

From: Cherry, Brian K
Sent: 8/16/2010 8:55:02 AM
To: pac@cpuc.ca.gov (pac@cpuc.ca.gov); mp1@cpuc.ca.gov (mp1@cpuc.ca.gov)
Cc:
Bcc:
Subject: FW: Opposing Prop 23 to Support a Thoughtful Implementation of AB 32

Mike/Paul - I thought I'd share with you the outreach we are doing internally on opposing Prop 23 with our 20,000 employees and voters.

From: Pruett, Greg S.
Sent: Monday, August 16, 2010 8:47 AM
Subject: Opposing Prop 23 to Support a Thoughtful Implementation of AB 32

PG&E Officers and Directors:

Last month, Peter Darbee sent a message to all PG&E employees informing them of our decision to publicly oppose Proposition 23, the initiative that seeks to suspend California's Global Warming Solutions Act of 2006, also called Assembly Bill 32 (AB 32).

As a driver of environmental protection and leadership that will enhance investment and jobs throughout California, the cost-effective implementation of AB 32 aligns directly to our goals around Environmental Leadership and moreover, our vision of being the leading Utility in the United States by 2014.

Call to Action

From now through Election Day on November 2, 2010, we'll join with a number of business, labor, and civic environmental groups in opposing Proposition 23, and work closely with policy makers to make sure that AB 32's environmental objectives are achieved at the lowest cost to customers and with the least impact on the California economy.

While we won't invest the same amount of resources into opposing Proposition 23 as we did for Proposition 16, we will roll out a set of integrated tactics—including road shows, message

cascades and strategic updates—to ensure that employees understand the importance of AB 32, believe that it's the right thing to do, and have the resources and guidance necessary to become advocates and “myth-busters” in their communities.

As mentioned above, we're going to “push” a lot of information to employees, but to be successful we really need the PG&E Officer and Director community to lead the charge. You are the most credible and respected voice among your teams and lines of business.

Attached to this email is a PowerPoint presentation (and key messages document) and you are encouraged to use this information to inform your teams about PG&E's opposition to Proposition 23 and why we oppose this ill advised initiative.

Thank you in advance for your support and commitment to issues that demonstrate our leadership.

Greg

cc: Chiefs of Staff, Executive Assistances