



## **Proposed External Relations Messages**

82<sup>nd</sup> Legislative Session

### **What are ERCOT's primary goals?**

1. Provide leadership and independent expertise to improve system reliability and market efficiency
2. Communicate the vital part that ERCOT plays in securing Texas' welfare, security and prosperity

### **What are the main messages that promote these goals?**

1. ERCOT's number one priority is the reliability of the grid.
2. ERCOT is evolving from an entity solely entrusted with overseeing and ensuring a highly-reliable electric grid to an entity that also facilitates a \$34 billion market capable of responding to the pressures and opportunities of 21st century innovations and economic demands.
3. ERCOT's highly successful retail market continues to rank number 1 in the country, providing most Texas consumers a choice of different plans and different providers.
4. As ERCOT and Texas continue to be the national leaders in the integration of renewable resources, the state will continue to benefit from the introduction of cleaner energy sources, lower emissions and improved air quality.
5. Continued development of conventional generation is needed to meet load growth and to respond to the variable nature of renewable resources.
6. ERCOT's move from a Zonal market to a more efficient and transparent Nodal market will significantly increase market efficiency and contribute to the smarter use of the state's energy resources.
7. ERCOT's focus on "smart grid" initiatives such as advanced metering and demand response technology will benefit Texas consumers by giving them increased control over their electric usage and boost overall reliability.