

# 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.**

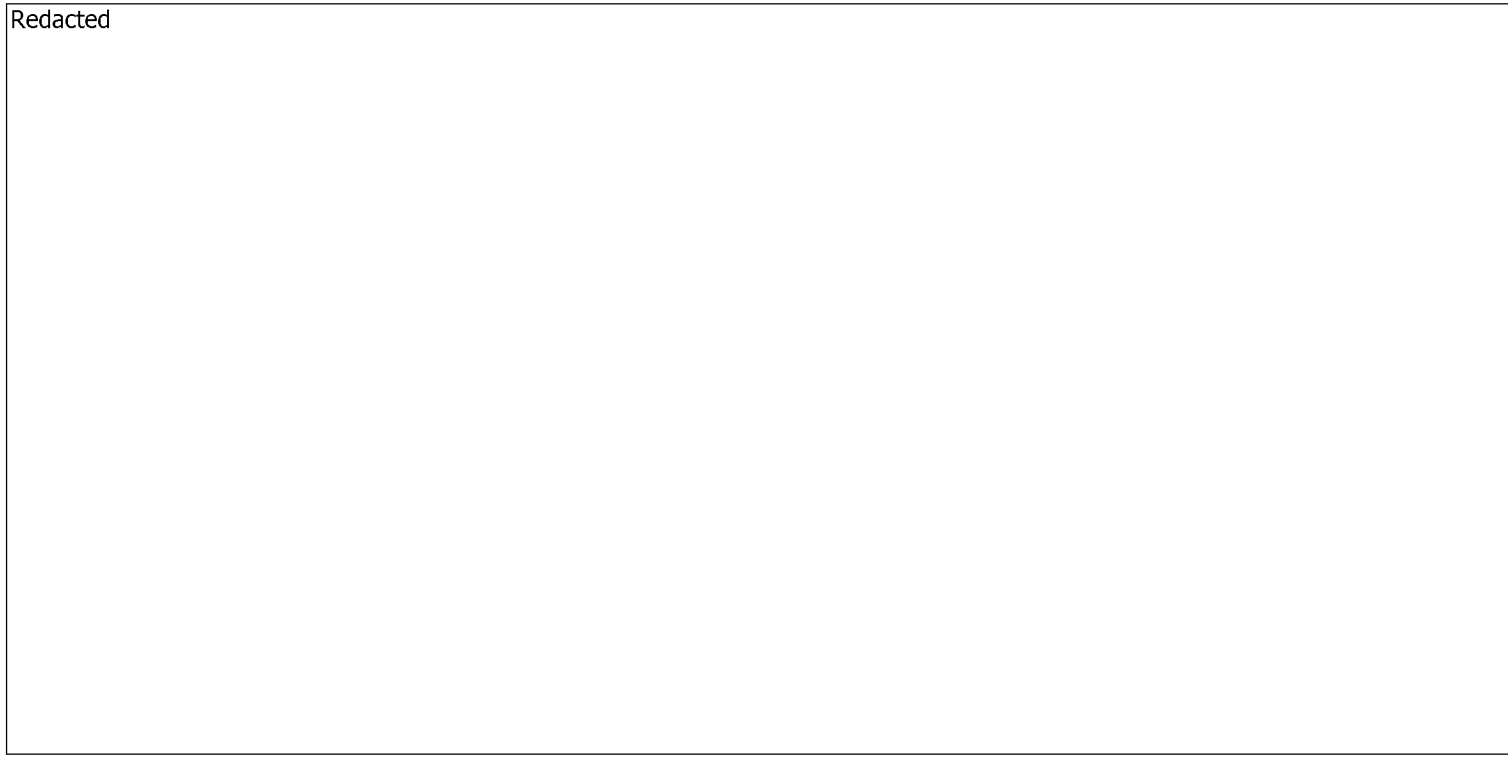




## RW\_V\_2912\_14 Vera Road

**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

A large rectangular area of the page is redacted, leaving only the word 'Redacted' in the top-left corner. The rest of the area is empty white space.



