

From: Cherry, Brian K  
Sent: 9/30/2010 5:45:41 PM  
To: 'paul.clanon@cpuc.ca.gov' (paul.clanon@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Re: Update from Corporate Affairs Liaison Officer - 5:30 p.m., Sept. 30  
You were awesome. They are pandering to an internal audience..... ;-)

**From:** Clanon, Paul <paul.clanon@cpuc.ca.gov>  
**To:** Cherry, Brian K  
**Sent:** Thu Sep 30 17:44:30 2010  
**Subject:** Re: Update from Corporate Affairs Liaison Officer - 5:30 p.m., Sept. 30

Chris was "well-received"? What about me??? I rocked!!

On Sep 30, 2010, at 5:39 PM, "Cherry, Brian K" <[BKC7@pge.com](mailto:BKC7@pge.com)> wrote:

**From:** Le, Mary  
**To:** Arndt, William; Becker, James; Bedwell, Ed; Bell, Des; Bottorff, Thomas E; Burt, Helen; Cairns, Stephen J.; Cheng, Linda Y. H. (Corp. Sec.); Cherry, Brian K; Cherry, Sara A; Conway, John; Darbee, Peter; Document Retention-CPUC; Hapner, Dede; Harper III, William; Hartman, Sanford (Law); Harvey, Kent M; Hayes, William; Johns, Christopher; Johnson, Mark S; Keenan, Jack; Kiraly, Gregory; Kline, Steven L.; Kuga, Roy M; Lawicki, Patricia; Livingston, Randy; Loduca, Janet C.; Malnight, Steven; Martinez, P.J. (ET); McFadden, Nancy; Mistry, Dinyar; Park, Hyun; Pruett, Greg S.; Rosenberg, Rand; Salas, Edward A (ET); Simon, John; Suri, Anil; Togneri, Gabriel; Torres, Albert; Wan, Fong; Williams, Geisha; Yura, Jane  
**Cc:** [Redacted] Garber, Stephen (Law); Fenrick, Alicia (Law); Wilson, Michelle (Law); Schirle, Stephen L (Law); '[djaques@dglitigators.com](mailto:djaques@dglitigators.com)' <[djaques@dglitigators.com](mailto:djaques@dglitigators.com)>; '[jmalkin@orrick.com](mailto:jmalkin@orrick.com)' <[jmalkin@orrick.com](mailto:jmalkin@orrick.com)>; Corporate Affairs Directors; Lavinson, Melissa A; Leder, Steve; McCune, Sara; Bober, Christopher; Bird, Katherine R; Lemons, Loren; Mullen, Patrick W; Hamilton, Gayle; Jawed, Ferhaan (ET); Thurman, Diane; Ibardolasa, Joyce; Agid, Tara; Stephens, Leah; Zigelman, Jacob; Almario, Benedict (ET); Johnson, Kirk; Carter, Glen E; Wells, Kenneth (ET); Dasso, Kevin; Slack, Dave; Togneri, Gabriel; Jones, Thomas G&PR; [Redacted] [Redacted] All PGE Chiefs of Staff; JIC Chief; [Redacted] Michael R (Corp Security)  
**Sent:** Thu Sep 30 17:30:44 2010  
**Subject:** Update from Corporate Affairs Liaison Officer - 5:30 p.m., Sept. 30

