston, Fort MacLeod, Ponoka and Crowsnest Pass) are currently regulated by their municipal councils. Each Rural Electrification Association (REA) board of directors approves the RRO rates.

How will this affect my bill?

Consumers will not see a change in the appearance of their bills. However, from July 2006 onward, electricity prices on RRO bills will vary from month to month, reflecting market conditions.

Are there alternatives to the RRO?

Yes. Alberta consumers have two options—they can stay on the RRO, or they may consider the retail products and services being offered by the licensed competitive retailers in the province. There are no deadlines for making this choice.

Where can consumers get more information?

Further details about the RRO can be obtained from your electricity provider. A list of licensed retailers is available from the Utilities Consumer Advocate (UCA).

In addition, the UCA provides consumers with information about Alberta's electricity and natural gas markets. Please visit the UCA website at www.ucahelps.gov.ab.ca or call 310-4-UCA (310-4822).

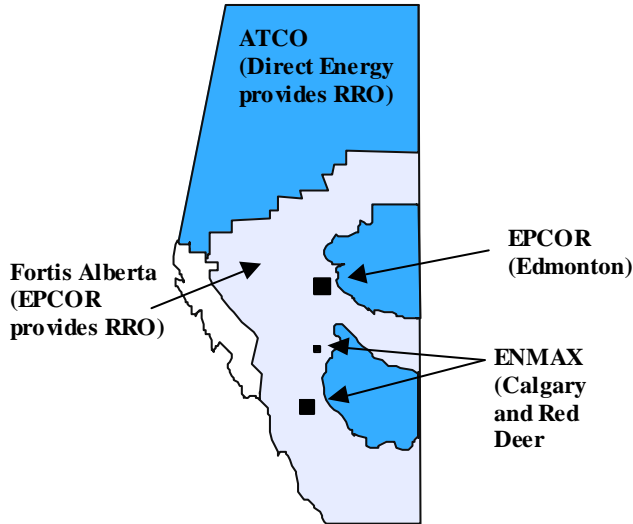


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Major wires service areas and associated RRO providers

Where can consumers get more information?

Talk About Electricity: [Regulated Rate Option \(RRO\) - A Closer Look](#).



Direct Energy Regulated Services	1-888-420-3181	www.directenergy.com
ENMAX	310-2010 (toll-free in Alberta)	www.enmax.com
EPCOR	310-4300 (toll-free in Alberta)	www.epcor.ca
Alberta Utilities Commission (AUC)	780-427-9362	www.auc.ab.ca
REAs (Rural Electrification Associations) Please contact the Alberta Federation of REAs (AFREA) to obtain contact information for your local REA.	780-417-3396 1-877-717-3496 (toll-free in Alberta)	www.afrea.ab.ca
Your municipal council	Check your local phone directory	