

From: Cherry, Brian K  
Sent: 3/19/2012 3:04:27 PM  
To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Fw: City of Fresno and Fresno EDC Hold Press Conference to Announce Coalition Support for PG&E's Enhanced ED Rate

FYI

**From:** Pollard, Cynthia D  
**Sent:** Monday, March 19, 2012 03:03 PM  
**To:** Pruett, Greg S.; Bottorff, Thomas E; Burt, Helen; Malnight, Steven; Cooper, Shawn; Brown, Jess A; Redacted  
**Cc:** Bedwell, Ed; Frizzell, Roger; Cherry, Brian K; Kiyota, Travis; Lavinson, Melissa A; Foley, Beth; Jones, Thomas G&PR; Kauss, Kent; Hogle, Jessica; Hertzog, Brian; Rubin, David; Redacted Bohan, Timothy W; Redacted Redacted Redacted Redacted Redacted Redacted Redacted Redacted Redacted Redacted  
**Subject:** City of Fresno and Fresno EDC Hold Press Conference to Announce Coalition Support for PG&E's Enhanced ED Rate

Hi All:

Earlier this afternoon, the Fresno Mayor along with the Fresno Economic Development Corporation (EDC), hosted a news conference to announce a growing coalition in support of PG&E's Enhanced Economic Development Rate.

The chair of the Fresno EDC, executive director of the Kings County EDC, mayors of the cities of Madera and Mendota, a Reedley City Councilmember and Fresno Area Chamber of Commerce CEO Al Smith, joined Mayor Swearingin in making remarks during the event. Joining the event but not making comment were the executive director of the San Joaquin Valley Partnership, CEO of the Fresno Metro Black Chamber of Commerce and several city managers and councilmembers from surrounding communities.

Fresno City Councilmember Larry Westerlund, who had been involved and supportive throughout the process to develop the rate proposal, was away on military duty and could not participate, but issued a separate release announcing his support, which was disseminated at the event.

During the event, the mayor and several of the speakers commended PG&E for taking steps to bring needed business and jobs to areas that are still struggling with high unemployment.

Prior to the event, External Communications coordinated media outreach with the City of Fresno communications staff.

The event was covered by most of the local media, including KSEE-TV, KFSN-TV, KGPE-TV, Univision, KMJ radio, The Fresno Business Journal and the Central Valley Business Times.

*Currents* is planning to post a story this afternoon on the growing support for the filing.

PG&E continues to reach out to cities, counties and others to generate support for the rate filing.

If you have any questions or need additional information, please let me know.  
Thanks,

Redacted

PG&E Manager, Government Relations

Central Valley

Redacted