



# RETAIL ELECTRIC COMPETITION CUSTOMER SHOPPING GUIDE



**POWER  
TO CHOOSE**

Information provided by the Public Utility Commission of Texas Power to Choose website  
[www.PowerToChoose.org](http://www.PowerToChoose.org)

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## ABOUT LP&L'S MOVE TO RETAIL ELECTRIC COMPETITION

Lubbock Power & Light is transitioning to retail competition in 2024. From January 5 to February 15, 2024, the shopping window will be open for you to choose your electricity provider.

Just like comparing and shopping for cell phone or internet plans, retail electric competition means customers can shop for their own electric plan from multiple retail electric providers, comparing pricing, types of fuel resources and overall contract terms.

These electric providers will sell power to Lubbock residents, while LP&L's job will be to maintain the electric infrastructure we currently own that safely delivers electricity to your homes and businesses.

This guide is designed to help you understand how to compare electric providers and their plans, as well as provide information about buying and selling renewable power.

When it's time to shop, before choosing your electric provider, make sure that the provider is officially registered on [LPandL.com](http://LPandL.com) or [PowertoChoose.org](http://PowertoChoose.org) and that you fully understand the terms of the contract you would be entering.

**Please note all of the information in the following shopping guide is provided by and available on the Public Utility Commission of Texas Power to Choose website, [PowerToChoose.org](http://PowerToChoose.org).**



## The Shopping Process

### Consider Your Options

Companies offer a variety of plans, so you may be able to save money or find a plan with a consistent cost each month. You may also find a plan that includes energy generated from renewable resources. Some plans have other value-added services or promotions such as air conditioning maintenance, rewards programs or other customer service benefits.

When choosing an electric provider that best fits your needs, make sure that you consider and understand the terms of the contract you are entering. Different providers have different contract terms, and some may have penalties for breaking those contracts. Review your Terms of Service agreement for details on your plan.

### How To Switch

Choosing a new plan is simple. Just contact the company you've chosen and tell them you'd like to switch or sign up on their website. They'll send you a Terms of Service agreement, which will be your new contract. Review it carefully. After you receive it, you'll have three business days to cancel without penalty if your agreement has a penalty. You will also receive a mailer from ERCOT confirming your switch request as well as details on how to cancel.

### When Will My Switch Occur?

Lubbock Power and Light will transition to retail electric competition and customers will be able to shop for their plan and provider. We'll provide updates and more details on our website [LPandL.com](http://LPandL.com).

### Will My Service Be Interrupted?

No, choosing a new electric provider will not interrupt your electricity service, and the reliability of your service will not be affected by your choice of provider. LP&L will continue to manage the transmission and distribution of electricity – the poles, wires, lines and advanced meters that deliver electricity to customers' homes and businesses – regardless of which electric company you choose.

## Shopping Overview

From January 5 to February 15, LP&L customers can visit PowerToChoose.org to shop for electric plans using their zip code. Until then, customers can visit the website to learn more about the shopping process and different electric plan features.

### TOOLS TO HAVE HANDY



Past electric bills or  
12-month usage history



Calculator

- 1 Enter your home zip code.\*
- 2 Click **"NARROW YOUR SEARCH"** or **"VIEW RESULTS"**.
- 3 On the results page, use the menu on the left to select plan features based on your needs, and click **"REFRESH RESULTS"**.
- 4 The list of plans on the right gives an overview including:
  - Contract length
  - Plan type
  - Company rating
  - Renewable energy
  - Cancellation fees
  - Contact information
- 5 Every provider is required to include a **FACT SHEET**, also called an Electricity Facts Label (EFL). Always review the EFL carefully to make sure you fully understand the plan terms and pricing.

*\*Once competition in Lubbock launches, you will be able to enter your home zip code. Until then, the following sample zip codes can help you get an idea of what shopping will look like.*

**POWER TO CHOOSE**

HOME | RENEWABLE POWER | ABOUT SHOPPING

Welcome to Power to Choose, the official and unbiased electric choice website of the Public Utility Commission of Texas. This website is available to all electric providers to list their offers for free. Compare offers and choose the electric plan that's right for you.

