* 1. Align Retail Market Subcommittee Goals with TAC goals and the strategic vision of the ERCOT Board of Directors.
	2. Maintain rules that support Retail Market processes and promote market solutions that are consistent with PURA and PUC.
	3. Support the appropriate incorporation of demand response and load participation in the Wholesale market.
	4. Explore and implement Retail Market enhancements, process improvements, and cost efficiencies.
	5. Facilitate market enhancements necessary to leverage the capabilities of Advanced Metering Systems in the retail market and improve the integrity and availability of AMS data to Market Participants.
	6. Maintain market rules that support open access to the ERCOT retail market.
	7. Continue to work with ERCOT to develop Protocols and other market improvements that support increased data transparency and data availability to the market.
	8. Support all phases of ERCOT’s implementation of SCR786, Retail Market Test Environment, including but not limited to developing market requirements, project planning, system testing, project execution along with market education and communications.
	9. Assess and develop Retail Market training initiatives that may include ERCOT’s Learning Management System’s (LMS) online modules and Instructor Led Market Training courses and/or webinars.
	10. Support all phases of ERCOT’s implementation of NPRR 778, Modifications to Date Change and Cancellation Evaluation Window, including but not limited to project planning, system testing, project execution along with market education and communications.
	11. Assess and improve market communications and notifications processes.