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?

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 or by calling 310-4-UCA (310-4822).