

Docket No. SA-534

Exhibit No. 4-X

NATIONAL TRANSPORTATION SAFETY BOARD

Washington, D.C.

Public Awareness Program Review Conducted in 2010

(8 Pages)

RP1162 Annual Review

Date: June 21, 2010

Attendees: Debbie Zearbaugh, Public Awareness Program Manager, Integrity Management
Aaron Rezendez, Sr. Program Manager, Public Safety, Safety, Health and Claims

Program Period: June 2009 – June 2010

Affected Public (LDC)-Baseline

PG&E Bill Stuffer

September 2009 “Protect our Pipelines. Protect Your Family.”

February 2010 “Protect our Pipelines. Protect Your Family.”

Affected Public (LDC)-Supplemental

Personal Contact

Agricultural Events:

1. AgSafe Conference, Monterey, February 2010
2. Colusa Farm Show, Colusa, February, 2010
3. Ag Expo, Tulare, February, 2010

Construction Events:

1. Contractor Compliance Database (CCD) report of contractor meetings (19 meetings)
2. Zenith Insurance Company’s Construction Seminars
 - a. Pleasanton, January 27, 2010
3. Traffic Control Supervisors Association (TCSA) Chapter Meeting
 - a. February 11, 2010
4. Greater Central Valley Collections System Committee (GCVCS) Chapter Meeting
 - a. February 2, 2010
5. Monterey County Public Works, South Division
 - a. April 29, 2010
6. Monterey County Public Works, North Division
 - a. April 28, 2010

Mark and Locate Meetings and other employee interactions with affected public

1. S4412 establishes uniform procedures for the following actions:
 - Responding to external requests to locate and mark Pacific Gas and Electric Company (Company) underground (UG) infrastructure using Underground Service Alert (USA).
 - Preventing damage to Company UG infrastructure.
 - Requesting information and avoiding damage to subsurface installations when the Company is the excavator.
 - Responding to requests from public agencies and other third-party entities for Company UG infrastructure information.

One-Call System Participation

1. PG&E is on the Board of Directors for USA North and USA South and supports their efforts through seminars and publications to educate the public about damage prevention.
2. Via Pipeline Association for Public Awareness, provided USA North and USA South the “2010 Excavation Safety Guide and Directory” for distribution at seminars
3. USA North Safety Awareness for Excavators (SAFE seminar series) within PG&E service territory
 - Antioch 06/25/09
 - Susanville 07/15/09
 - Crescent City 08/04/09
 - Eureka 08/05/09
 - Ukiah 08/06/09
 - San Luis Obispo 08/19/09
 - Bakersfield 08/20/09
 - Santa Clara 09/24/09
 - San Leandro 10/01/09
 - Chico 10/15/09
 - Turlock 10/22/09
 - Vacaville 11/12/09
 - Petaluma 12/03/09
 - Redding, CA 01/07/10
 - San Francisco, CA 02/04/10
 - Sacramento, CA 02/17/10
 - Fresno, CA 03/25/10
 - Salinas, CA 04/08/10
 - South Lake Tahoe, CA 04/29/10
 - San Jose, CA 05/19/10
 - Antioch, CA 06/17/10

Website

1. Comprehensive Call Before You Dig information located at:
 - Residential: <http://www.pge.com/myhome/edusafety/diggingyard/callbeforeyoudig/index.shtml>
 - Business: <http://www.pge.com/mybusiness/edusafety/contractor/digging/>
 - Additional links to CGA, USA North and USA South are provided.
 - Added CGA logo to website, which when clicked will direct the user to the CGA website.
 - Created alias for safe digging and planting section of website – www.pge.com/diggingandyardsafety
2. Safety Digging Month, April 2010
 - 811 Banner at www.pge.com and throughout website that when clicked will direct customers to digging safety information in English, Spanish or Chinese

Educational items

1. Pens, key chains, letter openers, 811 bandanas, flashlights, mercaptan scratch-n-sniff cards, etc. provided to the public at various events.

PG&E Bill Envelope Message

1. “Know what’s below. Call 811 before you dig. For details, visit www.pge.com/diggingandyardsafety” printed on bill envelope, April, 2010

Press Release

2. March 2010 Press release titled “PG&E Raises Awareness of Safe Digging Practices to Help Prevent Damage to Underground Utility Lines”

Chamber of Commerce Message

3. March 2010 Chamber Message distributed to CoC’s across our service territory. Titled “PG&E Reminds Customers to Always Call 811 Before Digging”.

Affected Public (LDC) - Action Items

1. Website:
 - Perform gap analysis of the website against the RMP-12 (RP1162) messaging requirements.
 - Develop strategy for increasing field offices’ awareness of public awareness program.

