



Item 6: Summer 2013 Communications Plan

Theresa Gage

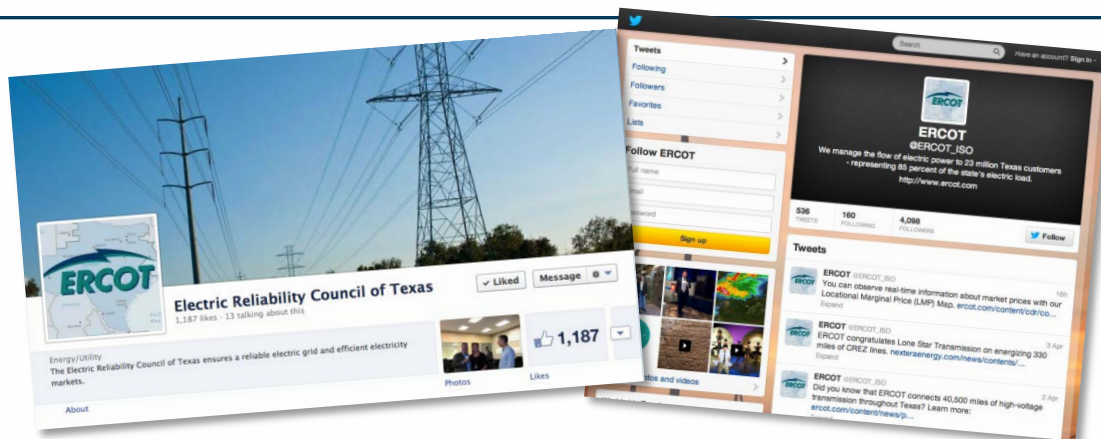
Director, Corporate Communications

Board of Directors Meeting

ERCOT Public

May 14, 2013

Using all channels to share the conservation message



Normal Conditions

Conservation Alert

Social media*

- 4,187 Twitter followers
- 1,208 Facebook friends
- Strategy to enhance relationships

“Energy Saver” App

- 11,465 Active installs
- Phase 2 redesign under development

Conservation Web page

- New content development
- Includes kid-focused content

Website (www.ercot.com)

- Enhanced “Today’s Outlook” graphic on home page
- Improved conservation levels and spotlights
- Weather page



Connect with us:



ERCOT_ISO



Electric Reliability Council of Texas

Download our
Energy Saver app!



Item 6
ERCOT Public

*As of May 6, 2013

Using all channels to share the conservation message

Media Day

- Annual opportunity for reporters to visit with experts, see control area, get photos/video
- Scheduled for May 28 in Taylor

Coordination with Market Participants

- Semi-annual gathering with MP communicators
- Share summer outlook, coordinate conservation/emergency messaging
- Scheduled for May 30 in Austin

Reaching out to TV weather/news outlets

- Visited San Antonio
- Planning other metro areas
- New weather page available at www.ercot.com/about/weather/



Partnering with the Public Utility Commission



www.powertosavetexas.org

Power to Save Texas

- Improved website now live
- Directing visitors to site for additional conservation information

Power Partners

- Encourages businesses to conserve during peak hours
- Promotes participation using social media icons, window stickers and Power to Save Texas website



