

Antioch

Communication & Outreach Mitigation Plan





Areas of Interest

Approximate Number Trees: 265

Approximate Number Bushes: 255

Vegetation Project Areas: 34

RW_V_2913_14

This project at the corner of [Redacted] and [Redacted] has 4 eucalyptus trees and several bushes that need to be removed. The vegetation is along the road under a water tower.





RW_V_2912_14 Vera Road

This project along Vera Road has 9 trees that are mostly Ailanthus trees and some brush. The project's main impact is near a large open lot and should not be a major problem for the city.

Redacted



RW_V_2907_14 [Redacted] at [Redacted]

There are 25 trees and several bushes along the street that should be removed. The trees landscape the street and are fairly mature.

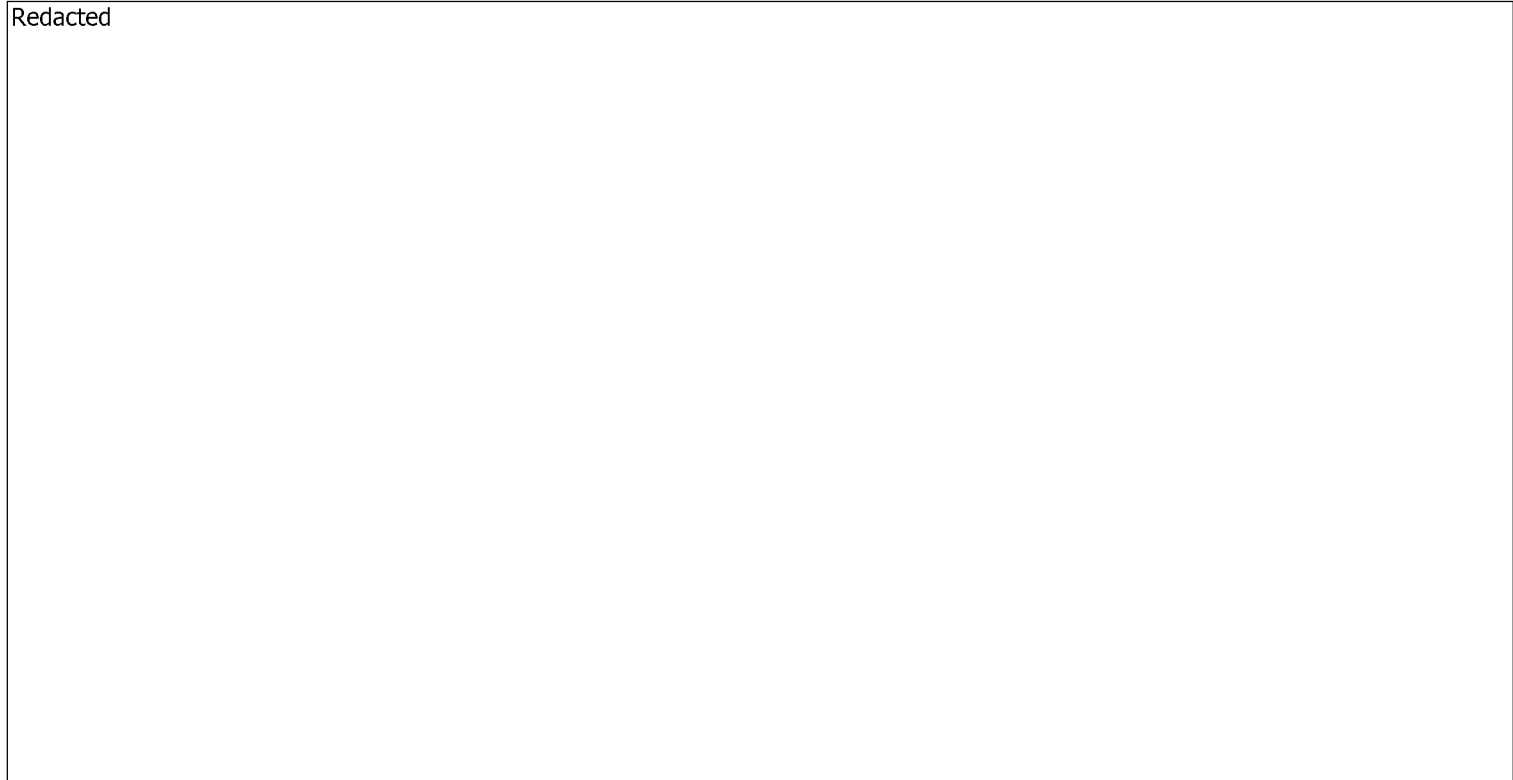
[Redacted]