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]

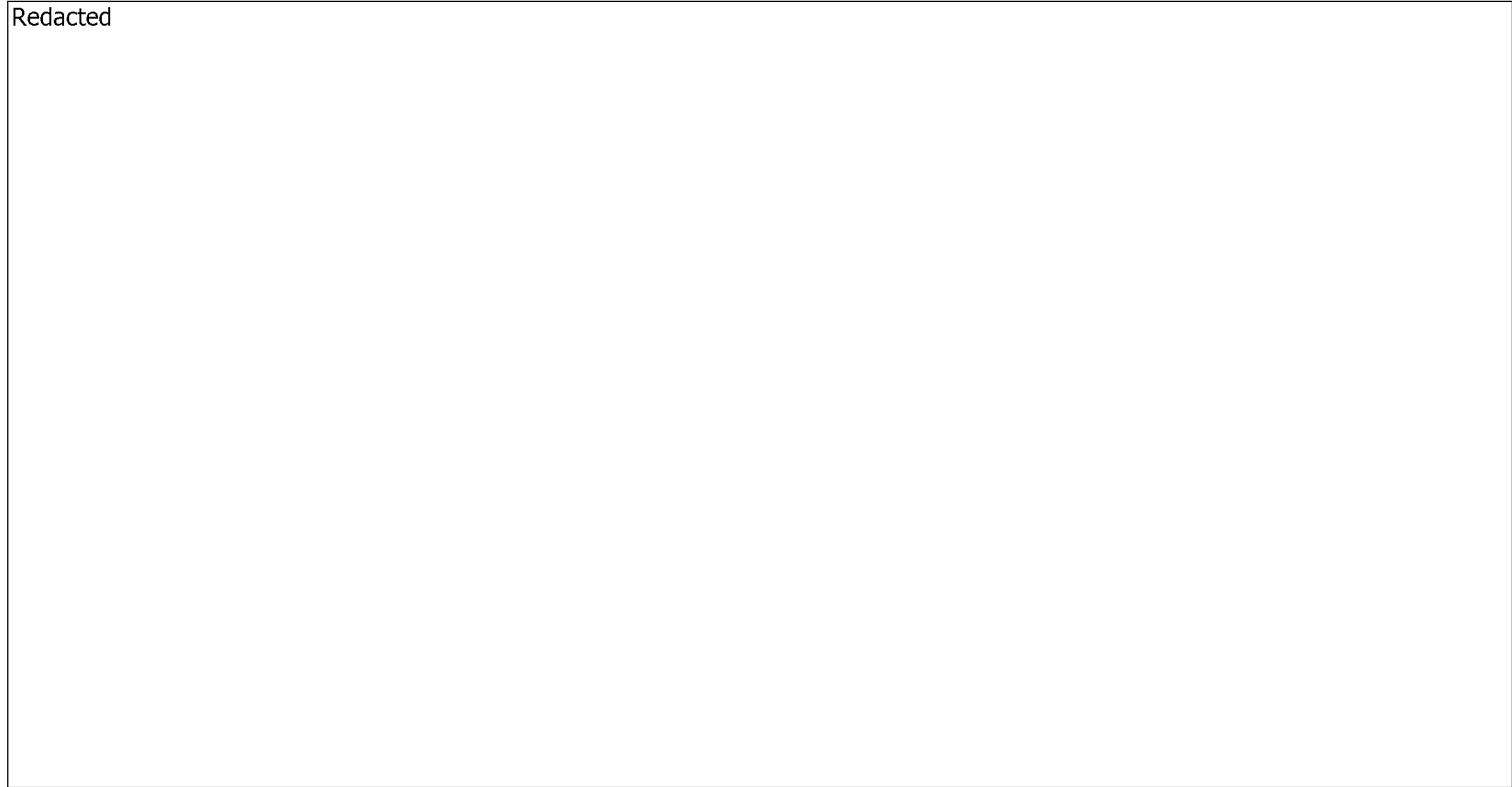
[Redacted]



