



**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE
STATE OF CALIFORNIA**

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Order Instituting Rulemaking to Implement
Electric Utility Wildfire Mitigation Plans
Pursuant to Senate Bill 901 (2018).

Rulemaking 18-10-007

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2020 SURVEY RESULTS
PURSUANT TO PUBLIC UTILITIES CODE SECTION 8386(c)(18)(B), AS REQUIRED
BY DECISION 20-03-004, AND RESPONSES TO AUGUST 21, 2020 ADMINISTRATIVE
LAW JUDGE'S RULING**

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Pursuant to the California Public Utilities Commission’s (CPUC or Commission) *Decision on Community Awareness and Public Outreach Before, During and After a Wildfire, and Explaining Next Steps for Other Phase 2 Issues*, dated March 18, 2020 (Decision)¹ and the *Administrative Law Judge’s Ruling Regarding Compliance Filings Submitted In Response To Decision 20-03-004 Related To In-Language Outreach Before, During And After A Wildfire And Surveys Of Effectiveness Of Outreach*, dated August 21, 2020 (ALJ Ruling), Southern California Edison Company (SCE) provides the following compliance filing that includes the results of its surveys that assess the effectiveness of our community outreach in 2020, pursuant to Public Utilities Code Section 8386(c)(18)(B) and as required by the Decision,² This compliance filing also includes SCE’s responses to the ALJ Ruling.³

¹ See Decision (D.)20-03-004.

² See Decision, Ordering Paragraph (OP) 16.

³ See ALJ Ruling, OPs 1 and 5.

I.
OVERVIEW

The Decision adopted requirements for the large electric Investor-Owned Utilities (IOUs) and the Small and Multijurisdictional Electric Utilities (SMJUs) to conduct in-language outreach before, during and after a wildfire, and submit surveys of the effectiveness of past outreach efforts. The Decision also required the IOUs and SMJUs to conduct a meet-and-confer session with all parties on the service list.⁴

The ALJ Ruling required (1) all IOUs and the SMJUs to share their plans for surveys with WSD and serve the service list in this proceeding prior to formulating their 2020 surveys ordered in D.20-03-004⁵ and (2) certain conditions to be met for the IOUs' in-language compliance plans to be sufficient for the 2020 wildfire season.⁶ On June 30, 2020, SCE noticed a meet-and-confer to the parties on the service list in compliance with the Decision and provided the parties the IOUs' draft 2020 survey questions, complying with OP 5 of the ALJ Ruling. On July 8, 2020, SCE led a meet-and-confer with the utilities and all the parties to the proceeding and presented the IOUs' proposed 2020 customer outreach approach and surveys, reviewing each proposed survey question, again complying with OP 5 of the ALJ Ruling prior to its issuance.⁷ The utilities requested verbal feedback during the meet and-confer and/or written feedback by July 10, 2020. No party recommended changes to the proposed approach or survey questions. Consistent with the ALJ Ruling in OP 4, SCE had already considered the four delineated issues in formulating its 2020 surveys. In compliance with the Decision and ALJ Ruling, SCE hereby provides the results of its 2020 surveys and responses to the ALJ Ruling.⁸

⁴ See Decision, OP 19.

⁵ See ALJ Ruling, OP 5.

⁶ See ALJ Ruling, OP 1.

⁷ While SCE had already met the requirements of OP 5 of the ALJ Ruling prior to its issuance, it had also already begun conducting its 2020 pre-surveys.

⁸ The pre- and post-survey questions are included in Appendices A and B, respectively. Appendices C, D, and E include the results of the Residential, Business, and GEO-targeted customers' responses to the survey questions, respectively.

A. Compliance with OP 5 of the ALJ Ruling

OP 5 of the ALJ Ruling required SCE to share its plans and surveys and consider four issues in OP 4 of the ALJ Ruling. As explained above, SCE shared its plans and surveys as part of the July 8, 2020 meet-and-confer. Below, SCE explains how it considered the four issues set forth in OP 4 in formulating the 2020 surveys.

1. OP 4 Revision 1

Revision 1 in OP 4 requires SCE, to the extent possible, to work with the IOUs and SMJUs to standardize survey questions to enable comparisons between them. Since late April 2020, in response to the Decision, research leads from the three IOUs began collaborating to review 2019 Wildfire Mitigation / PSPS-related customer research (also shared with SMJUs) and develop survey plans for 2020. Despite some differences in respective research approaches (e.g., number of prevalent languages to be surveyed, sample sizes, mix of online surveys and phone interviews, and different third-party vendors), the cross-IOU team went to great lengths to standardize the questionnaires used for the pre- and post-wildfire season evaluations of communications and outreach effectiveness. Consequently, the IOU surveys are virtually identical to enable statistical comparisons across the results. Prior to launching the surveys – and in compliance with the Decision -- the IOUs conducted a meet-and-confer session to which all interested parties from the service list were invited. Prior to and during that meeting, the parties were allowed to review the proposed methodology and final-draft questionnaires, and no comments or suggested changes were requested at that time or in the subsequent days allotted.

2. OP 4 Revision 2

Revision 2 in OP 4 requires SCE to reduce self-selection biases via randomization. SCE Residential and Business customer name lists were pulled at random in large quantities from its entire customer database systemwide – supplemented by additional lists drawn randomly as well from SCE’s High Fire Risk Areas (HFRA). GEO-targeted customer lists were also selected from

pre-determined ZIP codes where higher concentrations of Asian language-dependent customers might be located as an additional test to provide greater focus and potentially measurable results. Customer contact information was included in the name lists – phone numbers for all and email addresses where available. For online surveys, in addition to the initial invitation and survey link, potential respondents were sent two additional reminders to complete the survey. For phone surveys, multiple attempts (up to 5) were made on different days and at different times of the day to reach individuals to encourage participation. Detailed disposition reports were prepared to track call attempts and related outcomes.

3. OP 4 Revision 3

Revision 3 in OP 4 requires SCE to include discussion of its survey methodology. SCE's survey methodology is described in detail in Section I.B below. SCE provides an overview here to explain how Revision 3 was considered in its formulation of the 2020 surveys.² Beginning in mid-August 2020 and concluding in mid-September, Residential and Business customers in three geographic territories were targeted for the pre-survey, with the number of completed surveys as described below:

- Systemwide/General Population: a sample of 2,500 Residential and 750 Business customers were surveyed to represent the entire SCE service territory.
- HFRA: an additional 200 Residential and 250 Business customers in HFRA were surveyed to supplement the sample expected to fall from the general population survey (800 and 250 HFRA respectively), yielding a total of 1,000 Residential and 500 Business customers from HFRA.

² SCE's methodology included a 70/30 mix of online versus phone surveys, respectively; pre-surveys were conducted in 15 prevalent languages plus English; post-surveys were conducted in 19 languages (in response to the ALJ Ruling, adding 5 more languages for online surveys only including Hindi, Portuguese, Thai, Hmong, and Urdu); 10-minute pre-surveys and 15-minute post-surveys were conducted; and, supplemental Community-Based Organizations (CBOs) facilitated some surveys to capture input from hard-to-reach populations for indigenous languages.

- GEO-Targeted: three areas with known high concentrations of targeted cultural/language groups (Chinese, Vietnamese, and Korean) were targeted (these areas also potentially include high concentrations of Cambodian and Filipino / Tagalog languages). SCE also filtered the general population Residential and Business customers in these high-concentration ZIP codes to include only those who either speak the targeted language or self-identify with the targeted culture/country, yielding 100-150 completed interviews in each language/culture group.

The post-survey began in mid-November and ended in mid-December (post-wildfire season). This survey also included the pre-survey questions plus more detailed questions about customers' wildfire mitigation / PSPS experiences before, during, and after a wildfire. Focus was targeted on customers in HFRA with comparisons to those in non-HFRA. For HFRA customers, a sample of 1,000 Residential and 500 Business customers were secured. For systemwide / general population, one-third of the HFRA respondents (333 Residential and 167 Business) were randomly selected to represent their proportion of all SCE customers. The balance of respondents in non-HFRA helped secure 1,000 Residential and 500 Business customers representing the general population. For GEO-targeted customers, the same method used in the pre-survey was applied.

4. OP 4 Revision 4

Revision 5 in OP 4 requires SCE to redact personal identifying information from all submissions. SCE strongly supports this requirement and never identifies individual customers to their specific survey responses. Survey results are aggregated in total or by sample sub-groups or customer segments only. No personal identifying information is included or cited in any reports or submissions from these surveys and SCE appreciates the Commission's insistence that customer information and feedback remain private.

B. Survey Methodology

As described above, core pre-/post-survey questions were administered by all three IOUs via their individual surveys, allowing for some key comparisons across IOUs. Additionally, each IOU had the option to also incorporate custom questions. Virtually all of the pre-questions were repeated in the post-survey along with a variety of additional unique post-survey questions.

SCE administered its pre-wildfire season survey on a large scale to the general public (Residential and Business customers) systemwide and in HRFA. In our service territory, the pre-survey was also administered to GEO-targeted areas: ZIP codes with high concentrations of Chinese-, Korean-, and Vietnamese-language customers to determine if language-dependent customers could be accessed with better targeting capabilities. The post-surveys were also conducted with Residential and Business customers territory-wide and in the HFRA, but not in the GEO-targeted areas.

In April 2020, SCE identified 15 “prevalent” languages within its territory (plus three indigenous languages) – and planned to use the pre-/post-surveys to evaluate our communications and outreach efforts with both English- and non-English-speaking customers with exception for indigenous languages that could not be captured through the surveys. Listing the prevalent languages and estimating how many speakers of each language reside in our territory was possible, but we are (and were) not able to target individual customers with any certainty based on their languages spoken or preferred.

Consequently, SCE used a self-selection / self-identifying methodology as part of the survey administration itself (email and phone) to reach language-dependent customers, supplemented by direct questions within the survey about language / communications preferences. Even applying this open-ended approach, we projected in our earlier filing that the actual number of non-English survey completes (sample sizes) would likely be quite small and not statistically significant for many (if not most) of the lower-incidence languages.

Each IOU selected the “prevalent” languages in which to offer the survey. In mid-August 2020, when the pre-surveys were launched, SCE initially included its 15 “prevalent” languages – Arabic, Armenian, Chinese-Cantonese and Mandarin, Farsi, French, German, Japanese, Khmer, Korean, Punjabi, Russian, Spanish, Tagalog, and Vietnamese – plus English, for a total of 16 in the surveys (though the list of prevalent languages has since been reviewed and adjusted).¹⁰ Given the ALJ Ruling on August 21, 2020, we expanded the survey offerings to first include five additional language options (Hindi, Hmong, Portuguese, Thai, and Urdu) for a total of 21 – and subsequently five more variations of Hindi (Bengali, Gujarati, Tamil, Telugu, and Pashto) for a total of 26.

Survey invitations were delivered to Residential and Business customers via email (to a self-administered web survey) and phone (to an interviewer-administered telephone survey), with 70% of completed interviews expected from email and 30% via phone. Email invitations greeted potential respondents in all 26 languages with a jump link in the email to a web survey in the language of the respondent’s choice. The Computer-Assisted Telephone Interview (CATI) phone center has staff capable of administering the questionnaire in all of the languages, but all interviewers / languages are not available at all times. Upon encountering a language barrier with a potential survey respondent, the interviewer attempted to identify the language and stored the record for re-contact at a later date. If the language could not be identified, a surname-based, pre-coded flag was used to assign the record for re-contact.

All participants were offered entry to a sweepstakes to encourage participation. Across all quotas, the prizes offered were: Two grand prize winners of \$500 (1 each for Residential and Business), and fifty-four (54) other winners of \$100 (35 for Residential and 19 for Business) – enough winners to make the odds of winning about 1:100.

Target sample sizes for the various surveys were established prior to implementation. Residential pre-quotas were exceeded Systemwide (2,500), in HFRA (1,000), and in the GEO-

¹⁰ See SCE Advice Letter 4215-E for determination of the 15 prevalent languages.

targeted areas. In the GEO-targeted areas, more than 85% of the screenings qualified as a “member of” a targeted community (versus the expected 50%). Business pre-quotas (750) were not met (due to sample limitations and a suspected high number of COVID-related closures. The quotas for the post-surveys were adjusted based on the pre-survey experience. A post-GEO-targeted sample was not done given that we learned what was needed about targeted areas from the pre-survey (i.e., targeting if doable does provide better access to language-dependent customers) – and because the targeted areas were not located in the HFRA. Actual sample sizes achieved were as follows:

- Residential –
 - Systemwide: Pre- 2,685 (160 non-English); Post- 2,251 (143 non-English)
 - HFRA: Pre- 1,050 (20 non-English); Post- 2,914 (45 non-English)
 - Non-HFRA: Pre-: 1,844 (141 non-English); Post- 1,561 (119 non-English)
 - GEO-targeted: Pre-only 812 (532 non-English)
- Business –
 - Systemwide: Pre- 564 (33 non-English); Post- 432 (27 non-English)
 - HFRA: Pre- 254 (6 non-English); Post- 660 (32 non-English)
 - Non-HFRA: Pre- 422 (29 non-English); Post- 319 (22 non-English)
 - GEO-targeted: Pre-only- 81 (61 non-English)

All Residential and Business pre-surveys (plus GEO-targeted surveys) were completed between August 18 and October 14, 2020. Post-surveys were fielded between November 11 and December 11. The average length of the Residential pre-survey was about 12 minutes and the post-survey approximately 15 minutes. Business surveys averaged about 9 minutes for the pre-survey and 12 minutes for the post-survey.

C. Survey Results

A summary of the 2020 Survey results is set forth below. Details can be found in Appendices C, D, and E.

1. Residential

Regarding results for needing wildfire communications in languages other than English, the Pre- and Post-surveys interviewed just under 5,000 Residential customers (n=4,936). Despite being offered in 26 languages, just 6.1% of all pre-/post-survey Residential customers (n=303) elected to complete the survey in a language other than English. When asked directly to select their preferred language for wildfire communications, 9.9% of all Residential customers indicated a preference for a language other than English. Among these customers (n=487), most prefer Spanish (6.6% of all Residential customers), while the balance (3.3% of all Residential customers) prefer a language other than English or Spanish. Very few of these customers say “I need it in my preferred language – I do not understand English”: For Spanish, it is 40% of the 6.6% (or 2.625% of total Residential); for all other languages, it is 25% of the 3.3% (or 0.825% of total Residential).

Regarding performance by SCE in getting the word out, significantly more Residential customers systemwide recall SCE Wildfire communications in the post-survey (+6% to 55%). The same is true for customers in HFRA (+9% to 65%) and non-HFRA (+4% to 51%). Recall of SCE communications is slightly lower among Prefer Other Language (51%, unchanged from Pre- to Post-survey). Emails and letters from SCE are the most common sources of information from SCE. Four sources increased in the Post- survey (advertising, info videos, texts, and calls) – and may be responsible for higher recall. Usefulness varies across several SCE info sources – five sources declined post- in HFRA and none improved.

For performance of “Other” sources at getting the word out, three non-SCE sources are cited most often as sources of information on wildfire safety & preparedness: Local news reports (-4% to 44%); city/county government (+7% to 32%), and CAL FIRE (+4% to 24%). Among Prefer Other Language customers, many fewer say these sources reach them (-10% to 12%, +1% to 12%, +2% to 8%, respectively). Most useful “other” information sources are CAL FIRE, local fire departments, and CBOs. SCE’s reach (55% all Residential and 51% Prefer Other Language)

in wildfire communications is comparable to all “other” sources and much more successful with Prefer Other Language customers.

