



Public Utility Commission of Texas

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Press Release

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Public Utility Commission of Texas “Power to Choose” Tool Can Help Lubbock Consumers Select a New Electricity Provider

Website Displays Available Electricity Plans and Providers as Lubbock Power & Light Consumers Choose Retail Electricity Plans

Austin, Texas - The Public Utility Commission of Texas (PUC) is encouraging electricity consumers in Lubbock, Texas to use the PUC’s [“Power to Choose”](#) tool as they begin selecting retail electricity providers today. The website displays electricity plans and providers available to customers following Lubbock Power & Light’s (LP&L) transition to retail electric competition.

“Choosing the right electricity provider is an important decision for Texans and their families,” PUC Director of Public Engagement Mike Hoke said. “Power to Choose is a great tool for consumers to compare available plans and choose one that best suits their unique needs. If consumers have questions regarding a plan offered on “Power to Choose,” we encourage them to contact the company offering the plan directly using the contact information provided on the listing.”

The PUC created ‘Power to Choose’ to provide Texas consumers an online one-stop-shopping tool to compare electricity plans and rates. The offers included on the website are posted directly by the electricity provider, and the PUC does not verify the information posted by the companies.

Lubbock Power & Light consumers can select a new electricity provider from Jan. 5 until Feb. 15, 2024. If a customer does not select a provider within that window, they will be assigned a default provider and would have the opportunity to make a selection in the future. More information on the transition and timeline is available on [LP&L’s website](#).

LP&L’s transition to the Electric Reliability Council of Texas (ERCOT) electric system and retail competition was finalized on Dec. 12, 2023, after more than eight years of study and planning. LP&L’s transition to competition provides consumers the opportunity to choose from a diverse portfolio of reliable, affordable retail electricity plans. The move was the largest migration of customers in state history, and LP&L became the first utility owned by a major Texas city to integrate into ERCOT in nearly 25 years.

While questions about individual retail electricity plans should be directed to the offering provider, the PUC’s Consumer Protection Division is available to assist all Texans with questions and concerns regarding their electric, water or telecommunications utility services. Consumer Protection representatives are available at consumer@puc.texas.gov and 1-800-735-2988, and important information on the [rights of consumers](#) is available on the PUC’s website.



About the Public Utility Commission

Our mission is to serve Texans by regulating the state's electric, telecommunication, and water and sewer utilities, implementing respective legislation, and offering customer assistance in resolving consumer complaints. Since its founding in 1975, the Commission has a long and proud history of service to Texas, protecting customers, fostering competition, and promoting high quality infrastructure. To learn more, please visit <https://www.puc.texas.gov>.