[Redacted]



RW_V_2906_14 Open Space Near [Redacted] and [Redacted]

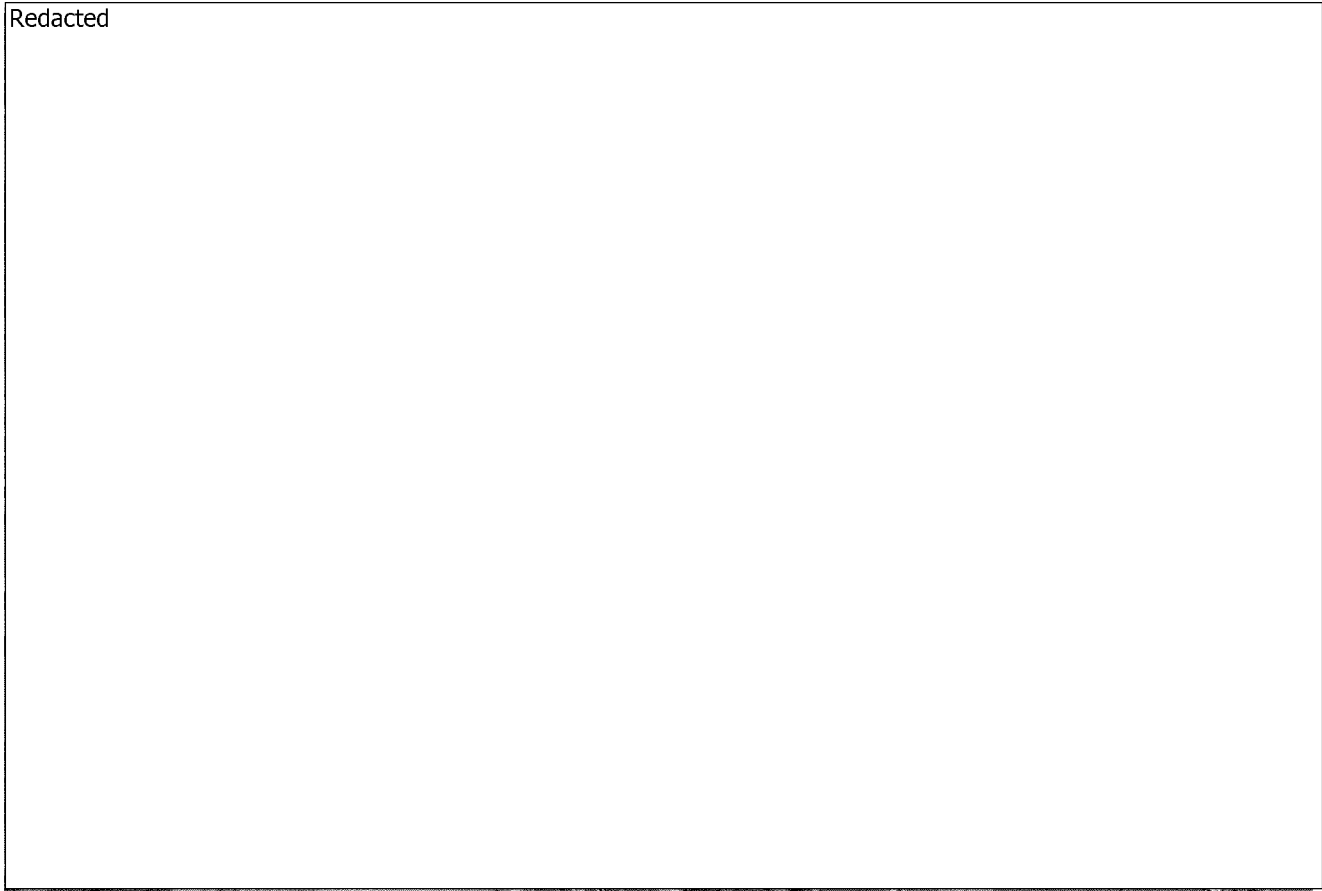
There are 11 trees that should be removed in this stretch of open space. This may be City controlled property.