Regarding attitudes toward SCE’s Wildfire / PSPS program, awareness of PSPS held steady pre- to post-survey except in HFRA (+4% increase to 84% vs. 69% Systemwide and 65% in Non-HFRA). Customers with a positive overall opinion of SCE’s PSPS program improved systemwide (+9% to 58%), among HFRA (+7% to 53%) and non-HFRA (+8% to 60%) – and especially among Prefer Other Language customers (+18% to 79%). Satisfaction with SCE’s Wildfire preparedness efforts improved systemwide and in the Non-HFRA (+4% respectively), but not in the HFRA. Systemwide, most Residential customers generally agree with or respond positively to a list of statements used to rate SCE’s wildfire efforts / PSPS program. “Prefer Other Language” customers are even more likely to agree (75% to 86% vs. 48% to 71% for all Residential). Ratings changed little between the pre- and post-surveys, however. As with most metrics, customers in the HFRA (versus those in non-HFRA) rate SCE lower on almost all attributes. Significantly more Residential customers in the post-survey report being personally prepared for a wildfire emergency than in the pre-survey (up 5% systemwide and 8% in the HFRA).

In the post-survey, regarding PSPS experiences and notifications, an email (54%) from SCE is the most frequently mentioned channel for PSPS alerts, but SCE texts (40%), recorded phone messages from SCE (19%), and SCE.com (7%) are also common – non-SCE sources are rarely mentioned. Receipt of a PSPS alert or notification was reported by one-third of Residential customers systemwide (48% in HFRA vs. 29% in non-HFRA). Multiple alerts are common – average of 2.9 in HFRA and 2.5 in non-HFRA. The usefulness ratings of these notifications (top 2 box) ranged from 66% to 80% systemwide (lower in HFRA: 60-89% vs. non-HFRA: 74%-100%). At least a few customers report seeing a PSPS alert in each of 16 different languages.

Regarding event experience and updates, one in seven systemwide (15%) report having experienced at least one event (24% in HFRA vs. 12% in non-HFRA). Multiple events are also common – average of 1.9 in HFRA and 1.8 in non-HFRA. Four in five (79%) systemwide

checked for updates during events (77% in HFRA vs. 79% in non-HFRA). The usefulness ratings of SCE update sources during outages (top 2 box) ranged from 50% to 82% (lower in HFRA: 33% to 62% vs. non-HFRA: 67%-100%). Satisfaction with SCE.com for info during events (top two box) systemwide is average at 60% (lower in HFRA: 48% vs. 73%). Among those who experienced an outage and checked for updates, about 6 in 10 (62%) are highly satisfied with SCE's overall PSPS communications (lower in HFRA: 53% vs. 75%). Those who prefer other languages are less likely to check for updates during events (38% systemwide).

For restoration notices, among those who experienced an event, half (50%) report receiving a restoration notice (no difference between HFRA and non-HFRA). The usefulness of such notices is high (72%) systemwide (lower in HFRA: 58% vs. 83%).

For PSPS attributes, HFRA and non-HFRA customers rate SCE differently: typically, opinions of SCE are lower in HFRA. Notification of a shutoff is SCE's highest-rated attribute – lowest-rated is Provides resources near me that I can visit during an outage event.

2. Business

Regarding results for needing wildfire communications in languages other than English, the pre- and post-systemwide surveys completed interviews with 996 Business customers. Despite being offered in 26 languages, just 6.0% of all pre-/post-Business customers (n=60) elected to complete the survey in a language other than English. When asked directly to select their preferred language for wildfire communications, 4.8% of all Business customers indicated a preference for a language other than English. Most of these 4.8% report they can read English. Just 19% of these 4.8%, or 0.9% of all Business customers say “I need it in my preferred language – I do not understand English.”

Regarding performance by SCE in getting the word out, significantly more Business customers systemwide recall SCE wildfire communications in the post-survey (+5% to 56%). Most of the lift in recall came from customers in HFRA (+6% to 68%) but there was also directional improvement in non-HFRA (+6% to 53%). Emails and letters from SCE are the most

common sources of information from SCE. In the post-survey for HFRA, emails and texts from SCE increased, while letters and phone calls from SCE decreased. Source usefulness varies across several SCE info sources, but they average “useful” on the whole for about two-thirds of respondents.

Regarding performance of “Other” sources at getting the word out, three non-SCE sources are cited most often as sources of information on wildfire safety & preparedness: Local news reports (-1% to 39%), city/county government (+3% to 32%), and CAL FIRE (-3% to 22%). Among those few businesses that prefer to get such communications in a language other than English, these three sources reach 30%, 43% and 13%, respectively. Most useful “other” information sources are CAL FIRE, local fire departments, and CBOs. SCE’s reach (56% of all Business and 61% of all Prefer Other Language) in wildfire communications exceeds that of all “Other” sources and is more successful with Prefer Other Language customers.

Regarding attitudes toward SCE’s Wildfire / PSPS program, awareness of PSPS held steady pre- to post-surveys (69% to 72%, respectively). Satisfaction with the PSPS information provided by SCE on SCE.com also held steady (67% to 62%). There is little difference in these opinions between HFRA and non-HFRA Business customers (60% and 66%, respectively). Satisfaction with SCE’s wildfire preparedness efforts also held steady (60% to 59%) – and there are no differences between HFRA and non-HFRA customers (57% each). The overall opinion of SCE’s PSPS program was unchanged Systemwide (+3% to 54%), but improved in HFRA (+9% to 53%). It was unchanged in non-HFRA (+2% to 55%). Systemwide, 52% to 70% of Business customers agree with or respond positively to a list of statements used to rate SCE’s wildfire efforts. Fewer agree with statements used to rate SCE’s PSPS program (35% to 54%). Unlike Residential, both sets of ratings are similarly rated by HFRA and non-HFRA customers alike. The proportion of Business customers who say they are either completely or somewhat prepared for a PSPS event held steady (55% to 58%). More of those in HFRA (62%) report being prepared than in non-HFRA (55%). Preparedness did not change in either pre- to post-survey group.

Regarding post-survey, PSPS experiences and notifications, SCE sources are by far the most frequently recalled for PSPS alerts, especially SCE emails and texts, but also recorded phone messages and SCE.com -- sources recalled are similar in HFRA and non-HFRA. Receipt of a PSPS alert or notification was reported by one-third (36%) of Business customers systemwide (53% in HFRA versus 31% in non-HFRA). Multiple alerts are common – average of 4.3 in HFRA and 3.7 in non-HFRA. The usefulness ratings of these notifications (top 2 box) ranged from 50% to 100% systemwide (lower in HFRA: 59-86% versus non-HFRA: 50%-100%). At least a few customers report seeing a PSPS alert in each of six different languages other than English.

Regarding event experience and updates, one in five (20%) systemwide customers report having experienced at least one event (32% in HFRA versus 17% in non-HFRA). Multiple events are also common – average of 2.5 in HFRA and 1.9 in non-HFRA. Just one in six (17%) say they did not check for updates during events (28% in HFRA versus 11% in non-HFRA). The usefulness ratings of SCE update sources during outages (top 2 box) ranged from 61% to 100% (lower in HFRA: 33% to 100% versus non-HFRA: 71%-100%). Satisfaction with SCE.com for info during events (top two box) systemwide is average at 68% (lower in HFRA: 60% versus 75%). Among those who experienced an outage and checked for updates, about two in three (65%) are satisfied with SCE's overall PSPS communications (lower in HFRA: 55% versus 79%).

For restoration notices, among those who experienced an event, fewer than half (43%) report receiving a restoration notice (slightly higher in HFRA at 52% versus 42% in non-HFRA). The usefulness of such notices is high (76%) systemwide (lower in HFRA: 60% versus 73%).

For PSPS attributes, HFRA and non-HFRA Business customers rate SCE similarly on PSPS-specific attributes. As with Residential, notification of a shutoff is SCE's highest-rated attribute – lowest-rated is provides resources near me that I can visit during an outage event.

3. GEO-Targeted (pre-survey only)

Regarding the need for Wildfire communications in languages other than English, ZIP code targeting of high concentrations of selected ethnic Asian communities proved to be very effective and produced many in-language respondents: 66% of 812 Residential and 75% of 81 Business respondents completed an in-language survey. Note, however, that virtually all of these targeted areas exist in non-HFRA. Respondents were also asked to select the language preferred for wildfire communications: 62% of Residential and 57% of Business customers prefer a language other than English. Among those who prefer other languages than English for wildfire communications, 29% of Residential and 39% of Business say “I need it in my preferred language – I do not understand English,” indicating that across all GEO-targeted respondents, 20% of Residential and 18% of Business in these high-concentration Asian communities indicate they do not understand English.

Regarding performance by SCE in getting the word out, 61% of GEO-targeted Residential customers recall SCE’s wildfire communications – and 1/3 of them recall seeing/hearing the communications in a language other than English. GEO-targeted Residential recall is much higher than 49% systemwide. 48% of GEO-targeted Business customers recall SCE’s wildfire communications – and 1/3 also saw/heard them in other languages. GEO-targeted Business recall is comparable to 51% systemwide. Most common SCE information sources among all GEO-targeted customers (Residential/Business): email (64%/79%); letter (36%/26%). Among those who prefer other languages: email (41%/58%); letter (23%/11%). Those mentioned above – and a variety of other SCE sources – are all considered useful by a majority of customers.

Regarding performance of “Other” sources at getting the word out, leading “other” (non-SCE) wildfire information sources are local news (Residential 50%; Business 56%), city/county government (Residential 25%; Business 33%), and State government (Residential 17%; Business 14%). Penetration of these sources among those who prefer other languages is much

lower: local news (Residential 26%; Business 21%), city/county (Residential 18%; Business 42%), State (Residential 15%; Business 11%). SCE reach / penetration is consistently higher than these other sources. Virtually all the “other” information sources included in the survey are considered useful by most respondents.

For attitudes toward SCE’s PSPS program, about 6 in 10 have heard of SCE’s PSPS program – and over 6 in 10 have a positive opinion of it. Three-fourths of GEO-targeted Residential and more than 6 in 10 GEO-targeted Business are satisfied with SCE’s wildfire preparedness / safety efforts – with over 4 in 10 GEO-targeted Residential and one-third GEO-targeted Business saying they are “completely / somewhat” prepared personally. In the geographically-concentrated, language-dominant areas selected (almost entirely Non-HFRA), GEO-targeted Residential customers rate SCE’s PSPS program on a list of statements higher than do Residential customers systemwide (GEO-targeted range: 67% to 77%; Systemwide range: 48% to 71%). Plus, GEO-targeted Residential ratings are higher than are GEO-targeted Business ratings. GEO-targeted Business customers in these same areas rate SCE’s PSPS program comparably to Business customers systemwide (GEO-targeted range: 57% to 72%; Systemwide range: 48% to 71%). Systemwide, Residential ratings are identical to Business ratings.

D. Compliance with OP 1 of the ALJ Ruling

As noted above and in compliance with the Decision, SCE identified 15 prevalent languages (excluding English) in its service territory in addition to three languages spoken by indigenous communities, who occupy significant roles in California’s agricultural economy regardless of prevalence. Consistent with the Decision, the prevalent languages determinations was based on 1,000 or more people that speak these languages in SCE’s service territory and are

representative of target populations from households that speak English “less than very well” according to U.S. Census data.¹¹

In compliance with OP 1 of the ALJ Ruling, SCE will also treat Portuguese, Hindi, Hmong and Thai as prevalent languages. SCE has also reviewed Public Use Microdata Sample (PUMS) U.S. Census data suggested from the California Environmental Justice Alliance (CEJA) and assessed the additional languages listed in subsections c thru f (in OP 1 of the ALJ Ruling) to determine if the utilities’ existing in-language plans would provide outreach for the additional languages. Below, in consultation with its third-party translation agency/linguistic expert, Agnew, SCE addresses the questions in the ALJ Ruling:

Tagalog will provide sufficient outreach to speakers of the Filipino languages of Ilocano and Cebuano. Although Cebuano and Ilocano are distinct languages from Tagalog, SCE’s expert informs that only a small percentage of Filipinos speak Ilocano or Cebuano exclusively. As such, SCE believes that the majority of people that speak the Cebuano and Ilocano languages can also speak Tagalog, and accordingly Tagalog provides sufficient outreach to those customers.

SCE’s assessment of Indian subcontinent languages Punjabi, Gujarati, Bengali, Tamil and Telugu is less conclusive. SCE already includes Punjabi as a prevalent language and thus removed this language from this assessment. Arabic will not provide sufficient outreach to speakers of the Indian subcontinent languages Gujarati, Bengali, Tamil and Telugu because it is spoken in the Middle East and North Africa. SCE’s expert also advises that Urdu would not be sufficient for speakers of Gujarati, Bengali, Tamil and Telugu. However, Indian subcontinent languages Gujarati, Bengali, Tamil and Telugu could potentially be covered by those that also speak Hindi. SCE will continue to assess the other Indian subcontinent languages for potential inclusion in our prevalent languages given that SCE’s survey results show that Tamil and Telugu were each requested and completed by only one customer (post-survey only) and Bengali and Gujarati were selected by zero customers. Additionally, these Indian subcontinent languages are

¹¹ See Decision, Appendix A.

covered by SCE's translations service vendor that supports more than 250 languages for customer inbound inquires, to ensure these languages are available to customers.

Farsi and Arabic will not provide sufficient outreach to speakers of Pashto because Pashto is a completely different language from Arabic and Farsi with its own writing and spoken code. However, there are less than 1,000 speakers of Pashto in SCE's service territory.

The Chinese languages Cantonese and Mandarin will provide sufficient outreach to speakers of Min Nan Chinese. SCE's language experts informed that Min-Nan is commonly spoken in Taiwan as "Taiwanese," while the official language is Mandarin. They also explained that everyone who knows Taiwanese knows Mandarin. Thus, traditional Chinese and simplified Chinese are sufficient to cover all Chinese-language-speaking customers.

II.

CONCLUSION

SCE appreciates the opportunity to present and explain the surveys we conducted for our 2020 wildfire-related customer communications and community outreach efforts, the customer responses we received that have been and will continue to be used to improve our 2021 wildfire-related communication and outreach efforts, and our responses to the ALJ Ruling.

Respectfully submitted,

CLAIRE E. TORCHIA
RUSSELL A. ARCHER

/s/ Russell A. Archer

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December 31, 2020

Appendix A

Residential/Business 2020 WF PSPS Pre-Survey Questions

SCE 2020 In-Language Wildfire Mitigation Survey

PRE-Survey – RESIDENTIAL/BUSINESS

EMAIL INVITATION IS PROVIDED SEPARATELY.

WEB LANDING PAGE FOR NON-ENGLISH (SHOW IN LANGUAGE LINKED FROM EMAIL INVITATION)

RESIDENTIAL: At Southern California Edison we are evaluating public safety related to utility use in your area. May we include you in a short survey?

BUSINESS: At Southern California Edison we are evaluating public safety related to utility use by companies and businesses like yours. May we include you in a short survey?

All who complete the survey may enter a drawing from which one person in every hundred will win \$100. Click [here](#) to display the sweepstakes rules.

Please participate. We greatly value your opinions even if you don't want to enter the drawing. The survey length averages 10 minutes.

To participate, please answer the question below for the language you prefer to use for this survey.

Dean Schultz
Customer Insights
Southern California Edison

Would you like to take the survey in...?

PROGRAMMER: ONLY SHOW ENGLISH OR LANGUAGE THAT WAS LINKED FROM EMAIL INTRODUCTION

1. [English](#)
2. [Arabic](#)
3. [Armenian](#)
4. [Chinese - Cantonese](#)
5. [Chinese - Mandarin](#)
6. [Farsi](#)
7. [French](#)
8. [German](#)
9. [Japanese](#)
10. [Khmer](#)
11. [Korean](#)
12. [Punjabi](#)
13. [Russian](#)
14. [Spanish](#)
15. [Tagalog](#)
16. [Vietnamese](#)
17. [I am not interested in taking this survey \[PROGRAMMER: THANK AND TERMINATE\]](#)

WEB LANDING PAGE FOR ENGLISH AND NON-ENGLISH

RESIDENTIAL: Thank you for agreeing to complete this online survey on behalf of Southern California Edison evaluating public safety related to utility use in your area.

