

For Immediate Release

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## **Alectra Utilities receives international Smart 50 Award for consumer-centric Advantage Power Pricing pilot**

**Mississauga, ON** – [Smart 50 Awards](#), in partnership with Smart Cities Connect, Smart Cities Connect Foundation and US Ignite, has recognized [Alectra Utilities'](#) Advantage Power Pricing program – an innovative electricity pricing plan pilot -- as among the most transformative and influential smart cities projects in the world.

The Advantage Power Pricing pilot, approved and funded by the Ontario Energy Board, was recognized in the [Smart 50 Awards](#) Community Engagement category. Currently, 8,000 Alectra customers participating in the pilot project are benefitting from greater choice in rate plans, more real-time information, and more control in managing their energy costs. To date, more than half of the participants report they have realized bill savings, and about 80 per cent say they have achieved bill savings in at least one billing cycle. Learnings from the pilot could be used to inform decisions by the Ontario Energy Board on future electricity pricing plans.

“This is a big win for Alectra customers because Advantage Power Pricing is all about giving them more choice and control in managing electricity,” said Neetika Sathe, Vice-President, Alectra’s Green Energy & Technology (GRE&T) Centre. “Alectra’s GRE&T Centre is focused on exploring and accelerating emerging energy solutions to further smart communities.”

“Alectra’s pilot, along with the others we have in the field, is helping us improve the design of electricity time-of-use prices through the real-world experiences of Ontario electricity customers,” said Ceiran Bishop, Director of Strategic Policy for the Ontario Energy Board. “One of the main goals in these pilots is to give customers greater control while working to improve system efficiency. I’m pleased that Alectra’s pilot is being recognized and that its customers have had a chance to benefit from this initiative.”

The Advanced Power Pricing program is a collaborative project whose partners have included: BEworks Inc.; Bidgely, Inc.; Tantalus Systems Corporation (formerly Energate Inc.); ecobee Inc.; Nest Labs, Inc.; and Util-Assist Inc. Funding for the project was provided by Ontario’s Independent Electricity System Operator’s Grid Innovation Fund with oversight and leadership from the Ontario Energy Board.

To learn more about the Advantage Power Pricing program visit [alectrautilities.com](http://alectrautilities.com).

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

Serving more than one million homes and businesses in Ontario's Greater Golden Horseshoe area, Alectra Utilities is now the largest municipally-owned electric utility in Canada, based on the total number of customers served. We contribute to the economic growth and vibrancy of the 17 communities we serve by investing in essential energy infrastructure, delivering a safe and reliable supply of electricity, and providing innovative energy solutions.

Our mission is to be an energy ally, helping our customers and the communities we serve to discover the possibilities of tomorrow's energy future.

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