

**Electronic Notification**

February 23, 2011

Direct Energy Marketing Limited  
525-8 Avenue SW, Suite 1200  
Calgary, AB T2P 1G1

Attention: Ms. Sarah Puddicombe  
Analyst, Government & Regulatory Affairs, Canada West

**Direct Energy Regulated Services  
Regulated Rate Tariff  
Electric Energy Charges – March 2011  
Application No. 1607045**

1. On February 22, 2011, Direct Energy Regulated Services (DERS), a Business Unit of Direct Energy Marketing Limited, filed its energy charges applicable to its Regulated Rate Tariff (RRT) for the month of March 2011 with the Alberta Utilities Commission (the AUC or the Commission).
2. The filing included a letter from the independent advisor.<sup>1</sup> The advisor stated that he had reviewed the energy charges filed by DERS for the month of March 2011, and submitted that they were calculated in accordance with DERS's 2006-2011 Energy Price Setting Plan (EPSP). DERS also filed signed copies of Certifications of Compliance from the consultation party representatives, the advisor and DERS stating that the procurement of regulated rate supply for February 2011 was done in accordance with the EPSP.
3. DERS's proposed energy charges for the month of March 2011 are as follows:

<b>Rate class</b>	<b>cents/kWh</b>
Residential	7.227
Commercial	7.202
Industrial	6.990
Farming (Includes REA)	7.162
Irrigation (Includes REA)	7.162
Oil & Gas	6.921
Lighting	5.184

<sup>1</sup> The advisor assisted in designing the 2006-2011 energy price setting plan (EPSP) and has an ongoing role respecting the procurement of the energy under the protocols established in the EPSP.

4. AUC staff members have reviewed the filing, including the letter from the advisor, and the AUC accepts that the above-noted energy charges represent rates determined in accordance with the DERS's EPSP approved by the AUC's predecessor, the Alberta Energy and Utilities Board, in Order [U2006-108](#).<sup>2</sup> The EPSP formed part of a negotiated settlement, which was considered to result in rates that were just and reasonable.
5. In accordance with Section 7(3) of the *Regulated Rate Option Regulation*, AR 262/2005, as amended, the AUC acknowledges that the energy charges as set out above are applicable to DERS's RRT for the month of March 2011.
6. Further, as outlined in Sections 7(4) and 7(5) of the *Regulated Rate Option Regulation*, DERS must retain records sufficient to enable the AUC to audit any previous monthly rates set by DERS. Any amount overcharged to customers due to an incorrect rate calculation must be refunded to customers as soon as practicable after the error is discovered.
7. If any affected party objects to the calculation of the energy charges for the month in question, they should notify the AUC and DERS in a timely manner, and include the nature of their objection and the reason(s) why it should be considered.



Carolyn Dahl Rees  
Vice-Chair

---

<sup>2</sup> Order U2006-108: Direct Energy Regulated Services 2006-2011 Regulated Rate Option Energy Price Setting Plan negotiated settlement, Application 1454813, April 28, 2006.