

*Southern California Edison*  
*2025-WMPs – 2025-WMPs*

**DATA REQUEST SET Cal Advocates - SCE - 2025 WMP - 08**

**To: Cal Advocates**  
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**Job Title: Regulatory Affairs & Compliance, Senior Advisor**  
**Received Date: 4/16/2024**

**Response Date: 4/19/2024**

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**Question 08:**

In response to the Key Finding “Awareness of AFN resources provided by SCE during PSPS events remains generally low among AFN customers. Of those aware, rebate programs and Community Resource Centers are most known,” your 2024 AFN Plan at p. 25 states

In 2023, SCE began conducting personalized marketing and outreach to a small pilot audience of newly identified AFN customers through AFN Marketing Nurture campaign. The campaign guided customers to various SCE programs and resources that can help them to stay safe, informed and be prepared for PSPS outages. In 2024, SCE will expand the AFN Marketing Nurture campaign to all AFN customers, including those that are newly identified through SCE’s AFN Self-ID Survey.

- a) If you have identified any actions or follow-up activities to do based on your AFN Marketing Nurture campaign, please provide a list of the aforementioned actions or followup activities with estimated completion dates.
- b) If you have not identified any actions or follow-up activities to do based on your AFN Marketing Nurture campaign, please explain why not.
- c) Please explain what metrics SCE plans to use to track awareness among its AFN customers regarding its AFN resources, based on the AFN Marketing Nurture campaign.

**Response to Question 08:**

*a) If you have identified any actions or follow-up activities to do based on your AFN Marketing Nurture campaign, please provide a list of the aforementioned actions or followup activities with estimated completion dates.*

As mentioned in response to question 7 of this data request set, the AFN Marketing Nurture campaign is one of the primary follow-up activities that resulted from the 2022 PSPS Tracker Survey which indicated low awareness of AFN resources. Information received through the AFN Self-ID survey allowed for personalized outreach to customers with AFN. As described on page 25 of SCE’s 2024 AFN Plan, the AFN Marketing Nurture campaign is a pilot that will be expanded in 2024, after results of initial marketing efforts are collected and additional information from the AFN Self-ID survey received.

There are no actions or follow-up activities SCE would anticipate as a result of the AFN Nurture

campaign because the AFN Nurture campaign is an end product designed to increase awareness and utilization of SCE's PSPS AFN resources. Through the AFN Nurture campaign, SCE anticipates additional enrollment in relevant programs such as Medical Baseline, Critical Care Backup Battery Program, 211 and/or the Disability Disaster Access & Resources program.

*b) If you have not identified any actions or follow-up activities to do based on your AFN Marketing Nurture campaign, please explain why not.*

Not applicable, please see part (a)

*c) Please explain what metrics SCE plans to use to track awareness among its AFN customers regarding its AFN resources, based on the AFN Marketing Nurture campaign.*

The AFN Nurture Campaign is aimed at increasing awareness of AFN resources. Metrics to track awareness among customers with AFN regarding AFN PSPS resources will continue to be part of the PSPS Pre-/Post In-Language survey<sup>1</sup> and the PSPS Tracker survey<sup>2</sup>.

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<sup>1</sup> SCE's 2023 Post Season Report with In-Language Survey available here (page 175, resource awareness on page 205): [Microsoft Word - 2023 Post-Season Report-Cover Pleading.docx \(ca.gov\)](#)

<sup>2</sup> SCE 2024 AFN Plan covers PSPS Tracker Survey's key findings (page 69), results for 2023 to be reported in Q2 available here: [Cover Pleading for 2024 AFN Plan \(ca.gov\)](#)