



Date: February 17, 2009  
To: ERCOT Board of Directors, HR & Governance Committee  
From: Bob Kahn, ERCOT President and Chief Executive Officer (CEO)  
Subject: ERCOT Market Participant Survey Action Plan Progress Report

## **MEMO**

Opinion Dynamics Corporation conducted the 2008 Market Participant Survey in the spring of 2008. The results were presented to the Board of Directors (BOD) on June 17, 2008 and a final report of the survey was delivered to ERCOT dated July 10, 2008.

At the June 17<sup>th</sup> meeting, the BOD instructed ERCOT to develop an action plan to address the areas requiring improvement as identified in the survey.

The Executive Team reviewed each area for improvement and recommended action items at the September 16, 2008 BOD meeting.

ERCOT solicited the assistance of the Technical Advisory Committee (TAC) to provide feedback for ERCOT to gain clarity and understanding of the issues. In December, 2008, TAC submitted recommendations based on Market Subcommittee review.

For the areas requiring improvement, ERCOT has:

- Assigned responsible Directors and Managers
- Offered preliminary recommendations to approach the action items
- Preliminarily identified action steps
- Estimated resource requirements
- Identified known barriers
- Identified initial communication requirements
- Identified expected outcomes
- Estimated target dates for milestones and completion
- Initiated a review of the feedback received from TAC
- Identified possible budget impacts of proposed improvements
- Identified initial planning efforts to address “quick hit” items

Attachment A gives detail for the action plan for the areas of improvement addressed in the survey.