RW_V_2905_14 and RW_V_2904_14 Redacted and Redacted

There are 6 trees near the road and 4 additional trees in the parking lot that should be removed. There are also 5 trees across the street in the front of a home that should be removed.

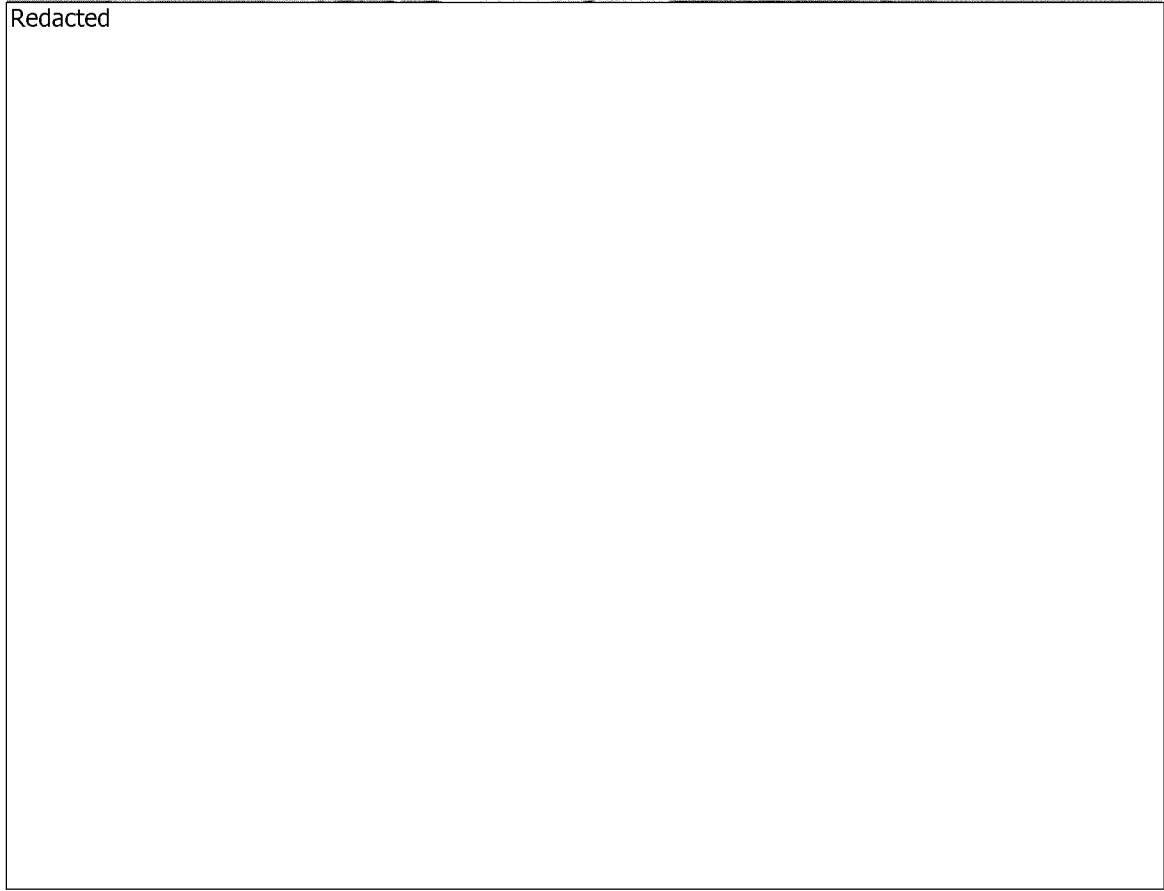




RW_V_2899_14

Redacted

There are two trees along the road and bushes in the Church parking lot that should be removed.





