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| NPRR Number | [1296](https://www.ercot.com/mktrules/issues/NPRR1296) | NPRR Title | Residential Demand Response Program |
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| Date | | January 16, 2026 | |
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| Submitter’s Information | | | |
| Name | | Doug Lewin / Bill Barnes | |
| E-mail Address | | [douglewin@google.com](mailto:douglewin@google.com) / [bill.barnes@nrg.com](mailto:bill.barnes@nrg.com) | |
| Company | | Google / Reliant Energy Retail Services LLC (“Joint Sponsors”) | |
| Phone Number | | 512-691-6137 | |
| Cell Number | | 315-885-5925 | |
| Market Segment | | Consumer, Independent Retail Electric Provider (IREP) | |

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| Comments |

As previewed at the November 5, 2025, Wholesale Market Subcommittee (WMS) meeting, Google and NRG co-sponsored a study from the Brattle Group to assess the benefits, costs, and pricing impacts from ERCOT’s proposed Residential Demand Response Program. While the particular design of Nodal Protocol Revision Request (NPRR) 1296 has attracted significant stakeholder opposition, there is broad consensus that residential Demand flexibility can increase reliability and affordability in Texas. We hope stakeholders will consider the findings of this new study and work constructively with ERCOT and us to find workable compromise solutions.

Google and NRG strongly support creating market structures that provide price signals and incentives to grow residential Demand response in ERCOT.

Attached to these comments is the full report.

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| Revised Cover Page Language |

None

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| Revised Proposed Protocol Language |

None