



# External Relations Update

Theresa Gage  
External Affairs Director

Board of Directors Meeting  
August 16, 2011

# Getting out the Conservation Word

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- “The Texas electricity grid operator called on consumers to conserve electricity this afternoon, and every afternoon this week, because the heat is keeping supply tight.” – *Dallas Morning News*
- “Residents statewide are being asked to conserve energy from 3 p.m. to 7 p.m. today and the rest of the week.”  
– *Brownsville Herald*
- “For the third time in a long, hot summer, the Texas Electric Reliability Council of Texas issued a conservation alert this afternoon for 3 p.m. to 7 p.m. as a result of tight power reserves and high demand.” – *Texas Energy Report*
- “Texas’ main electric grid operator is asking consumers to conserve power this afternoon between 3 p.m. and 7 p.m. as high temperatures squeeze power generation capacity.” – *Houston Chronicle*
- “Anticipating continuing strain on the state grid, the Electric Reliability Council of Texas, the grid operator, asked that residents and businesses use less electricity from 3-7 p.m. today and the rest of the week.” – *Texas Tribune*
- “Texas utilities and the state's grid operator asked consumers to cut their electricity use Monday, as temperatures climbed to 105 degrees F and higher amid a prolonged heat wave.” – *Wall Street Journal*

# Emergency Communication Improvements

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- Automated Emergency Notification System (ENS) working well
- Daily briefing calls with media are keeping the public informed
- New web features such as the “Grid Conditions” spotlights and the “Today’s Outlook” graph help customers keep apprised of current conditions
- Facebook and Twitter have helped enormously. ERCOT now has approximately 2,000 followers on Twitter and approximately 700 followers on Facebook (the sign-ups increase exponentially each day)

**“The changes you've implemented to the warning system have worked flawlessly. Everywhere I turn, folks have been made aware of the demands on the grid...& the need to conserve energy.” – Rep. Pete Gallego (8/5/11)**

# Government Relations

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- Held a briefing for Legislative staff on high demand/conservation efforts as well as distributed educational materials and maintained constant contact with the capitol on the issue
- Briefed U.S. Senator John Cornyn on generation adequacy and EPA issues
- First Texas Senate Business & Commerce interim hearing announced – will take place in October
- Participated in Blackstart training, which Governor's policy staff attended
- Provided a control room tour for the Texas Legislative Budget Board staff
- CEO delivered speeches at Texas Public Power Association (TPPA) and Texas Industrial Electric Customers' (TIEC) annual meetings and has been asked by Evan Smith to participate in the Texas Tribune Festival in September

# Media Relations

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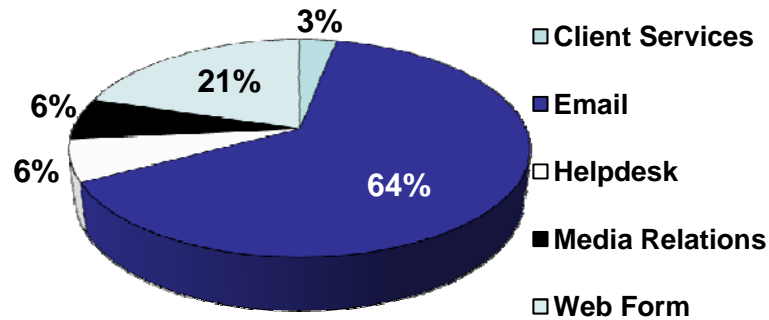
## Possible upcoming Media Issues

- Summer peak demand records
- Capacity issues
- Drought issues
- Emergency response preparations – wildfires, drought, hurricanes, etc.
- EPA Cross-State Air Pollution Rule
- DOE Long-term Study interim report
- Market Resource and Reserve Adequacy Pricing
- Texas Tribune Festival – Sept. 24-25

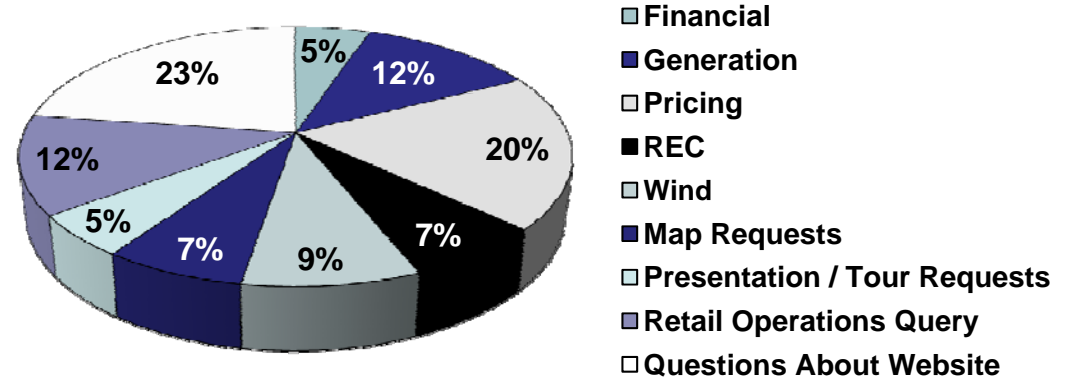
# Public Information Requests – July 2011

