

From: Doll, Laura  
Sent: 3/27/2014 8:21:13 PM  
To: terrie.prosper@cpuc.ca.gov (terrie.prosper@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: RE: More information about PG&E's community outreach strategy -RESENDING  
Good -- but that first one has superfluous stuff. You get that :)

**From:** Prosper, Terrie D. [mailto:terrie.prosper@cpuc.ca.gov]  
**Sent:** Thursday, March 27, 2014 08:19 PM  
**To:** Doll, Laura; Prosper, Terrie D. <terrie.prosper@cpuc.ca.gov>  
**Cc:** Malashenko, Elizaveta I. <elizaveta.malashenko@cpuc.ca.gov>; Redacted Altamura, Ivan  
**Subject:** RE: More information about PG&E's community outreach strategy -RESENDING

I received both emails. Thanks so much!

----- Original message -----

From: "Doll, Laura"  
Date: 03/27/2014 8:16 PM (GMT-08:00)  
To: "Prosper, Terrie D."  
Cc: "Malashenko, Elizaveta I." Redacted, "Altamura, Ivan"  
Subject: FW: More information about PG&E's community outreach strategy -RESENDING

My previous email included Ivan's writeup which I inserted in the email (with tiny changes) because I was concerned the attachments might not get through the CPUC system.

Here is the slimmed down version.

Laura

**From:** Doll, Laura  
**Sent:** Thursday, March 27, 2014 7:02 PM  
**To:** Terrie D.' Prosper (terrie.prosper@cpuc.ca.gov)  
**Cc:** Altamura, Ivan; elizaveta.malashenko@cpuc.ca.gov; Redacted  
**Subject:** More information about PG&E's community outreach strategy

Terrie

Thanks for the discussion today. As you requested, here is additional information about what we have done and the direction we are going in to strengthen our outreach in the east bay. Ivan

Altamura, Director of Pipeline Pathways, put this update together; he included an example of the type of plan that is prepared for every city we enter, and this one shows the approach in Antioch.

## **PG&E's Community Outreach Strategy for the Pipeline Pathways Safety Program**

### **Background**

Work associated with the Pipeline Pathways Safety Program has been underway for the past two years throughout the entire PG&E service area. At the beginning of the program we notified communities about the centerline survey work that we were conducting using high-precision GPS mapping technology to establish a precise pipeline map. The survey involved locating and mapping the center of the transmission pipeline, placing above-the-ground markers, and checking the area above the pipe for certain vegetation or structures, such as sheds, patios and trees, which can interfere with our ability to maintain, inspect and safely operate the system.

For the past several months we have been in the next phase of the program where we are communicating with private property owners, customers and local governments to address encroachments. Throughout our communications we emphasize the goal of ensuring the safety of the pipeline by removing encroachments and restoring the affected area, typically at no cost to the customer.

We have previously provided you with the overall engagement timeline, and we attach it again here. We have established an extensive customer engagement process, which includes teams comprised of government relations representatives, customer relations specialists, environmental consultants, land agents, arborists and landscape professionals as we jointly develop an individualized plan with every customer and city.

### **Our community outreach approach**

Our outreach with local governments is extensive and time-intensive. We use the following template as a guide to engage each city, but we also tailor our approach to the needs of each community on a city-by-city basis.

Generally, our outreach involves the following:

1. An initial in-person meeting with the city administrator or manager and public works director to provide an overview of the program, give an overview of the work in the city, and identify the appropriate city staff contacts and approach.
2. A second meeting with city staff to review the details of the necessary work on a project-by-project basis, go over the proposed timelines, review PG&E's environmental compliance, discuss restoration options and tree replacements, understand the city's desired level of resident engagement and agree on next steps.
3. Mail an overall pipeline safety letter to every customer within a 500-foot cloud of any franchise project approximately one month before any scheduled work.
4. Mail a second construction notification letter to every customer within a 50-foot cloud of any franchise work two weeks before any work is scheduled to begin, to alert them to this work in their neighborhood.
5. Canvas neighborhoods with brochures, door hangers and customer specialists available to answer any customer questions.

