

# POWER TO THE PEOPLE:






## Exploring Lubbock's Deregulated Energy Market

The West Texas city of Lubbock is no stranger to making bold moves and embracing innovation. From its rich agricultural history to the cutting-edge research at Texas Tech University, Lubbock has always been a place of progress and forward-thinking. In recent years, Lubbock has made another significant stride towards a more efficient and competitive energy market by becoming a deregulated electricity city. This monumental decision has opened up a world of opportunities for residents and businesses in the area.

### DEREGULATION: WHAT DOES IT MEAN?

Deregulated electricity, also known as energy deregulation, is a system that allows consumers to choose their electricity providers and plans. Prior to this change, many areas, including Lubbock, operated under a regulated energy market, where a single utility company had a monopoly on providing electricity services. Deregulation, however, has introduced competition and choice, giving consumers more control over their energy costs.

### BENEFITS OF DEREGULATION

-  **Lower Energy Costs:** One of the most significant benefits of deregulation is the potential for lower energy costs. With multiple providers vying for your business, you can compare rates and find the plan that best suits your needs and budget.
-  **Enhanced Customer Service:** Competition fosters better customer service. When energy providers have to work to earn and retain customers, they tend to offer more responsive and accommodating services.
-  **Renewable Energy Options:** Deregulation often leads to more choices in energy sources. Lubbock residents can now explore renewable energy options, such as wind or solar power, that may align with their environmental values.
-  **Innovation and Technological Advancements:** Deregulated markets encourage innovation in the energy sector. This can lead to more technologically advanced solutions, from smart meters to energy-efficient appliances, which can help you save even more on your energy bills.
-  **Economic Growth:** By attracting new energy companies and investments, deregulation can stimulate economic growth and create jobs in the Lubbock area.



### THE LUBBOCK EXPERIENCE

Since Lubbock became a deregulated electricity city, residents and businesses alike have reported positive experiences. With the freedom to choose from various electricity providers and plans, they can find options that suit their unique needs and preferences.

In Lubbock, both long-time residents and newcomers have embraced this change. They have discovered that switching providers is straightforward and can lead to immediate savings. Additionally, local businesses have been able to negotiate customized energy contracts, which can help them better manage their operational costs.

Instead of the limited options that may be offered through the local utility, a REP typically offers a variety of options that can be matched to your business' goals and budget.

