

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 Glenn Thibault, who was joined by Barrie MPP Ann Hoggarth, 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 has been available to Ontarians 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 p.m. and 9:00 p.m. 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 be planned to 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.

Quotes

"When we launched Ontario's Fair Hydro Plan, our government delivered significant and immediate relief on electricity bills for all residential electricity customers and as many as half a million small businesses and farms across the province. With affordability as a top priority, I'm pleased the Ontario Energy Board and Alectra are taking the next step in offering more flexibility and choice to families, while helping to reduce their electricity bills even further."

Glenn Thibeault, Minister of Energy

"The expansion of Alectra's pilot project means that more families in Barrie have the opportunity to save on their monthly electricity bills. Through this innovative project, customers are given more options to take control of their electricity usage and reduce household energy costs."

Ann Hoggarth, MPP for Barrie

"Alectra Utilities is shaping the future of energy by offering new and innovative opportunities for our customers to better control their energy use. 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."

Brian Bentz, President and CEO of Alectra Inc.

Photo and Caption:



Three trial price plans to provide residential customers with choice when it comes to how they are charged for electricity were announced today in Barrie. (l-r) Hon. Glenn Thibeault, Minister of Energy, Alex and Barbara Armstrong, Alectra Utilities host customer, Ann Hoggarth, MPP (Barrie) and Brian Bentz, President & CEO, Alectra Inc.

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.

Backgrounder

In Phase 1 of the Alectra Utilities Advantage Power Pricing pilot program, September 1, 2017 – December 31, 2017, up to 10,000 Alectra Utilities customers will participate on a risk free basis and have the opportunity to save up to \$500.00.

During Phase 1, customers will continue to pay their regular bill according to Time-of-Use rates. Costs in Time-of-Use and Advantage Power Pricing will be tracked and compared on a monthly basis, and reported to the participating customers. After this period, customers who would have paid less on Advantage Power Pricing will be compensated with a bill credit for the amount they would have saved, had they been charged according to Advantage Power Pricing rates, up to a maximum of \$500.00.

If a customer does not achieve any savings they are not responsible for any additional costs.

During Phase 2 of the pilot program, January 1, 2018 – December 31, 2018, bill protection will be removed.

The monthly comparison between the customer's costs under Time-of-Use and Advantage Power Pricing rates will result in either a credit or debit on their Alectra Utilities bill.

Advantage Power Pricing is a voluntary program and customers can opt out at any time without penalty.

All rate plans are designed to be revenue neutral relative to the Regulated Price Plan. 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.

Statistics from original Advantage Power Pricing pilot program (2015 – 2017)

During the first two years of the initial Advantage Power Pricing pilot program, 70 per cent of the 1,750 participants consistently reduced their costs.

During the Winter 2016/2017 period 96 per cent of participating customers had savings.

On average, participants reduced their winter commodity costs by 18 per cent and their summer commodity costs by five per cent. Average winter savings for 2015/2016 were \$79 per participant and average summer savings for 2016 were \$26 per participant. Winter savings were in large part driven by the small number of higher priced days.

Most participants were very satisfied with Advantage Power Pricing. Approximately 85 per cent of participants have indicated they would recommend participation in the program to friends and family.

The Armstrong family's Advantage Power Pricing experience (2015 – 2017)

Barbara and Alex Armstrong have been participating in the Advantage Power Pricing program since November 1, 2015. Their home is gas-heated and they have a smart thermostat, which was installed as part of the program.

Below is a description of their \$398.22 in total savings on Advantage Power Pricing relative to Time-of-Use rates (November 2015 – July 2017):

Time-of-Use period	Dollar savings	Percentage savings
Winter 2015/2016 (November 1, 2015 – April 30, 2016)	\$217.35	19.81%
Summer 2016 (May 1 – October 31, 2016)	\$62.89	21.47%
Winter 2016/2017 (November 1, 2016 – April 30, 2017)	\$93.03	9.64%
Summer 2017 (May 1 – October 31, 2017)	\$24.95 (to July 2017)	15.77% (to July 2017)

Alectra

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