

From: Cherry, Brian K  
Sent: 9/20/2010 8:44:18 AM  
To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Fw: Update from Corporate Affairs Liaison Officer - 7:00am Sept 20

**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; Slack, Dave; Peterson, Michael R (Corp Security); Togneri, Gabriel; Jones, Thomas G&PR; [Redacted] All PGE Chiefs of Staff; JIC Chief  
**Sent:** Mon Sep 20 06:59:33 2010  
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**Corporate Affairs Run of Show Update-** current/new info in red

- 9/20 7:00am meeting with City of San Bruno's Public Works Director to share detailed maps of PG&E's gas transmission system in the City. PG&E Staff: Kirk Johnson and GovRel (Papia Gambelin and [Redacted]) similar to our approach with the City and County of San Francisco.
- 9/20 4:00pm Meeting confirmed with Representative Speier to view a more detailed version of the gas transmission maps that show the shut off valves, the Top 100, and answer any other questions she may have. The meeting take place in her district office in San Mateo. PG&E Staff: [Redacted] Kent Kauss and Steve Whelan.
- 9/20 Funerals continue. San Bruno Mayor and City Manager plan to attend.
- 9/14 - 9/21 San Francisco Board of Supervisor introduced a resolution (9/14) urging PG&E to cooperate with the City Administrator and Fire Chief in a "Utility Safety Review" to provide the City and County of San Francisco with risk level and maintenance plan information for existing pipelines in San Francisco. The resolution includes a request for the report to be presented at a hearing within 45 days of the adoption of the resolution. The Fire Chief and City Administrator would present this report. The Board of Supervisors will vote on the proposed resolution on 9/21. On 9/14, PG&E, represented by Kirk Johnson, Brandon Hernandez and [Redacted] provided updates about the San Bruno incident to SF Fire Chief. PG&E discussed background information on the gas infrastructure, remote shut-off technology, leak survey results for CCSF and the transmission

lines coming into San Francisco. Attendees included the Fire Chief's Deputy Chief of Operations, a representative from the City Administrator's Office and DPW Director (CCSF). GovRel Leads: Brandon Hernandez and [Redacted]

- 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. RegRel Lead: Bill Stock.
- 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.
- 9/28 Next regular San Bruno City Council meeting. GovRel Lead: [Redacted]
- 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.

#### **Other Activities:**

**Media Relations** has taken approximately 822 calls from media and done numerous on-scene interviews since the event began. Tone has been neutral to negative. Inquiries have ranged from seeking general information to in-depth details on our gas system. Media Relations will continue to pro-actively reach out to reporters who asked questions regarding the gas matters issue and the general San Bruno pipeline issue with approved messaging.

#### **Internal Communications**

Upcoming Communications:

- Pocket Information cards with key contact information that employees can use or give to concerned customers
- MONDAY 9/20: PG&E Officer and Director Note – Early inform on conference call.
- MONDAY 9/20: All Employee Invitation to Press Conference
- MONDAY: 9/20: Message from Greg Pruettt to all employees: Campaign for the Community
- MONDAY 9/20: Message from Greg Pruettt to officers: Campaign for the Community
- MONDAY 9/20: CPUC Response from Chris Johns to All Employees
- MONDAY 9/20: Premier Survey Update from John Simon to All Employees
- MONDAY 9/20: All Employee Email advising where to route customer questions related to Top 100 and/or map
- TUESDAY 9/21: 5 Minute Meeting for Gas T&D Tailboard where to route customer questions related to Top 100 and/or map

## **Online Communications**

Upcoming:

- Create Top 100/Gas System Information page (development begins upon receipt of approved content).
- Continuing to monitor social media channels, pushing out key messages and responding as appropriate.
- Continued situation and content updates on [www.pge.com/response](http://www.pge.com/response) and related pages.
- Create FAQ page for centralized information and "mythbusting."
- New home page treatment for rapid publication of updates.

## **Customer Communications**

- Continued to respond to customer e-mail messages, for both gas inquiries and concerned customer messages.
- Coordinating with GovRel and Customer Care teams to develop messaging drafts for Top 100.
- Drafting talking points for CCO team about San Bruno-related mutual aid (being approved by JIC).
- Drafting aerial pipeline assessment FAQ for CCO team (being approved by JIC).
- Drafting Top 100 Call Guide and talking points for GenRef, Contact Centers, ES&S and Office Services
- Developing Gas Safety Brochure for customers
- Finalized on-hold messaging and IVR script for Top 100 phone line
- Drafting a letter to the approximately 2,000 customers who live in close proximity to a Top 100 pipeline

## **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. Outreach to the 43 jurisdictions that appear on the Top 100 list began Saturday 9/18. Outreach will continue through the weekend, and on Monday, 9/20.

## **Local Government Relations**

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

San Bruno EOC Report:

- Fatalities: 4
- Injuries: 66 (9 still hospitalized)

- Evacuated: 376
- Re-entries: 321
- Minor Damage: 32 (292 no damage)
- Major Damage: 16
- Destroyed: 37
- Red Tagged: 37
- Yellow Tagged: 18
- Green Tagged: 321
- EOC will be open with an officer on duty until 8:00am Monday morning.

### State Government Relations

9/17 State Gov Rel sent a letter to all candidates of the Legislature and Constitutional Offices a letter providing an update on the location of our facilities, status of NTSB investigation and our gas leak survey work. This is part of an ongoing communication plan with the broader membership of the Legislature. Lead Government Relations Staff:

Redacted

### Federal Affairs:

House Members returned to their Districts this past weekend and are likely to remain in their districts through Tuesday evening.

### 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.

Community Relations is currently reviewing all sponsorships and events scheduled over the next seven weeks to ensure the appropriateness of our participation, visibility and messaging, carefully considering sensitivities that exist. Each sponsorship and event is being adjusted on a case-by-case basis and we are obtaining feedback from Corporate Affairs colleagues.

Community Relations is receiving requests from local community organizations: Church of the Highlands, Lions Club, St. Roberts Church, and others asking for PG&E support and/or participation their community events, i.e. picnics and other community gatherings within the next several weeks. Community Relations is working with requestors directly on a case-by-case basis and, while carefully considering sensitivities, providing the best meaningful way to support their needs.

As of 9/17, **more than 330** checks have been disbursed to affected customers.

Since 9/18 continued to deploy bilingual to 900 Cherry Street, San Bruno to assist our efforts as translators. A volunteer schedule was developed with significant support by the ERGs. Requested dialects are as follows but not limited to: Spanish, Cantonese, Mandarin, Tagalong, Vietnamese, Italian and French.

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 more than **\$48,500** (combination of **\$19,600** – direct online donations and **\$29,200** – estimated vacation sale gross donations).

Today (9/20) at 1:00pm Ezra Garrett will be meeting with a non-governmental organization (NGO) task force to discuss strategies and coordination efforts to support the affected community.

Today (9/20) the Campaign for the Community will be launched. Aligning all messages and communications to address enhanced employee interest in the San Bruno incident and emergency preparedness. Established an initiative for PG&E to match up to \$100,000 in donations directed to the American Red Cross.

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**Government Relations**

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