



External Affairs Update

Theresa Gage
External Affairs Director

Board of Directors Meeting
October 18, 2011

External Affairs

- Participated in Texas Tribune Festival panel on CSAPR
- Participated in round-table event sponsored by Austin Mayor Lee Leffingwell regarding clean energy
- Have begun planning for ERCOT to lead the ISO/RTO Council – ERCOT CEO will chair entire group and ERCOT External Affairs will chair Communications
- Outreach to Texas Hospital Association to respond to inquiries regarding ERCOT activities
- Participated in GPCA fall conference
- Coordinated Bastrop Control Center's official opening
- Monitored Senate Business & Commerce hearing

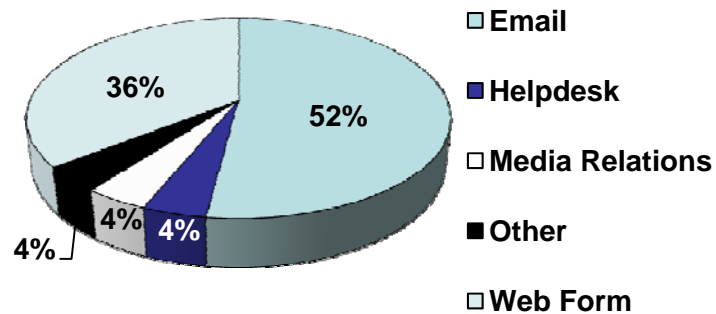
Possible upcoming Media Issues:

- Continuing drought issues
- Emergency response/preparations – wildfires, hurricanes, etc.
- Seasonal Assessment of Resource Adequacy (October)
- Update of the Capacity, Demand & Reserves Report (December)
- Resource Adequacy issues
- EPA Cross-State Air Pollution Rule
- DOE Long-term Study interim report

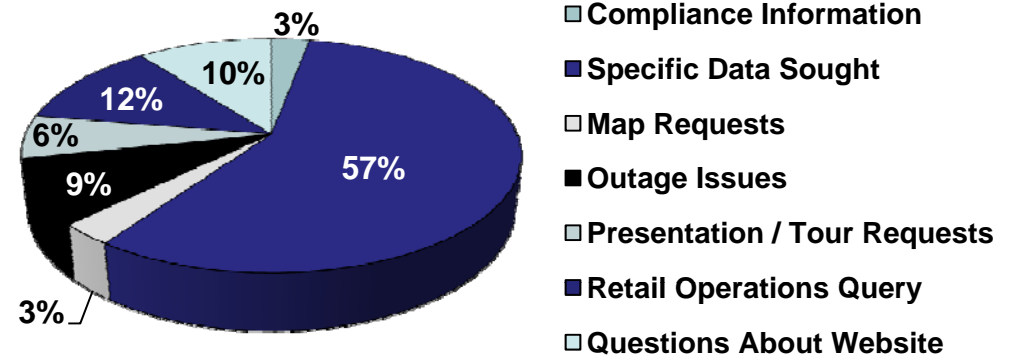
Public Information Requests – September 2011

