

From: Cherry, Brian K  
Sent: 9/23/2010 7:30:49 AM  
To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Fw: Update from Corporate Affairs Liaison Officer - 7:00 am Sept 23

**From:** [Redacted]  
**To:** All PGE Officers  
**Cc:** [Redacted] Garber, Stephen (Law); Fenrick, Alicia (Law); Wilson, Michelle (Law); Schirle, Stephen L (Law); 'djaques@dglitigators.com' <'djaques@dglitigators.com'>; 'jmalkin@orrick.com' <'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; [Redacted] [Redacted] Zigelman, Jacob; Almario, Benedict (ET); Johnson, Kirk; Carter, Glen E; Wells, Kenneth (ET); Dasso, Kevin; [Redacted] Tooneri, Gabriel; Jones, Thomas G&PR; [Redacted] All PGE Chiefs of Staff; JIC Chief; [Redacted]  
**Sent:** Thu Sep 23 07:22:21 2010  
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Please note, there are no updates from last night's report.

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

- 9/22 Met with Assemblymember Buchanan to discuss the 8 locations (and 23 segments) in her district. Information was well received and she was thankful for the information and the outreach we have been doing in the recovery efforts. She also noted that the Legislature should not jump to any conclusions about what if any action should be taken as a result of the accident until information on the cause is known.
- 9/22 Federal Affairs hosted Bay Area Congressional District Directors to brief them on the Top 100 List and PG&E's gas transmission system. Staff from the following Congressional offices participated: Senators Feinstein and Boxer, and Reps. Stark, Eshoo, Woolsey, Thompson, Garamendi, Miller and Honda. The briefing consisted of a detailed overview of what constitutes the Top 100, then spent an hour answering a variety of questions - some general and some specific about segments of pipeline listed in the Top 100. Positive feedback from the attendees for organizing the meeting, they found it very helpful. Follow up will be conducted to secure additional information that was requested. PG&E Staff: Marisa Uchin, Silvia Aldana, Steve Whelan, Kirk Johnson, Ed Bedwell and Jennifer Stuart. Federal Affairs Leads: Marisa Uchin/Silvia Aldana

- 9/23 CPUC agenda item on their order of PG&E to investigate the explosion and to fund the investigation. Details of the draft resolution have not yet been released. Regulatory Relations will provide a copy when it is available. Reg Rel Lead: Bill Stock.
- 9/23 Meeting with San Bruno City Manager Connie Jackson regarding the governance of the San Bruno Fund. PG&E Leads: John Simon and Mary Ellen Ittner.
- 9/23 The House Energy and Commerce Committee, Subcommittee on Energy and Environment is planning to hold a hearing on pipeline safety with an emphasis on the Enbridge spill. The focus is not expected to be on San Bruno. AGA has been asked to testify.
- 9/24 The Bulis family will hold services on Friday; Mayor Ruane and City Manager Connie Jackson will attend.
- 9/27: Congresswoman Speier has requested a follow-up meeting with a PG&E gas engineering expert to answer questions not answered during 9/20 briefing. She has requested that the meeting take place at 1:30pm in her district office. Also in attendance, schedule permitting, will be Dr. Kofi Inkabi, UC Berkeley, Civil and Environmental Engineering and Tom Brocher, Team Chief Scientist, US Geological Survey. PG&E Contacts: Jessica Hogle and Melissa Lavinson.
- 9/28 Next regular San Bruno City Council meeting. Gov Rel Lead: Ashlie Simpson.
- 9/28 3:00pm EDT. The US Senate Committee on Commerce, Science, and Transportation announced that the Surface Transportation and Merchant Marine Infrastructure, Safety, and Security Subcommittee will hold a legislative hearing titled "Assessing the San Bruno, California Explosion and Other Recent Accidents." Chris Johns will testify. Federal Affairs Staff: 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.
- 10/7 City of San Bruno's first sponsored community event related to the fire. There are no plans as of yet, but will update as more information becomes available.

### **Other Activities:**

### **Media Relations**

#### **MACRO**

Responded to about 1,070 calls from international (a few), national, regional and local media and has done many on-scene interviews since September 9.

#### **CURRENT**

Media inquiries were light this afternoon, and continue to focus on the "Top 100" list, including more detailed segment information, criteria for making the list, and ongoing

plans to address perceived needed work. In the last couple of days, reporters have begun submitting a significant number of questions. Since September 9, we have received more than 100 questions from the L.A. Times, including 30 that were submitted today after we answered a group of questions for the paper earlier in the day.

Today, Media Relations continued to actively reach out to Bay Area media outlets about a gas transmission project in San Jose, and will continue reaching out to outlets with erroneous coverage to request corrections. KTVU reported on the project on its 6 pm newscast.

## **FORECAST**

Media Relations expects the trend of inquiries about specifics on the “Top 100” list to continue in the near-term.

## **Internal Communications**

- Pocket Information cards with key contact information that employees can use or give to concerned customers
- Tuesday 9/21: 5 Minute Meeting for Gas T&D Tailboard where to route customer questions related to Top 100 and/or map
- Tuesday 9/21: Message from Greg Pruett to all employees: Campaign for the Community
- Tuesday 9/21: Message from Greg Pruett to officers: Campaign for the Community

## **Online Communications**

Created [www.pge.com/pipelineplanning](http://www.pge.com/pipelineplanning) pages to coincide with the press conference. Includes maps and information about the Top 100 as well as gas transmission pipeline maps for the entire service territory. Posted full video of yesterday's press conference on the website <http://www.pge.com/myhome/customerservice/response/planninginput/>

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**

- Continuing to respond to customer emails through KANA.
- Developing customer communications to support proactive pipeline work in San Bruno, including door-hangers and call-outs to area residents.
- Working with GIS Mapping and Online Communications team to ensure that maps sent to customers are consistent with those found in the CSOL Google Maps tool.
- Continuing to respond to customer emails through KANA.
- Note: Map mailings *on hold* to those customers requesting pipeline information near their address; Gaining approval for corresponding customer request letter (for pipeline information) so when green light is given, we can quickly bundle map, letter and safety brochure and mail to customers.
- Gaining approval for letter to alert customers both in the affected San Bruno area as well as neighbors just outside the primary area that crews will begin work 9/23.

## **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.

9/22 Local Gov Rel and GT&D met with various cities and counties with pipeline locations on the Top 100 List. Overall, the meetings have been positive and productive. Meetings will continue through the end of this week and likely through the week of 9/27.

9/22 4:00pm San Bruno EOC Report:

- Beginning 9/23 San Bruno EOC Briefings will occur once per day (at 3:00pm or 4:00pm, TBD) instead of twice.
- 9/23 The City will begin allowing owners of yellow-tagged homes to bring contractors onto the properties.
- 9/23 Debris removal begins. Occupants of 25 out of 37 destroyed homes will participate. Red Cross will be on site to provide support, food and other supplies.
- Final Numbers from the City:

Evacuations: 376

Reentries: 321

No Damage: 288

Minor Damage: 33

Major Damage: 18

Destroyed: 37

*Building Inspection Department Numbers:*

Green Tagged: 321  
Yellow Tagged: 18  
Red Tagged: 37

### State Government Relations

- 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
- 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.

As of 9/20, 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 9/20 PG&E employees have personally donated almost **\$60,000** (combination of **\$19,600**– direct online donations and **\$40,320**– estimated vacation sale gross donations).