

MSA Vision, Mission and Values

The Market Surveillance Administrator (MSA) is a corporation continued under and subject to the *Alberta Utilities Commission Act* (AUCA).

As set out in section 39 of the AUCA, the MSA's mandate is to promote the fair, efficient and openly competitive operation of Alberta's electricity and retail natural gas markets. The MSA is empowered to investigate market conduct, bring enforcement actions before the Alberta Utilities Commission (AUC) and publish guidelines to support the fair, efficient and openly competitive operation of these markets. The MSA may investigate and seek administrative penalties or other remedies before the AUC for contraventions of the Independent System Operator (ISO) Rules, the Alberta Reliability Standards, the Electric Utilities Act (EUA), or the Fair, Efficient and Open Competition Regulation (FEOC Regulation). The MSA may also bring matters to the AUC to address deficiencies in the structure and performance of the electricity and retail natural gas markets.

Vision

The MSA is well-respected as an effective independent monitor of Alberta's electricity and retail natural gas markets.

Mission

Taking action to promote effective competition and a culture of compliance and accountability in Alberta's electricity and retail natural gas markets.

Values

We are committed to excellence in all we do. As such we live by, and are prepared to be judged by, the following core values:

- We are honest and ethical in all we do and engage in responsible decision-making that reflects the highest standards of conduct.
- We strive to be accessible, transparent, objective, and principle-based.
- We demonstrate a sense of urgency in our resolve and decision-making.
- We are committed to measuring, reporting and achieving results while prudently and efficiently managing our resources.
- We value forward thinking and learning as we strive for continuous improvement and development at all levels of the organization.
- We embrace creative approaches to finding solutions.
- We value diversity and work hard to create a collaborative environment where we understand and benefit from the views of others.