

Southern California Edison
2023-WMPs – 2023-WMPs

DATA REQUEST SET O E I S - P - W M P _ 2 0 2 3 - S C E - 0 0 3

To: Energy Safety
Prepared by: Dean Schultz
Job Title: Advisor
Received Date: 5/11/2023

Response Date: 5/16/2023

Question 06:

Regarding SCE's Community Outreach and Engagement Targets:
SCE states that it plans to conduct "PSPS-related customer studies" (at least five in 2023 and three in 2024 and 2025).

- a. How are these studies different from SCE's annual PSPS Tracker survey and other community outreach surveys?
- b. What are the specific areas of focus for these studies?
- c. Will the findings of these studies be published and made publicly available, or are the studies for internal use only? If the former, where does SCE intend to publish?
- d. How will the findings be used or incorporated into SCE's community outreach program(s)?

Response to Question 06:

- a. *How are these studies different from SCE's annual PSPS Tracker survey and other community outreach surveys?*

The five PSPS-related customer studies that SCE plans to conduct in 2023 are described below.

One of the five studies is "SCE's annual PSPS Tracker survey" which is named in the question above and listed as the second item below – it is an internal non-mandated study in its fourth year in 2023, focused primarily on customers with direct PSPS experiences in the past wildfire season.

The much larger-scale study shown in the first bullet below is the CPUC-mandated In-Language Pre-/Post survey of communications and outreach effectiveness – also in its fourth year in 2023 (and similar surveys are also conducted by PG&E and SDG&E). Customers territory-wide and in the High Fire Risk Areas participate in this survey.

- Fourth annual In-Language Wildfire Mitigation / PSPS Communications Effectiveness surveys: Pre-and Post- Wildfire Season (Residential and Business) – mandated by Decision 20-03-004 to evaluate the effectiveness of SCE's wildfire safety / preparedness (including PSPS) communications and outreach. Surveys are administered in English and 19 other "prevalent" languages to Residential and Business customers systemwide (and with an expanded focus on HFRA customers) – and conducted twice annually: prior to (June/July) and after (November/December) the primary wildfire season. Post- survey replicates the Pre-survey questions, but adds a significant focus on PSPS experiences.

- Fourth annual PSPS Tracker surveys (Residential and Business) – conducted post-wildfire season early in the following year to assess customer attitudes / opinions about and actual experiences with SCE’s PSPS activity. Surveys are targeted to four types of customers: Notified and de-energized, notified but not de-energized, HFRA customers not notified or de-energized, and non-HFRA customers.
- Voice of the Customer post-PSPS event surveys – brief surveys targeted only to customers shortly after they were either notified about potential PSPS activity or were actually notified and de-energized to evaluate their satisfaction or challenges with specific PSPS experiences.
- Wildfire Safety community meeting feedback surveys – brief surveys targeted only to customers who attended a community meeting to determine its effectiveness and value in delivering PSPS- and safety/preparedness-related information.
- CRC/CCV visit feedback surveys (post-PSPS events) – brief surveys targeted only to customers who visited either a Community Resource Center or Community Crew Vehicle during a period of PSPS activity to determine the usefulness and value of these SCE support services.

These studies provide customer feedback regarding specific PSPS-related experiences and are used by SCE to identify and drive improvement opportunities.

b. What are the specific areas of focus for these studies?

Please refer to response in Question 6.a. where each of the five studies is described in more detail.

c. Will the findings of these studies be published and made publicly available, or are the studies for internal use only? If the former, where does SCE intend to publish?

Findings and full reports from the mandated In-Language Pre-/Post- surveys were included in SCE’s formally-filed PSPS Pre- and Post-Season reports to the CPUC in 2022 – and will continue to be made available in 2023 and beyond. The other four studies are principally used for internal purposes.

d. How will the findings be used or incorporated into SCE’s community outreach program(s)?

As indicated above, the findings will be (and have been) used to identify strengths and areas for improvement (i.e. what’s working vs. what could be better; trending up or down – or unchanged) related to the individual survey objectives – and apply the insights to a wide range of different PSPS focus areas. For example, in terms of communications recall or preparedness (or many other topics), we can determine which segments of customers are indexing above or below average – and then take appropriate actions to correct deficiencies with critical groups (such as AFN customer sub-groups).