RW_V_2893_14

Redacted

The project is on the south edge of the park where most of the vegetation is brush and there are 4 trees on west end of park that should be removed.

Redacted



RW_V_2894_14 Redacted

There are 12 trees on west end of the project mixed with bushes along the street that should be removed. The trees are fairly mature and landscape along an apartment complex.

Redacted



RW_V_2924_14 Redacted at Redacted

There are 4 trees along the street that should be removed. These should not be significant problems for the City.

Redacted



RW_V_2923_14

Redacted

along

Redacted

There are 14 trees in this project that should be removed along
Redacted **Some of the trees are between a house and the**
trail.

Redacted



RW_V_2925_14

Redacted

along

Redacted

There are 24 trees between houses on

Redacted

and

Redacted

that should be removed.

Redacted



RW_V_2918_14, RW_V_2919_14 and RW_V_2920_14

There are several small trees and shrubbery that should be removed in the north project. There are 9 trees that should be removed in front of the Baptist church and there are 11 trees that should be removed in front of a house in the south project.

Redacted



Antioch

P2 & P3 MITIGATION

COMMUNICATION & OUTREACH PLAN OVERVIEW



Pipeline Pathways Communication Team Structure & Roles

The PP Coms team:

- Director
- Manager
- Two government relations field specialists

Analyst Team responsibilities:

- Developing the Communications Implementation Plan for cities and unincorporated county areas
- Coordinating and providing approved messaging
- Keeping the communications schedule for each city
- Integrating all communications efforts for the project
- Reporting success of the communications effort



PP Comms Team Contacts

| Role | Name/ID | Phone |
|-------------------------------|--------------------|--|
| Director of Pipeline Pathways | Ivan Altamura/IFA1 | Office: 925-328-5010 Cell: 925-999-5878 |
| Manager of Pipeline Pathways | Redacted | |
| Business Analyst | | |
| Gov Rel Consultant | | |
| | | |



Local Team Structure & Roles

Local Gov Rel Rep

- Schedule meetings; make introduction; brief PG&E team on past city issues; brief city manager, mayor and council as necessary.

Land Agent

- Provide information on land rights (standard, easement and franchise).

Vegetation Agent

- Provide detailed information on city projects.

Environmental Consultant

- Provide information on environmental compliance and CEQA.



Local Team Contacts

| Role | Name/ID | Phone |
|--|----------|-------|
| Gov Rel Manager | Redacted | |
| Gov Rel - Contra Costa, Alameda, & SF | | |
| Gov Rel – Contra Costa, Alameda, & SF | | |
| Gov Rel - SF | | |
| Gov Rel - SF | | |
| Community Relations | | |
| External Relations | | |
| External Relations | | |
| Veg Management | | |
| Veg Management | | |
| Customer Impact – Alameda/Contra Costa | | |
| Customer Impact – SF | | |



Private Property Approach

- Personalized veg/structure removal letters requesting an in-person meeting sent 2 weeks prior to first meetings.
- Phone call from Land Agent or Forester one week after initial letter is mailed.
- Coordinate signature of Action Plan.
- As needed follow-up with door hanger, canvassing, dedicated customer relationship manager, open house.



Franchise Approach

- Initial meeting with city/county, Local Gov Rel rep, and PP Coms team to discuss project, mitigation plan, and timeline.
- Commence weekly team briefing between PG&E forester and local outreach team.
- Second meeting city/county, Local Gov Rel rep, and PP Coms team to discuss project, mitigation plan, and timeline.
- Continue interactions as necessary, including meetings with individual council members, to coordinate adoption of a memorandum of understanding that describes the vegetation mitigation that is acceptable to the city and PG&E.
- City/county approval of mitigation plan.
- Letter to residents within 500 feet of impacted area reiterating safety message and explaining that work will be occurring in the neighborhood (similar to PSEP).
- As needed: follow-up letters to owners impacted by work, door hangers, canvassing, dedicated customer relations manager, open house, contractor fact sheet to city.