BUSINESS: Thank you for agreeing to complete this online survey on behalf of Southern California Edison evaluating public safety related to utility use by companies and businesses like yours.

This survey will take approximately 10 minutes to complete. Most participants will complete this survey in one sitting, but you can stop and resume from the same point at a later time by clicking on the link from the survey invitation.

For qualifying and completing the survey you could win one \$1,000 prize drawn from all survey participants during (odds of winning are 1 in 3,500) or one of 10 prizes of \$100 (odds of winning are 1 in 100). Click here to see the official rules.

Your responses will be kept confidential.

TELEPHONE INTRODUCTION

Hello, my name is _____ from HINER & Partners, an opinion research company. I'm calling on behalf of Southern California Edison to conduct a survey.

This call may be monitored for quality control purposes.

For qualifying and completing the survey, you will be entered into a drawing for a \$100 prize. The chance of winning is at least 1 in 100 [IF NEEDED: depending on the number of participants].

S1. PHONE ONLY: May I speak to the person who usually reviews or pays your monthly Edison bill?
IF CCA CUSTOMER: Even though you buy electricity from another provider, Southern California Edison would like to include your opinions.

- [Yes - Speaking] 1 CONTINUE TO S2
- [Yes – Someone else] 2 ASK FOR THAT PERSON*
- [No] 3 REFUSAL
- [Refused] 4 REFUSAL

* IF NOT AVAILABLE, SCHEDULE CALLBACK
IF AVAVAILABLE, REPEAT INTRO AND CONTINUE TO S2

S2. WEB AND PHONE: In your [household/business], are you involved in reviewing and/or paying the monthly Edison bill?

- Yes CONTINUE
- No THANK AND TERM
- Refused THANK AND TERM

[NEED PUNCH 1 TO CONTINUE. PHONE: IF NOT "Is there someone else in your household/business who reviews/pays your monthly Edison bill? If so, may I speak to that person?" IF NOT AVAILABLE, SCHEDULE CALL-BACK. IF NO SUCH PERSON OR REFUSED, THANK AND COUNT AS REFUSAL]

GEO ONLY

QG1 Do you consider yourself/your business to be a member of any of the following communities?

PHONE: MULTIPLE RESPONSES OK. READ LIST. WEB: Check all that apply.

- Vietnamese
- Chinese

Korean
Filipino
Cambodian

I do not consider myself/ my business to be a member of any of these communities

QUALIFIES IF ANY COMMUNITY SELECTED, REGARDLESS OF PREFERRED. CONDUCT THE INTERVIEW IN THE PREFERRED LANGUAGE.

Q1. [ASK ALL] In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?

Yes

No

Not Sure

Q2. [ASK ALL] What languages are often used in your home/business? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. PROGRAMMER: MULTIPLE RESPONSE.

English

Spanish

Chinese Cantonese

Chinese Mandarin

Korean

Vietnamese

Tagalog

Russian

Arabic

Armenian

Farsi

French

German

Japanese

Khmer

Punjabi

Other, please specify: _____

Q3. [ASK ALL] What is your preferred language for receiving public safety information like this from SCE? PROGRAMMER: SINGLE SELECT.

English

Spanish

Chinese Cantonese

Chinese Mandarin

Korean

Vietnamese

Tagalog

Russian

Arabic

Armenian

Farsi

French

German

Japanese
Khmer
Punjabi
Other: _____

- Q4. [ASK ALL WHO ANSWERED A LANGUAGE OTHER THAN ENGLISH IN Q3] How do you feel about receiving wildfire communications from SCE in English only? PHONE: READ LIST
I'm fine with that – I can understand English well
I'd rather have it in my preferred language, but I can also understand English
I need it in my preferred language – I do not understand English

[IF NO / NOT SURE IN Q1 SKIP TO Q10]

- Q5. [ASK IF YES TO Q1.] In what language(s) was the wildfire safety and preparedness information that you recall seeing or hearing from SCE? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Any others?" [TABULATION INSTRUCTION: Determine if Q3=Q2 in tabbing to calculate incidence of delivering information in preferred language]
REPEAT LIST FROM Q2.

- Q6. [ASK IF YES TO Q1.] Where did you see or hear SCE's communications about wildfire season safety and preparedness? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Anything else?"
A letter in the mail from SCE
An email from SCE
A telephone call from SCE
A text message from SCE
SCE website
SCE representative or employee
SCE wildfire preparedness webinar or online meeting
SCE Community meetings
SCE's Dear Neighbor newsletter
Informational videos on web and social media
Informational videos on TV
Advertising on TV, radio, or online
Social media post
Billboards
Other, please specify : _____
Don't recall

- Q7. [ASK 7 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH IN Q3. ASK FOR EACH RESPONSE TO Q6.] Which, if any, of these sources provided information in English and which provided information in your preferred language? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. READ LIST. CLARIFY LANGUAGE OF ITEM AS NEEDED.

	<u>Information from this source was available in ...</u>	
	<u>English</u>	<u>My preferred language</u>
INSERT ALL RESPONSES FROM Q6	O	O

- Q8. [FOR THOSE ANSWERING “SCE website” AT Q6] How satisfied were you with the information provided on the SCE website about preparing for wildfires PHONE: where 1 is extremely dissatisfied and 5 is extremely satisfied? [1=Extremely dissatisfied to 5=Extremely satisfied]
- Q9a. [PREFERRED LANGUAGE IS ENGLISH AT Q3][FOR EACH RESPONSE TO Q6, INCLUDING SCE website, IF APPLICABLE] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful were the wildfire communications that you saw or heard from SCE via...? [1=Not at all useful to 5=Extremely useful]
- Q9b1. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH AT Q3] [FOR EACH RESPONSE TO Q6, INCLUDING SCE website, IF APPLICABLE] [FOR EACH SOURCE AVAILABLE IN ENGLISH AT Q7] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful were the wildfire communications in English that you saw or heard from SCE via...? [1=Not at all useful to 5=Extremely useful/did not use the English version] [REPEAT FOR EACH SOURCE AVAILABLE IN PREFERRED LANGUAGE AT Q7]
- Q9b2. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH AT Q3] And [PHONE: using the same 1 to 5 scale], how useful were the wildfire communications in [PREFERRED LANGUAGE] that you saw or heard from SCE via...? [1=Not at all useful to 5=Extremely useful/did not use the [PREFERRED LANGUAGE] version]
- Q10. [ASK ALL] Other than SCE’s communications, what other sources have you used to obtain information about wildfire safety and preparedness? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: “Anything else?”
 City or county government
 State government
 CalFire
 Local fire department
 Community-based organizations
 Non-profit organizations
 Healthcare providers or medical device suppliers
 Local news reports
 Other (specify): _____
 None of the above SKIP TO Q13
 Don’t recall
- Q11. [ASK Q11 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH. ASK FOR EACH RESPONSE TO Q10.] Which, if any, of these sources provided information in English and which provided information in your preferred language? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. READ LIST. CLARIFY LANGUAGE OF ITEM AS NEEDED.
- | | |
|-------------------------------|---|
| | Information from this source was available in ... |
| | <u>English</u> <u>My preferred language</u> |
| INSERT ALL RESPONSES FROM Q10 | O O |
- Q12a. [PREFERRED LANGUAGE IS ENGLISH][FOR EACH RESPONSE TO Q10.] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...? [1=Not at all useful to 5=Extremely useful]

Q12b1. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH] [FOR EACH RESPONSE TO Q10] [FOR EACH SOURCE AVAILABLE IN ENGLISH AT Q7] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information in English from...? [1=Not at all useful to 5=Extremely useful/did not use the English version] [REPEAT FOR EACH SOURCE AVAILABLE IN PREFERRED LANGUAGE AT Q10]

Q12b2. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH] And [PHONE: using the same 1 to 5 scale], how useful was the wildfire information in [PREFERRED LANGUAGE] from...? [1=Not at all useful to 5=Extremely useful/did not use the [PREFERRED LANGUAGE] version]

Q13. [ASK IF YES TO Q1.] In what ways could SCE improve their communications about wildfire preparedness? [Open-end] PHONE: PROBE: "Anything else?"

[ASK ALL]

Q14. PHONE: Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE.

[1=Completely disagree to 5=Completely agree] SCE . . . RANDOMIZE

Takes proactive measures to protect the electricity grid from wildfires

Is committed to restoring power to customers affected by wildfires

Makes an effort to communicate with all customers about wildfires

Is a company I trust to act in the best interest of its customers

Shows care and concern for customers

Is proactive in taking steps to address wildfire risks

Is working to keep my community safe

Is committed to wildfire safety

Is helping me prepare for wildfire season

15. [ASK ALL] Using a 5-point scale where "1" means you are "extremely dissatisfied" and "5" means you are "extremely satisfied," how satisfied are you with SCE's overall wildfire safety and preparedness efforts? [1=Extremely dissatisfied to 5=Extremely satisfied]

16. [ASK ALL] Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program? Yes/No/Not Sure

[IF NO / NOT SURE TO Q16 SKIP TO Q20]

17. [ASK IF YES TO Q16.] Where have you heard about Public Safety Power Shutoffs? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Anything else?"

A letter in the mail from SCE

An email from SCE

A telephone call from SCE

A text message from SCE

SCE website

SCE representative or employee

SCE wildfire preparedness webinar or online meeting

TV or radio news report

Online news report

Advertising on TV, radio, or online

- Billboards
- Social media post
- Informational videos on web and social media
- Informational videos on TV
- Healthcare provider or medical device supplier
- Word of mouth (such as friends or family)
- Community-based organization
- SCE community meetings
- Local city or county government
- CalFire or local fire department
- My power was shut off [DO NOT ASK IN Q18]
- Other, specify: _____
- Not sure

Q18. [ASK Q18 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH AT Q3. ASK FOR EACH RESPONSE TO Q17.] Which, if any, of these sources provided information in English and which provided information in your preferred language? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. READ LIST. CLARIFY LANGUAGE OF ITEM AS NEEDED.

Information from this source was available in ...

English	My preferred language
---------	-----------------------

INSERT ALL RESPONSES FROM Q17

0

0

18b. [FOR THOSE ANSWERING “SCE website” AT Q17] How satisfied were you with the Public Safety Power Shutoff information provided on the SCE website PHONE: where 1 is extremely dissatisfied and 5 is extremely satisfied? [1=Extremely dissatisfied to 5=Extremely satisfied]

Q19a. [PREFERRED LANGUAGE IS ENGLISH][FOR EACH RESPONSE TO Q17.] PHONE : On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...? [1=Not at all useful to 5=Extremely useful]

Q19b1. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH] [FOR EACH RESPONSE TO Q17] [FOR EACH SOURCE AVAILABLE IN ENGLISH AT Q7] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the information in English from...? [1=Not at all useful to 5=Extremely useful/did not use the English version] [REPEAT FOR EACH SOURCE AVAILABLE IN PREFERRED LANGUAGE AT Q17]

Q19b2. And [PHONE: using the same 1 to 5 scale], how useful was information in [PREFERRED LANGUAGE] from...? [1=Not at all useful to 5=Extremely useful/did not use the [PREFERRED LANGUAGE] version]

Q20. [ASK ALL] A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period? Would you say you are...?

- Completely prepared
- Somewhat prepared
- Not very prepared
- Not at all prepared

- Q21. [ASK ALL] What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Anything else?"
- Went to SCE website
 - Checked the SCE mobile app
 - Went SCE's social media (follow up with Nextdoor/Facebook/Twitter, Other)
 - Signed up for notifications from SCE
 - Visited SCE Community Resource Center
 - Followed SCE on Twitter
 - Followed SCE on Facebook
 - Prepared an emergency kit with food, water or medicine
 - Performed a safety check on your generator for your (home/business)
 - Purchased/used a battery powered radio
 - Developed an emergency plan
 - Activated your emergency plan
 - Notified others in area about potential power shutoff
 - Prepared for multiple-day outage
 - Purchased enough non-refrigerated food to last for several days without power
 - Purchased enough water to last for several days without power
 - Purchased new lanterns or flashlights
 - Have a place to go if without power for a prolonged period
 - Acquired a back-up generator
 - Acquired battery storage technology
 - Attended SCE Community meeting, wildfire preparedness webinar or online meeting
 - Attended a community-based organization event
 - Signed up for Medical Baseline Program
 - Removed vegetation from around your home
 - Allowed access to property for SCE to trim trees
 - Received Critical Care Backup Battery from SCE
 - Other (Please describe:) _____
 - I have not taken any action

- Q22. [ASK ALL] Overall, what is your opinion of SCE's Public Safety Power Shutoff program? PHONE: Please use a scale where 1 is very negative and 5 is very positive. [1=Very negative to 5=Very positive] Not sure

- Q23. In the past few months, have you had to evacuate due to wildfires in your area?
- Yes
 - No
 - Unsure

RESIDENTIAL Demographics

- D1. Including you, how many people live in your household?
 _____ (NUMBER BETWEEN 1 AND 20, LEAVE BLANK IF NOT SURE OR PREFER NOT TO ANSWER)

D2.	What is your age?	
	18-24	1
	25-34	2
	35-44	3
	45-54	4
	55-64	5
	65-74	6
	75 or older.....	7
	Prefer not to answer	9
D3.	[IF D1=2 OR MORE AND D2=1-5 OR 9. ELSE SKIP TO D4.] Is anyone in your household 65 or older?	
	Yes.....	1
	No.....	2
	Prefer not to answer	9
D4.	[IF D1=2 OR MORE] Do you have children in your household under the age of 18?	
	Yes.....	1
	No.....	2
	Prefer not to answer	9
D5a.	[SYSTEMWIDE AND HFRA SURVEYS ONLY] Do you consider yourself to be a member of any of the following communities? PHONE: MULTIPLE RESPONSES OK. READ LIST. WEB: Check all that apply.	
	Vietnamese	
	Chinese	
	Korean	
	Filipino	
	Hispanic/Latino/Latina	
	Cambodian	
	I do not consider myself to be a member of any of these communities	
D5.	What do you consider your ethnicity to be? PHONE: READ LIST IF NEEDED	
	White (but not Hispanic).....	1
	Black/African American,	2
	Asian or Pacific Islander,	3
	Hispanic or Latin American	4
	Eastern Indian	5
	African	6
	Native American or Alaskan native.....	7
	Mixed race	8
	Something else (SPECIFY: _____).....	98
	Prefer not to answer	99
D6.	Which of the following best describes the area in which you live? PHONE: READ LIST	
	Urban/Suburban	1
	Rural.....	2
	Not sure	3
	Prefer not to answer	4

D7.	In what type of residence to you currently live?			
	House			1
	Apartment.....			2
	Townhouse/Condominium			3
	Other, specify: _____			
	Not sure			5
	Prefer not to answer			6
D8.	Do you currently own or rent your residence?			
	Own.....			1
	Rent.....			2
	Other			
	Prefer not to answer			6
D9.	What is your annual household income before taxes? PHONE: Is it more or less than \$50,000? [READ FROM APPROPRIATE PLACE AS NEEDED]			
	Less than \$25,000			1
	\$25,000 to less than \$50,000.....			2
	\$50,000 to less than \$75,000.....			3
	\$75,000 to less than 100,000.....			4
	\$100,000 to less than \$200,000.....			5
	\$200,000 or more			6
	Prefer not to answer or not sure			99
D10.	Do you or does anyone in your household have a permanent disability, related to mobility, hearing, vision, cognitive, psychological, or chronic disease?			
	Yes.....			1
	No.....			2
	Prefer not to answer.....			9
D11.	[IF YES TO D10] Please answer yes or no regarding the specific type of disability for you or anyone in your household.			
		YES	NO	Prefer not to answer
	a) Are you or is anyone in your household blind or have serious difficulty seeing, even when wearing glasses?	1	2	9
	b) Are you or is anyone in your household deaf or have serious difficulty hearing?	1	2	9
	c) Do you or does anyone in your household have serious difficulty walking or climbing stairs?.....	1	2	9
	d) Because of a physical, mental, or emotional condition, do you or does anyone in your household have serious difficulty concentrating, remembering, or making decisions?.....	1	2	9
	e) Do you or does anyone in your household have difficulty dressing or bathing?.....	1	2	9
	f) Because of a physical, mental, or emotional condition, do you or does anyone in your household have difficulty doing errands alone such as visiting a doctor's office or shopping? ..	1	2	9

D11b.	Do you or does anyone in your household rely on electrical equipment that is required or needed for medical reasons?	
	Yes.....	1
	No.....	2
	Prefer not to answer.....	9
D12.	What is your current marital status?	
	Single and live alone/with roommates.....	
	Dating, but do not live with significant other.....	
	Living with partner.....	
	Married.....	
	Divorced/Separated.....	
	Other.....	
D13.	What is the last year of school you completed?	
	Some high school or less.....	1
	High school graduate.....	2
	Trade or technical school graduate.....	3
	Undergraduate college degree.....	4
	Masters or doctorate degree.....	5
	Prefer not to answer.....	9
D14.	What is your current employment status? [PHONE: READ IF NEEDED]	
	Employed full-time.....	1
	Employed part-time.....	2
	Self-employed.....	3
	Unemployed or between jobs.....	4
	Homemaker or caregiver (non-professional).....	5
	Student.....	6
	Retired.....	7
	Semi-retired.....	8
	Prefer not to answer.....	9
D15.	What is your gender?	
	Male.....	1
	Female.....	2
	Non-binary or Other.....	3
	Prefer not to answer.....	99

BUSINESS/Firmographics

BD1a. [SYSTEMWIDE AND HFRA SURVEYS ONLY] Do you consider your business to be a member of any of the following communities? PHONE: MULTIPLE RESPONSES OK. READ LIST. WEB: Check all that apply.