**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.**

Redacted





RW\_V\_2905\_14 and RW\_V\_2904\_14 Redacted and Redacted

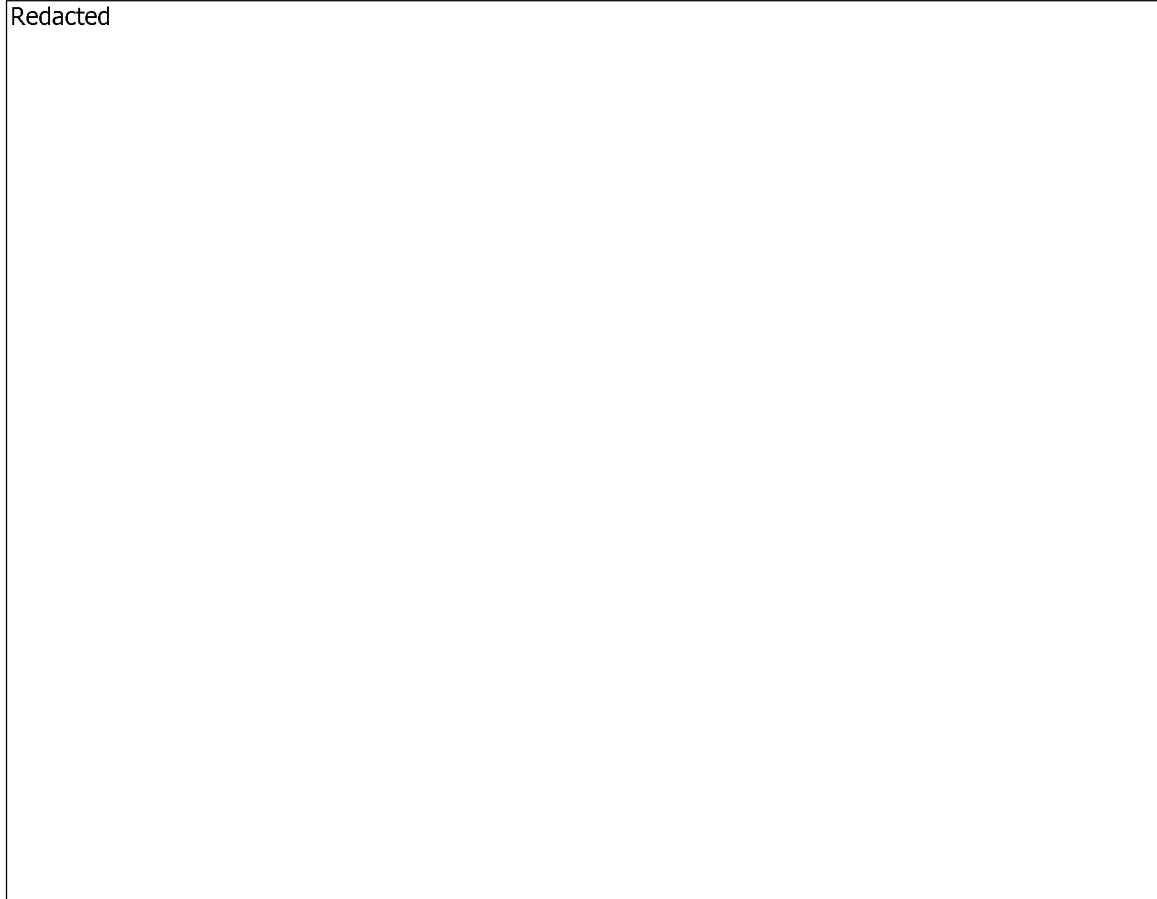
**There are 6 trees near the road and 4 additional trees in the parking lot that should be removed. There are also 5 trees across the street in the front of a home that should be removed.**