Users Guide

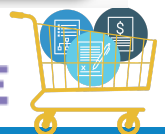
ENTER YOUR ZIP CODE

Need help? Answer 3 simple questions. **NARROW YOUR SEARCH** OR Want to see plans for your area? **VIEW RESULTS**

**Shop. Compare. Choose.**

1-10 OF 35 | 1 2 3 | SORT BY PRICE/KWH | VIEW 10 PER PAGE

COMPARE	Company	Plan Details	Price/kWh	Pricing Details	Ordering Info
TDU Area: ONCOR ELECTRICITY DELIVERY	SUMMER SAVINGS	3 Months PTC Texas Summer Savings Product Fixed Rate 3 Months 20% Renewable New Customers	1,000 kWh: 8.7¢ 500 kWh: 9.6¢ 2000 kWh: 8.3¢	Cancellation Fee: \$100.00 Fact Sheet Terms of Service YRAC	Special Terms (888) 594-9299 OK SIGN UP
Value	VALUE 24 ONE - NO GIMMICKS	Fixed Rate 24 Months 20% Renewable New Customers	1,000 kWh: 10.5¢ 500 kWh: 10.9¢ 2000 kWh: 10.4¢	Cancellation Fee: \$250.00 Fact Sheet Terms of Service YRAC	Special Terms (888) 594-9299 OK SIGN UP
Varsity	VARSLIN 12	Fixed Rate 12 Months 65% Renewable	1,000 kWh: 10.5¢ 500 kWh: 10.9¢ 2000 kWh: 10.4¢	Cancellation Fee: \$150.00 Fact Sheet Terms of Service YRAC	Special Terms (877) 827-7389 OK SIGN UP
Value	VALUE 12 - NO GIMMICKS	Fixed Rate 12 Months 20% Renewable New Customers	1,000 kWh: 10.5¢ 500 kWh: 10.9¢ 2000 kWh: 10.4¢	Cancellation Fee: \$175.00 Fact Sheet Terms of Service YRAC	Special Terms (888) 594-9299 OK SIGN UP





## Questions to Ask

Before you decide on an electric provider, there are a few things to consider. To make the best comparison of providers and offers, you should ask the following questions:

1. What will I pay per "kilowatt hour" (kWh) of electricity based on 1,000 kWh of average monthly usage? Understanding what you will pay per kWh will help you compare plans based on price.
2. Does this rate include everything, including the electricity cost, the transmission and distribution charges, as well as any monthly customer charges or other recurring fees?
3. Is this offer a fixed rate offer, a variable rate offer or an indexed offer? If it is a variable or indexed rate offer, how can it change? How do I find out when and by how much the rate will change?
4. Is there a contract? If so, how long is it for?
5. Is a deposit required? If so, how much?
6. What are my payment options?
7. What happens when my contract expires?
8. What if I miss a payment?
9. Is there a penalty if I break the contract?
10. If I generate excess renewable electricity, does your company have a buy-back plan? What are the terms?



## Plan Options

There are a lot of choices when shopping for electricity. Understanding the types of plans that are available can help you make better decisions for your home and your family's needs.

### Fixed Rate

A fixed-rate plan has a set rate that doesn't change throughout the contract period, with minor exceptions. If you choose a plan with a fixed rate, your price per kWh will not change during your contract period except for changes in Transmission and Distribution fees, changes in ERCOT or Texas Regional Entity administrative fees or changes resulting from federal, state or local laws that impose fees beyond your REP's control. This may help your household budgeting, but if market prices fall you may have to wait until your contract ends to enjoy a lower price.

### Changing Rate (Variable)

Variable rate plans have no monthly contract or cancellation fee, but the rate you pay per kWh can vary from month to month. Your rate can go up or down based on the market and the discretion of your electric company. Variable plans allow customers to benefit from falling market prices, but they also have an increased risk for higher rates if electricity prices spike due to natural disasters, cold winters or adverse market conditions. The rates different companies charge each month varies, but because customers can switch any time, companies have an incentive to keep their rates low.

### Market Rate (Indexed)

An indexed rate plan (also called market rate plan) is similar to a variable plan in that the price per kWh can go up or down each month. The difference is that the rates for these plans are directly tied to a pricing formula connected to a publicly available index. If the index rises, your monthly rate will also, but if the index falls, your rates will be lower.

With an indexed plan, the price per kWh can change substantially each month, giving benefits and risks similar to those of variable rate plans. The difference is that the rates for indexed rate plans are tied to a publicly available index. Customers considering these plans should ask the electric company for specifics about the pricing formula as well as how and when they will receive notifications of changes to the index.



It's important to know that indexed plans remove your electric company's ability to give you a more predictable rate. Customers considering these plans should ask the electric company for specifics related to the pricing formula and how and when they will receive notifications of changes to the index.