Vietnamese
 Chinese
 Korean
 Filipino
 Hispanic/Latino/Latina
 Cambodian
 I do not consider my business to be a member of any of these communities

BD1. Do you own or lease the location(s) for which you are responsible for the energy management decisions?

Own.....
 Lease
 Don't know.....

BD2. What is your business's annual gross revenue? PHONE: READ LIST

Less than \$100,000
 \$100,000 to less than \$250,000.....
 \$250,000 to less than \$500,000.....
 \$500,000 to less than \$1 million.....
 \$1 million to less than \$2 million
 \$2 million to less than \$5 million
 \$5 million to less than \$10 million
 \$10 million to less than \$100 million
 \$100 million to less than \$1 billion
 \$1 billion or more.....
 98. Not applicable, Government agency.....
 99. Prefer not to answer

BD3. What is your gender?

Male 1
 Female..... 2
 Non-binary or Other 3
 Prefer not to answer 99

BD4. How many full-time employees does your company have at the location(s) for which you are responsible for the energy management decisions?

Appendix B

Residential/Business 2020 WF PPS Post-Survey Questions

SCE 2020 In-Language Wildfire Mitigation Survey

POST-Survey – RESIDENTIAL/BUSINESS

EMAIL INVITATION IS PROVIDED SEPARATELY.

WEB LANDING PAGE FOR NON-ENGLISH (SHOW IN LANGUAGE LINKED FROM EMAIL INVITATION)

RESIDENTIAL: At Southern California Edison we are evaluating public safety related to utility use in your area. May we include you in a short survey?

BUSINESS: At Southern California Edison we are evaluating public safety related to utility use by companies and businesses like yours. May we include you in a short survey?

All who complete the survey may enter a drawing from which one person in every hundred will win \$100. Click [here](#) to display the sweepstakes rules.

Please participate. We greatly value your opinions even if you don't want to enter the drawing. The survey length averages 15minutes.

To participate, please answer the question below for the language you prefer to use for this survey.

Dean Schultz
Customer Insights
Southern California Edison

Would you like to take the survey in...?

PROGRAMMER: ONLY SHOW ENGLISH OR LANGUAGE THAT WAS LINKED FROM EMAIL INTRODUCTION

1. [English](#)
2. [Arabic](#)
3. [Armenian](#)
4. [Chinese - Cantonese](#)
5. [Chinese - Mandarin](#)
6. [Farsi](#)
7. [French](#)
8. [German](#)
9. [Japanese](#)
10. [Khmer](#)
11. [Korean](#)
12. [Punjabi](#)
13. [Russian](#)
14. [Spanish](#)
15. [Tagalog](#)
16. [Vietnamese](#)
17. [Hindi](#)
18. [Hmong](#)
19. [Portuguese](#)
20. [Thai](#)

- 21. Urdu
- 22. Bengali
- 23. Gujarati
- 24. Tamil
- 25. Telugu
- 26. Pashto
- 27. I am not interested in taking this survey [PROGRAMMER: THANK AND TERMINATE]

WEB LANDING PAGE FOR ENGLISH AND NON-ENGLISH

RESIDENTIAL: Thank you for agreeing to complete this online survey on behalf of Southern California Edison evaluating public safety related to utility use in your area.

BUSINESS: Thank you for agreeing to complete this survey.

This survey will take approximately 15 minutes to complete. Most participants will complete this survey in one sitting, but you can stop and resume from the same point at a later time by clicking on the link from the survey invitation.

TELEPHONE INTRODUCTION

Hello, my name is _____ from HINER & Partners, an opinion research company. I’m calling on behalf of Southern California Edison to conduct a survey.

This call may be monitored for quality control purposes.

For qualifying and completing the survey, you will be entered into a drawing for a \$100 prize. The chance of winning is at least 1 in 100 [IF NEEDED: depending on the number of participants].

S1. PHONE ONLY: May I speak to the person who usually reviews or pays your monthly Edison bill? IF CCA CUSTOMER: Even though you buy electricity from another provider, Southern California Edison would like to include your opinions.

- [Yes - Speaking] 1 CONTINUE TO S2
- [Yes – Someone else] 2 ASK FOR THAT PERSON*
- [No] 3 REFUSAL
- [Refused] 4 REFUSAL

* IF NOT AVAILABLE, SCHEDULE CALLBACK
 IF AVAVAILABLE, REPEAT INTRO AND CONTINUE TO S2

S2. WEB AND PHONE: In your [household/business], are you involved in reviewing and/or paying the monthly Edison bill?

- Yes CONTINUE
- No THANK AND TERM
- Refused THANK AND TERM

[NEED PUNCH 1 TO CONTINUE. PHONE: IF NOT "Is there someone else in your household/business who reviews/pays your monthly Edison bill? If so, may I speak to that person?" IF NOT AVAILABLE, SCHEDULE CALL-BACK. IF NO SUCH PERSON OR REFUSED, THANK AND COUNT AS REFUSAL]

Q1. [ASK ALL] In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?
Yes
No
Not Sure

Q2. [ASK ALL] What languages are often used in your home/business? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. PROGRAMMER: MULTIPLE RESPONSE.

English
Spanish
Chinese Cantonese
Chinese Mandarin
Korean
Vietnamese
Tagalog
Russian
Arabic
Armenian
Farsi
French
German
Japanese
Khmer
Punjabi
Hmong
Portuguese
Hindi
Thai
Urdu
Bengali
Gujarati
Tamil
Telugu
Pashto

Other, please specify: _____

Q3. [ASK ALL] What is your preferred language for receiving public safety information like this from SCE? PROGRAMMER: SINGLE SELECT.

English
Spanish
Chinese Cantonese
Chinese Mandarin

Korean
Vietnamese
Tagalog
Russian
Arabic
Armenian
Farsi
French
German
Japanese
Khmer
Punjabi
Hmong
Portuguese
Hindi
Thai
Urdu
Bengali
Gujarati
Tamil
Telugu
Pashto
Other: _____

- Q4. [ASK ALL WHO ANSWERED A LANGUAGE OTHER THAN ENGLISH IN Q3] How do you feel about receiving wildfire communications from SCE in English only? PHONE: READ LIST
I'm fine with that – I can understand English well
I'd rather have it in my preferred language, but I can also understand English
I need it in my preferred language – I do not understand English

[IF NO / NOT SURE IN Q1 SKIP TO Q10]

- Q5. [ASK IF YES TO Q1.] In what language(s) was the wildfire safety and preparedness information that you recall seeing or hearing from SCE? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Any others?" [TABULATION INSTRUCTION: Determine if Q3=Q2 in tabbing to calculate incidence of delivering information in preferred language]
REPEAT LIST FROM Q2.
- Q6. [ASK IF YES TO Q1.] Where did you see or hear SCE's communications about wildfire season safety and preparedness? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Anything else?"
A letter in the mail from SCE
An email from SCE
A telephone call from SCE
A text message from SCE
SCE website
SCE representative or employee
SCE wildfire preparedness webinar or online meeting
SCE Community meetings

- SCE's Dear Neighbor newsletter
- Informational videos on web and social media
- Informational videos on TV
- Advertising on TV, radio, or online
- Social media post
- Billboards
- Other, please specify : _____
- Don't recall

Q7. [ASK 7 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH IN Q3. ASK FOR EACH RESPONSE TO Q6.] Which, if any, of these sources provided information in English and which provided information in your preferred language? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. READ LIST. CLARIFY LANGUAGE OF ITEM AS NEEDED.

	<u>Information from this source was available in ...</u>	
	<u>English</u>	<u>My preferred language</u>
INSERT ALL RESPONSES FROM Q6	O	O

Q8. [FOR THOSE ANSWERING "SCE website" AT Q6] How satisfied were you with the information provided on the SCE website about preparing for wildfires PHONE: where 1 is extremely dissatisfied and 5 is extremely satisfied? [1=Extremely dissatisfied to 5=Extremely satisfied]

Q9a. [PREFERRED LANGUAGE IS ENGLISH AT Q3][FOR EACH RESPONSE TO Q6, INCLUDING SCE website, IF APPLICABLE] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful were the wildfire communications that you saw or heard from SCE via...? [1=Not at all useful to 5=Extremely useful]

Q9b1. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH AT Q3] [FOR EACH RESPONSE TO Q6, INCLUDING SCE website, IF APPLICABLE] [FOR EACH SOURCE AVAILABLE IN ENGLISH AT Q7] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful were the wildfire communications in English that you saw or heard from SCE via...? [1=Not at all useful to 5=Extremely useful/did not use the English version] [REPEAT FOR EACH SOURCE AVAILABLE IN PREFERRED LANGUAGE AT Q7]

Q9b2. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH AT Q3] And [PHONE: using the same 1 to 5 scale], how useful were the wildfire communications in [PREFERRED LANGUAGE] that you saw or heard from SCE via...? [1=Not at all useful to 5=Extremely useful/did not use the [PREFERRED LANGUAGE] version]

Q10. [ASK ALL] Other than SCE's communications, what other sources have you used to obtain information about wildfire safety and preparedness? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Anything else?"

- City or county government
- State government
- CalFire
- Local fire department
- Community-based organizations
- Non-profit organizations
- Healthcare providers or medical device suppliers
- Local news reports
- Other (specify): _____

None of the above SKIP TO Q13
Don't recall

- Q11. [ASK Q11 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH. ASK FOR EACH RESPONSE TO Q10.] Which, if any, of these sources provided information in English and which provided information in your preferred language? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. READ LIST. CLARIFY LANGUAGE OF ITEM AS NEEDED.

Information from this source was available in ...

English My preferred language

INSERT ALL RESPONSES FROM Q10

- Q12a. [PREFERRED LANGUAGE IS ENGLISH][FOR EACH RESPONSE TO Q10.] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...? [1=Not at all useful to 5=Extremely useful]

- Q12b1. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH] [FOR EACH RESPONSE TO Q10] [FOR EACH SOURCE AVAILABLE IN ENGLISH AT Q7] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information in English from...? [1=Not at all useful to 5=Extremely useful/did not use the English version] [REPEAT FOR EACH SOURCE AVAILABLE IN PREFERRED LANGUAGE AT Q10]

- Q12b2. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH] And [PHONE: using the same 1 to 5 scale], how useful was the wildfire information in [PREFERRED LANGUAGE] from...? [1=Not at all useful to 5=Extremely useful/did not use the [PREFERRED LANGUAGE] version]

- Q13. [ASK IF YES TO Q1.] In what ways could SCE improve their communications about wildfire preparedness? [Open-end] PHONE: PROBE: "Anything else?"

[ASK ALL]

- Q14. PHONE: Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE.

[1=Completely disagree to 5=Completely agree] SCE . . . RANDOMIZE

Takes proactive measures to protect the electricity grid from wildfires

Is committed to restoring power to customers affected by wildfires

Makes an effort to communicate with all customers about wildfires

Is a company I trust to act in the best interest of its customers

Shows care and concern for customers

Is proactive in taking steps to address wildfire risks

Is working to keep my community safe

Is committed to wildfire safety

Is helping me prepare for wildfire season

15. [ASK ALL] Using a 5-point scale where "1" means you are "extremely dissatisfied" and "5" means you are "extremely satisfied," how satisfied are you with SCE's overall wildfire safety and preparedness efforts? [1=Extremely dissatisfied to 5=Extremely satisfied]

16. [ASK ALL] Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program? Yes/No/Not Sure

[IF NO / NOT SURE TO Q16 SKIP TO Q20]

17. [ASK IF YES TO Q16.] Where have you heard about Public Safety Power Shutoffs? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Anything else?"
- A letter in the mail from SCE
 - An email from SCE
 - A telephone call from SCE
 - A text message from SCE
 - SCE website
 - SCE representative or employee
 - SCE wildfire preparedness webinar or online meeting
 - TV or radio news report
 - Online news report
 - Advertising on TV, radio, or online
 - Billboards
 - Social media post
 - Informational videos on web and social media
 - Informational videos on TV
 - Healthcare provider or medical device supplier
 - Word of mouth (such as friends or family)
 - Community-based organization
 - SCE community meetings
 - Local city or county government
 - CalFire or local fire department
 - My power was shut off [DO NOT ASK IN Q18]
 - Other, specify: _____
 - Not sure

- Q18. [ASK Q18 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH AT Q3. ASK FOR EACH RESPONSE TO Q17.] Which, if any, of these sources provided information in English and which provided information in your preferred language? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. READ LIST. CLARIFY LANGUAGE OF ITEM AS NEEDED.

	<u>Information from this source was available in ...</u>	
	<u>English</u>	<u>My preferred language</u>
INSERT ALL RESPONSES FROM Q17	0	0

- 18b. [FOR THOSE ANSWERING "SCE website" AT Q17] How satisfied were you with the Public Safety Power Shutoff information provided on the SCE website PHONE: where 1 is extremely dissatisfied and 5 is extremely satisfied? [1=Extremely dissatisfied to 5=Extremely satisfied]

- Q19a. [PREFERRED LANGUAGE IS ENGLISH][FOR EACH RESPONSE TO Q17.] PHONE : On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...? [1=Not at all useful to 5=Extremely useful]

- Q19b1. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH] [FOR EACH RESPONSE TO Q17] [FOR EACH SOURCE AVAILABLE IN ENGLISH AT Q7] PHONE: On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the information in English from...? [1=Not at all useful to 5=Extremely useful/did not use the English version] [REPEAT FOR EACH SOURCE AVAILABLE IN PREFERRED LANGUAGE AT Q17]

Q19b2. And [PHONE: using the same 1 to 5 scale], how useful was information in [PREFERRED LANGUAGE] from...? [1=Not at all useful to 5=Extremely useful/did not use the [PREFERRED LANGUAGE] version]

Q20. [ASK ALL] A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period? Would you say you are...?

Completely prepared

Somewhat prepared

Not very prepared

Not at all prepared

Q21. [ASK ALL] What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK. DO NOT READ LIST. PROBE: "Anything else?"

