

From: Cherry, Brian K
Sent: 12/9/2013 3:57:13 PM
To: Michael R. Peevey (michael.peevey@cpuc.ca.gov) (michael.peevey@cpuc.ca.gov)
Cc:
Bcc:
Subject: FW: PG&E Rated #1 for Energy & Utilities Sector in National Survey of America's Most Community-Minded Corporations

FYI

From: Garrett, Ezra
Sent: Monday, December 09, 2013 3:56 PM
To: Officers and Directors - All
Cc: Officers Assistants – All
Subject: PG&E Rated #1 for Energy & Utilities Sector in National Survey of America's Most Community-Minded Corporations

Officers and Directors:

I'm pleased to share that PG&E has again won a spot on the prestigious **Civic 50** list recognizing America's most community-minded Fortune 500 corporations. In addition, PG&E has captured the #1 ranking for the Energy and Utilities Sector (which includes oil and gas companies) in this year's survey.

The Civic 50 survey was created last year by the National Conference on Citizenship and the Points of Light Foundation, along with their partner Bloomberg who publishes the results. America's top brands make up this list, including GE, FedEx, IBM and Bank of America and PG&E is one of a handful of regional companies to be included this year.

Additional information follows below – Please share with your teams as appropriate.

Ezra

National Conference on Citizenship, Points of Light and Bloomberg Release 2013 Civic 50 Survey Results; Recognize America's 50 Most Community-Minded Corporations

Detailed Survey Findings to be Discussed During Press Teleconference Today at 1 p.m. EST

December 05, 2013 08:00 AM Eastern Standard Time

WASHINGTON--(BUSINESS WIRE)--Civic engagement is on the rise in corporate America, according to the results of the 2013 *Civic 50* survey published today by [Bloomberg](#). More businesses are giving employees the opportunity to work with community organizations and finding that it simultaneously increases their bottom line and employee satisfaction.

"Bloomberg is honored to serve as a lead sponsor of The Civic 50 along with valued partners, Points of Light and the National Conference on Citizenship"

The Civic 50 survey, now in its second year, was developed by the nation's leading experts on civic engagement, the [National Conference on Citizenship](#) (NCoC), [Points of Light](#) and Bloomberg. The survey was administered by True Impact and evaluated by a cross-sector team of independent qualitative evaluators.

The Civic 50 was created to measure corporate civic engagement and recognize top S&P companies that make socially responsible practices and community leadership part of their corporate culture. Corporations recognized as *The Civic 50* set the standard for how a company's time, talent and resources can best be used to improve quality of life in the communities where they do business.

"We are encouraged by the results of *The Civic 50* survey, which show that increasingly community engagement is recognized as being core to business success," said Neil Bush, chair of the Points of Light Board of Directors, and Michael Weiser, board chair, National Conference on Citizenship, in a joint statement. "We hope the best practices of *The Civic 50* will serve as a valuable resource for other companies that want to transform their business, make a greater commitment to their communities and change lives."

"Bloomberg is honored to serve as a lead sponsor of *The Civic 50* along with valued partners, Points of Light and the National Conference on Citizenship," said Elana Weinstein, Bloomberg's Global Head of Diversity, Inclusion and Community Engagement. "We are encouraged by the results of this year's survey and look forward to continuing a partnership which recognizes the tremendous value that corporate institutions bring to the communities in which we live and work."

Today, at 1 p.m. EST, NCoC and Points of Light will host a press teleconference to discuss *The Civic 50* survey and its 2013 findings. Media who wish to participate may join using the following conference bridge: (855) 756-7520 Ext. 23302#. The discussion will review case studies that support major survey trends, including:

- Commitment to community is being institutionalized as a top priority throughout companies. Ninety-two percent of *The Civic 50* can describe board, executive or senior leadership resolutions or directives that institutionalize corporate policies and practices related to community engagement – up from 76 percent in 2012.
- The majority of *The Civic 50* companies, 96 percent, evaluate the business impact of civic engagement on at least one aspect of their bottom line, such as increased sales, brand loyalty or employee recruitment. In 2012, this number was 86 percent.

• Employees are given more opportunities to volunteer and 88 percent of companies are including community involvement as a component of employee performance reviews, up slightly from 84 percent in 2012.

The 2013 *Civic 50*, in alphabetical order, are:

- 3M
- Abbott
- AbbVie
- Adobe Systems
- Aetna
- Alcoa
- Allstate
- Altria Group
- Ameriprise Financial
- Apollo Education Group
- AT&T
- Bank of America
- Baxter International
- Campbell Soup
- Capital One Financial
- Citigroup
- Comcast
- Devon Energy
- DIRECTV
- Discover Financial Services
- Dr Pepper Snapple Group
- Ecolab
- FedEx
- Freeport-McMoRan Copper & Gold
- Gap
- General Electric
- Hasbro
- Hershey
- Hewlett-Packard
- IBM
- Intel
- KeyCorp
- Life Technologies
- McGraw Hill Financial
- Microsoft
- Morgan Stanley
- NRG Energy
- Pacific Gas & Electric Company
- Raytheon
- Sigma-Aldrich
- Southwest Airlines
- State Street
- Total System Services
- UnitedHealth Group
- United Parcel Service
- Valero Energy
- Viacom
- Wal-Mart Stores
- Western Union
- Weyerhaeuser

The Civic 50 applicants were evaluated and accrued points based on several criteria, including the amount of financial and human resources applied to civic improvement; whether internal and external resources are used to maximize community impact; how a company's community engagement activities align with its business interests; how broadly community engagement is supported and institutionalized within a company's policies, systems and incentives; and how a company measures the social and business value of its community engagement programs.