

DA 2011-0002

June 29, 2011

Direct Energy Marketing Limited
525 - 8 Avenue SW, Suite 1200
Calgary, AB T2P 1G1Attention: Ms. Sarah Puddicombe
Regulated Analyst, Government & Regulatory Affairs, Canada West**Direct Energy Regulated Services
Regulated Rate Tariff
Electric Energy Charges – July 2011
Application No. 1607432**

1. On June 24, 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 July 2011 with the Alberta Utilities Commission (the AUC or the Commission).
2. The filing included a letter from the independent advisor.¹ The advisor stated that he had reviewed the energy charges filed by DERS for the month of July 2011, and submitted that they were calculated in accordance with DERS's 2011-2014 Energy Price Setting Plan (EPSP).² 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 June 2011 was done in accordance with the EPSP.
3. DERS's proposed energy charges for the month of July 2011 are as follows:

Rate class	cents/kWh
Residential	9.754
Commercial	9.943
Industrial	9.412
Farming (Includes REA)	9.869
Irrigation (Includes REA)	9.347
Oil & Gas	9.272
Lighting	3.702

¹ The advisor assisted in designing the 2006-2011 and the 2011-2014 energy price setting plans (EPSP) and has an ongoing role respecting the procurement of the energy under the protocols established in the EPSP.

² Decision [2011-199](#): Direct Energy Regulated Services Application for Approval of a Settlement Agreement in respect of the 2011-2014 Energy Price Setting Plan, Application No. 1607016, Proceeding ID No. 1077, May 5, 2011.

4. The AUC has reviewed the filing, including the letter from the advisor, and accepts that the above-noted energy charges represent rates determined in accordance with the DERS's EPSP approved by the AUC in Decision 2011-199. 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 July 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.



Derrick Ploof
Director – Rates, Edmonton
On behalf of the Alberta Utilities Commission