Went to SCE website

Checked the SCE mobile app

Went SCE's social media (follow up with Nextdoor/Facebook/Twitter, Other)

Signed up for notifications from SCE

Visited SCE Community Resource Center

Followed SCE on Twitter

Followed SCE on Facebook

Prepared an emergency kit with food, water or medicine

Performed a safety check on your generator for your (home/business)

Purchased/used a battery powered radio

Developed an emergency plan

Activated your emergency plan

Notified others in area about potential power shutoff

Prepared for multiple-day outage

Purchased enough non-refrigerated food to last for several days without power

Purchased enough water to last for several days without power

Purchased new lanterns or flashlights

Have a place to go if without power for a prolonged period

Acquired a back-up generator

Acquired battery storage technology

Attended SCE Community meeting, wildfire preparedness webinar or online meeting
Attended a community-based organization event

Signed up for Medical Baseline Program

Removed vegetation from around your home

Allowed access to property for SCE to trim trees

Received Critical Care Backup Battery from SCE

Other (Please describe:) _____

I have not taken any action

Q23. In the past few months, have you had to evacuate due to wildfires in your area?

Yes

No

Unsure

POST-Survey – RESIDENTIAL/BUSINESS - INSERT IN ORDER AFTER Q23 ALL OF THE FOLLOWING. KEEP ALL RES AND BIZ DEMOGRAPHICS

- PQ1. [ASK ALL] Did you receive any Public Safety Power Shutoff (PSPS) alerts or notifications in the past few months?
Yes
No
Not Sure

[IF NO OR NOT SURE SKIP TO PQ7.]

- PQ2. [IF YES TO PQ1] How many alerts did you receive?

- PQ3. [IF YES TO PQ1] In what language(s) was/were the Public Safety Power Shutoff notification(s)?
WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK.

English
Spanish
Chinese Cantonese
Chinese Mandarin
South Korean
Vietnamese
Tagalog
Russian
Arabic
Armenian
Farsi
French
German
Japanese
Khmer
Punjabi
Hmong
Portuguese
Hindi
Thai
Urdu
Bengali
Gujarati
Tamil
Telugu
Pashto
Other: _____

- PQ4. [IF YES IN PQ1] How were you notified about the Public Safety Power Shutoff? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK.

Text message from SCE
Recorded phone message from SCE
Email from SCE
SCE representative or employee

- SCE website
- Social Media (Facebook, Twitter, Nextdoor, etc.)
- Local news
- Friends/neighbors
- Community-based organization
- Other, specify: _____
- I don't remember

PQ5. [ASK PQ5 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH. ASK FOR EACH RESPONSE TO PQ4.] Which, if any, of these sources provided information in English and which provided information in your preferred language?

	<u>Information from this source was available in ...</u>	
	English	My preferred language
INSERT ALL RESPONSES FROM PQ4	O	O

PQ6a. [PREFERRED LANGUAGE IS ENGLISH][FOR EACH RESPONSE TO PQ4] How useful was the information you received from SCE **before** the Public Safety Power Shutoff via...[EACH PQ4 RESPONSE]? [1=Not at all useful to 5=Extremely useful]

PQ6b1. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH] [FOR EACH RESPONSE TO PQ4] [FOR EACH SOURCE AVAILABLE IN ENGLISH AT Q7] How useful was the information in English that you received from SCE **before** the Public Safety Power Shutoff via...? [1=Not at all useful to 5=Extremely useful/did not use the English version] [REPEAT FOR EACH SOURCE AVAILABLE IN PREFERRED LANGUAGE AT PQ4]

PQ6b2. [PREFERRED LANGUAGE IS OTHER THAN ENGLISH] And, how useful was the information in [PREFERRED LANGUAGE] that you received from SCE **before** the Public Safety Power Shutoff via...? [1=Not at all useful to 5=Extremely useful/did not use the [PREFERRED LANGUAGE] version]

[ASK ALL]

PQ7. [ASK ALL] Did you personally have your power shut off at your residence/business by SCE as part of a Public Safety Power Shutoff (PSPS) in 2020—that is, was your power proactively shutoff by SCE due to a high risk of wildfire?

- Yes
- No
- Not Sure

[IF NO OR NOT SURE SKIP TO PQ17]

PQ8. [IF YES] How many times was your power shut off due to a PSPS?
 NUMERIC INPUT _____
 Don't know/not sure

PQ9. [IF YES IN PQ7] When you experienced a Public Safety Power Shutoff, where did you go to check for updates on the status of your outage? WEB: Select all that apply. PHONE: MULTIPLE RESPONSES OK.
 Checked SCE.com

- Called the SCE phone center
- Social media (Facebook, Twitter, Nextdoor, etc.)
- SCE representative or employee
- Local news station
- Community-based organization
- Other, specify: _____
- I don't remember

I didn't check any resources for updates

PQ10. [ASK PQ10 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH. ASK FOR EACH RESPONSE TO PQ9.] Which, if any, of these sources provided information in English and which provided information in your preferred language?

	Information from this source was available in ...	
	English	My preferred language
INSERT ALL RESPONSES FROM PQ9	0	0

PQ11a. [PREFERRED LANGUAGE IS ENGLISH][FOR EACH RESPONSE TO PQ9] How useful was the information you received from SCE **during** the Public Safety Power Shutoff via...? [EACH PQ9 RESPONSE]? [1=Not at all useful to 5=Extremely useful]

PQ11b1.[PREFERRED LANGUAGE IS OTHER THAN ENGLISH] [FOR EACH RESPONSE TO PQ9] [FOR EACH RESPONSE TO PQ9] How useful was information you received in English from SCE **during** the Public Safety Power Shutoff via ... ? [1=Not at all useful to 5=Extremely useful/did not use the English version] [REPEAT FOR EACH SOURCE AVAILABLE IN PREFERRED LANGUAGE AT Q10]

PQ11b2.And, useful was information you received in [Preferred Language] from SCE **during** the Public Safety Power Shutoff via ... ? [1=Not at all useful to 5=Extremely useful/did not use the [PREFERRED LANGUAGE] version]

PQ12. [ASK IF SCE website SELECTED IN PQ9] How satisfied were you with the information provided by the website **during** the Public Safety Power Shutoff? [1=Extremely dissatisfied to 5=Extremely satisfied]

[ASK ALL WHO EXPERIENCED PSPS POWER SHUTDOWN]

PQ13. Do you recall receiving a notification when your power was fully restored **after** the PSPS event?
 Yes
 No
 Not Sure

[IF NO / NOT SURE SKIP TO PQ17]

PQ14. [IF YES IN PQ13] How useful was the information you received from SCE **after** the Public Safety Power Shutoff ended and your power was restored? [1= Not at all useful to 5=Extremely useful]

PQ15. [IF YES IN PQ13] How satisfied were you with the information provided by the SCE website **after** the Public Safety Power Shutoff? [1=Extremely dissatisfied to 5=Extremely satisfied/Did not use the SCE website after the shutoff]

PQ16. [ASK PQ16 ONLY IF PREFERRED LANGUAGE IS OTHER THAN ENGLISH and ONLY ASK IF PQ13=YES]. Was the information that you received **after** the Public Safety Power Shutoff available in English; was it available in your preferred language?

This Information was available in ...
 English My preferred language
 O O

Information **after** the PSPS
 PQ17. [IF OTHER THAN NONE OR DK IN PQ9] How satisfied are you OVERALL with **all** of the Public Safety Power Shutoff communications that you received from SCE? [1=Very dissatisfied to 5=Very satisfied]

PQ18. [ASK ALL] How would you rate SCE’s Public Safety Power Shutoff (PSPS) program on each of the following? [1=Very dissatisfied to 5=Very satisfied] RANDOMIZE

a	Reducing the risk of wildfires
b	Notifying me when my power might be shut off
c	Notifying me when my power would be restored
d	Restoring power in a reasonable amount of time
e	Reaching out to those with medical or other critical needs
f	Providing resources near me that I can visit during an outage event
g	Keeping me updated about the status of the PSPS shutoff
h	Providing an accurate estimate of when the power would be restored

Q22. [ASK ALL] Overall, what is your opinion of SCE’s Public Safety Power Shutoff program? PHONE: Please use a scale where 1 is very negative and 5 is very positive. [1=Very negative to 5=Very positive] Not sure

PQ19. [ASK ALL] In your opinion, what can SCE do to improve their communications regarding Public Safety Power Shutoffs? Please be specific. We welcome your suggestions. [Open-end]

RESIDENTIAL Demographics

D1. Including you, how many people live in your household?
 _____ (NUMBER BETWEEN 1 AND 20, LEAVE BLANK IF NOT SURE OR PREFER NOT TO ANSWER)

D2. What is your age?
 18-24 1
 25-34 2
 35-44 3
 45-54 4
 55-64 5
 65-74 6
 75 or older..... 7
 Prefer not to answer 9

D3. [IF D1=2 OR MORE AND D2=1-5 OR 9. ELSE SKIP TO D4.] Is anyone in your household 65 or older?
 Yes 1
 No 2
 Prefer not to answer 9

- D4. [IF D1=2 OR MORE] Do you have children in your household under the age of 18?
- Yes..... 1
- No..... 2
- Prefer not to answer 9
- D5a. [SYSTEMWIDE AND HFRA SURVEYS ONLY] Do you consider yourself to be a member of any of the following communities? PHONE: MULTIPLE RESPONSES OK. READ LIST. WEB: Check all that apply.
- Vietnamese
- Chinese
- Korean
- Filipino
- Hispanic/Latino/Latina
- Cambodian
- I do not consider myself to be a member of any of these communities
- D5. What do you consider your ethnicity to be? PHONE: READ LIST IF NEEDED
- White (but not Hispanic)..... 1
- Black/African American, 2
- Asian or Pacific Islander, 3
- Hispanic or Latin American 4
- Eastern Indian 5
- African 6
- Native American or Alaskan native..... 7
- Mixed race 8
- Something else (SPECIFY: _____)..... 98
- Prefer not to answer 99
- D6. Which of the following best describes the area in which you live? PHONE: READ LIST
- Urban/Suburban 1
- Rural..... 2
- Not sure 3
- Prefer not to answer 4
- D7. In what type of residence to you currently live?
- House 1
- Apartment..... 2
- Townhouse/Condominium 3
- Other, specify: _____
- Not sure 5
- Prefer not to answer 6
- D8. Do you currently own or rent your residence?
- Own..... 1
- Rent..... 2
- Other 6
- Prefer not to answer 6

D9. What is your annual household income before taxes? PHONE: Is it more or less than \$50,000?
 [READ FROM APPROPRIATE PLACE AS NEEDED]

Less than \$25,000	1
\$25,000 to less than \$50,000.....	2
\$50,000 to less than \$75,000.....	3
\$75,000 to less than 100,000.....	4
\$100,000 to less than \$200,000.....	5
\$200,000 or more	6
Prefer not to answer or not sure	99

D10. Do you or does anyone in your household have a permanent disability, related to mobility, hearing, vision, cognitive, psychological, or chronic disease?

Yes.....	1
No.....	2
Prefer not to answer	9

D11. [IF YES TO D10] Please answer yes or no regarding the specific type of disability for you or anyone in your household.

	YES	NO	Prefer not to answer
a) Are you or is anyone in your household blind or have serious difficulty seeing, even when wearing glasses?	1	2	9
b) Are you or is anyone in your household deaf or have serious difficulty hearing?	1	2	9
c) Do you or does anyone in your household have serious difficulty walking or climbing stairs?.....	1	2	9
d) Because of a physical, mental, or emotional condition, do you or does anyone in your household have serious difficulty concentrating, remembering, or making decisions?.....	1	2	9
e) Do you or does anyone in your household have difficulty dressing or bathing?.....	1	2	9
f) Because of a physical, mental, or emotional condition, do you or does anyone in your household have difficulty doing errands alone such as visiting a doctor's office or shopping? ..	1	2	9

D11b. Do you or does anyone in your household rely on electrical equipment that is required or needed for medical reasons?

Yes.....	1
No.....	2
Prefer not to answer	9

D12. What is your current marital status?

Single and live alone/with roommates
Dating, but do not live with significant other
Living with partner
Married
Divorced/Separated.....
Other

D13.	What is the last year of school you completed?	
	Some high school or less.....	1
	High school graduate	2
	Trade or technical school graduate	3
	Undergraduate college degree	4
	Masters or doctorate degree.....	5
	Prefer not to answer	9
D14.	What is your current employment status? [PHONE: READ IF NEEDED]	
	Employed full-time.....	1
	Employed part-time	2
	Self-employed	3
	Unemployed or between jobs	4
	Homemaker or caregiver (non-professional)	5
	Student.....	6
	Retired.....	7
	Semi-retired	8
	Prefer not to answer	9
D15.	What is your gender?	
	Male	1
	Female.....	2
	Non-binary or Other	3
	Prefer not to answer	99

BUSINESS/Firmographics

- BD1a. [SYSTEMWIDE AND HFRA SURVEYS ONLY] Do you consider your business to be a member of any of the following communities? PHONE: MULTIPLE RESPONSES OK. READ LIST. WEB: Check all that apply.
 Vietnamese
 Chinese
 Korean
 Filipino
 Hispanic/Latino/Latina
 Cambodian
 I do not consider my business to be a member of any of these communities
- BD1. Do you own or lease the location(s) for which you are responsible for the energy management decisions?
 Own.....
 Lease
- BD2. What is your business’s annual gross revenue? PHONE: READ LIST
 Less than \$100,000
- \$100,000 to less than \$250,000.....
- \$250,000 to less than \$500,000.....

- \$500,000 to less than \$1 million.....
- \$1 million to less than \$2 million
- \$2 million to less than \$5 million
- \$5 million to less than \$10 million
- \$10 million to less than \$100 million
- \$100 million to less than \$1 billion
- \$1 billion or more.....
- 98. Not applicable, Government agency.....
- 99. Prefer not to answer

- BD3. What is your gender?
- Male 1
 - Female..... 2
 - Non-binary or Other 3
 - Prefer not to answer 99

BD4. How many full-time employees does your company have at the location(s) for which you are responsible for the energy management decisions?

Appendix C

Residential 2020 WF PSPS Pre/Post Report



In-Language Wildfire Mitigation Communications and Outreach Effectiveness Survey 2020 Pre-/Post- Combined Report

Residential

December 18, 2020

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Background & Objectives

California IOUs are conducting a pre-/post-survey to assess the effectiveness of utility communications and outreach for wildfire safety/preparedness and PSPS activities.

- Core questions are administered by all three IOUs via their individual surveys, allowing some comparisons across IOUs, while each IOU may also incorporate custom questions. Most of the pre-questions were repeated in the post-survey along with additional unique post-questions.
- Each IOU determined its own methodology for optimizing the survey implementation and utilized their own preferred research partners.
- SCE administered the wildfire season pre-and post-surveys to the general public (Residential and Business customers) systemwide and in high fire risk areas (HRFA). Additionally, in SCE's service territory, the pre-survey was also administered to GEO targeted areas: ZIP codes with high concentrations of Chinese, Korean, and Vietnamese customers.

Methodology

- Survey invitations were delivered to Residential and Business customers via email (to a self-administered web survey) and phone (to an interviewer-administered telephone survey).

- Via email: 70% Via phone: 30%

- Sample sizes (completed interviews):

- **Residential**

Systemwide	Pre-: 2,685	Post-: 2,251
HFRA	Pre-: 1,050	Post-: 2,914

- **Business**

Systemwide	Pre-: 564	Post-: 432
HFRA	Pre-: 254	Post-: 660

- Average survey length (in minutes):

- **Residential**

Systemwide	Pre-: 11.6	Post-: 14.4
HFRA	Pre-: 11.7	Post-: 15.6

- **Business**

Systemwide	Pre-: 8.8	Post-: 12.2
HFRA	Pre-: 9.2	Post-: 12.4

- Interview dates

- Pre-: August 18 thru October 14
- Post-: November 11 thru December 11

- Incentives

- All participants were offered entry to a sweepstakes. Prizes for both Pre- and Post- included:
- Two grand prize winners of \$500 (1 each for RES and BIZ)
- Fifty-four (54) other winners of \$100 (35 for RES and 19 for BIZ) – enough winners to make the odds of winning about 1:100

Methodology (cont.)

