# POTOMAC ECONOMICS

### **ERCOT Market 101**

Carrie Bivens
VP, ERCOT IMM Director
cbivens@potomaceconomics.com

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## **Texas Competitive Model**

### ERCOT plays an integral role in all areas.





### Generation

Competitive Production

 Generation resources are owned by privately owned companies, with the exception of municipal and cooperative resources. They operate and compete in the ERCOT market to serve load.

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# Transmission & Distribution

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 Transmission and distribution lines and related facilities are owned and operated by regulated utilities. They operate in the ERCOT market.

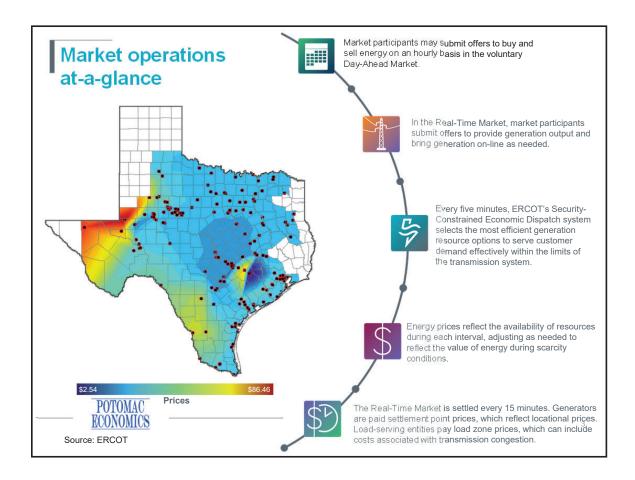
### Retailers

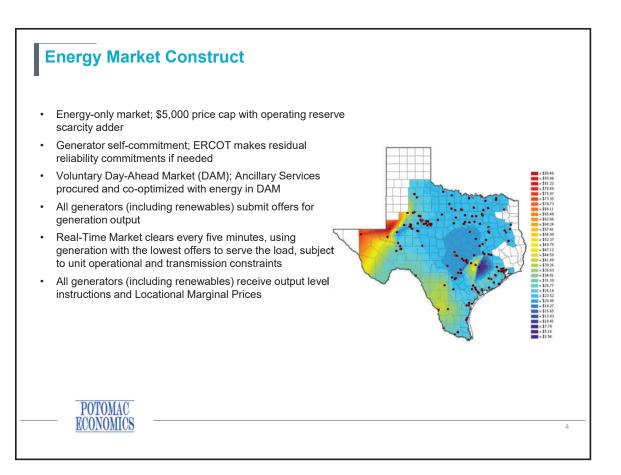
Competitive Sales

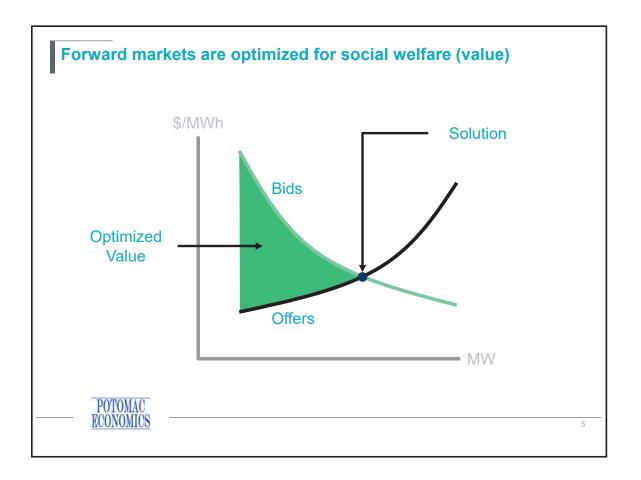
- Retailers compete to serve consumers' electric load in ERCOT.
- Municipal and cooperative utilities sell power to one fourth of the ERCOT market.
- Nearly 100% smart meters

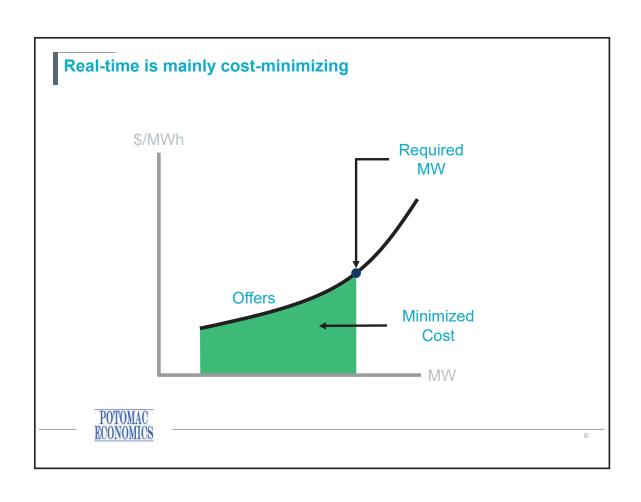
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Source: ERCOT













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