### Contract Length

Some electric companies offer plans with no minimum contract length ("month-to-month" plans) and others may offer plans with contract lengths as long as three years or more. Contracts with a term of three months or more may have a penalty if you cancel before the contract period ends. Make sure you understand what happens at the end of the contract period with respect to the pricing of your service. Many plans will default to a month-to-month basis if you allow your existing contract to expire without having a new contract in place. The month-to-month default price will likely be much higher. If you decide to change your provider from the one you select initially, be sure to have a new contract in place before your existing contract expires. Ask your electric company if you are unsure.

### Prepaid Options

Prepaid plans provide service on a "pay-as-you-go" basis. These plans don't require a deposit and don't always have a contract, but they do require you to prepay for your electricity in a timely manner. With prepaid plans, you will not receive a monthly bill. Many companies send emails or text messages to let you know how much electricity you have used and how much money is left in your prepaid account. If your current account balance falls below the required amount, your service can be disconnected with little notice. These plans require close monitoring and the ability to receive electronic or phone notifications for important communications such as balance updates. These plans generally charge a higher rate than non-prepaid plans.

### Deposits

Electric companies may require a security deposit for new customers. Your deposit might be lowered or waived based on your payment history or credit history. Your electric company may require the security deposit to be paid in full on your first bill. Some companies may let you pay the deposit over several months. Your deposit is refundable and will be returned to you if you are in good standing when ending your service with your electric provider.



## Renewable/Green Energy

Many plans offer electricity generated from renewable energy sources such as wind, solar, hydroelectric, geothermal, landfill gas or biomass. You can check a plan's Electricity Facts Label to see what percentage of the plan's electricity is generated from these renewable sources. Providers are allowed to designate products that use electricity generated by Texas-produced natural gas, which is a relatively clean fuel, as "green." Make sure you understand these distinctions when researching your options.





## Buying, Generating and Selling Renewable Power

As the population of Texas grows, the demand for electricity also grows. Texas currently produces and consumes more electricity than any other state. Because of its size, diverse climate and abundance of natural resources, Texas has tremendous potential to generate renewable resources that greatly enhance the diversity of our electric grid. The two main advantages to using renewable energy are that it's clean and it's unlimited, which reduces the demand for non-renewable sources of energy, such as coal, oil, and natural gas.

Several Texas utilities now offer power produced from renewable sources. It generally costs more than power generated from fossil fuel burning plants, but a growing number of consumers are electing to pay a premium for environmentally friendly power. An alternative is to buy "green" power, which includes electricity generated from relatively clean natural gas-burning plants that burn gas produced in Texas. Either way, choosing one of these types of plans can contribute to a cleaner Texas.

When you choose to buy renewable energy, you are telling your electric company that you want a certain percentage of your power to come from renewable resources. That percentage of renewable power is then produced and placed onto the power grid. The actual electricity that finds its way to your home or business represents the mix of all generators connected to the grid, but by choosing renewable power you help increase the amount of renewable energy produced statewide.

### Selling Excess Renewable Power

Some people choose to install power-generating sources, such as solar panels or wind turbines. This is called Distributed Renewable Generation, or a DRG system. There may be times when these customers produce more power than they can use. This excess power may be sold to an electric company.

### Selling Excess Renewable Power in Lubbock

When Lubbock opts-in to retail electric competition, you may be able to sell the excess power that you produce. You must sell to the company from whom you buy your electricity; however, your company is not required to purchase this power. Some companies that do purchase excess DRG power may require that the customer also subscribe to a specific retail offer. Other companies may allow customers to choose the purchase and sales offers independently.



Retail electric customers who wish to install a DRG system must sign an interconnection agreement with their local electric Transmission and Distribution Utility.

To find companies who will purchase your excess renewable energy, visit [PowertoChoose.org](http://PowertoChoose.org).

## Applicable Rules for Generating and Selling Renewable Power

Visit [www.powertochoose.org](http://www.powertochoose.org) for more information and to find the full documents listed below related to generating and selling renewable power.

- A. [Interconnection Agreement](#)
- B. [Interconnection Technical Requirements](#)
- C. [Metering for Distributed Generation](#)
- D. [Distributed Renewable Generation](#)
- E. [Arrangements Between Qualifying Facilities and Electric Utilities](#)

## Incentives for DRG and Energy Efficiency Measures

The federal government offers tax incentives for energy efficiency and renewable energy. Texas residents can also check with their local utility providers, as some have energy efficiency programs that offer low-cost loans or rebates and advice on renewable energy technologies. Texas provides tax incentives for some businesses. For example, businesses that use, manufacture or install solar or wind energy can receive franchise tax deductions and/or exemptions. A property tax exemption is available for businesses that install or construct a system using solar, wind, biomass or anaerobic digestion.