- Each IOU selected the “prevalent” languages in which to offer the survey. SCE included 25 languages plus English in this survey, though the list of prevalent languages has since been reviewed and adjusted.

- | | | |
|-------------------------------|-----------------------|---------------------|
| 1. <u>English</u> | 11. <u>Korean</u> | 21. <u>Urdu</u> |
| 2. <u>Arabic</u> | 12. <u>Punjabi</u> | 22. <u>Bengali</u> |
| 3. <u>Armenian</u> | 13. <u>Russian</u> | 23. <u>Gujarati</u> |
| 4. <u>Chinese - Cantonese</u> | 14. <u>Spanish</u> | 24. <u>Tamil</u> |
| 5. <u>Chinese - Mandarin</u> | 15. <u>Tagalog</u> | 25. <u>Telugu</u> |
| 6. <u>Farsi</u> | 16. <u>Vietnamese</u> | 26. <u>Pashto</u> |
| 7. <u>French</u> | 17. <u>Hindi</u> | |
| 8. <u>German</u> | 18. <u>Hmong</u> | |
| 9. <u>Japanese</u> | 19. <u>Portuguese</u> | |
| 10. <u>Khmer</u> | 20. <u>Thai</u> | |

Methodology (cont.)

- Email invitations greeted potential respondents in all 26 languages with a jump link in the email to a web survey in that language.
- The CATI phone center has staff available in all the languages, but all are not always available. Upon encountering a language barrier, the interviewer attempted to identify the language and stored the record for re-contact later. If the language could not be identified, a surname-based, pre-coded flag was used to assign the record for re-contact.
- When sampling the Gen Pop, about **6.1% of RES customers** completed their surveys / interviews in a language other than English.

PRE

- **6.0%** of RES Systemwide
 - 6.3% of Phone (n=750)
 - 5.8% of Email (n=1948)
- **6.7%** of RES in HFRA
 - 0% of Phone (n=60)
 - 7.5% of Email (n=509)
- **5.9%** of BIZ Systemwide
 - 0% of Phone (n=182)
 - 9.8% of Email (n=387)
- **0.8%** of BIZ in HFRA
 - 0% of Phone (n=68)
 - 0% of Email (n=44)

POST

- **6.4%** of RES Systemwide
 - 4.6% of Phone (n=658)
 - 5.8% of Email (n=1593)
- **0.9%** of RES in HFRA
 - 0.8% of Phone (n=663)
 - 1.0% of Email (n=1561)
- **6.3%** of BIZ Systemwide
 - 0.7% of Phone (n=151)
 - 9.3% of Email (n=281)
- **4.9%** of BIZ in HFRA
 - 0.0% of Phone (n=112)
 - 6.2% of Email (n=436)

Methodology (cont.)

Below are the number of Residential interviews conducted in each language.

Language of Interview	Residential Systemwide (incl. HFRA)		Residential HFRA Augment (Not including Systemwide)	
	Pre	Post	Pre	Post
English	2,525	2,108	208	2,203
Non-English (total)	160	143	1	21
Arabic	3	-	0	-
Armenian	0	-	0	-
Chinese – Cantonese	10	10	0	3
Chinese – Mandarin	27	31	0	4
Farsi	2	0	0	0
French	0	1	1	1
German	2	0	0	0
Japanese	6	11	0	2
Khmer	0	0	0	0
Korean	19	27	0	3
Punjabi	0	0	0	0
Russian	2	1	0	0

Methodology (cont.)

Below are the number of Residential interviews conducted in each language.

Language of Interview	Residential Systemwide (incl. HFRA)		Residential HFRA Augment (Not including Systemwide)	
	Pre	Post	Pre	Post
Spanish	81	54	0	7
Tagalog	2	0	0	0
Vietnamese	6	5	0	0
Hindi	0	0	0	0
Hmong	0	0	0	0
Portuguese	0	0	0	0
Thai	0	1	0	1
Urdu	0	0	0	0
Bengali	0	0	0	0
Gujarati	0	0	0	0
Tamil	0	1	0	0
Telugu	0	1	0	0
Pashto	N/A	0	N/A	0
TOTAL	2,685	2,251	209	2,224

Executive Summary

Need for Wildfire comms in languages other than English

- Combined, the Pre- and Post- surveys interviewed just under 5,000 Residential customers (n=4,936).
- Despite being offered in 26 languages, just 6.1% of all Pre-/Post- Residential customers (n=303) elected to complete the survey in a language other than English.
- When asked directly to select their preferred language for wildfire communications, 9.9% of all Residential customers indicated a preference for a language other than English. These customers (n=487) most often prefer Spanish (6.6% of all Residential customers), while the balance (3.3% of all Residential customers) prefer a language other than English OR Spanish.
- Very few of these customers say “I need it in my preferred language – I do not understand English”: For Spanish, it is 40% of the 6.6% (or 2.625% of total Residential); for all other languages, it is 25% of the 3.3% (or 0.825% of total Residential)

Performance by SCE in getting the word out

- Significantly more Residential customers systemwide recall SCE WF communications in the Post- survey (+6% to 55%). The same is true for customers in HFRA (+9% to 65%) and non-HFRA (+4% to 51%). Recall of SCE communications is slightly lower among Prefer Other Language (51%, unchanged from Pre- to Post-).
- Emails and letters from SCE are the most common sources of information from SCE. Four sources increased in the Post- survey (advertising, info videos, texts, and calls) – and may be responsible for higher recall.
- Usefulness varies across several SCE info sources – five sources declined post- in HFRA and none improved.

Performance of “Other” sources at getting the word out

- Three non-SCE sources are cited most often as sources of information on WF safety & preparedness: Local news reports (-4% to 44%); City/County government (+7% to 32%), and CalFire (+4% to 24%). Among Prefer Other Language customers, many fewer say these sources reach them (-10% to 12%, +1% to 12%, +2% to 8%, respectively).
- Most useful “other” information sources are CalFire, and local fire departments, and CBOs.
- SCE’s reach (55% all Residential and 51% Prefer Other Language) in WF communications is comparable to all “other” sources and much more successful with Prefer Other Language customers.

Executive Summary (cont.)

Attitudes toward SCE's Wildfire / PSPS program

- Awareness of PSPS held steady pre- to post- except in the HFRA (+4% increase to 84% vs. 69% Systemwide and 65% in Non-HFRA).
- Customers with a positive overall opinion of SCE's PSPS program improved systemwide (+9% to 58%), among HFRA (+7% to 53%) and non-HFRA (+8% to 60%) – and especially among Prefer Other Language customers (+18% to 79%).
- Satisfaction with SCE's WF preparedness efforts improved systemwide and in the Non-HFRA (+4% respectively), but not in the HFRA.
- Systemwide, most Residential customers generally agree with or respond positively to a list of statements used to rate SCE's wildfire efforts / PSPS program. "Prefer Other Language" customers are even more likely to agree (75% to 86% vs. 48% to 71% for all Residential). Ratings changed little between the Pre- and Post-surveys, however.
- As with most metrics, customers in the HFRA (vs. those in non-HFRA) rate SCE lower on almost all attributes.
- Significantly more Residential customers in the Post- survey report being personally prepared for a wildfire emergency than in the Pre- survey (up 5% systemwide and 8% in the HFRA).

Executive Summary (cont.)

Post Survey: PSPS Event Experiences

Notifications

- An email (54%) from SCE is the most frequently mentioned channel for PSPS alerts, but SCE texts (40%), recorded phone messages from SCE (19%), and SCE.com (7%) are also common – Non-SCE sources are rarely mentioned.
- Receipt of a PSPS alert or notification was reported by one-third of Residential customers systemwide (48% in HFRA vs. 29% in non-HFRA). Multiple alerts are common – average of 2.9 in HFRA and 2.5 in non-HFRA.
- The usefulness ratings of these notifications (top 2 box) ranged from 66% to 80% systemwide (lower in HFRA: 60-89% vs. non-HFRA: 74%-100%).
- At least a few customers report seeing a PSPS alert in each of 16 different languages.

Event Experience & Updates

- One in seven systemwide (15%) report having experienced at least one event (24% in HFRA vs. 12% in non-HFRA). Multiple events are also common – average of 1.9 in HFRA and 1.8 in non-HFRA.
- Four in five (79%) systemwide checked for updates during events (77% in HFRA vs. 79% in non-HFRA).
- The usefulness ratings of SCE update sources during outages (top 2 box) ranged from 50% to 82% (lower in HFRA: 33% to 62% vs. non-HFRA: 67%-100%).
- Satisfaction with SCE.com for info during events (top two box) systemwide is average at 60% (lower in HFRA: 48% vs. 73%).
- Among those who experienced an outage and checked for updates, about 6 in 10 (62%) are highly satisfied with SCE's overall PSPS communications (lower in HFRA: 53% vs. 75%).
- Those who prefer other languages are less likely to check for updates during events (38% systemwide).

Restoration Notices

- Among those who experienced an event, half (50%) report receiving a restoration notice (no difference between HFRA and non-HFRA).
- The usefulness of such notices is high (72%) systemwide (lower in HFRA: 58% vs. 83%).

PSPS Attributes

- Again here, HFRA and non-HFRA customers rate SCE differently: typically, opinions of SCE are lower in HFRA.
- Notification of a shutoff is SCE's highest-rated attribute – lowest-rated is Provides resources near me that I can visit during an outage event.

Executive Summary: Total Sample

- Recall of SCE WF communications increased in all areas; Source usefulness registered by about 2/3's.
- Awareness of the PSPS program increased in the HFRA.
- Non-English is preferred by 8-13% (mostly Spanish), but 61% to 71% of these understand English
- Opinions of SCE's PSPS program and personal preparedness increased in all areas.
- Satisfaction with SCE's WF preparedness improved Systemwide and in Non-HFRA but not in HFRA.

	System Wide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
Recall SCE Wildfire Communications (% Yes)	49%	55%	56%	65%	47%	51%
SCE Sources Considered Useful (Top 2 Box – avg.)	66%	68%	67%	64%	66%	70%
Heard of Public Safety Power Shutoffs (%Yes)	68%	69%	80%	84%	63%	65%
Preferred Language For Public Safety Information						
English	92%	87%	97%	97%	91%	84%
Spanish	4%	9%	1%	2%	6%	11%
Other	4%	4%	2%	1%	3%	5%
(Among those who prefer comms in other language) Understand English (% Yes)	71%	61%	76%	70%	70%	58%
Satisfaction with Communication Efforts						
Opinion of SCE's PSPS program (Top 2 Box/Positive)	49%	58%	46%	53%	52%	60%
Satisfaction w/ SCE's WF Preparedness Efforts (Top 2 Box/Satisfied)	57%	61%	55%	57%	59%	63%
Personal Level of Preparedness (Completely/Somewhat)	52%	57%	59%	67%	49%	55%

Executive Summary: Total Sample

- Ratings of SCE were mostly unchanged in the HFRA – with some improvements Systemwide and in the Non-HFRA. “Makes an effort to communicate with all customers about wildfires” improved across all areas.

SCE Attributes (Top 2 Box)	System Wide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
Is committed to restoring power to customers affected by wildfires	71%	72%	69%	69%	73%	73%
Is working to keep my community safe	65%	65%	62%	62%	66%	67%
Shows care and concern for customers	64%	64%	59%	58%	67%	67%
Is committed to wildfire safety	63%	65%	62%	63%	63%	66%
Takes proactive measures to protect the electricity grid from wildfires	60%	62%	57%	59%	61%	63%
Makes an effort to communicate with all customers about wildfires	59%	63%	58%	62%	59%	64%
Is proactive in taking steps to address wildfire risks	58%	61%	57%	59%	59%	63%
Is a company I trust to act in the best interest of its customers	58%	59%	50%	53%	61%	62%
Is helping me prepare for wildfire season	48%	52%	45%	47%	49%	54%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Executive Summary: Total Sample

- An email (54%) from SCE is the most frequently mentioned channel for PSPS alerts, but SCE texts (40%), recorded phone messages from SCE (19%), and SCE.com (7%) are also common.
- Non-SCE sources are rarely mentioned.
- The profile of sources used is nearly identical for HFRA and non-HFRA

	System Wide	HFRA	Non-HFRA
Source of PSPS Alerts	Post (n=761)	Post (n=1386)	Post (n=452)
Email from SCE	54%	55%	53%
Text message from SCE	40%	41%	38%
Recorded phone message from SCE	19%	28%	13%
Local news	17%	16%	19%
SCE website	7%	7%	8%
Friends/neighbors	5%	6%	4%
Social Media (Facebook, Twitter, Nextdoor, etc.)	4%	5%	3%
Community-based organization	2%	2%	1%
SCE representative or employee	1%	1%	1%
Other	8%	9%	8%
I don't remember	4%	4%	4%

QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

Executive Summary: Total Sample

- All customers – whether they had experienced an outage / shutoff or not – were asked to rate SCE on a list of PSPS-related attributes.
- Like most other questions, HFRA and non-HFRA customers rate SCE differently: typically, opinions of SCE are lower in HFRA.
 - Notification of a shutoff is SCE’s highest rated attribute.
 - The lowest rating is given to: Provides resources near me that I can visit during an outage event.

	System Wide	HFRA	Non-HFRA
Ratings of SCE on PSPS Attributes (Top 2 Box)	Post (n=2251)	Post (n=2914)	Post (n=1551)
Notifying me when my power might be shut off	57%	57%	57%
Restoring power in a reasonable amount of time	54%	50%	55%
Reducing the risk of wildfires	53%	49%	55%
Notifying me when my power would be restored	48%	42%	50%
Providing an accurate estimate of when the power would be restored	48%	43%	50%
Keeping me updated about the status of the PSPS shutoff	48%	42%	50%
Reaching out to those with medical or other critical needs	42%	35%	46%
Providing resources near me that I can visit during an outage event	39%	30%	42%

QPQ18. How would you rate SCE’s Public Safety Power Shutoff (PSPS) program on each of the following?

Executive Summary: Critical Segments

- Recall of wildfire comms and PSPS awareness increased among the disabled Critical Segment (CS) and is comparable to that found among the Gen Pop. Satisfaction with SCE’s WF communications was unchanged among the CS’s.
- Source usefulness is somewhat higher among CS’s compared to the Gen Pop.
- Opinions of SCE’s PSPS program increased in all CS’s.
- Personal preparedness increased in all CS’s except the Rural CS.

System Wide Residential

	Non-English		CARE/FERA		Disabled		Seniors		Rural	
	Pre (n=202)	Post (n=285)	Pre (n=815)	Post (n=771)	Pre (n=605)	Post (n=517)	Pre (n=815)	Post (n=645)	Pre (n=312)	Post (n=294)
Recall SCE Wildfire Communications (% Yes)	53%	51%	48%	51%	48%	58%	51%	55%	59%	63%
SCE Sources Considered Useful (Top 2 Box – avg.)	85%	74%	75%	74%	73%	67%	68%	67%	65%	68%
Heard of Public Safety Power Shutoffs (%Yes)	57%	57%	62%	63%	67%	74%	74%	76%	77%	71%
Preferred Language For Public Safety Information										
English	-	-	82%	75%	95%	91%	95%	93%	96%	85%
Spanish	59%	72%	12%	19%	5%	7%	2%	5%	4%	13%
Other	41%	28%	6%	6%	1%	2%	3%	2%	<1%	2%
(Among those who prefer comms in other language) Understand English (% Yes)	71%	61%	68%	59%	63%	60%	64%	57%	57%	65%
Satisfaction										
Opinion of SCE’s PSPS program (Top 2 Box/Positive)	61%	79%	55%	67%	49%	56%	50%	61%	50%	62%
Satisfaction w/ SCE’s WF Preparedness Efforts (Top 2 Box/Satisfied)	79%	83%	67%	71%	58%	61%	61%	63%	62%	67%
Personal Level of Preparedness (Completely/Somewhat)	40%	51%	46%	55%	52%	58%	58%	63%	67%	65%

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Executive Summary: Critical Segments

- Ratings of SCE on WF attributes improved among CARE/FERA customers and, on fewer items, among disabled and rural customers.