TOTAL REQUESTS: 73

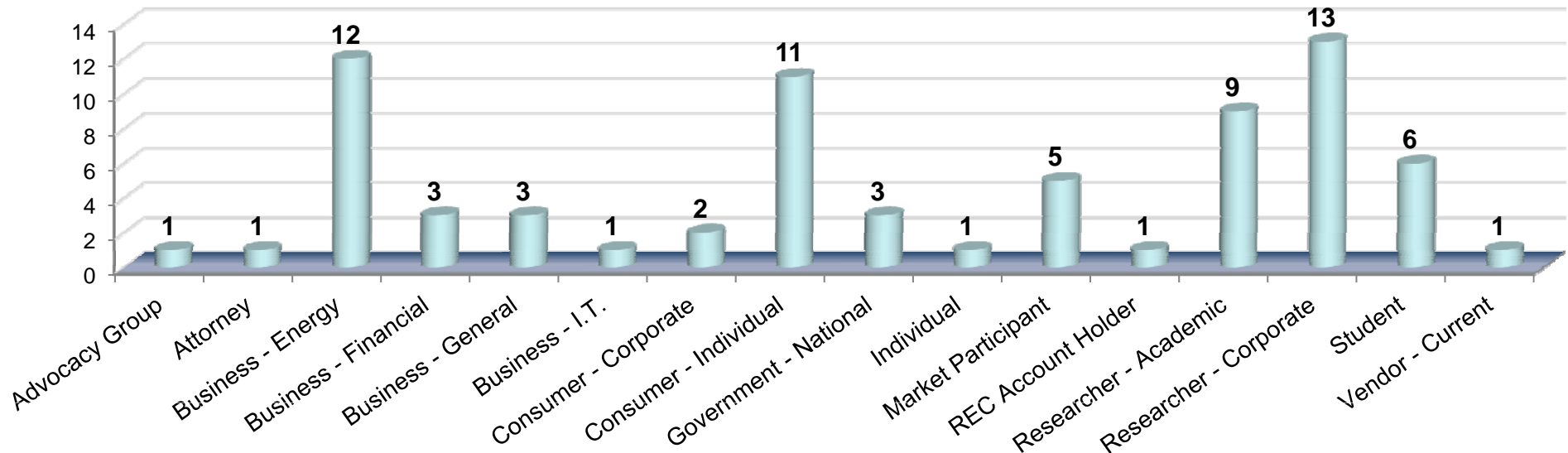
Sources of Requests



Requests by Category



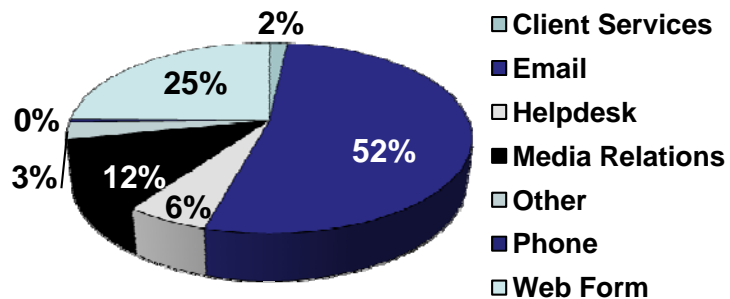
Types of Requestors



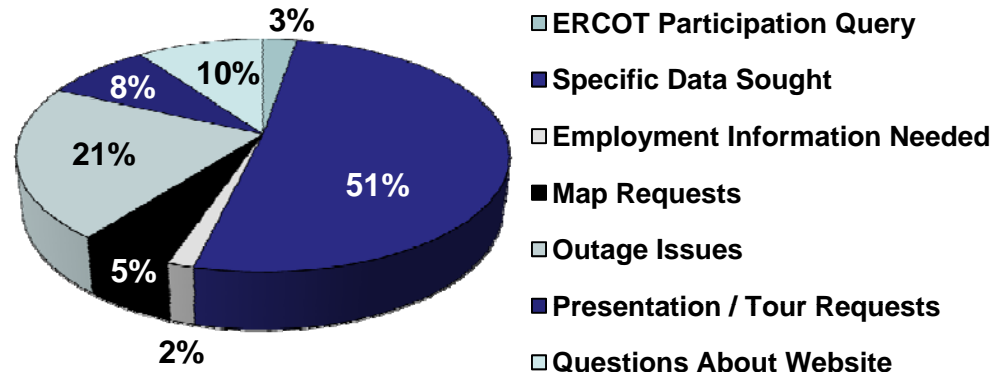
Public Information Requests – 2011 (thru September)