City Engagement Process

Three Meetings:

1. Internal extended team briefing
2. First meeting with city official to brief them on project:
 - Educate stakeholders on project.
 - Communicate high-level message.
 - Outline next steps and materials they will receive to review.
3. Second meeting with city staff to discuss project details:
 - Review specific project in the city.
 - Review timeline.
 - Discuss permits, environmental review, franchise agreement.



First City Meeting (30 minutes)

| Objectives | Attendees | Agenda |
|--|---|---|
| <ul style="list-style-type: none"> • Provide program overview • Establish safety aspect and sense of urgency • Set expectation for the program • Provide overview of city work using Project Details doc. (if asked) • Set expectation for second meeting | <p>City invitees:</p> <ul style="list-style-type: none"> • Mayor/City Manager • Public Works Director • Safety Official (Fire Chief, EMS Director, etc.) <p>PG&E Representatives:</p> <ul style="list-style-type: none"> • Local Gov. Rel. Manager • PP Gov. Rel. Consultant | <ol style="list-style-type: none"> I. Introductions (Local GR) II. Program Overview (PP GR) III. Timeline for city work (PP GR) IV. Set expectation for second meeting (PP GR) V. Determine city invitees for second meeting (PP GR and Local GR) VI. Explain materials we'll send between the two meetings (PP GR) |

Between initial meeting and second meeting

- PP Gov. Rel. sends city attendees from first meeting (1-2 days after initial meeting)"
 - Structure Encroachment Data in form of KMZ files or Power Point
 - Vegetation Data in form of KMZ files or Power Point
 - Environmental legal letter (if requested)
 - Mitigation standard
 - Legal Authority fact sheet

- PP Gov. Rel. schedule and holds a pre-meeting with internal attendees to discuss meeting flow and expectations.



Second City Meeting (1.5 hours)

| Objectives | Attendees | Agenda |
|---|---|---|
| <ul style="list-style-type: none"> Review specific city projects Clarify any outstanding questions on standards, restoration, environmental Restate timeline Determine process for obtaining encroachment permits if needed | <p>City invitees:</p> <ul style="list-style-type: none"> As determined from initial meeting, but including one of the city officials who attended the first meeting <p>PG&E Representatives:</p> <ul style="list-style-type: none"> Local Gov. Rel. Manager PP Gov. Rel. Consultant Land Agent Environmental Consultant Vegetation Consultant | <ol style="list-style-type: none"> I. Introductions (Local GR) II. Brief program overview (PP GR) III. Land rights (Land Agent) IV. Environmental compliance (Enviro. Con.) V. Overview of city-specific veg work (Veg Con.) VI. Review timeline (PP GR) VII. Review Mitigation Standards (Land Agent) VIII. Recap meeting, taking note of any follow-up items (PP GR) IX. Agree on next steps (PP GR) |

After second meeting:

- PP Gov. Rel. recaps the second meeting and identifies/assigns any follow-up actions
- PP Gov. Rel. outlines next steps and coordinates with team on necessary actions to move project forward
- **If a city council meeting is requested/required, the Local Gov. Rel. Rep. should brief each councilmember individually prior to the council presentation.**

Collateral Materials

Letters

- Initial Pipeline Safety Letter (signed by local ES&S Director) – thanking customers for their cooperation during centerline and restates high-level safety message
- Encroachment Letter (signed by Land Agent) – notifies the property owner of possible encroachments and the need to meet onsite to discuss.
- Vegetation Work Letter
- Memorandum of Understanding
- Memorandum of Understanding Transmittal Letter

Brochures

- PSEP Brochure
- Pipeline Pathways Brochure – (Land Agents and Customer Impact to utilize in their meetings with property owners, Gov Rel to utilize in city briefings, etc.)



Collateral Materials Cont.