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.**





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

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

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

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

### 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	<a href="mailto:candace.andersen@bos.cccounty.us">candace.andersen@bos.cccounty.us</a>
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	<a href="mailto:Dist3@BOS.CCCounty.us">Dist3@BOS.CCCounty.us</a>
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	<a href="mailto:SupervisorMitchoff@bos.cccounty.us">SupervisorMitchoff@bos.cccounty.us</a>
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	<a href="mailto:district5@bos.cccounty.us">district5@bos.cccounty.us</a>
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	<a href="https://antiochchamber.com/">https://antiochchamber.com/</a>
Antioch Historical Society	Dianne	Gibson-Gray	1500 W. 4 <sup>th</sup> St.	Antioch	CA	94509	925-325-9897	<a href="mailto:diane@art4antioch.org">diane@art4antioch.org</a>
Contra Costa Association of REALTORS	Marilyn	Cunningham	1870 Olympic Blvd. Suite 200	Walnut Creek	CA	94596	925-295-9200	<a href="http://www.ccartoday.com">http://www.ccartoday.com</a>
East Bay Leadership Council	Tom	Terrill	1355 Willow Way Suite 253	Concord	CA	94520	925-246-1880	<a href="http://eastbayleadershipcouncil.com/home-contracosta-county-business.html">http://eastbayleadershipcouncil.com/home-contracosta-county-business.html</a>
Hispanic Chamber of Commerce of Contra Costa County	Johnny	Huang	1515 Locust Street	Walnut Creek	CA	94596	925-281-2623	<a href="mailto:manager@h5c.org">manager@h5c.org</a>
Kiwanic Club of the Delta-Antioch	John	Sullivan	3377 Deer Valley Rd. #239	Antioch	CA	94531		<a href="http://www.delta-antioch.kiwanisone.org/">http://www.delta-antioch.kiwanisone.org/</a>
Lions Club – Antioch			PO Box 324	Antioch	CA	94509		
Rotary Club of Antioch	Christine	O'brien	PO Box 692	Antioch	CA	94509		<a href="mailto:christine.O'brien@bankofthewest.com">christine.O'brien@bankofthewest.com</a>



# Contacts – Environmental Organizations

Organization	Website	Phone
California Conservation Corps	<a href="http://www.ccc.ca.gov/Pages/default.aspx">http://www.ccc.ca.gov/Pages/default.aspx</a>	559-292-0854
Urban Tree Foundation	<a href="http://www.urbantree.org">www.urbantree.org</a>	559.713.0631
California ReLeaf	<a href="http://californiareleaf.org">californiareleaf.org</a>	916-497-0034
Tricity Ecology Center	<a href="http://www.tricityecology.org/">http://www.tricityecology.org/</a>	510-793-6222
Tri-Valley Conservancy	<a href="http://www.trivalleyconservancy.org/index.html">http://www.trivalleyconservancy.org/index.html</a>	925-449-8706
Urban Releaf	<a href="http://Urbanrelear.org">Urbanrelear.org</a>	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	<a href="http://www.contracostatimes.com/">http://www.contracostatimes.com/</a>	ccnewsrelease@bayareanewsgroup.com	925-935-2525
KCBS	865 Battery St	San Francisco	CA	94111	<a href="http://sanfrancisco.cbslocal.com/station/kcbs/">http://sanfrancisco.cbslocal.com/station/kcbs/</a>	connie@kcbs.com	415-474-5227
KGO 810	55 Hawthorne St	San Francisco	CA	94105	<a href="http://kgo.com/">http://kgo.com/</a>	producers@kgoradio.com	415-995-6810
KGO ABC	900 Front St	San Francisco	CA	94111		<a href="http://abclocal.go.com/kgo/index">http://abclocal.go.com/kgo/index</a>	415-954-7777
KNTV NBC	2450 N 1st St	San Francisco	CA	95131		<a href="http://www.nbcbayarea.com/">http://www.nbcbayarea.com/</a>	408-432-6221
KPIX CBS	855 Battery St	San Francisco	CA	94111	<a href="http://sanfrancisco.cbslocal.com/">http://sanfrancisco.cbslocal.com/</a>	rosenheim@kpix.com	415-362-5550
KQED public radio	2601 Mariposa St	San Francisco	CA	94110	<a href="http://www.kqed.org/press">www.kqed.org/press</a>		415-864-2000
KRON					<a href="http://news.kron4.com/">http://news.kron4.com/</a>	breakingnews@kron4.com	
KTVU FOX	2 Jack London Square	Oakland	CA	94607	<a href="mailto:newstips@ktvu.com">newstips@ktvu.com</a>	<a href="http://www.ktvu.com/">http://www.ktvu.com/</a>	510-874-0242
Tri-Valley Times	127 Spring St	Pleasanton	CA	94566		kgust@bayareanewsgroup.com	925-847-7323



## P2 & P3 Pre-MOB Timeline

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



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

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



## Vegetation Mitigation Pre-MOB Work Timeline

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



### 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