**Corporate Affairs Run of Show Update-** current/new items in red

- 9/28: US Senate Committee on Commerce, Science, and Transportation's Subcommittee on Surface Transportation and Merchant Marine Infrastructure, Safety, and Security held a legislative hearing titled "Assessing the San Bruno, California Explosion and Other Recent Accidents." Chris Johns testified. The hearing was chaired by Senator Lautenberg (D-NJ) and three other Senators were in attendance, including Senator Boxer (D-CA). The hearing lasted approximately two hours and consisted of three witness panels. The first panel was Senator Feinstein, who detailed the impacts of the San Bruno accident and discussed the legislation she and Senator Boxer introduced regarding pipeline safety. Senator Feinstein took note of the efforts PG&E has made to "step up and take responsibility." The second witness panel included representatives from the NTSB and PHMSA. NTSB provided some information on the timeline of events surrounding the San Bruno accident and answered several questions regarding automatic shut off valves. PHMSA received questions on the adequacy of its oversight of the nation's pipelines system and its staffing levels. The third panel consisted of Chris Johns, a representative from the Pipeline Safety Trust, the Mayor of San Bruno, and Paul Clanon, Executive Director of the CPUC. Most of Senator Boxer's questions to the third panel were directed at Chris Johns and Paul Clanon and related to: the response time of PG&E the night of the accident, the effectiveness and impact of automatic shut off valves, the adequacy of PG&E's response plan, PUC oversight, the status of pipeline segments on our Top 100 list, and spending on our natural gas system. Chris Johns' testimony and his responses to questions were well received. During the course of the hearing, Senator Boxer requested that PG&E follow up with her office on several items. The Federal Affairs team will work to coordinate follow up with the Senator's office. Federal Government Relations Leads: Steve Kline and Melissa Lavinson
- 10/6 US House Committee on Transportation and Infrastructure's Subcommittee on Railroads, Pipelines, and Hazardous Materials will conduct a hearing regarding the Department of Transportation's Inspection and Enforcement of Gas and Hazardous Liquid Pipelines has announced a hearing for this date. This may turn into a field hearing in California. Federal Government Relations Leads: Steve Kline and Melissa Lavinson.
- 10/12: Next San Bruno City Council meeting. Government Relations Lead: Redacted

**Other Activities:**

**Media Relations**

**MACRO**

Responded to about 1,226 calls, including 10 calls today, from international (a few), national, regional and local media and has done many on-scene interviews since September 9.

Here is a breakdown of the calls by day:

Thursday, September 9----90 calls

Friday, September 10----100 calls

Saturday, September 11----70 calls

Sunday, September 12-----100 calls

Monday, September 13-----65 calls

Tuesday, September 14-----87 calls

Wednesday, September 15----27 calls

Thursday, September 16----82 calls

Friday, September 17-----59 calls

Saturday, September 18----90 calls

Sunday, September 19-----36 calls

Monday, September 20-----64 calls

Tuesday, September 21-----150 calls

Wednesday, September 22-----50 calls

Thursday, September 23-----50 calls

Friday, September 24-----25 calls  
Saturday, September 25-----0 calls  
Sunday, September 26----1 call  
Monday, September 27---30 calls  
Tuesday, September 28-----25 calls  
Wednesday, September 29----15 calls  
Thursday, September 30-----10 calls

## **CURRENT**

Media inquiries were light, with most of the focus on local pipeline issues.

## **FORECAST**

Media Relations expects the trend of inquiries to continue to be moderate to light throughout the rest of this week.

## **Internal Communications**

- 9/29: Email to all employees from Chris Johns regarding his testimony at the September 28 Senate hearing
- 9/28: E-mail to all employees regarding press release on Chris Johns' testimony at today's Senate hearing
- Week of 9/27 – Internal posting of video on volunteer efforts

## **Online Communications**

Upcoming:

- Improving usability of gas transmission map finders
- Creating customer-specific detailed mapping tool within My Account (CSOL) for customers to see gas transmission pipeline and Top 100 information at a greater level of detail than available on the public site
- Posted key messages to Twitter and Facebook, including new Top 100 site and 1-877 number.
- Continuing to monitor social media channels, pushing out key messages and responding as appropriate.
- Continuing situation and content updates on [www.pge.com/response](http://www.pge.com/response) and related pages.

### **Customer Communications**

- Updated Gen Ref with latest customer talking points
- Developed letter to assist customer in obtaining replacement of legal immigration/citizenship documentation.
- Researched a Wall Street Journal data request to identify the number of gas customers in our service territory.
- Pulled the gas safety information that customers received in 2009 and 2010 to support an internal investigation.
- Updated CSR talking points in Gen Ref on CCA/DA and Palo Alto customers getting access to gas transmission pipeline maps.
- Provided talking points to CCO regarding Chris Johns' testimony at Senate hearing.
- Moving forward with Chinese-language version of PG&E's Natural Gas System and gas safety messaging.
- Working with Local GovRel and Vegetation Management teams to communicate tree removal activities near effected area.
- Customer letter, pipeline location map and safety brochure mailing began yesterday.
- Ongoing Q&A and direct response development to address customer questions as they arise.