General vegetation work door hanger

Interactive voice recording (to be used as needed)

Open House Boards

Internal talking points and FAQs

Impacted customer lists



Contacts - City

| Title | First | Last | Address | City | State | Zip | Phone | Email |
|-----------------------|------------|-----------|---------------|---------|-------|-------|--------------|-----------------------------|
| Mayor | Wade | Harper | Third & H St. | Antioch | CA | 94509 | 925-437-4300 | wharper@ci.antioch.ca.us |
| Mayor Pro Tem | Mary Helen | Rocha | Third & H St. | Antioch | CA | 94509 | 925-207-7220 | mrocha@ci.antioch.ca.us |
| Council Member | Gary | Agopian | Third & H St. | Antioch | CA | 94509 | 925-978-0938 | gagopian@ci.antioch.ca.us |
| Council Member | Monica E. | Wilson | Third & H St. | Antioch | CA | 94509 | 925-628-0749 | mwilson@ci.antioch.ca.us |
| Council Member | Tony | Tiscareno | Third & H St. | Antioch | CA | 94509 | 925-234-3639 | ttiscareno@ci.antioch.ca.us |
| City Manager | Steven | Duran | Third & H St. | Antioch | CA | 94509 | 925-779-7011 | sduran@ci.antioch.ca.us |
| Public Works Director | Ron | Bernal | Third & H St. | Antioch | CA | 94509 | | Rbernal@ci.antioch.ca.us |

City Council meetings are held on the 2nd and 4th Tuesday of the month.



Contacts - County

| Title | First | Last | District | Address | City | State | Zip | Phone | Email |
|-----------------------|----------|-------------|----------|-----------------------------|------------|-------|-------|----------------|--|
| Supervisor | John | Gioia | 1 | 11780 San Pablo Ave Suite D | El Cerrito | CA | 94530 | 510-231-8686 | |
| Chief of Staff | Terrance | Cheung | 1 | 11781 San Pablo Ave Suite D | El Cerrito | CA | 94530 | 510-231-8686 | |
| Supervisor | Candace | Andersen | 2 | 309 Diablo Road | Danville | CA | 94526 | (925) 957-8860 | candace.andersen@bos.cccounty.us |
| Chief of Staff | Gayle | Israel | 2 | 310 Diablo Road | Danville | CA | 94526 | (925) 957-8860 | |
| Supervisor | Mary | Piepho | 3 | 3360 Walnut Blvd, Suite 140 | Brentwood | CA | 94513 | 925.252.4500 | Dist3@BOS.CCCounty.us |
| Deputy Chief of Staff | Lea | Castleberry | 3 | 3361 Walnut Blvd, Suite 140 | Brentwood | CA | 94513 | 925-252-4500 | |
| Supervisor | Karen | Mitchoff | 4 | 2150 Salvio Street Suite R | Concord | CA | 94520 | (925) 521-7100 | SupervisorMitchoff@bos.cccounty.us |
| Chief of Staff | Kristin | Connelly | 4 | 2151 Salvio Street Suite R | Concord | CA | 94520 | (925) 521-7100 | |
| Supervisor | Federal | Glover | 5 | 315 E Leland Avenue | Pittsburg | CA | 94565 | 925-335-8200 | district5@bos.cccounty.us |
| Chief of Staff | David | Fraser | 5 | 316 E Leland Avenue | Pittsburg | CA | 94565 | 925-335-8200 | |
| County Administrator | David | Twa | | 651 Pine St 10th Fl | Martinez | CA | 94553 | 925-335-1080 | |



Contacts – Community Organizations

| Organization | First | Last | Address | City | State | Zip | Phone | Email |
|---|-----------|-------------|------------------------------|--------------|-------|-------|--------------|---|
| Antioch Chamber of Commerce | | | 101 H Street, Unit 4 | Antioch | CA | 94509 | 925-757-1800 | https://antiochchamber.com/ |
| Antioch Historical Society | Dianne | Gibson-Gray | 1500 W. 4 th St. | Antioch | CA | 94509 | 925-325-9897 | diane@art4antioch.org |
| Contra Costa Association of REALTORS | Marilyn | Cunningham | 1870 Olympic Blvd. Suite 200 | Walnut Creek | CA | 94596 | 925-295-9200 | http://www.ccartoday.com |
| East Bay Leadership Council | Tom | Terrill | 1355 Willow Way Suite 253 | Concord | CA | 94520 | 925-246-1880 | http://eastbayleadershipcouncil.com/home-contra-costa-county-business.html |
| Hispanic Chamber of Commerce of Contra Costa County | Johnny | Huang | 1515 Locust Street | Walnut Creek | CA | 94596 | 925-281-2623 | manager@h5c.org |
| Kiwanic Club of the Delta-Antioch | John | Sullivan | 3377 Deer Valley Rd. #239 | Antioch | CA | 94531 | | http://www.delta-antioch.kiwanisone.org/ |
| Lions Club – Antioch | | | PO Box 324 | Antioch | CA | 94509 | | |
| Rotary Club of Antioch | Christine | O'brien | PO Box 692 | Antioch | CA | 94509 | | christine.O'brien@bankofthewest.com |



