



Date: September 9, 2008  
To: ERCOT Board of Directors  
From: Bob Kahn, ERCOT President and Chief Executive Officer (CEO)  
Subject: ERCOT Market Participant Survey Action Plan

## **MEMO**

The action plan to address issues identified in the 2008 Market Participant Survey as presented to the Board of Directors of Electric Reliability Council of Texas, Inc. (the Board) on June 17, 2008 has been developed.

In the spring of 2008, Opinion Dynamics was contracted to conduct a primary research effort to measure Market Participant perceptions of ERCOT's performance with respect to meeting its responsibilities. The results of the 2008 Market Participant Survey were presented to the ERCOT Board on June 17, 2008. The action plan to address issues identified in the 2008 Market Participant Survey has been developed and is provided for the ERCOT Board's consideration.

Attachment A outlines the performance areas where Market Participant's perceptions indicate a need for improvement. The information in the document is presented as follows:

- The Perceived Areas of Improvement,
- The Survey Comments, and
- The Action Plan.

The ERCOT Executive Committee reviewed each area for improvement and recommended the action items. As a key to understanding and clarifying the areas of improvement required, the assistance of the Technical Advisory Committee (TAC) was also solicited. The action plan was presented to TAC on August 7, 2008. The action plan indicates those areas requiring TAC assistance. During the TAC leadership retreat on August 22, 2008, TAC leadership reviewed the items and subsequently assigned the items to the subcommittees for analysis and recommendation.

As the process to address areas of improvement continues, ERCOT staff will deliver progress reports to the ERCOT Board.