

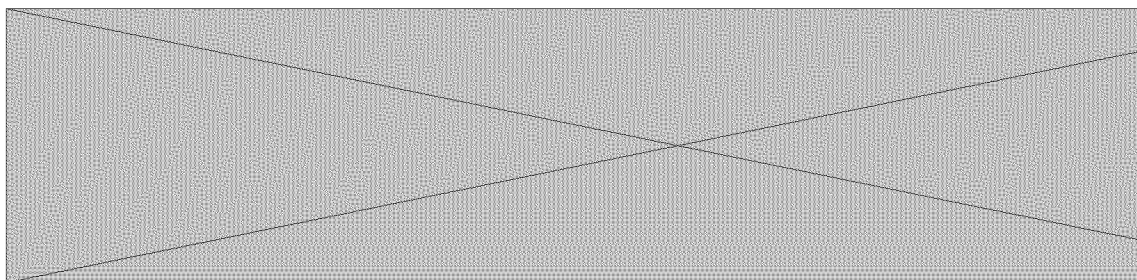
From: Cherry, Brian K
Sent: 8/12/2013 9:33:56 AM
To: Liza Malashenko (elizaveta.malashenko@cpuc.ca.gov); Jack Hagan (Jack.Hagan@cpuc.ca.gov)
Cc:
Bcc:
Subject: Fwd: Dig Safe. Be Safe.

FYI.

Brian K. Cherry
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Begin forwarded message:

From: A Message from Nick Stavropoulos
<AmessagefromNickStav@pge.com>
Date: August 12, 2013, 9:11:20 AM PDT
To: All PG&E Mail Recipients <ALLPG&E@exchange.pge.com>, All PGE Corp Employees <AllPGE CorpEmployees@exchange.pge.com>
Subject: Dig Safe. Be Safe.



Team:

Sunday, August 11, was National Safe Digging Day. The big questions for all of

us are: did we notice and were we a part of it?

- Employees sporting their blue shirts volunteered at local Home Depot stores to talk safe-digging with customers and contractors. Were you one of them?

- All summer and into the fall, our 811 advertising campaign will drive the safe-digging message in print, on the radio and on billboards. Have you seen or heard the message?

- Earlier this summer we held a damage prevention meeting with 200 California contractors in Concord. We thought this was great, but I want to hear from you.

And with all of this activity going on (and these are just highlights), you'd think we were making progress driving down the number of dig-ins. But the reality is, year-to-date we have had almost 1,200 dig-ins across the system, and we're on track to have more than we did last year. That's bad news, but the solution is simple.

What if I told you when a call is made to 811 before a dig, 99 percent of the time no damages will occur? Nationwide statistics from the Common Ground Alliance tell us that a locate request made prior to underground excavation leads to less than 1 percent of digs resulting in damages.

Imagine that. If every Californian were to begin calling 811 prior to digging, we could virtually eliminate utility damages overnight. Think about what that means to you, our crews, your day-to-day workload, your family and your neighborhood? I want to wake up in the morning and not read a headline about a third-party dig-in that could have been prevented with a free phone call.

Reducing the number of dig-ins is critical if we are going to achieve Gas Safety Excellence. We still have time to help drive down this number, and that means we clearly have a lot of work in front of us as a company.

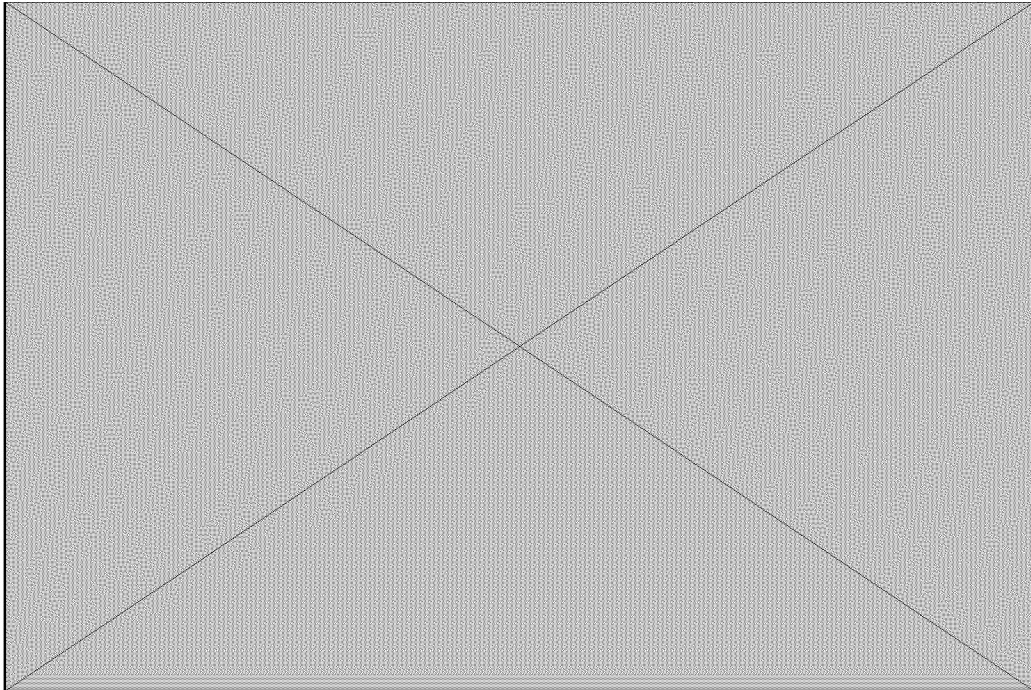
This is about shifting the mindset of two major groups of people: 1) contractors doing city work and private projects, and 2) those customers that love do-it-yourself projects, but don't think about calling 811 before shovels go in the ground.

We'll continue to get the word out to our customers through Local Presence activities, including community events, direct mailers, advertising, news coverage and one-on-one conversations with contractors.

We'll also get closer to our goal by getting more serious about enforcement. One way we're going to see our dig-in number shrink is by getting tougher with enforcing penalties for contractors who are repeat offenders. We'll keep you updated on this effort and all of our outreach efforts to keep our communities safe.

What You Can Do

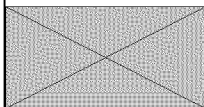
Just like the teams who volunteered their time out in the community this past Sunday—thank you!—we all need to take an active role, whether we're wearing our PG&E hardhat or spending a weekend helping out a neighbor with an outdoor project. If someone has a shovel in their hand, speak up and tell them to call 811 (just in case). And if your handy brother-in-law is about to start his backyard fencing project, you can remind him to call 811 to have the utility lines located and marked for free. All it takes is a simple call: 811.



Greg Hoaglin, right, of Energy Solutions and Service presents a shovel and safety gloves to raffle winner Antonio Cuevas of Concord.

August 11 was an important day to emphasize safe digging, and we should celebrate the work we did that day. But if we're to get our dig-in number to zero—that's right, zero—we all need to own that goal.

Thank you for your commitment to gas safety and for working together as a team to help reach our ambitious goal. Enjoy the rest of your summer, and be safe.



Nick