Contacts – Environmental Organizations

| Organization | Website | Phone |
|-------------------------------|---|--------------|
| California Conservation Corps | http://www.ccc.ca.gov/Pages/default.aspx | 559-292-0854 |
| Urban Tree Foundation | www.urbantree.org | 559.713.0631 |
| California ReLeaf | californiareleaf.org | 916-497-0034 |
| Tricity Ecology Center | http://www.tricityecology.org/ | 510-793-6222 |
| Tri-Valley Conservancy | http://www.trivalleyconservancy.org/index.html | 925-449-8706 |
| Urban Releaf | Urbanrelear.org | 510-601-9062 |



Contacts - Media

| Outlet | Address | City | State | Zip | Web | Email | Phone |
|--------------------|-----------------------------|---------------|-------|-------|---|---|--------------|
| Contra Costa Times | 175 Lennon Lane, Suite 100, | Walnut Creek | CA | 94598 | http://www.contracostatimes.com/ | ccnewsrelease@bayareanewsgroup.com | 925-935-2525 |
| KCBS | 865 Battery St | San Francisco | CA | 94111 | http://sanfrancisco.cbslocal.com/station/kcbs/ | connie@kcbs.com | 415-474-5227 |
| KGO 810 | 55 Hawthorne St | San Francisco | CA | 94105 | http://kgo.com/ | producers@kgoradio.com | 415-995-6810 |
| KGO ABC | 900 Front St | San Francisco | CA | 94111 | | http://abclocal.go.com/kgo/index | 415-954-7777 |
| KNTV NBC | 2450 N 1st St | San Francisco | CA | 95131 | | http://www.nbcbayarea.com/ | 408-432-6221 |
| KPIX CBS | 855 Battery St | San Francisco | CA | 94111 | http://sanfrancisco.cbslocal.com/ | rosenheim@kpix.com | 415-362-5550 |
| KQED public radio | 2601 Mariposa St | San Francisco | CA | 94110 | www.kqed.org/press | | 415-864-2000 |
| KRON | | | | | http://news.kron4.com/ | breakingnews@kron4.com | |
| KTVU FOX | 2 Jack London Square | Oakland | CA | 94607 | newstips@ktvu.com | http://www.ktvu.com/ | 510-874-0242 |
| Tri-Valley Times | 127 Spring St | Pleasanton | CA | 94566 | | kgust@bayareanewsgroup.com | 925-847-7323 |



P2 & P3 Pre-MOB Timeline

| | |
|-------------|--|
| 3/17 | <ul style="list-style-type: none">• Land Dept. complete analysis of encroachment data• Completion of outreach plan |
| 3/24 | <ul style="list-style-type: none">• Land Dept. provides team with customer list• Land Dept. provides team with maps |
| 3/31 | <ul style="list-style-type: none">• Approve copy for initial customer letters, and determine language requirements• Cust. Impact reviews customer list and flags any concerns• PP Team meets with regional leadership team to gather input and finalize cityspecific outreach plan |
| 4/7 | <ul style="list-style-type: none">• Coordinate production of letters, brochures and door hangers• Regional leadership team provides any additional input• Develop contact list for affected communities• Gov't Rel. briefs City, State, and Federal on program overview• Gov't Rel. identifies 3rd party organizations that may be impacted |
| 4/14 | <ul style="list-style-type: none">• Land Dept. begins addressing initial customer letters to property owners• Gov't Rel. continues briefing City, State, and Federal on program overview• Approve copy for employee notification |
| 4/21 | <ul style="list-style-type: none">• External Comms, briefs local media on program overview• Land Dept. mails initial customer letter to property owners• Regional Employee email notifications sent |

