

**FOR IMMEDIATE RELEASE**  
**July 26, 2023**

## Regulated Rate Option Prices to Soar in August

*Ridge Utilities and other competitive retailers offer lower fixed rates to improve affordability.*

**Stirling, Alberta** - The cost of electricity is set to increase by 16% to 22% for the Regulated Rate Option (RRO) or so-called “default rate” customers in August. These will be the highest actual RRO prices ever charged to customers in Alberta.

“It is important to remind Alberta residents that they have options to manage anticipated higher electricity bills. In particular, many consumers currently struggling with paying their monthly energy bills can minimize their financial stress simply by getting off the government’s RRO to a predictable fixed rate plan,” noted Scott Donselaar, Ridge Utilities General Manager.

### Key Regulated Rate Option (RRO) Providers

	July 2023	August 2023
Direct Energy	26.578 cents/kWh	32.425 cents/kWh
EPCOR (Edmonton)	28.024 cents/kWh	32.522 cents/kWh
EPCOR (Outside Edmonton)	27.820 cents/kWh	32.262 cents/kWh
ENMAX (Calgary)	27.575 cents/kWh	31.858 cents/kWh

### Special Fixed Rates for Albertans

	July 2023	Admin Fees
Ridge Utilities Senior Rate	12.69 cents/kWh	\$7.99 / month
Ridge Utilities Discount Rate	12.79 cents/kWh	\$7.99 / month

The planned increase in regulated rates published by the Alberta Utilities Commission is dramatic. In August, the rates will increase to an average of 32.267 cents/kWh. Compared to rates offered by small competitive retailers like Ridge Utilities, consumers using roughly 700 kWh per month will pay approximately \$140 extra on the RRO in August.

“Part of the driver for us to create a community-owned energy marketer was to help provide more competitive options for consumers on electricity, natural gas and internet service,” added Trevor Lewington, Mayor, Village of Stirling. “Now is the time to ditch the regulated rate and save.”

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#### About Ridge Utilities:

Ridge Utilities Ltd. was formed as a municipally controlled corporation by the Village of Stirling as an innovative community sustainability initiative. The company markets electricity, natural gas, and internet services to residential, agricultural and commercial customers across Alberta. As part of the Utility Network & Partners Inc. family, Ridge Utilities invests profits from its operations back into projects in communities where its customers live. Visit [www.ridgeutilities.net](http://www.ridgeutilities.net) for more information.