Affected Public (LDC)-Gas Transmission and Gas Gathering - Baseline

PG&E Bill Stuffer

September 2009 “Protect our Pipelines. Protect Your Family.”
February 2010 “Protect our Pipelines. Protect Your Family.”

Bi-Annual mailer to non-PG&E customers along ROW, June, 2010

Affected Public (LDC)-Gas Transmission and Gas Gathering - Supplemental

Personal Contact

Agricultural Events:

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5. Colusa Farm Show, Colusa, February, 2010
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11. Monterey County Public Works, South Division
 - a. April 29, 2010
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Mark and Locate Meetings and other employee interactions with affected public

2. S4412 establishes uniform procedures for the following actions:
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Affected Public (LDC)-Gas Transmission and Gas Gathering - Action Items

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 - Develop strategy for increasing field offices’ awareness of public awareness program.

Local And State Emergency Response Agencies - Baseline

Targeted Direct Mail Program

1. December 2009 Collaborate with Pipeline Association for Public Awareness (PAPA) provided agencies within our service territory the “Pipeline Emergency Response Guidelines and Pipeline Emergency Contact Directory”

Local and State Emergency Response Agencies – Supplemental

Emergency Drills

1. Local Transmission Districts provide mock emergency drills and invite local emergency responders to participate

Emergency Training

1. Provide “Responding to Gas & Electric Emergencies” seminars across the service territory.
 - San Jose July 6, 2009
 - Fremont October 29, 2009
 - Fresno November 12, 2009
 - Bakersfield November 13, 2009
 - Elk Grove December 1, 2009
 - Elk Grove December 2, 2009
 - San Jose January 19, 2010
 - Stockton February 4, 2010
 - West Sacramento March 8, 2010
 - West Sacramento March 12, 2010
 - Guerneville March 18, 2010
 - Dublin March 29, 2010
 - Ukiah April 24, 2010
 - Santa Cruz May 25, 2010
 - Berkeley June 4, 2010
 - Chico June 14, 2010
 - Redding June 15, 2010
2. Via PG&E’s website, provide emergency responders with Michael Callan’s “Responding to Utility Emergencies” train-the-trainer materials.

Joint Meeting

1. Local Transmission Districts held meetings with local emergency response agencies.

Wallet Card

1. Card provided to emergency response officials at meetings.

Local and State Emergency Response Agencies - Action Items

1. Continue to provide educational seminars throughout the service territory in which local emergency response agencies would be invited to attend.

Local Public Officials and Planning Agencies - Baseline

Targeted Direct Mail Program

1. Fall 2009 Collaborated with PAPA to distribute ”Pipeline Awareness Safety Information For Public Officials” newsletter

Local Public Officials and Planning Agencies - Action Items

None

Excavators, Developers, Contractors and One-Call Centers - Baseline

Targeted Direct Mail Program

1. June 2010 Distributed “Contractor Beware” program mailer containing safety information and offering additionally safety related resources, such as free safety posters, videos and booklets.

One-Call System Participation

1. PG&E is on the Board of Directors for USA North and USA South and supports their efforts through seminars and publications to educate the public about damage prevention.

Excavators, Developers, Contractors and One-Call Centers - Supplemental

USA Safety Awareness For Excavators (SAFE) events

1. Collaborated with the Pipeline Association for Public Awareness (PAPA), provided USA North and USA South the 2010 Excavation Safety Guide and Directory for distribution at seminars
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 - Antioch, CA 06/17/10

Educational outreach to contractors

1. Provided upon request safety education seminars and information.

Targeted Direct Mail Program

1. January 2010 Mailer to approximately 18,000 excavators within the top five counties in which we experienced the most number of no-USA related dig-ins. Mailer provided basic information in English and Spanish related to the five steps to a safe excavation, call before you dig requirements, what to do in the event of a gas line contact and what phone numbers to know in the event of an emergency.
2. April 2010 Collaborated with the Pipeline Association for Public Awareness (PAPA) to distribute the 2010 “Excavation Safety Guide and Directory” to all excavators state-wide.(115,585).
3. June 2009 Distributed “Agricultural Worker Beware” program mailer including educational flyer covering damage prevention laws and best practices. Additionally, we offer free safety posters and videos.
4. June 2010 Included Cross Bore and Odor Fade insert within Contractor Beware mailer.

Excavators, Developers, Contractors and One-Call Centers – Action Items

- Perform gap analysis of the Agricultural Worker Beware and Contractor Beware material content against the RMP-12 (RP1162) messaging requirements.

Program Evaluation and Effectiveness

1. Spring 2009 Performed survey of agricultural, excavator and school target audiences to evaluate effectiveness of materials and messaging.