* 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. Collaborate with WMS to ensure the incorporation of demand response and load participation in the Wholesale market including participation in the ERCOT annual demand response survey.
	4. Support ERCOT’s initiatives to develop retail processes for integrating or transitioning Load into ERCOT as needed.
	5. Explore and implement Retail Market enhancements, process improvements, cost efficiencies, and evaluate lessons learned from previous events.
	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. 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.
	9. Assess and improve communications and notifications processes for all Market Participants including ERCOT.
	10. Work with ERCOT staff and Transmission and Distribution Service Provider staff to address issues and facilitate improvements to market rules pertaining to load profiling as reflected in the ERCOT Protocols and the Load Profiling Guide.
	11. Monitor Retail Load Profiling Annual Validation.
	12. Support retail system testing and implementation and continue to monitor performance post-implementation.
	13. Support ERCOT’s Summer preparedness efforts including Mass Transition drill and associated workshops.