SCE Attributes (Top 2 Box)	Non-English		CARE/FERA		Disabled		Seniors		Rural	
	Pre (n=202)	Post (n=285)	Pre (n=815)	Post (n=771)	Pre (n=605)	Post (n=517)	Pre (n=815)	Post (n=645)	Pre (n=312)	Post (n=294)
Is working to keep my community safe	83%	83%	72%	74%	64%	65%	69%	66%	67%	71%
Is committed to restoring power to customers affected by wildfires	86%	82%	73%	78%	70%	73%	74%	73%	71%	73%
Is a company I trust to act in the best interest of its customers	80%	81%	70%	71%	58%	62%	60%	60%	55%	62%
Shows care and concern for customers	81%	80%	72%	74%	62%	66%	68%	65%	62%	66%
Takes proactive measures to protect the electricity grid from wildfires	82%	79%	67%	72%	60%	63%	62%	61%	61%	67%
Is committed to wildfire safety	80%	79%	69%	72%	62%	66%	67%	67%	66%	71%
Is proactive in taking steps to address wildfire risks	79%	78%	66%	69%	59%	63%	63%	62%	61%	67%
Makes an effort to communicate with all customers about wildfires	78%	78%	64%	70%	55%	66%	62%	61%	61%	67%
Is helping me prepare for wildfire season	75%	77%	57%	64%	48%	54%	49%	50%	49%	55%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Executive Summary: Critical Segments

- SCE is the primary source of PSPS Alerts for all CS customers: about double that of local news. Emails are mentioned most often but not much more often than texts. Recorded phone messages are also common. Use of SCE.com is similar to that found in the Gen Pop.

Source of PSPS Alerts	<u>Non-English</u> Post (n=71)	<u>CARE/FERA</u> Post (n=245)	<u>Disabled</u> Post (n=205)	<u>Seniors</u> Post (n=230)	<u>Rural</u> Post (n=123)
Email from SCE	44%	44%	43%	49%	48%
Text message from SCE	41%	40%	45%	31%	44%
Recorded phone message from SCE	14%	19%	21%	21%	28%
Local news	23%	18%	20%	20%	11%
SCE website	1%	8%	7%	4%	2%
Friends/neighbors	7%	4%	7%	3%	8%
Social Media (Facebook, Twitter, Nextdoor, etc.)	4%	4%	6%	3%	4%
Community-based organization	1%	3%	3%	1%	6%
SCE representative or employee	-	1%	1%	1%	1%

QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

Executive Summary: Critical Segments

- Non-English CS members rate SCE higher on PSPS attributes than do the other CS's but all CS ratings of SCE are higher than those from the Gen Pop.

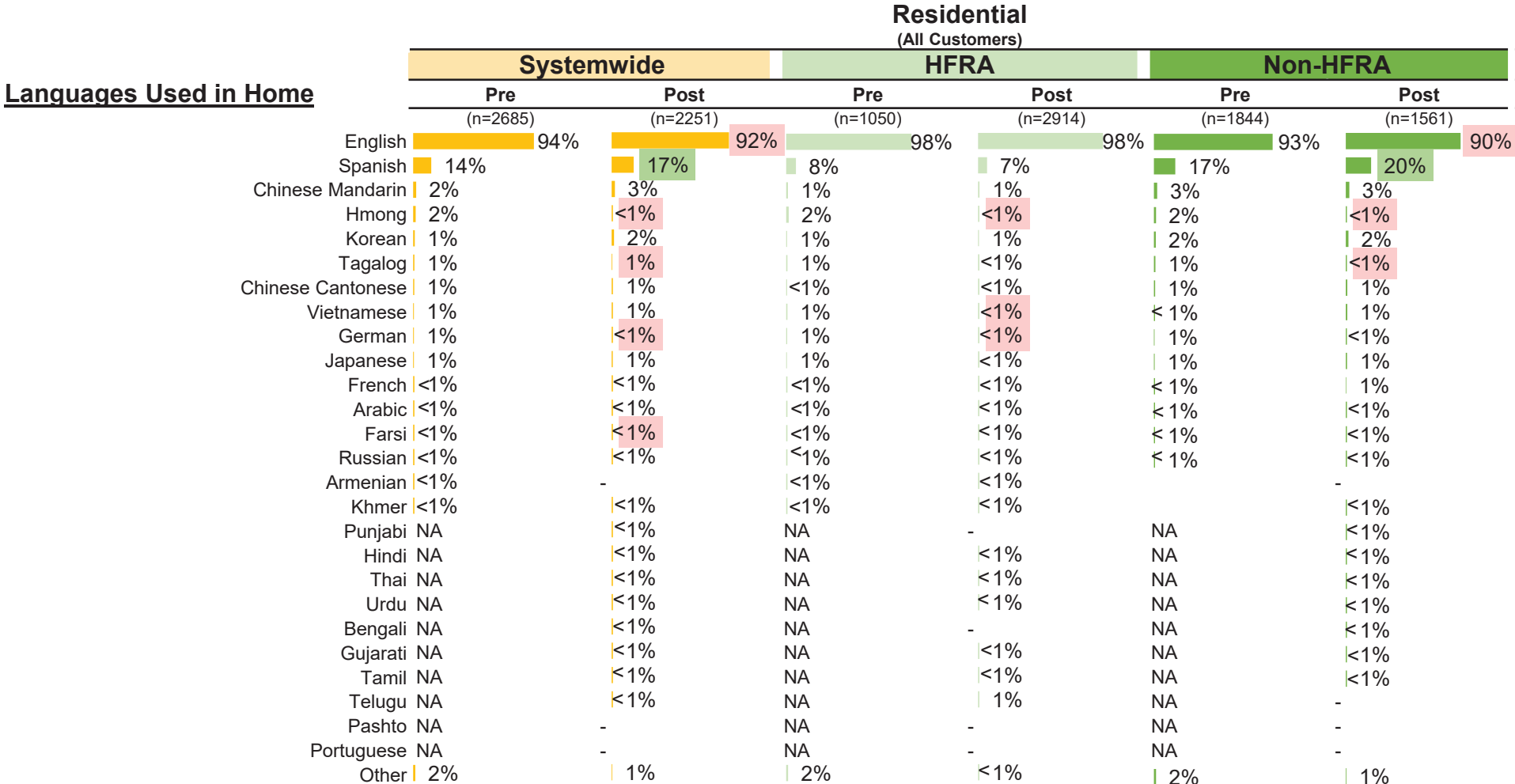
Ratings of SCE on PSPS Attributes (Top 2 Box)	<u>Non-English</u> Post (n=285)	<u>CARE/FERA</u> Post (n=771)	<u>Disabled</u> Post (n=517)	<u>Seniors</u> Post (n=645)	<u>Rural</u> Post (n=294)
Notifying me when my power might be shut off	73%	62%	58%	59%	63%
Restoring power in a reasonable amount of time	77%	61%	56%	55%	55%
Reducing the risk of wildfires	78%	62%	54%	55%	58%
Notifying me when my power would be restored	71%	57%	53%	51%	51%
Providing an accurate estimate of when the power would be restored	69%	57%	51%	49%	50%
Keeping me updated about the status of the PSPS shutoff	69%	57%	50%	49%	49%
Reaching out to those with medical or other critical needs	67%	53%	43%	42%	44%
Providing resources near me that I can visit during an outage event	64%	49%	37%	35%	40%

QPQ18. How would you rate SCE's Public Safety Power Shutoff (PSPS) program on each of the following?

Languages Used / Preferred

Languages Used at Home

- 92-94% of Residential households throughout the SCE system report using English in their home. That proportion is slightly lower in non-HFRA (90-93%).
- Spanish is used in 14-17% of households systemwide and 7-8% of HFRA households.



Q2. "What languages are often used in your home/business?"

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Languages Preferred for Public Safety Information

- When asked for the language preferred for public safety information like WF communications, 8-13% select a language other than English (100%-92% / 87%).
 - This proportion was much smaller (3%) in HFRA.

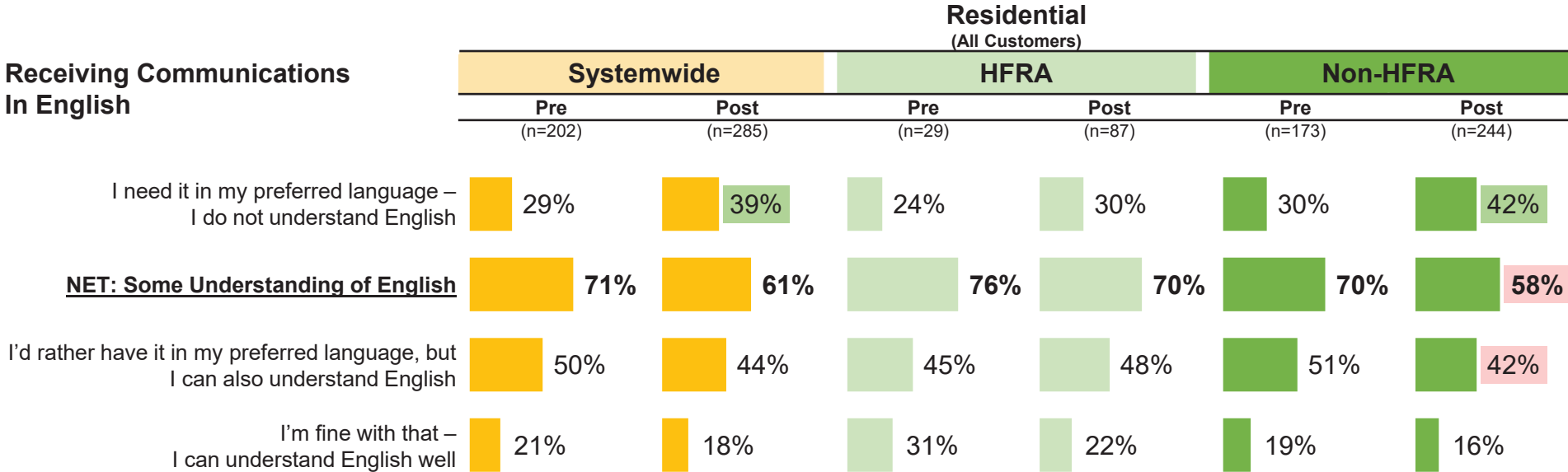
Preferred Language for Public Safety Information	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
English	92%	87%	97%	97%	91%	84%
Spanish	4%	9%	1%	2%	6%	11%
Chinese Mandarin	1%	1%	1%	<1%	1%	1%
Korean	1%	1%	1%	<1%	1%	1%
Vietnamese	1%	<1%	<1%	-	<1%	<1%
Chinese Cantonese	<1%	<1%	<1%	<1%	<1%	<1%
Japanese	<1%	<1%	<1%	-	<1%	<1%
Armenian	<1%	<1%	<1%	-	<1%	<1%
Farsi	<1%	-	-	-	<1%	-
Tagalog	<1%	-	-	-	<1%	-
Russian	<1%	-	-	-	<1%	-
Other	<1%	<1%	<1%	<1%	<1%	<1%

Q3. What is your preferred language for receiving public safety information like this from SCE?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Strength of Language Preference

- Among the 8-13% systemwide (3% in HFRA) who said they prefer WF communications in some other language, 71-61% report they can at least understand English (76-70% in HFRA).
- That leaves 21-39% of the 8-13%, or 6% to 8% of the Gen Pop, who do not understand English.



Q4. [PREFER LANGUAGE OTHER THAN ENGLISH] How do you feel about receiving wildfire communications from SCE in English only?

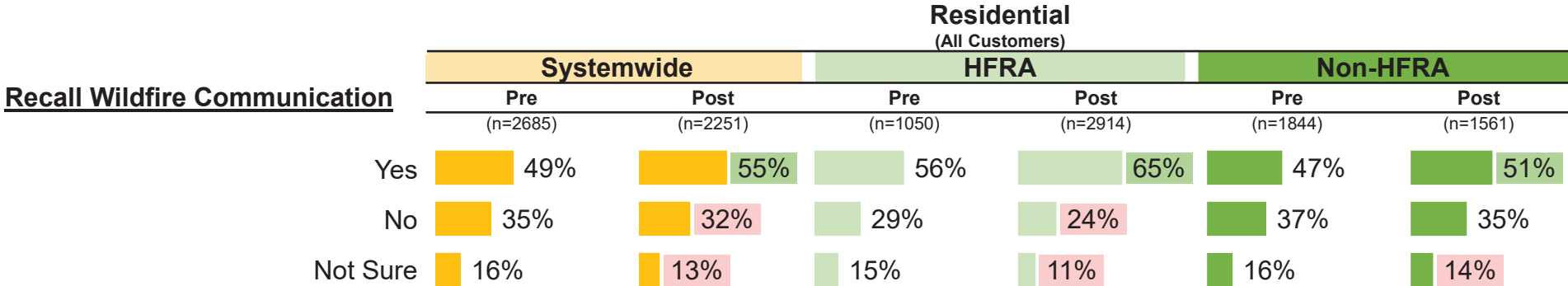
Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Wildfire Communications

Among All Residential Customers

SCE WF Communications Recall – All Customers

- The share of all Residential customers systemwide who recall SCE WF communications rose significantly from 49% pre- to 55% post-.
- The increase was even greater in the HFRA (from 56% to 65%).



Q1. “In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?”

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Language of SCE WF Comms – All Customers

- Among the 49-55% (systemwide) who recall SCE WF comms, 15-18% recall a version in a language other than English (Spanish, mostly).
- The proportion among HFRA customers is lower (12-13%) than among Non-HFRA customers (17-19%).

Language of Wildfire Safety Communication	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=1329)	Post (n=1236)	Pre (n=587)	Post (n=1892)	Pre (n=866)	Post (n=794)
English	98%	96%	99%	99%	97%	94%
NET: Non-English	15%	18%	12%	13%	17%	19%
Spanish	13%	16%	11%	12%	15%	17%
Chinese Mandarin	1%	1%	1%	1%	1%	1%
Chinese Cantonese	1%	1%	1%	<1%	1%	1%
Korean	1%	1%	<1%	1%	1%	1%
Vietnamese	1%	1%	<1%	<1%	<1%	1%
Tagalog	<1%	<1%	<1%	<1%	<1%	<1%
Russian	<1%	-	-	-	<1%	-
Khmer	<1%	-	-	-	<1%	-
Arabic	<1%	<1%	-	<1%	<1%	-
Armenian	<1%	<1%	-	<1%	<1%	-
Farsi	<1%	<1%	-	<1%	<1%	<1%
French	<1%	-	-	<1%	<1%	-
German	<1%	-	-	<1%	<1%	-
Japanese	<1%	<1%	-	<1%	<1%	<1%
Punjabi	<1%	<1%	-	<1%	<1%	-
Other	<1%	1%	<1%	<1%	<1%	<1%

Q5. [RECALL COMMUNICATION] In what language(s) was the wildfire safety and preparedness information that you recall seeing or hearing from SCE?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Sources – All Customers

- Again, among the 49-55% who recall WF communications from SCE, emails and letters continue to be the most commonly recalled sources in all areas.
- Four sources increased in the Post- survey, suggesting that these sources are most responsible for the rise in recall of WF communications from SCE: advertising, info videos, texts, and phone calls.