Visit [DSIREUSA.org](http://DSIREUSA.org) for a complete database of state incentives for renewables and efficiency.



## Your Rights as an Electric Customer

You have the right to choose an electric provider. Regardless of which electric provider you choose, the Public Utility Commission (PUC) will protect your rights. If you think your rights have been violated, call the PUC's toll-free Customer Hotline at 1-888-PUC-TIPS (1-888-782-8477).

Your rights include:

**Non-discrimination:** In addition to standard discrimination prohibitions, companies may not deny service or discriminate in the marketing of electric service based on a customer's income level, location in an economically distressed area or qualification for low-income or energy efficiency services.

**Slamming and cramming:** Slamming is the practice of switching your electric service provider without your permission. Cramming is the practice of adding charges to your electric bill for optional services without your permission. Both slamming and cramming are illegal.

**Dispute resolution:** Customers have the right to make complaints about a company to the Public Utility Commission, and electric companies must promptly investigate customer complaints.

**Privacy of Information:** Electric companies cannot release any customer-specific information to other companies without your permission.

In addition, all electric companies must follow a new set of customer protections, by providing:

- **An Electricity Facts Label:** This shows pricing information and contract terms in a standardized format so that you can compare offers.
- **A Terms of Service agreement:** This is your contract. It informs you of the company's contract terms and conditions.
- **Notice of Contract Expiration:** If you have electric service with a contract term of three or more remaining months, your electric company must notify you in writing at least 30 days or one billing cycle, and no more than 60 days or two billing cycles, from the end of



your contract, stating that it will soon expire. You should either renew service with your current service provider or select a new provider before your contract ends in order to prevent being automatically switched to a month-to-month, variable rate plan.

- **A "Your Rights as a Customer" disclosure:** This informs you of your standard customer protections as mandated by the PUC.
- **Non-English-language materials:** All electric companies must make customer information available in Spanish. In fact, a company must make all marketing materials available in the language(s) of their customers.



## Low Income and Electric Assistance Programs

### Senate Bill 1976

Beginning September 1, 2017, electric providers may provide a benefit to their low-income customers. In order to be eligible to match you must be in the supplemental nutrition assistance program (SNAP) or on Medicaid and the name of the program participant MUST be the same name on the electric bill. Self-enrollment is NOT allowed for the electric matching program. Please contact your electric provider to see if they participate and what their low-income benefit is. For additional information you can call 1-866-454-8387.

### Victims of Family Violence

If you are a victim of family violence, you are eligible to have your electric service deposit waived. To qualify as a victim of family violence, you will need to provide a Texas Council on Family Violence deposit waiver certification letter. The letter must be filled out by family violence center personnel, treating medical personnel, law enforcement personnel, a Texas District Attorney or County Attorney, Office of the Attorney General personnel or a grantee of the Texas Equal Access to Justice Foundation. The letter must be submitted directly to the Retail Electric Provider using the REP's toll-free FAX number. A copy of the deposit waiver certification letter can be obtained from the Texas Council on Family Violence's Website at [tcfv.org/find-help/](http://tcfv.org/find-help/).

### Weatherization Assistance Program

The Texas Department of Housing and Community Affairs Weatherization Program is designed to offer qualified low-income Texans an energy audit, or a review of the home's energy efficiency, and installation of weatherization measures to increase energy efficiency of their home.

A household qualifies if the income is at or below 200% of the federal poverty guidelines and their home must be able to benefit from being weatherized. After the households qualify, those with small children under the age of six, with elderly residents, with a disabled resident or households with the highest energy costs and lowest income will be given priority.

The Weatherization Program offers an audit of a qualified resident's house to see if there are any air leaks or inefficient appliances that may be causing the household to pay more in energy costs than needed. Then, after the audit is completed, the program will give financial and installation assistance and to improve the energy efficiency of the home.



You can apply for the Weatherization Program through your Retail Electric Provider.

For more information on weatherization assistance, please contact:

1. Your Retail Electric Provider
2. Texas Department of Housing and Community Affairs (TDHCA) Weatherization program website at [tdhca.state.tx.us/Texans.htm](http://tdhca.state.tx.us/Texans.htm).

Further information on low income and electric assistance programs can be found on the Texas Public Utilities Commission website at [www.puc.texas.gov](http://www.puc.texas.gov).



Registered Retail Electric Providers

When the retail competition shopping window opens on January 5, 2024, customers will have six weeks to shop for and choose a provider using the state's official shopping website, PowerToChoose.org.

The following is a list of approved retail electric providers in Lubbock. The most up-to-date list of approved retail electric providers can also be found on LPandL.com.