TOTAL REQUESTS: 766

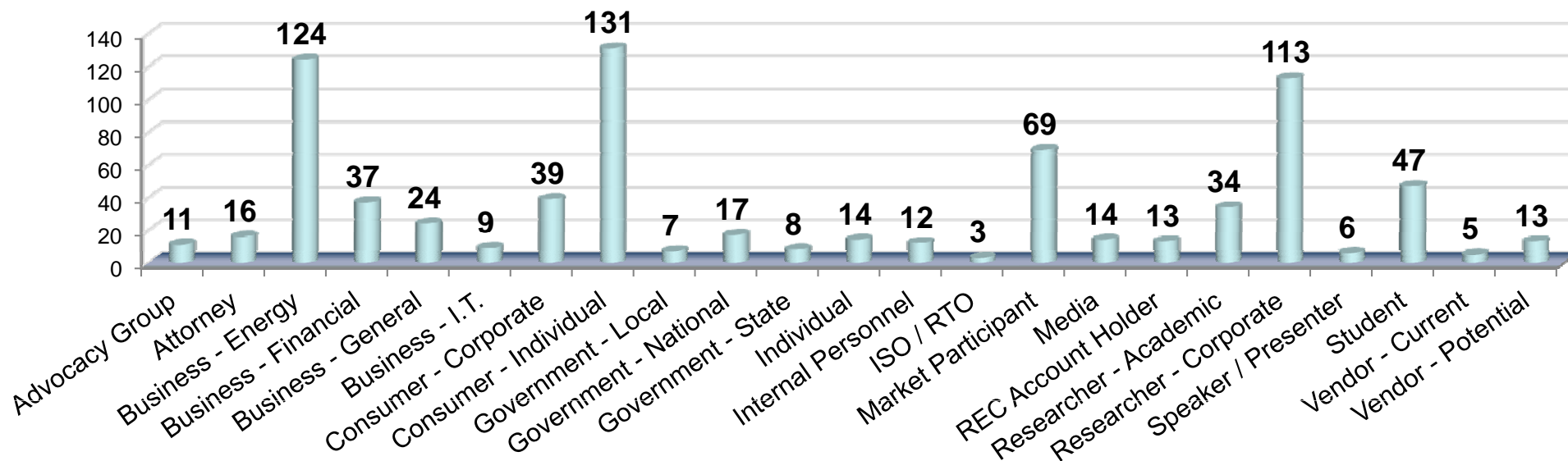
Sources of Requests



Requests by Category



Types of Requestors



Summer 2011 – Records and Peak Demand History

New Peak Demand Record: 68,379 megawatts

- 68,379 megawatts (MW), Aug. 3, 2011
 - 4 percent increase over 2010 record
- The 2010 peak demand – 65,776 MW, Aug. 23, 2010 – was broken 3 consecutive days:
 - Aug. 1 66,867 MW
 - Aug. 2 67,929 MW
 - Aug. 3 68,379 MW

New Weekend Record

- 65,159 MW, Sunday, Aug. 28
 - 5 percent increase over 2010 previous record – 62,320 MW

ERCOT Monthly Records since May 2011

- September – 63,184 MW (Sept. 2); beats previous record of 59,524 MW by 6.1 percent
- July – 65,195 MW; beats previous record of 63,400 MW (July 13, 2009) by 7.8 percent
- June – 63,102 MW; beats previous record of 62,278 MW (June 25, 2009) by 3.8 percent
- May – 57,356 MW ; beats previous record of 56,344 MW (May 23, 2008) by 4.8 percent

Summer 2011 – ERCOT EEAs, Peak Demand History

2011 ENERGY EMERGENCY ALERTS

Feb. 2	EEA 1-3
March 23	EEA 1
June 27	EEA 1
Aug. 2	EEA 1
Aug. 3	EEA 1
Aug. 4	EEA 1-2
Aug. 5	EEA 1
Aug. 23	EEA 1
Aug. 24	EEA 1-2

2010 ENERGY EMERGENCY ALERTS

May 15	EEA 1
June 23	EEA 1

DATE	PEAK DEMAND, MW	CHANGE FROM PREVIOUS YEAR
8/3/2011	68,379	3.96%
8/23/2010	65,776	6.02%
7/13/2009	63,400	3.73%
8/4/2008	62,171	0.07%
8/13/2007	62,130	-0.34%
8/17/2006	62,339	3.53%
8/23/2005	60,214	2.92%
8/3/2004	58,506	-2.55%
8/7/2003	60,037	7.04%
8/26/2002	56,086	2.53%
8/15/2001	54,729	-4.99%
8/31/2000	57,606	5.03%

