

**HELPING HAND EDUCATION COMMITTEE OF THE  
ELECTRIC UTILITY BOARD  
AGENDA**

**February 13, 2023  
2:00 P.M.**

**OPEN SESSION  
Lubbock Memorial Civic Center  
1501 Mac Davis Ln  
Lubbock, TX 79401  
Terrace Suite\***

1. Call to order.
2. Public Comment. Public comment is an opportunity for the public to make comments and express a position on agenda items.
  - a. This period, of up to thirty minutes, is dedicated to public comment. Each member of the public will have three minutes to speak. Any member of the public that requires the assistance of a translator will have six minutes to speak. Comments must be limited to only those items posted on the Helping Hand Education Committee agenda. Any member of the public wishing to speak shall sign up on the public comment sheet on the day of the Helping Hand Education Committee meeting. The Helping Hand Education Committee shall follow the order of persons wishing to speak as listed on the sign-up sheet. If everyone who signed up to speak has been given an opportunity to speak and the thirty minutes designated for public comment has not been exhausted, the Helping Hand Education Committee may, at its discretion, open the floor to anyone else wishing to address the Helping Hand Education Committee, subject to all the same procedures and guidelines.

**Open Session**

3. Presentation and discussion by the Director of Electric Utilities, or his designee, regarding Project Helping Hand, overview of the program, assistance available to customers through the program, and plans for Project Helping Hand once Lubbock Power & Light transitions to retail customer choice.
4. Presentation and discussion by the Director of Electric Utilities, or his designee, regarding plans to educate customers regarding Lubbock Power & Light's transition to retail customer choice.
5. Presentation and discussion by the Director of Electric Utilities, or his designee, regarding how customers can verify certificated retail electric providers advertising service in Lubbock, and plans for community education regarding same.
6. Adjourn.

*\* Terrace Suite is Elevator Button 3 at the Lubbock Memorial Civic Center*

Posted on the bulletin board outside the south entrance  
of Citizen's Tower, 1314 Ave. K., Lubbock, Texas, on  
the 9th day of February 2023, at 9:30AM.

By: Beatrice Duenez

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**CITY OF LUBBOCK HELPING HAND EDUCATION COMMITTEE MEETINGS ARE AVAILABLE TO ALL  
PERSONS REGARDLESS OF DISABILITY. IF YOU REQUIRE SPECIAL ASSISTANCE, PLEASE CONTACT THE  
CITY SECRETARY AT 775-2026 OR WRITE P. O. BOX 2000, LUBBOCK, TEXAS 79457, AT LEAST 48 HOURS IN  
ADVANCE OF THE MEETING.**  
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LUBBOCK POWER AND LIGHT RETAIL COMPETITION  
CUSTOMER EDUCATION

CUSTOMER EDUCATION	2022										2023												
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		Jul	Aug	Sep		Oct	
	News Media Outreach																						
	LP&L + COLU Website Update and Social Posts																						
	Community Meetings and Town Halls																						
				Paid Media Campaign											Paid Media Campaign								
				Onsert	Onsert	Onsert	Onsert	Onsert	Onsert	Onsert	Onsert	Onsert	Onsert	Onsert	Onsert	Onsert		Onsert	Onsert	Onsert		Onsert	
						Videos on City Channel																	
						Video				Video	Nwsltr		Video	Nwsltr		Video		Nwsltr		Video		Nwsltr	
												EUB LCC Briefs	EUB LCC Briefs	EUB LCC Briefs	EUB LCC Briefs	EUB LCC Briefs		EUB LCC Briefs	EUB LCC Briefs	EUB LCC Briefs		EUB LCC Briefs	
														Downloadable Shopping Guide on Website			Downloadable Shopping Guide on Website						
														KUBRA Messages			KUBRA Messages						
														Customer Service Reps Messages			Customer Service Reps Messages						
															ERCOT Mailer			Mailer		POLR Mailer			
																Customer Email		Customer Email	Customer Email	Customer Email			
																		Customer Shopping + Open Houses					

## LUBBOCK POWER AND LIGHT RETAIL COMPETITION CUSTOMER EDUCATION

[illegible]

# Year-Over-Year Comparisons

