

What is Advantage Power Pricing?

Advantage Power Pricing is a set of new trial price plans that provides residential customers with the opportunity to better manage their electricity costs, while helping Ontario's power system run more efficiently.

Alectra Utilities is making these plans available to provide customers with choice when it comes to how they are charged for electricity. By choosing a rate plan that works better for their household, customers can reduce electricity costs while enjoying a more convenient schedule, with the option to take advantage of new technology.

Originally launched in 2015, the program has been extended until December 31, 2018 with new options and features. Participants are expected to benefit by shifting some of their consumption from On-peak to Off-peak periods. For an average customer who doesn't shift their consumption, the expected change in costs is expected to be minimal.

This project is part of the Ontario Energy Board's (OEB) ongoing efforts to better understand and engage with consumers. Through its Regulated Price Plan Roadmap initiative, utilities across Ontario in partnership with the OEB will be testing different electricity price plans designed to give greater consumer control and help Ontario's power system run more efficiently.

Please visit our web page at www.AlectraUtilities.com/AdvantagePower, which features information about our incentives for smart thermostats and a Frequently Asked Questions section to help you get the most out of the program.

You can also contact our Customer Care Centre at **1-844-952-5291** or **AdvantagePower@AlectraUtilities.com**.

This unique program is currently only available to Alectra Utilities customers in York Region and Simcoe County.

Phase 1-Risk free, save up to \$500

September 1, 2017 – December 31, 2017

During the first phase, you will be able to earn savings by taking advantage of the new trial rates. At the end of this phase, you will receive an on-bill credit for the amount that you've saved over this period, up to a maximum of \$500.

You will continue to receive your Alectra Utilities bill based on the standard Time-of-Use prices. Please continue to pay this bill in a timely manner. Separate from your bill, you will receive a monthly report that compares the cost of the electricity you used under standard Time-of-Use to what you would have paid under Advantage Power Pricing. This will enable you to see both monthly and season-to-date cost impacts, as well as analysis to help you make the most of your experience. If you do not achieve any savings, you are not responsible for any additional costs – only the amounts that are on your Alectra Utilities bill.

Phase 2-New rates on your bill

January 1, 2018—December 31, 2018

The electricity costs on your monthly bill will be based on Advantage Power Pricing rates.

Though your bill will still show standard Time-of-Use rates, the difference between your costs under standard Time-of-Use rates and the new Advantage Power Pricing rate will be listed as a credit or charge on your bill.

While designed to create opportunities to reduce costs, in Phase 2 some customers could see an increase. Customers are advised to review their monthly reports to see how the new plan is impacting their bill, and to understand how their household electricity consumption patterns are impacting electricity costs.



Discover the possibilities

Advantage Power Pricing Dynamic Plan



In partnership with



How Advantage Power Pricing works

Advantage Power Pricing schedules and electricity prices are different than those of standard Time-of-Use. By taking advantage of the low rates that are in effect the majority of the time, and reducing consumption during the On-peak times when electricity is more expensive, participants can save money.

Price Period		Advantage Power Pricing - Dynamic	Percent of Hours
Off-Peak		4.9 ¢/kWh	82%
On-Peak (Variable)	Low	10.0 ¢/kWh	9%
	Medium	19.9 ¢/kWh	5%
	High	39.8 ¢/kWh	3%
Critical-Peak		49.8 ¢/kWh	1%

The **Dynamic** plan features a peak period from 3:00 p.m. – 9:00 p.m. on non-holiday weekdays, with all other hours being off-peak. The Off-peak rate is lower than standard Time-of-Use rates, providing a more convenient schedule and the opportunity to reduce costs. During the On-peak period, either the Low, Medium or High rate is in effect. In each Winter and Summer season, 50 per cent of days will have the Low price, 30 per cent will have the Medium price, and the remaining 20 per cent will have the High price. The price on any given day will be communicated on the previous day. There is also a Critical Peak price that is in effect for four hours on the six highest demand days each season. A minimum of two hours notice will be given before a Critical Peak pricing period.

Advantage Power Pricing is a voluntary program, and customers can end their participation at any time by contacting our Customer Care Centre at 1-844-952-5291 or AdvantagePower@AlectraUtilities.com.

How Advantage Power Pricing helps you save money

Advantage Power Pricing is designed to allow participants to save money by shifting electricity use to Off-peak times. Under Advantage Power Pricing, the price of electricity varies more than under standard Time-of-Use prices and is more closely aligned with real world conditions; this means higher prices occur when demand is expected to be highest.

You can save money by reducing the amount of electricity you consume during On-peak times. The more of your electricity you can use at Off-peak times, the more you'll be buying at the lowest price. Participants are not guaranteed to achieve savings, however during the first two years of Advantage Power Pricing 70 per cent of participants consistently reduced their costs.

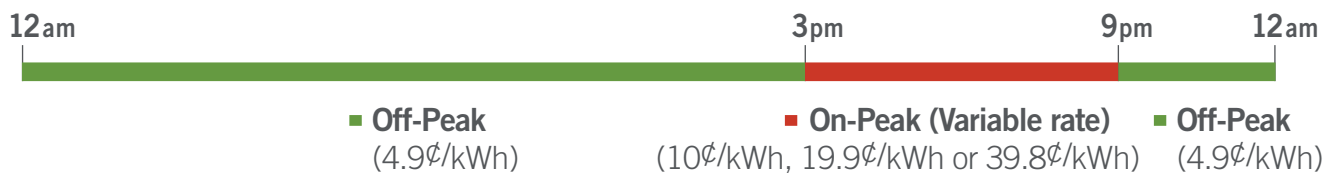
Information and tools to help you save

As a participant in **Advantage Power Pricing** you have access to tools that help you to manage your energy consumption and save money.

Monthly Reports: Each month, you will receive a report on your electricity consumption and the cost impacts that are resulting from your participation in the trial. This report also provides analysis to highlight how your consumption is driving your energy costs and provides a comparison between you and other participants. News and tips are also available to help you save.

Customer Portal: The online Customer Portal provides another layer of information beyond what's in your monthly report. You can view your previous daily consumption, see detailed comparisons of your usage, and you can even select a subset of similar customers to compare yourself to. You can also view copies of all previous monthly reports. The portal is accessible through the program web page, or directly at AlectraUtilities.com/AdvantagePower/Portal. You will need a copy of your Alectra Utilities bill the first time you log on.

Your Advantage Power Pricing -Dynamic Plan price schedule as of September 1



Note: Weekends and holidays are always Off-peak. Advantage Power Pricing schedule and price changes happen November 1 and May 1 of each year. Visit our web page for updated schedules.