Summer 2011 – Media and information requests

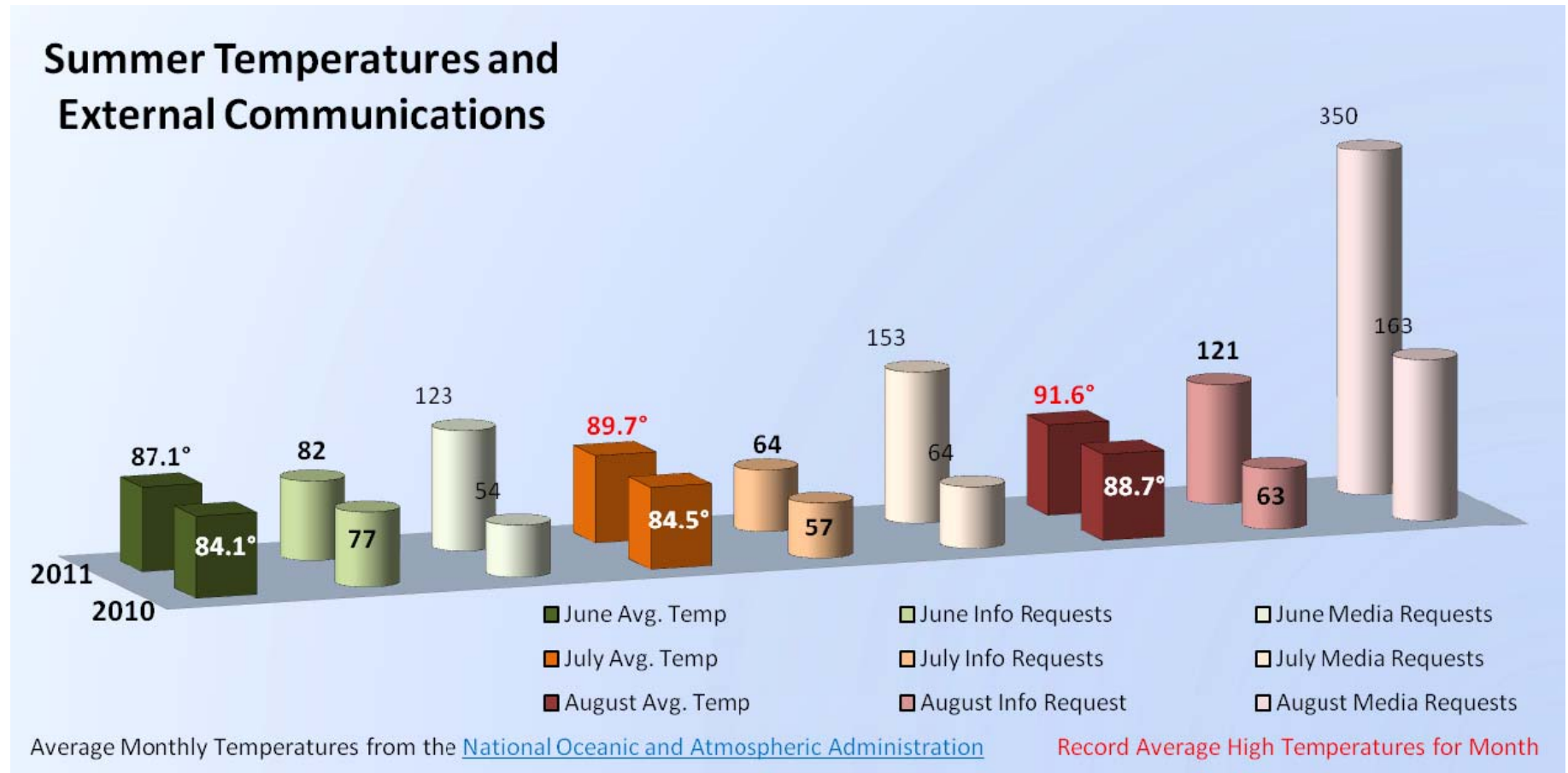
	2011			2010		
	Average Temperature	Info Requests	Media Requests	Average Temperature	Info Requests	Media Requests
June	87.1	82	123	84.1	77	54
July	89.7	64	153	84.5	57	64
August	91.6	121	350	88.7	63	163

Average Monthly Temperatures are from the [NOAA - National Oceanic & Atmospheric Administration](http://www.srh.noaa.gov/images/ewx/aus/attmontemp.pdf)

Record Average High Temperatures ever recorded for these months.

<http://www.srh.noaa.gov/images/ewx/aus/attmontemp.pdf>

Summer 2011 – Media and information requests



Summer 2011 – Social media

New Likes?

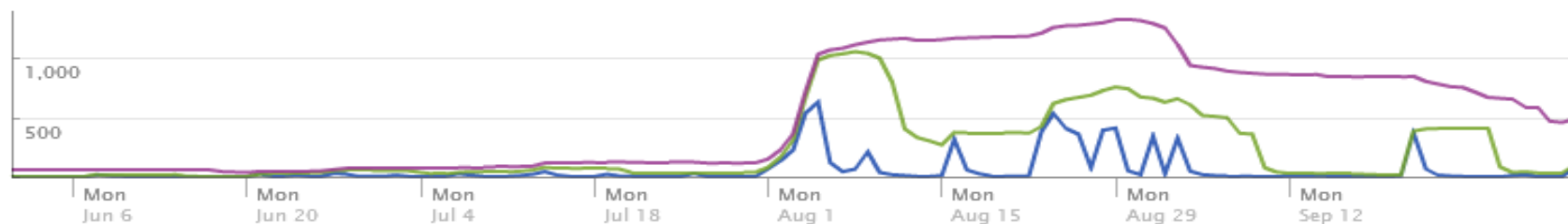
935 ↑ 3,496%

Lifetime Likes?

937

Active Users?

☒ Daily Active Users ☒ Weekly Active Users ☒ Monthly Active Users



Interactions [See Details](#)

Post Views?

123,319 ↑ 11,255%

Post Feedback?

300

Page Content Feedback?

☒ Likes ☒ Comments

