

PG&E Internal Communications
Key Position and Messages: No on Proposition 23

Key Positioning/Elevator Pitch

PG&E is committed to taking a leadership position on initiatives that positively affect our stakeholders. Opposing Proposition 23 is the right thing to do for our customers, for the long-term economic health of California, and confirms our commitment to environmental leadership throughout the nation.

Key Messages (All Employees)

Key Message	Proof/Supporting Points
1. Opposing Proposition 23 is the right thing to do -- for our customers, our communities and the future of our organization. 2.	<ul style="list-style-type: none"> - AB 32 is a driver for investment in California, a driver for jobs, and reinforces our commitment to Environmental Leadership. -
3. We're judiciously committing shareholder dollars to the cause. 4.	<ul style="list-style-type: none"> - All money spent in support of influencing propositions, Assembly Bills, comes from shareholder dollars. - This does not affect customer rates. -
5. A thoughtful implementation of AB 32 is essential and aligned with our position on environmental leadership, and our cost-effective approach toward AB 32 demonstrates the way we put our customers at the center of everything we do. 6.	<ul style="list-style-type: none"> - AB 32 programs must: <ul style="list-style-type: none"> - achieve sustainable verifiable emissions reductions - minimize the cost of compliance - foster integration with regional, national, and international programs aimed at the same global solution
7. We're partnering with others in the community to make AB 32 a reality. 8.	<ul style="list-style-type: none"> - By working closely with policy makers, we will ensure that AB 32's environmental objectives are achieved at the lowest cost to customers and with the least impact on the California economy. - If Proposition 23 passes, any short-term gains are shortsighted and will be offset in the future.
9. As a PG&E employee you can make a difference by educating yourself on the issues and becoming a voice in your community. 10.	<ul style="list-style-type: none"> - We're going to make it easy, by getting you the right messages in a meaningful way from a trusted voice. -