Working with our Local Government Relations Team and per city staff's recommendation, we also do the following:

1. Conduct one-on-one briefings with city council members.
2. Present at city council meetings, advisory councils, chambers and other associations.
4. Hold community open house meetings.
5. Conduct site visits with city staff to review every project in the field.

Also attached is an example of the type of engagement plan that the Pipeline Pathways team prepares for each city prior to beginning any work. This is an internal planning document used to review the projects within each city and is the basis for the collaborative planning that is then shared with and developed together with each city.

As you know, some communities in the East Bay, including prominently Walnut Creek, recently have joined together to voice concerns about our plan to remove trees and other vegetation in their cities as part of this pipeline safety program. We have looked at our past outreach efforts and are committed to doing a better job of partnering with the cities. We also

intend to create deeper levels of understanding about the potential impacts of these encroachments, including explaining in greater detail how this work makes the pipeline safer. To that end, we are restructuring our outreach to provide more in-depth explanations about how removing encroachments and vegetation in our rights-of-way specifically improves the safe operation of our pipelines and allows for better and faster emergency response. In particular, we will focus on the relatively new information we have about the potential impact of tree roots on pipelines.

We intend to work closely and collaboratively with cities to provide them with all of the information they need to understand exactly what needs to be done, as well as how and when the work will be completed, and to develop solutions that are mutually agreeable.

**Current status of tree removal work in the East Bay and next steps:**

We have asked the Mayor of Walnut Creek to continue discussions in finding solutions.

Additionally, we are currently in discussions with the cities of Pittsburg, Martinez, Pleasant Hill, Concord, Danville, Lafayette, Pleasanton, San Ramon, Bay Point, Hayward, Orinda and Livermore.

Attached as you requested is a list of names and contact information for the City Managers/staff in the East Bay with whom we have been in contact with throughout the planning process.

Concord: Valerie Barone, City Manager (925) 671-3150, [valerie.barone@cityofconcord.org](mailto:valerie.barone@cityofconcord.org)

Danville: Joe Calabirgo, Town Manager (925) 314-3302, [jcalabirgo@danville.ca.gov](mailto:jcalabirgo@danville.ca.gov)

Hayward: Morad Fakhrai, Director of Public Works (510) 583-4740

Lafayette: Steven Falk, City Manager (925) 284-1968 [SFalk@ci.lafayette.ca.us](mailto:SFalk@ci.lafayette.ca.us)

Livermore: Marc Roberts, City Manager (925) 960-4040 [citymanager@cityoflivermore.net](mailto:citymanager@cityoflivermore.net)

Martinez: Anna Gwyn Simpson, City Manager (925) 372-3505, [asimpson@cityofmartinez.org](mailto:asimpson@cityofmartinez.org)

Orinda: Janet Keeter, City Manager (925) 253-4222, [jkeeter@cityoforinda.org](mailto:jkeeter@cityoforinda.org)

Pittsburg: Joe Sbranti, City Manager (925) 252-4923, [jsbranti@ci.pittsburg.ca.us](mailto:jsbranti@ci.pittsburg.ca.us)

Pleasant Hill: June Catalano, City Manager [jcatalano@ci.pleasant-hill.ca.us](mailto:jcatalano@ci.pleasant-hill.ca.us)

Pleasanton: Steve Kirkpatrick, City Engineer (925) 931-5676,  
[skirkpatrick@cityofpleasantonca.gov](mailto:skirkpatrick@cityofpleasantonca.gov)

San Ramon: Eric Ramos, Engineering Specialist (925) 973-2698, [eramos@sanramon.ca.gov](mailto:eramos@sanramon.ca.gov)

Walnut Creek: Ken Nordhoff, City Manager (925) 943-5812, [nordhoff@walnut-creek.org](mailto:nordhoff@walnut-creek.org)

As I said this morning, we want to assure you that PG&E is committed to providing extensive outreach to every city affected by the Pipeline Pathways Safety Program, and will keep the CPUC informed of issues and progress as we move forward. We are happy to meet to discuss this further.

Laura

PG&E is committed to protecting our customers' privacy.  
To learn more, please visit <http://www.pge.com/about/company/privacy/customer/>