

From: Cherry, Brian K
Sent: 9/22/2010 7:10:27 AM
To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov)
Cc:
Bcc:
Subject: Fw: Update from Corporate Affairs Liaison Officer - 7:00 am Sept 22
FYi

From: Redacted
To: All PGE Officers
Cc: Redacted Garber, Stephen (Law); Fenrick, Alicia (Law); Wilson, Michelle (Law); Schirle, Stephen L (Law): 'djaques@dalitigators.com' <'djaques@dglitigators.com'>; Redacted 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 Redac 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: Wed Sep 22 07:01:59 2010
Subject: Update from Corporate Affairs Liaison Officer - 7:00 am Sept 22

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

- 9/21 -- Federal Affairs staff met with Rep. Matsui's office to discuss the "Top 100" list as well as assist with preparation for Thursday's E&C hearing on pipeline safety. Rob Mosher, Legislative Director, expects questions to come up regarding San Bruno. Rep. Matsui is also expected to mention Rancho Cordova during her opening statement. Federal Affairs staff: Melissa Lavinson and Redacted
- 9/21 -- Federal Affairs staff supported by Steve Whelan and Redacted met with Rep. Garamendi to discuss the "Top 100" list and broader issues related to our pipeline system and national standards. The Congressman appreciated the meeting and had a series of follow up questions regarding segments in his district, neighboring districts, and our main lines. Federal Affairs will be working with the Congressman's staff to ensure that we have captured all his questions and will work internally to coordinate responses and a follow up meeting.
- 9/22 Briefing set with Assemblymember Buchanan to provide an overview of the gas system in her district which includes parts of Alameda, Sacramento, Solano and Contra Costa Counties and eight locations on the top 100 list. Contact: Kent Kauss and Redacted
- 9/22 10:30 AM PDT - Bay Area Congressional District Directors briefing at 245 Market St. to explain and answer questions about PG&E's top 100 list and show

maps of gas system and segments of top 100. Contacts are: Kirk Johnson, Steve Whelan, [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. 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.
- 9/27: 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: [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.
- 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 1,040 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 overnight, 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.

Today, Media Relations will continue 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.

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 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 and related pages.

Customer Communications

- Provided additional customer messaging in response to questions raised by CCO team following Top 100 announcement.
- Finalized cover letter to those customers that requested information about gas pipelines near where they live and work.
- Facilitating Spanish and Chinese translations for the new gas safety brochure and the “How the Gas System Works” PDF.
- Working with Online Communications to improve customer experience on the new pipeline map.
- Continuing to respond to customer emails through KANA.
- Constructed process for fulfilling customer requests of gas pipeline transmission

maps.

- Working with CCO to finalize customer maps, as a component of the customer response package.

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.

Local Government Relations

Continued outreach and meetings with 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, tentatively set for 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

9/21 Provided open invitation to all Capitol staff to view detailed maps of our gas transmission system and top 100 list in our offices in downtown Sacramento. Attendees included six legislative offices covering 22 of the 47 map locations.

Questions includes those related to how a location made it to the top 100 list and the status of any repairs or actions that were needed on those lines. Received positive feedback from all of them on making the information available and our response publicly the accident. We asked about the internal discussions in the Capitol over situation and were told that it is pretty quiet with little discussion taking place but recognizing that we are likely to see some legislation on the general issue in 2011. Contact: Kent Kauss and 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.

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).

Monday (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.

Monday (9/20) met with the San Bruno NGO Task Force, which is a group of over a dozen non-profit partners to discuss next steps for a long term recovery plan for those affected by the incident. The meeting was hosted by Peace Lutheran Church located on Glenview Dr. Items discussed: a synopsis from each NGO as to the resources they're providing, client data sharing, and the formation of subcommittees some made up of local residents and groups on the ground. Next meeting is tentatively scheduled for Wednesday, September 29 at 1:00 p.m.