**TOTAL REQUESTS: 64**

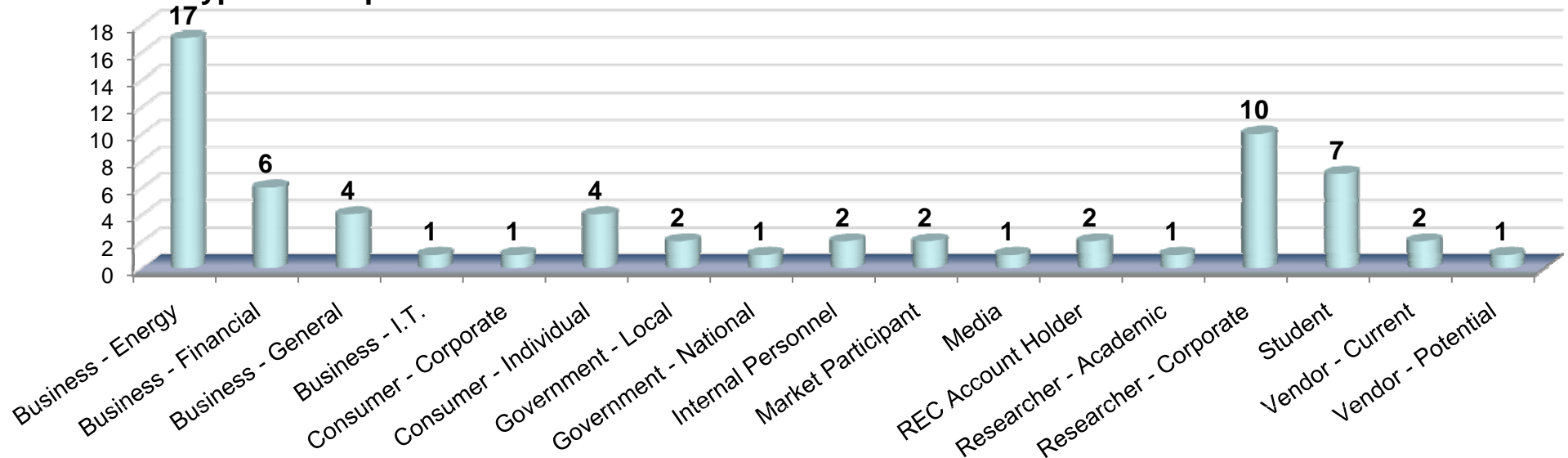
**Sources of Requests**



**Requests by Category**



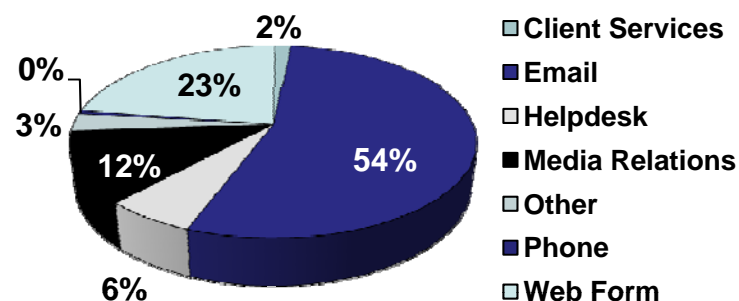
**Types of Requestors**



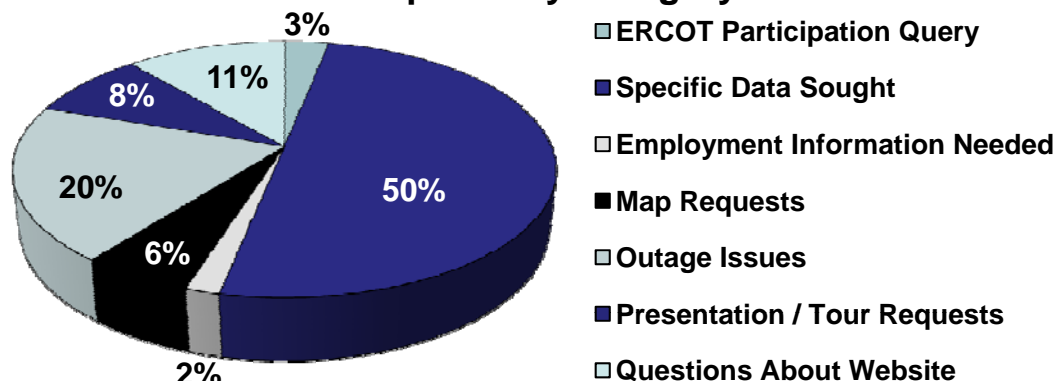
# Public Information Requests – 2011 (thru July)

**TOTAL REQUESTS: 572**

**Sources of Requests**



**Requests by Category**



**Types of Requestors**

