

From: Cherry, Brian K  
Sent: 9/24/2010 5:30:05 PM  
To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Fw: Update from Corporate Affairs Liaison Officer - 5:30 p.m., Sept. 24

**From:** O'Connell, Libby  
**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] [Red]; Zigelman, Jacob; Almario, Benedict (ET); Johnson, Kirk; Carter, Glen E; Wells, Kenneth (ET); Dasso, Kevin; Slack, Dave; Togneri, Gabriel; Jones, Thomas G&PR; [Redacted] All PGE Chiefs of Staff; JIC Chief; [Redacted] Peterson, Michael R (Corp Security)  
**Sent:** Fri Sep 24 17:24:15 2010  
**Subject:** Update from Corporate Affairs Liaison Officer - 5:30 p.m., Sept. 24

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

- 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 1:30 p.m. 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 p.m. 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 2,045 calls 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

## **CURRENT**

Media inquiries were moderate today with many of the calls focusing on a story in the San Francisco Chronicle. Since September 9, we have received more than 100 questions from the L.A. Times, including 30 that were submitted yesterday after we answered a group of questions for the paper earlier in the day.

## **FORECAST**

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

## **Internal Communications**

- 9/27 - San Bruno Incident Employee Resource Page Updates/Refresh
- 9/27 - Pocket Information cards with key contact information that employees can use or give to concerned customers distribution
- 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**

- ..... 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 to improve organization and representation.

### **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.

### **9/24 San Bruno EOC Report:**

- Debris removal continues. They are finished with three parcels and will continue to clear on Saturday. They have set up air testing sites at three locations in the canyon. They will also be helping the city with toxicity testing of the soil of the hillside.
- Jackie Speier will be holding a press conference at the site on Monday at 10:00 a.m. No one available at the city knew the topic of the press conference.
- The hotline was closed today and will be forwarded to individual staff offices in the city.

New legislation introduced at the Tuesday 9/21 San Francisco Board of Supervisors meeting:

- [Urging Pacific Gas and Electric to Cooperate with the City's Request for Infrastructure Information]
- Resolution urging Pacific Gas and Electric Company to cooperate completely and swiftly with all requests from the City Administrator and Fire Chief in a Utility Infrastructure Safety Review, and to provide all relevant City Departments with risk level and maintenance plan information for existing pipelines in San Francisco
- This resolution was voted on in a group with others. All present supervisors voted aye. There was no discussion of this resolution.

### **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

- 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.

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.

Managing PG&E's support of upcoming San Bruno focused organizations and events:

- 9/24 Friends Helping Friends fundraiser, at St. Robert's Church. PG&E donated SF Giants tickets for the raffle and is giving \$2,500 to help cover expenses)
- 9/25 Safety Fair at Lowe's in SSF. PG&E volunteers will educate Lowe's customers on safety and emergency preparedness. SSFFD and Vector Control will also participate.
- 9/25 Family fundraising event at San Bruno Park. Several local non-profits participating. PG&E donating funds to cover the cost of food and other expenses.

- Peninsula Humane Society: Contributed \$5,000 to help cover vet care costs for animals that were rescued.
- Silicon Valley Community Foundation: Contributed \$10,000 to go to San Bruno recovery efforts
- San Mateo County Critical Incident Stress Management Team: \$10,000 to go to counseling sessions for the next few months for emergency responders: Fire, Police, Communications dispatchers, Medics and Sherriff's Office

As of 9/23 PG&E employees have personally donated over **\$64,000** (combination of **\$20,350** direct online donations and **\$44,000** estimated vacation sale gross donations). Employee donations have slowed down and the giving site will be closed on 9/24. Employees will be redirected to donate via the Campaign for the Community.

Redacted  
Publications Manager  
Internal Communications  
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