If you are approached by a provider not listed here or on the website, proceed with caution as it may be a scammer.

Scan the QR code below or visit LPandL.com/retail-competition for the most up-to-date list of retail electric providers.



Approved Retail Electric Providers

NAME & CONTACT INFORMATION	RESIDENTIAL	BUSINESS	SOLAR PANEL RATES	DOOR TO DOOR SALES PERMIT
<a href="#">4Change Energy</a> Service@4ChangeEnergy.com 855-784-2426	X			
<a href="#">Abundance Energy</a> 833-495-0127	X			
<a href="#">Alliance Power Company</a> customerservice@alliance-power.com 877-777-2017	X	X		

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<a href="#">Ambit Energy</a> <a href="#">Ambit Energy Contact Us</a> 877-282-6248	X	X		
<a href="#">Amigo Energy</a> CustomerSupport@AmigoEnergy.com 866-352-1221	X	X		
<a href="#">AP Gas and Electric</a> <a href="#">apge.com/contact-us</a> 866-824-7471	X	X		
<a href="#">Arrow Energy</a> info@arrowenergy.us 866-662-7769	X	X		
<a href="#">BKV</a> support@bkvenergy.com 855-258-4797	X			
<a href="#">Calpine Energy Solutions LLC</a> customerservice@calpinesolutions.com 877-273-6772		X		
<a href="#">Champion Energy Services LLC</a> info@championenergyservices.com 877-653-5090	X	X		
<a href="#">Chariot Energy</a> CustomerCare@mychariotenergy.com 855-524-2746	X	X	X	
<a href="#">Cirro Energy</a> service@cirroenergy.com 800-MY-CIRRO	X	X		
<a href="#">CleanSky Energy</a> CustomerCare@CleanSkyEnergy.com 888-733-5557	X	X		
<a href="#">Constellation New Energy</a> CustomerCareTX@Constellation.com 888-900-7052	X	X	X	



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<a href="#">Direct Energy</a> Ga-decustomerhelp@directenergy.com 888-305-3828	X	X	X	
<a href="#">Discount Power</a> service@discountpowertx.com 877-455-4674	X			
<a href="#">Energy Texas</a> howdy@energytexas.com 855-461-1129	X	X		
<a href="#">Flagship Power</a> care@flagshippower.com 888-832-4081	X	X	X	
<a href="#">Frontier Utilities</a> care@frontierutilities.com 866-926-8192	X	X	X	
<a href="#">Gexa Energy</a> Customercare@gexaenergy.com 866-961-9399	X	X	X	
<a href="#">Green Mountain Energy</a> support@greenmountain.com 866-785-4668	X	X	X	
<a href="#">Hudson Energy</a> HudsonEnergyCare@hudsonenergy.net 866-466-3870		X		
<a href="#">Ironhorse Power</a> 866-316-1549	X	X		
<a href="#">Juice</a> care@juicetx.com 888-832-3596	X	X		
<a href="#">Just Energy Texas</a> CustomerSupport@JustEnergy.com 866-352-1227	X	X		X

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<a href="#">Mothership Energy</a> welcome@mothershipenergy.com	X		X	
<a href="#">NRG Business</a> PowerSupport@nrg.com 844-737-6742		X		
<a href="#">Octopus Energy</a> heretohelp@octopusenergy.com 833-628-6888	X		X	
<a href="#">Pogo Energy</a> support@pogoenergy.com 888-764-6669	X			
<a href="#">Reliant</a> service@reliant.com 866-RELIANT	X	X	X	
<a href="#">Rhythm</a> support@gotrhythm.com 888-408-2836	X	X	X	
<a href="#">Southern Federal Power</a> hello@southernfederal.com 844-644-0474	X			
<a href="#">Tara Energy</a> CustomerSupport@TaraEnergy.com 866-352-1233	X	X		
<a href="#">Tenaska Power</a> <a href="#">Tenaska Power Contact Us</a> 402-691-9500				
<a href="#">Think Energy</a> care@thinkenergy.com 888-923-3633	X		X	
<a href="#">TXU Energy</a> <a href="#">TXU Energy Contact Us</a> 800-898-7283	X	X	X	X



<a href="#">Xoom Energy</a> customer@texas.xoomenergy.com 833-355-9666	X	X		
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## Default Retail Electric Providers

Designated Default Retail Electric Provider (DREP). A DREP will be assigned to customers who do not choose a provider during the designated shopping period. If a customer's chosen provider goes out of business during the contract term, they will be assigned to a temporary retail provider in accordance with Public Utility Commission rules.

NAME
Octopus Energy
Reliant
TXU Energy