

**Campaign Overview: PG&E Builds Partnerships with Local City Councils and Counties to Strengthen Permitting Processes and Require Call to 811**

**Background**

In 2014, Pacific Gas & Electric wanted to increase public awareness about 811 and partner with the local city councils and counties in our service territory. The goal was to build partnerships that will help us as we work to improve and strengthen the permitting process and require a call to 811 before digging.

**Execution**

Through collaboration between PG&E’s Local Government Relations, Gas Operations and Local Presence teams, the company attended City Council and Board of Supervisors meetings throughout its service territory, presented localized 811 strategies to public officials, publicly thanked our local government partners for their support and explained during public comment why calling 811 and following safe digging practices are so important.

**Results**

As a result of this work, in April 2014, 54 cities and 18 counties pledged their support for 811 Safe Digging Month in the form of formalized proclamations and resolutions. Support came from all across our service territory, from Humboldt to San Luis Obispo, Auburn to Santa Cruz. In November and December 2014, PG&E received further local recognition for its safe digging efforts in the East Bay region of the San Francisco Bay area.

By securing a total of 72 proclamations and resolutions across its service territory, PGE&E took a major step forward with its partnerships. Later in the year, PG&E’s local relationships expanded and the company was able to work with the local emergency personnel of many cities and counties to increase 811 training, workshops and third-party billing for emergency stand by.

Moving forward, all of these new partnerships will help PG&E as it works to improve and strengthen the permitting process and requiring a call to 811 before digging, explore new enforcement strategies such as emergency billing and possible ordinances and create Notice of Violations with fines within a given city or county limit.

PG&E also greatly improved the company’s image regarding public safety, made its service territory safer and built valuable, real and lasting partnerships that will help it achieve its long-term 811 goals.

For more information about PG&E’s efforts, please contact Jon Little at jdlh@pge.com.