

For Immediate Release

August 29, 2017

## **Alectra expands trial electricity pricing program**

**Barrie, ON** – Announced today at an event held with the Minister of Energy at the home of an Advantage Power Pricing participant, [Alectra Utilities](#) is offering a set of three trial price plans to provide residential customers with choice when it comes to how they are charged for electricity. The trial provides the opportunity to better manage household electricity costs, while also helping Ontario's power system run more efficiently.

Originally launched in 2015, the [Advantage Power Pricing](#) program has been extended to run until December 31, 2018 with new options and features as part of the [Ontario Energy Board's](#) Regulated Price Plan initiative. Participants are expected to benefit by shifting some consumption from On-peak to Off-peak periods. For an average customer who doesn't shift consumption, the expected change in costs is expected to be minimal.

By participating in an Alectra Utilities' Advantage Power Pricing plan that works better for the household, customers can reduce electricity costs while enjoying a more convenient schedule, with the option to take advantage of new technology.

- i) **Advantage Power Pricing - Enhanced Plan:** The Enhanced plan is similar to the Time-of-Use plan that Ontarians have been using since 2007, but it has one key change: a bigger difference between On-peak and Off-peak prices. This wider rate gap lets participants cut electricity costs if they shift their usage to Off-peak hours.
- ii) **Advantage Power Pricing - Dynamic Plan:** The Dynamic plan features a peak period between 3:00 pm and 9:00 pm on weekdays (holidays excluded) where the rate is either Low, Medium or High. At all other times on this plan an Off-peak rate applies. This rate is lower than standard Time-of-Use rates. Customers are alerted a day in advance as to what rate they will have for those peak periods. This gives them the opportunity to adjust their usage accordingly.

Additionally, the Dynamic plan includes six Critical Peak Pricing periods which will last for four hours each. These critical periods will occur during times the system is under the most demand in the winter and summer seasons.

- iii) **Advantage Power Pricing - Overnight Plan:** The Overnight plan features a similar schedule to standard Time-of-Use, but with the addition of a Super Off-peak rate from 12:00 a.m. to 6:00 a.m. This is designed for customers with large flexible loads, like electric vehicles, or who work shifts, to use electricity when system costs are low.

Alectra Utilities is currently targeting customers in the York Region and Simcoe County and hopes to be able to roll out the plan more broadly in the future. More information about Advantage Power Pricing and the three plans is available at [www.alectrautilities.com/AdvantagePower](http://www.alectrautilities.com/AdvantagePower).

## **Quotes**

Minister Thibeault:

MPP Hoggarth:

“Alectra Utilities is shaping the future of energy by offering new and innovative opportunities for our customers to better control their energy use,” said Brian Bentz, President and CEO of Alectra Inc. “Our customers can count on us as their energy ally in helping discover the possibilities of new technologies and programs for enhancing their quality of life.”

## **About Alectra’s Family of Companies**

Alectra’s family of energy companies distributes electricity to nearly one million customers in Ontario’s Greater Golden Horseshoe Area and provides innovative energy solutions to these and thousands more across Ontario. The Alectra family of companies includes Alectra Inc. (Mississauga), Alectra Utilities Corporation (Hamilton) and Alectra Energy Solutions (Vaughan).

## **About the Ontario Energy Board**

Advantage Power Pricing is one of a series of pilots under way across Ontario led by the Ontario Energy Board whose mandate is to promote a sustainable and efficient energy sector that provides consumers with reliable energy services at a reasonable cost. With the participation of utilities and their customers, the Ontario Energy Board’s goal with these pilots is to test different electricity price plans designed to give greater consumer control and help Ontario’s power system run more efficiently.

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