

From: Cherry, Brian K  
Sent: 10/22/2010 4:52:27 PM  
To: pac@cpuc.ca.gov (pac@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: FW: Update from Corporate Affairs Liaison Officer - 5:00 p.m., Oct. 22

Lots of new stuff...

**From:** [Redacted]  
**Sent:** Friday, October 22, 2010 4:51 PM  
**To:** [Redacted] Garber, Stephen (Law); Fenrick, Alicia (Law); Wilson, Michelle (Law); Schirle, Stephen L (Law); 'djaques@dglitigators.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]; Almario, Benedict (ET); Johnson, Kirk; Carter, Glen E; Wells, Kenneth (ET); Dasso, Kevin; Slack, Dave; Togneri, Gabriel; Jones, Thomas G&PR; [Redacted] JIC Chief; [Redacted]  
[Redacted]  
[Redacted]  
[Redacted] All PGE Officer Assistants (Utility); Arndt, William; Becker, James; Bedwell, Ed; Bell, Des; Bottorff, Thomas E; Burt, Helen; Cairns, Stephen J.; Cheng, Linda Y. H. (Corp. Sec.); Cherry, Brian K; Cherry, Sara A; Conway, John; Darbee, Peter; Document Retention-CPUC; Hapner, Dede; Harper III, William; Hartman, Sanford (Law); Harvey, Kent M; Hayes, William; Johns, Christopher; Johnson, Kirk; Johnson, Mark S; Keenan, Jack; Kiraly, Gregory; Kline, Steven L.; Kuga, Roy M; Lawicki, Patricia; Livingston, Randy; Loduca, Janet C.; Malnight, Steven; Martinez, P.J. (ET); McFadden, Nancy; Mistry, Dinyar; Park, Hyun; Pruett, Greg S.; Rosenberg, Rand; Salas, Edward A (ET); Simon, John; Steel, Brian; Suri, Anil; Togneri, Gabriel; Torres, Albert; Wan, Fong; Williams, Geisha; Yura, Jane; Bedwell, Ed; Cooper, Shawn; Cussimano, Craig; DeRosa, Darleen; Fenrick, Alicia (Law); Foley, Beth; Garber, Stephen (Law); Garrett, Ezra; Hertzog, Brian; Ittner, Mary Ellen; Jones, Thomas G&PR; Kauss, Kent; [Redacted] Kiyota, Travis; Lavinson, Melissa A; Loduca, Janet C.; Malkin, Joseph M (Law); Officers of Pacific Gas and Electric; Parnell, Renee; [Redacted] Pruett, Greg S.; [Redacted]  
A [Redacted]  
Foley, Beth; [Redacted]; Marshall, Jonathan; [Redacted],  
[Redacted]  
[Redacted] Schirle, Stephen L (Law); [Redacted]; Stelling, Terry; Williamson, Dana C; Wilson, Michelle (Law); [Redacted]; Foley, Beth; [Redacted],  
[Redacted] Marshall, Jonathan; [Redacted];  
[Redacted] (Ext Comm); [Redacted]  
Malkin, Joseph M (Law); Peterson, Michael R (Corp Security); 'dbowman@prtm.com'  
**Subject:** Update from Corporate Affairs Liaison Officer - 5:00 p.m., Oct. 22

**Please note that this is the last Corporate Affairs Run of Show Update. Any pertinent information will be sent in separate e-mails.**

## *Internal Communications*

*Corporate Affairs, Pacific Gas and Electric Company*

-

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

### **Media Relations**

#### MACRO

Responded to about 1,445 calls since September 9, from international (a few), national, regional and local media and have done many on-scene interviews.

#### CURRENT

Media inquiries focused on the future of Line 132 in San Bruno.

#### FORECAST

Media Relations expects the trend of inquiries to be light over the weekend.

### **Internal Communications**

- 10/20: Updated internal San Bruno Accident resource page
- 10/22: Hosting Town Hall meetings at the Colma Yard with Chris Johns and PG&E employees and retirees residing in San Bruno
- 10/29: Chris Johns' weekly Staying Connected post will provide an update on the Town Hall meetings with employees and retirees

## **Online Communications**

- Launched Google Maps application for gas transmission pipeline and Top 100 planning segment information on [www.pge.com/pipelineplanning](http://www.pge.com/pipelineplanning)
- Created web page with video about the Pipeline 2020 Program at <http://www.pge.com/myhome/customerservice/response/pipeline2020program/>
- Created web page with video about the preliminary NTSB Report at <http://www.pge.com/myhome/customerservice/response/ntsbreport/>
- Continuing to monitor social channels and respond as appropriate

## **Customer Communications**

- Provided updated talking points on Future of Line 132 to Contact Centers, Local Offices, ES&S, and Relationship Managers
- Closing of Recovery Center at 900 Cherry Ave: Drafted customer letter, coordinated printing/mailing of letters, updated Contact Centers, Local Offices, ES&S, and Relationship Managers, updated website copy
- Bill Relief program extension: Drafted two letters to affected customers, coordinated printing/mailing of letters, posted advice filing and letters to website, updated Contact Centers, Local Offices, ES&S and Relationship Managers
- Drafted one-pager for Chris Johns' meeting with Mayor of San Bruno
- Reviewed one-pager for press kit on Real Estate programs
- Streamlined process for communicating updates to Relationship Managers
- Responded to five customers who had emailed PG&E officers about San Bruno-related inquiries
- Corrected PG&E phone number of City of San Bruno website
- Collaborating with Online Communications to develop a new website focused on informing San Bruno residents about ongoing construction work taking place in their neighborhood.
- Created messaging, letters, and phone scripts to inform affected residents of necessary gas pipeline (L 109, 132, and 101) inspections in various locations, including in Hillsborough, Millbrae and several sites in San Bruno including on Glenview Ave. and the neighborhood north of Sneath.
- Drafting messaging and talking points for possible outreach about winter gas conservation in the San Francisco-Peninsula area.

## **Government Relations**

No new updates since Friday, Oct. 1.

## **Local Government Relations**

- 10/28 - Open House to be held by Insurance commissioner Steve Poisner in San Bruno. PGE claims representatives will be on site to answer customer questions.
- 10/29 - Open House to be held jointly by City of San Bruno and Congresswoman Jackie Speier. PGE executives will participate.

## **State Government Relations**

-

- 12/7: Assembly Utilities and Commerce Committee has tentatively set an informational hearing on the San Bruno Accident to be held on the evening of December 7, at the San Bruno Senior Center. Details are pending. Contact: Kent Kauss

## **Federal Affairs**

- 10/20: Melissa Lavinson met with House Energy and Commerce Committee Oversight and Investigations Committee staff. Staff requested a general update on San Bruno and posed a series of questions. Questions are being addressed through San Bruno Data Request.
- 10/21: Jessica Hogle, Bill Stock and Steve Whelan met with staff from the House Infrastructure and Transportation Committee to discuss the tour they had taken of the San Bruno site with the PUC and to address other questions. Follow up questions are being processed through San Bruno Data Request.
- 10/26: Rep. Speier requested a meeting for her and Mayors from cities in her district regarding our PUC filing on PG&E's transmission valve assessment. This meeting is currently schedule to take place on 10/26 with Brian Cherry, Jessica Hogle, Steve Whelan, Kirk Johnson

## **Community Relations**

**No new updates since Monday, Oct. 18.**