- Revising drop-down list of cities with pipeline planning segments on [PGE.com](http://PGE.com) to improve organization and representation
- Finalized process with GIS Mapping and Online Communications team to ensure that maps sent to customers resemble those found in the CSOL Google Maps tool.
- Providing updates and talking points to Contact Center Operations and General Reference on an ongoing basis.
- Continuing to respond to customer emails

### **Government Relations**

Continues to respond to inquiries from local, state and federal officials as well as community leaders and stakeholders regarding the incident. Coordination with officials for press conferences, tours of the site, shelters and emergency centers.

### **Local Government Relations**

Continued outreach and meetings with local elected officials and public officials regarding inquiries on pipeline safety.

- **9/28:** On Monday, [Redacted], Steve Whelan, and Jessica Hogle attended a meeting with Congresswoman Jackie Speier in her San Mateo district office. In addition to the Congresswoman's staff which included her district director, (Richard Steffen), senior advisor (Brian Perkins), and district press secretary (Katrina Rill), other attendees were: San Bruno Public Works Director Klara Fabry, San Carlos Mayor Randy Royce and Interim City Manager Jeff Maltbie, Tom Brocher, United States Geological Survey, Dr. Kofi Inkabi, UC Berkley Civil and Environmental Engineering, San Bruno Vice Mayor Rico Medina, and San Bruno Assistant City Manager Jim O'Leary. The overall purpose of the meeting was to address her questions from our meeting with her last week, and discuss some general policy questions related to her proposed legislation which she released during a press conference that morning. The overall tone of the meeting was cordial. The meeting topics included automatic/remote controlled shut off valves

versus manual shut off valves. The Congresswoman's legislation would require pipeline owners and operators to install proven or effective remote or automatic shut off valves on existing pipelines in high risk and high density areas, high seismic risk areas, and in all new construction or replaced pipelines. Her legislation would also require pipeline owners and operators to provide state regulators and state and local emergency responders with their emergency response plans and other critical information they need to respond in the event of an emergency. The Congresswoman asked if first responders should be trained to shut off PG&E's manual valves in the event of an emergency. We also discussed the D shaped loop at the site of the accident, on lines 132 and 109. Now that we have capped line 132 of the D shaped loop, she would like to know why we don't just pull it out and no longer operate that line. She indicated that this segment of line 132 is a "political problem and profound liability" for PG&E, and we should remove it and locate it elsewhere. We indicated that we are currently looking into all options for L132. Finally, the Congresswoman would like PG&E to pay for a constituent who lives in a green tagged residence near the reconstruction/clean up area to live somewhere else to address air quality and breathing concerns. The Congresswoman's office will send Jessica Hogle her name and contact information.

### **9/29 San Bruno EOC Report:**

- Next meeting is on Friday, October 1.

### **State Government Relations**

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- Briefed Assembly leadership and utility committee staff on the gas transmission pipeline system and the top 100 list. Answered all the questions that were asked and also provided a list of where the 47 locations were with respect to Assembly and Senate Districts so they know which district representatives have a location on the map. Contact: Kent Kauss
- Senate Energy, Utilities and Communications Committee along with the Senate Public Safety Committee will be scheduling a joint hearing in the State Capitol on Tuesday, October 19. Due to the fact that the NTSB has not issued any preliminary findings to this point the focus of the hearing will be on maintenance and inspection programs for natural gas pipeline infrastructure. Contact: Kent

Kauss

- Meetings with Capitol staff will continue as they are available.

### **Federal Affairs**

Continued outreach and meetings with federal officials regarding inquiries on pipeline safety.

### **Community Relations**

Assembling a team for the implementation details of the San Bruno Recovery Fund efforts to produce FAQ's, messaging, press releases, etc. Completed materials for communications with impacted homeowners as noted above.

To date, more than **350** checks have been disbursed to affected customers.

Community Relations established a process to deploy ten volunteers each day at the San Bruno recovery center from Monday, September 20 through Thursday, September 30. Volunteers will provide assistance to customers and act as the liaison to the PG&E claims team.

As of 9/27 PG&E employees have personally donated over **\$67,000** (combination of **\$20,350** – direct online donations and **\$46,700**– estimated vacation sale gross donations). The giving site was closed on 9/24. Employees are now redirected to donate via the Campaign for the Community.