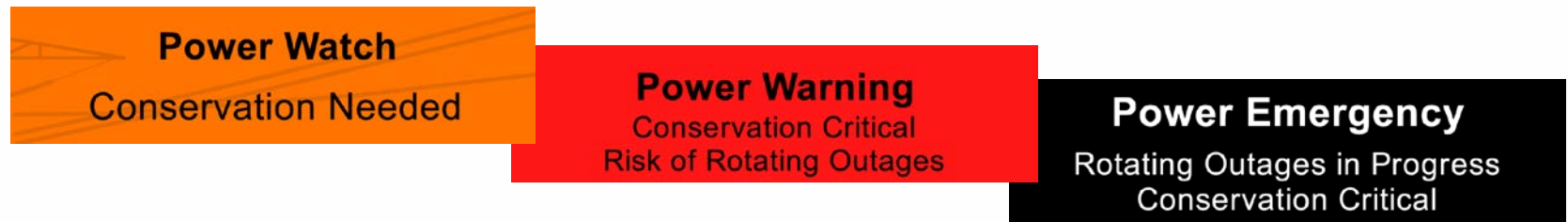
Public Service Announcements

- Leveraging existing materials
- Improving Web presence this summer

Emergency notification and preparation

Updated and revised Crisis Communications Procedures

- Filed with PUC May 1
- New images to communicate EEA 1, 2 and 3



Upcoming Emergency Notification System (ENS) Test for ERCOT Board of Directors

- Scheduled for May 16
- Let Corporate Communications know if ENS contact preferences have changed

Updated emergency notification matrix

ERCOT Energy Emergency Alert Communications

Emergency Levels	Operating Reserves	Grid Operators' Actions	Automated Emergency Notifications	Follow-up Communications from External Affairs	Media/Public Notifications
Normal Conditions	Reserves > 3,000 MW	Normal operations			
Control Room Advisory	Reserves < 3,000 MW	Issue "Advisory" to utilities -- informational only -- no additional authority for operators' actions.	Public Utility Commission (PUC) and NERC regional entity (TRE) notified via daily emails; operations notices at Control Room discretion.		
Control Room Watch	Reserves < 2,500 MW	Use quick-start capacity and non-spinning reserves (available within 30 minutes).	Automated Emergency Notification System phone call and email to PUC staff, the independent market monitor (IMM), TRE and FERC; operations notice at Control Room discretion.	If potential emergency situation, additional information sent to the GridEmergency email list (SOC, PUC, OPC, RRC, TCEQ, Board, Govmt/Lega, IMM, TRE, FERC, and Market Participants' media contacts/PIOs)	Consider Conservation Alert to support grid reliability
Conservation Alert	As needed to encourage conservation when tight operating reserves are a concern	Monitor need for additional generation and voluntary demand response resources.	None -- conservation messages entered and deployed manually in non-emergency situations.	Coordinate public notification with PUC staff; notify media of change in conditions.	Spotlight home page of ercot.com and mobile app; social media, app messages and/or news release
Energy Emergency Level 1 POWER WATCH - Conservation Needed (appeal optional if situation short-lived)	Reserves < 2,300 MW	Use capacity available from other grids (via asynchronous connections; 500 MW on average) and commit all available units; implement weather-sensitive and 30-minute ERS resources if needed	Above plus State Operations Center (notifies city, county officials & law enforcement), Office of Public Utility Counsel, govmt/lega staff and ERCOT Board; media contacts for utilities	If needed, notify GridEmergency list with additional information	News release, if appropriate; Emergency Alerts list,** Twitter and Facebook, mobile app alerts; spotlight on ercot.com and mobile app
Energy Emergency Level 2 POWER WARNING - Conservation Critical	Reserves < 1,750 MW	Deploy demand response resources: Load Resources under contract (1,000 MW on average) and/or Emergency Response Service* (400-500 MW on average), in either order. Begin block load transfers of load to other grids if appropriate.	Above plus major news services and media contacts for utilities	Same as above	News release, if appropriate; Emergency Alerts, Twitter and Facebook, mobile app alerts, spotlight on ercot.com and mobile app
Energy Emergency Level 3 POWER EMERGENCY - Rotating Outages	Reserves continuing to trend downward or frequency at or below 59.8 Hz	Instruct transmission operators to implement rotating outages. Areas affected are at the discretion of the utilities.	Same as above	Same as above	News release; Emergency Alerts list, Twitter and Facebook, mobile app alerts, spotlight on ercot.com and mobile app

*Emergency Response Service includes 10-minute services, 30-minute and Weather-Sensitive Demand Response pilots

** Sign up for Emergency Alerts and News Bulletins list at <http://lists.ercot.com>