

From: Cherry, Brian K  
Sent: 9/20/2010 8:03:56 PM  
To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Fw: Update from Corporate Affairs Liaison Officer - 8:00pm Sept 20

**From:** Stuart, Jennifer  
**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] [Reda] 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 19:50:02 2010  
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**Corporate Affairs Run of Show Update-** current/new info in red

- 9/20 Met with City of San Bruno Public Works Director Klara Fabry to share detailed maps of PG&E's gas transmission system in San Bruno. PG&E Staff: Kirk Johnson, Ben Almario and GovRel (Papia Gambelin and Ashlie Simpson). Kirk answered several basic questions around age of infrastructure, federal and state guidelines, differences between transmission and distribution pipes and related standards. Klara wanted a copy of the map and Kirk indicated we will provide maps that do not include valve information due to security issues.
- 9/20 Press Conference on the Top 100 List at G.O.
- 9/20 Red Cross and representatives from nearly 20 other agencies, including PG&E, met to discuss the long-term relief efforts. PG&E Lead: [Redacted]
- 9/20 Funerals continue. San Bruno Mayor and City Manager plan to attend.
- 9/20 Briefing provided for Congresswoman Speier and staff on Top 100 maps specific to her district. Also in attendance were: Jim Ruane, Mayor of San Bruno, Connie Jackson, City Manager of San Bruno, Tom Brocher, Team Chief Scientist, US Geological Survey, and Dr. Kofi Inkabi, University of CA, Berkeley, Center for Catastrophic Risk Management. The Congresswoman requested a follow-up meeting with a gas engineer that can help provide some explanation about the gas system in her district. PG&E Leads: Kent Kauss, Steve Whelan, and Marisa Uchin.
- 9/21 AGA is meeting with Senator Boxer's staff and Congressman Garamendi's staff to discuss pipeline safety issues. Lead contact with AGA: Marisa Uchin and

Jessica Hogle.

- 9/21 2:00pm EDT Rep. Matsui's Washington D.C. office has requested a briefing on San Bruno and the Top 100. Melissa Lavinson and Darren Deffner will meet with Rob Mosier from her staff.
- 9/21 5:30pm EDT Rep. Garamendi requested a briefing of the Top 100 in his district as well as a broader briefing of our system in his district. The briefing will take place in his Washington DC office. PG&E Leads: Melissa Lavinson (in person) and Steve Whelan (by phone).
- 9/21 Special San Bruno City Council Meeting to approve expenses and put out bids on contracts.
- 9/21 San Mateo County Board of Supervisors Meeting. On the agenda is approval of the contract for debris management, including PG&E's agreement to advance funds to cover all of costs incurred by the County of San Mateo in connection with the removal and disposal of debris resulting from the San Bruno explosion and fire.
- 9/21 San Francisco Board of Supervisors will vote on a resolution (introduced 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 to the Board of Supervisors. Gov Rel Leads: Brandon Hernandez and Jimi Harris.
- 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 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.
- 9/28 Next regular San Bruno City Council meeting. Gov Rel Lead: Ashlie Simpson.
- 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** has taken approximately 916 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**

- 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: Premier Survey Update from John Simon to All Employees
- MONDAY 9/20: News Conference Today: Gas Pipeline Safety and Maintenance Program from Chris Johns to All Employees
- MONDAY 9/20: Thoughts on San Bruno: A Message from Peter Darbee
- MONDAY 9/20: All Employee Email advising where to route customer questions related to Top 100 and/or map

Upcoming:

- 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**

Upcoming:

- 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.
- Continued situation and content updates on [www.pge.com/response](http://www.pge.com/response) and related pages.

### **Customer Communications**

- Continued to respond to customer e-mail messages, for both gas inquiries and concerned customer messages.
- Coordinating with cross-functional team to finalize Top 100 messaging, including:
- Finalizing customer talking points for CCO team about Top 100 announcement and

- how to respond to and handle customer requests for gas pipeline information.
- Finalizing on-hold messaging and IVR script for Top 100 phone line.
  - Reviewing a letter to the approximately 3,800 customers who live in close proximity to a Top 100 pipeline.
  - Drafting a letter to those customers that requested information about gas pipelines near where they live and work.

### **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.

9/18-9/20 Gov Rel reached out to local/state/federal elected and public officials in the 47 jurisdictions on the Top 100 list to notify them of today's release and press conference.

9/20 Gov Rel reached out to all local/state/federal elected and public officials in the service territory regarding the Top 100 list, press conference and Top 100 site on [www.pge.com](http://www.pge.com).

### **Local Government Relations**

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

9/20 9:00am San Bruno EOC Report:

- Today and continuing through the week, building officials from the City plan to visit the 32 green tagged homes and yellow tagged homes to begin the rebuilding process, including permit assessment and building inspections.
- Police are looking to transition the Command Post during the debris removal to contracted security services through the County Sheriff's office. The City learned today they will need to go through a bidding process and wait up to 10 days before determining resource. City is inquiring with their legal on impacts to the city should they work with PG&E for a period of time to assist with costs. The city's initial concern are impacts with their ability to receive reimbursement from FEMA.

9/20 4:00pm San Bruno EOC Report:

- The City is currently scheduling a tour of the site for the media and a separate one for local elected officials later this week, hopefully Thursday 9/23.
- Debris removal is slated to begin removing cars on Wednesday 9/22 and will begin with "shovels in the ground" on Thursday 9/23. All activities are being coordinated with County Environmental Health and Police Department.

### **State Government Relations**

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

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 9/20, more than **350** 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 **\$55,000** (combination of **\$19,600**– direct online donations and **\$35,920**– estimated vacation sale gross donations).

Today (9/20) the Campaign for the Community was 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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