

stability, reliability

Electricity is an essential service, not a commodity subject to radical price swings. Deregulation has failed. Albertans want a return to the efficient, reliable, affordable system that once served us so well.



ONE UTILITY PROVIDER, SIMPLE BILLING

Under our plan, your bill would be simple. No more confusing “administration charges” or “rate riders.” All your questions and concerns would be handled by just one utility company. That means there’s just one easy number to call for information on meter readings, bill payments, and power outages.

STEADY SUPPLY, TODAY AND FOR THE FUTURE

Our plan would guarantee your electricity needs are met today and for years to come. We would create a Planning Council on Electricity that would seek out low-cost, innovative solutions for new electricity generation. It’s our commitment to you that you should always pay the lowest cost available for electricity.

UNPLUG DEREGULATION

Before deregulation, Albertans enjoyed some of the lowest electricity prices in Canada. Now Alberta’s prices are amongst the highest in North America. The government traded in a functional, customer-friendly system, for a complex, confusing and - worst of all -expensive mistake. And Albertans are paying the price. It’s time to unplug deregulation.

UNPLUG HIGH POWER BILLS

Under deregulation, the price of electricity is determined by a complex bid-system, where the going price is often set by the most expensive generators. We would change that pricing system so instead of paying the highest cost available for electricity, you’re actually paying the lowest.

affordable electricity

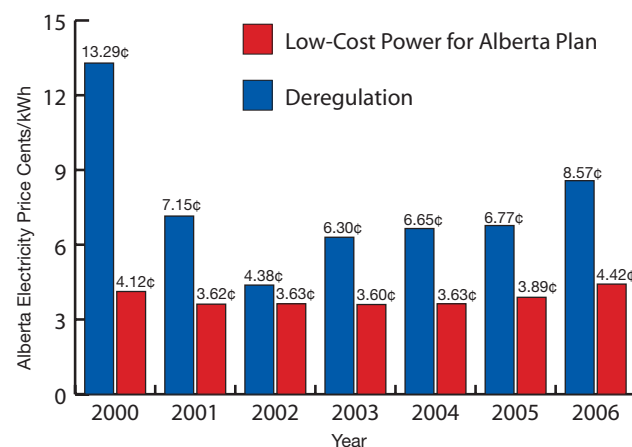
Nobody “chooses” to buy electricity. It’s a necessity... something we can’t live without. Electricity should be reliable and affordable. You shouldn’t have to shop around for the best deal.

ONE LOW RATE

Under our plan, electricity rates would be based on the actual cost of production. By using the lowest-cost generators first, prices are kept as low as possible.

With our plan, you can be sure you’re getting the lowest rate available. No more shopping around for the best rate.

COMPARE OUR LOW-COST PLAN TO DEREGULATION



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OUR GUIDING PRINCIPLES ON
electricity

The Alberta Liberals believe Albertans deserve a return to the stable, efficient and affordable system that worked before deregulation.

WE BELIEVE...

... electricity is a necessity, not a commodity subject to radical price swings.

... Albertans should always pay the lowest cost available for electricity.

... Alberta should be prepared to meet its electricity needs for the future.

LOW-COST
Power 
FOR ALBERTA

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WE WANT TO HEAR FROM YOU



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OUR PLAN FOR
electricity



**AN ALTERNATIVE
TO THE COSTLY CONFUSION
OF DEREGULATION**

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