**P2 & P3 – 4/28 MOB - Post MOB Timeline**

| | |
|------------------------|---|
| 4/28 MOB | <ul style="list-style-type: none">• Land Dept. meets with property owners regarding program and encroachments• Land Dept. informs team of any escalated property owners |
| 5/5 | <ul style="list-style-type: none">• Land Dept. continues negotiations with property owner and drafts an Action Plan• Cust. Impact coordinates with escalated owners, if needed |
| 5/12 | <ul style="list-style-type: none">• Land Dept. meets with property owners to sign Action Plan• Cust. Impact continues to work with escalated owners, if needed• Identify publications for print ads |
| 5/19 | <ul style="list-style-type: none">• External Comms. Meets with media regarding escalated owners, if needed |
| 5/26-6/2 | <ul style="list-style-type: none">• Land Dept. and Project Management (PM) team conducts bid walk• Finalize artwork for print campaign |
| 6/9 | <ul style="list-style-type: none">• Contractors submit proposals to PM team• Begin broad advertising campaign on safety |
| 6/16 | <ul style="list-style-type: none">• PM reviews proposals and awards bid• External Comms. Briefs media re: open house, as needed |
| 6/23 | <ul style="list-style-type: none">• Contractor mobilizes onsite to begin property owner removal/replacement• Respond to customer questions and/or media inquiries, as needed |
| 6/30 | <ul style="list-style-type: none">• Continue property owner removal/replacement work• Respond to customer questions and/or media inquiries, as needed |
| 7/7- completion | <ul style="list-style-type: none">• Complete property owner removal/replacement• Meet with property owner for sign-off• Report completion of work to stakeholders• Thank participants and review possible community appreciation event |



Vegetation Mitigation Pre-MOB Work Timeline

| | |
|-----------------|--|
| 3/17 | <ul style="list-style-type: none">• Veg Mgmt. completes analysis of encroachment area |
| 3/24 | <ul style="list-style-type: none">• Land Dept. completes city maps• Land Dept. provides team with customer list• Veg. Mgmt. determines if permits are needed |
| 3/31 | <ul style="list-style-type: none">• Cust. Impact review customer list and flags any concerns |
| 4/7-4/14 | <ul style="list-style-type: none">• Veg. Mgmt. completes analysis of encroachment data• Initial city meeting - Gov't Rel. briefs City on vegetation removal work on franchise/city property |
| 4/21 | <ul style="list-style-type: none">• Gov't Rel. continues briefing City, State, and Federal on vegetation removal work on franchise/city property |
| 4/28-5/5 | <ul style="list-style-type: none">• Second meeting with City regarding vegetation removal work on franchise/city property |
| 5/12 | <ul style="list-style-type: none">• Land Dept. meets with City to finalize vegetation removal and mitigation plan for franchise/city property |
| 5/19 | <ul style="list-style-type: none">• Cust. Impact mails pipeline safety letter to 500 ft. radius of upcoming vegetation removal work on franchise/city property |
| 5/26 | <ul style="list-style-type: none">• Cust. Impact coordinates open house details, if open house needed• Finalize city-specific talking points |
| 6/2 | <ul style="list-style-type: none">• Land Dept. sends vegetation work proximity letters to impacted property owners• Begin Ad campaign |
| 6/9 | <ul style="list-style-type: none">• Mail open house invites, if needed |
| 6/16 | <ul style="list-style-type: none">• Cust. Impact canvasses with invitation, if open house needed |
| 6/23 | <ul style="list-style-type: none">• Comms., Cust. Impact, and Land Dept. participate in open house, if open house needed• Cust. Impact canvasses removal area with fact sheets and door hangers |



Vegetation Post-MOB Work Timeline

6/30 MOB

- Veg Mgmt. mobilizes onsite to begin removal work on franchise/city property (first group of veg projects)

**7/7 -
Completion**

- Veg Mgmt. continues mobilizing on additional removal work on franchise/city property
- Complete all vegetation removal, restoration and/or mitigation
- Four month completion goal from Land Dept. first meeting with property owners

Thank You