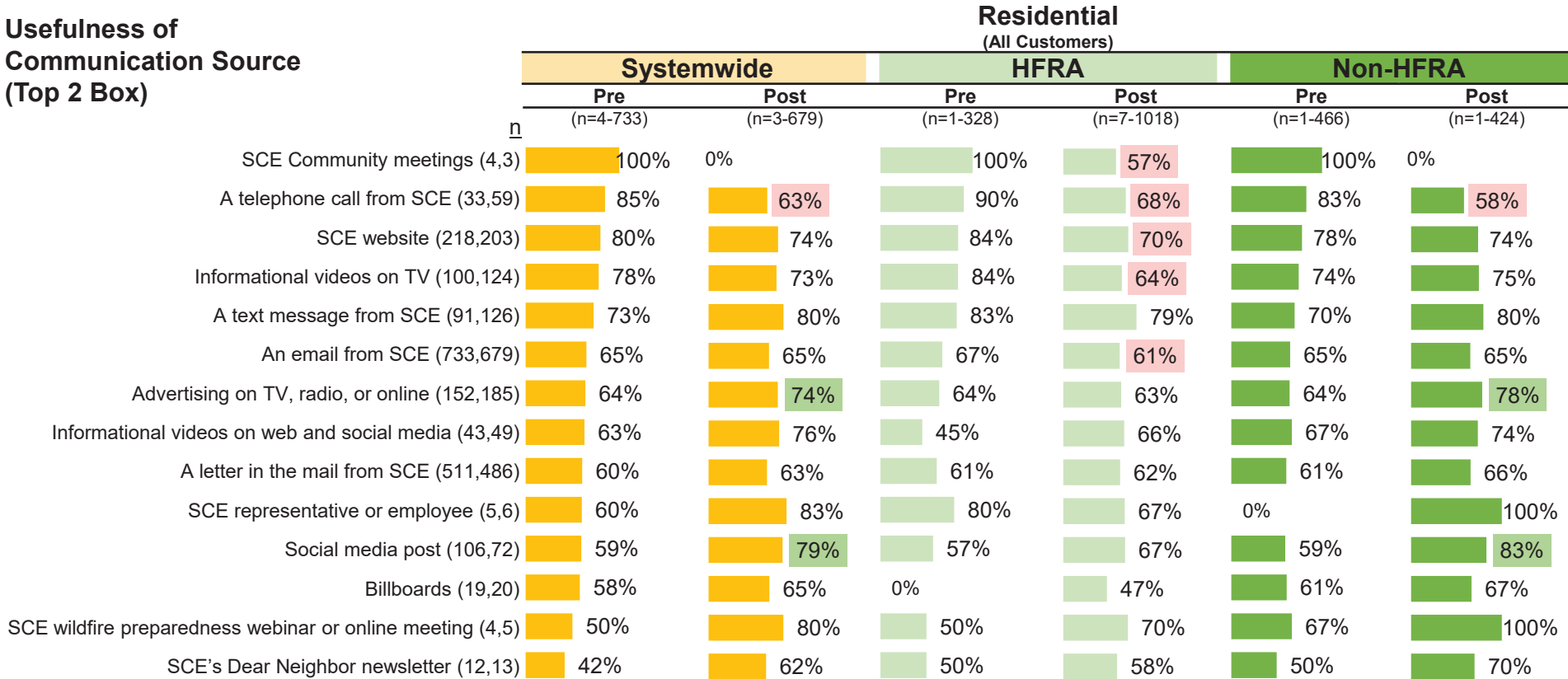
Source of Communication	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=1329)	Post (n=1237)	Pre (n=587)	Post (n=1893)	Pre (n=866)	Post (n=795)
An email from SCE	56%	56%	56%	54%	55%	55%
A letter in the mail from SCE	39%	40%	47%	49%	36%	33%
SCE website	17%	17%	16%	15%	17%	18%
Advertising on TV, radio, or online	13%	16%	10%	16%	15%	17%
Informational videos on TV	9%	12%	8%	11%	10%	14%
Social media post	8%	6%	7%	4%	8%	7%
A text message from SCE	7%	10%	9%	12%	6%	8%
Informational videos on web and social media	3%	5%	2%	3%	4%	5%
A telephone call from SCE	3%	5%	4%	8%	3%	3%
Billboards	2%	2%	1%	1%	2%	2%
SCE's Dear Neighbor newsletter	1%	1%	2%	1%	1%	2%
SCE representative or employee	<1%	1%	1%	1%	<1%	<1%
SCE wildfire preparedness webinar/online meeting	<1%	<1%	<1%	1%	<1%	<1%
SCE Community meetings	<1%	<1%	<1%	<1%	<1%	<1%
Other	4%	3%	4%	4%	4%	3%
Don't recall	4%	3%	4%	5%	4%	3%

Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of SCE Sources – All Customers

- **Regardless of the number of users or the language it was in, source usefulness declined for five sources in the HFRA, while none improved** (caution: some very small bases).
- Two oft-cited sources declined in their usefulness among HFRA customers: SCE emails and SCE.com.
 - Base sizes vary widely (from 4 to 733). "Usefulness" is defined as rating top 2 on a 5-point scale.
 - The base includes those who saw/heard the communications from this source in English regardless of their preferred language.



Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?
 Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction with SCE.com – All Customers

- Satisfaction with SCE.com declined in the Post- relative to the Pre-.
- In the Pre-, regardless of language used on SCE.com or their preferred language, 86% of those who used SCE.com were “extremely / somewhat” satisfied (split about evenly).
- This proportion dropped to 73% in the Post- and includes a jump in those Not at all Satisfied (from 1% to 8%).

Satisfaction with Communication on SCE.com	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=221)	Post (n=207)	Pre (n=95)	Post (n=292)	Pre (n=143)	Post (n=141)
NET: Satisfied (Top 2 Box)	86%	73%	86%	77%	85%	73%
Extremely Satisfied - 5	43%	47%	37%	41%	49%	50%
4	42%	26%	49%	36%	36%	23%
3	11%	15%	9%	17%	12%	16%
2	2%	4%	2%	2%	2%	5%
1	1%	8%	2%	5%	1%	6%

Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

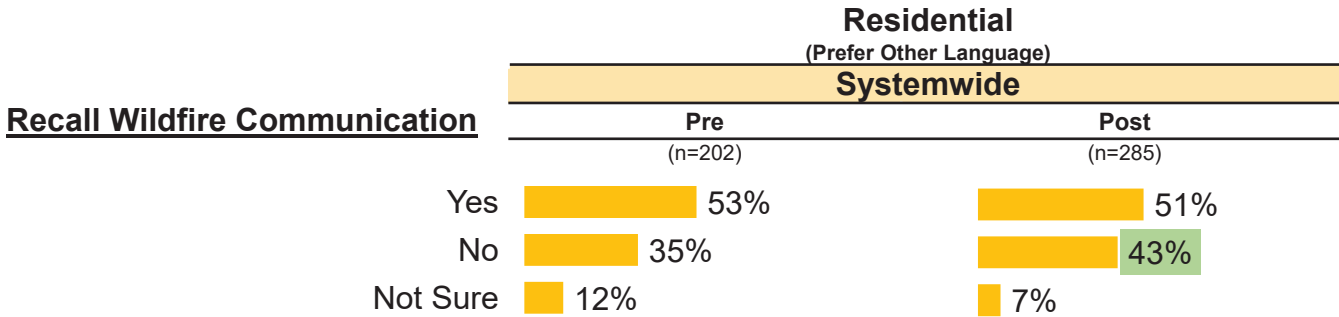
Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Wildfire Communications

Among Customers Who **Prefer Other** Languages

SCE WF Communications Recall – Prefer Other

- Just over half of the 8-13% who prefer other languages recall SCE WF comms of any type. This proportion (51%) did not change from the Pre- survey (53%)
- Systemwide, combining all customers, recall of WF communications rose from 49% to 55% - a significant increase.

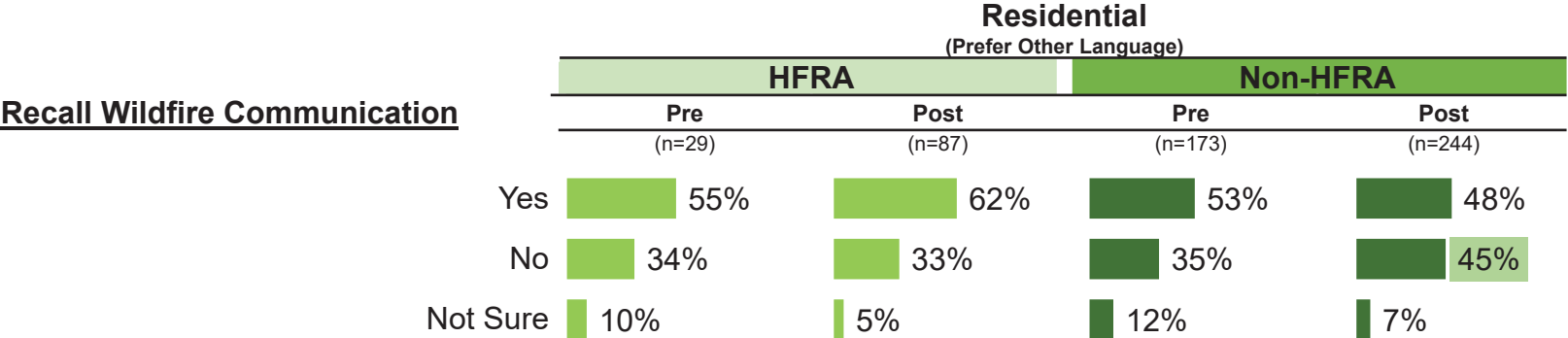


Q1. “In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?”

Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE WF Communications Recall – Prefer Other

- Customers in HFRA who prefer other languages are slightly more likely to recall SCE WF comms (55-62%) compared to those systemwide (51-53%).
- **This proportion (62%) did not change significantly from the Pre- survey (55%).**
- Among all HFRA customers (those who prefer English or another language), recall of WF Communications rose from 56% to 65% - a significant increase.

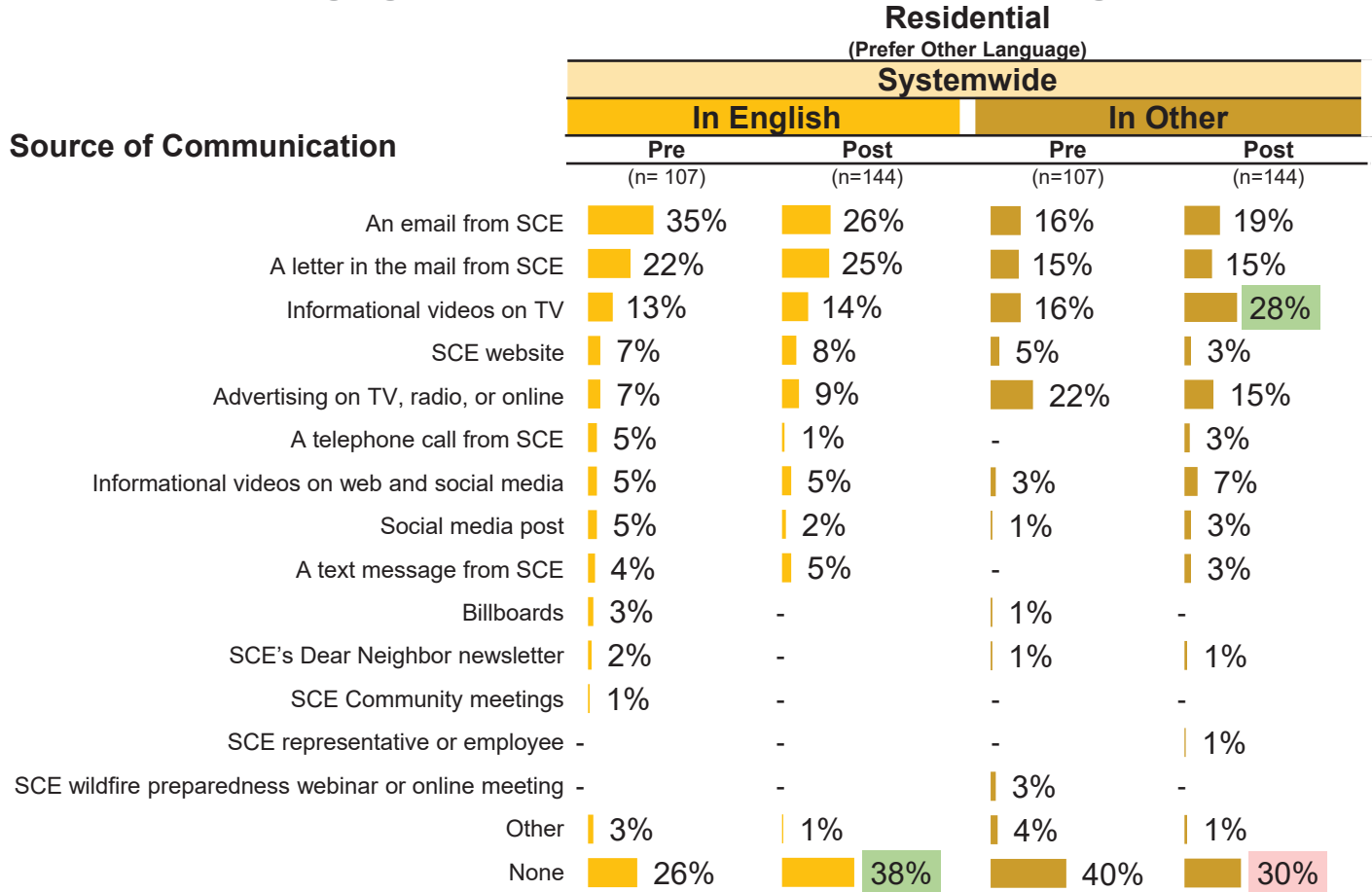


Q1. “In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?”

Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Sources – Prefer Other Languages

- Among customers who prefer other languages and who recall SCE WF communications in their preferred language, 40% (2 in 5) in the Pre- did not recall any such sources. This incidence dropped to 30% in the Post.
- Informational videos on TV increased as a source for these customers (from 16% to 28%) in the Post- survey.
- Other common in-language sources are SCE emails, letters and advertising.



Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE’s communications about wildfire season safety and preparedness?

Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Sources – Prefer Other Languages

- **Customers who prefer other languages and recall SCE WF communications are divided here by HFRA and Non-HFRA residence.**
 - The in-language info TV videos did a better job of reaching these customers in both areas.
 - In-language advertising dropped as a source in the Post- for those in Non-HFRA.

Source of Communication	Residential (Prefer Other Language)							
	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	Pre (n=16)	Post (n=54)	Pre (n=16)	Post (n=54)	Pre (n=91)	Post (n=116)	Pre (n=91)	Post (n=116)
An email from SCE	31%	26%	31%	11%	35%	25%	13%	21%
A letter in the mail from SCE	19%	41%	13%	20%	23%	19%	15%	14%
Informational videos on TV	13%	15%	6%	26%	13%	15%	18%	30%
SCE website	6%		6%		7%	9%	4%	4%
Advertising on TV, radio, or online	6%	9%	6%	15%	7%	9%	25%	16%
A telephone call from SCE	-		-	2%	5%	2%	-	3%
Informational videos on web and social media	-	6%	-	7%	5%	3%	3%	5%
Social media post	-	2%	-	6%	5%	2%	3%	3%
A text message from SCE	-	6%	-		4%	4%	1%	4%
Billboards	-		-		3%		-	
SCE's Dear Neighbor newsletter	-		-		2%		1%	2%
SCE Community meetings	-		-		1%		1%	
SCE representative or employee	-		-		-		-	1%
SCE wildfire preparedness webinar/online meeting	-		-		-		-	
Other	6%	2%	-	4%	2%	1%	4%	2%
None	31%	24%	44%	35%	25%	41%	40%	27%

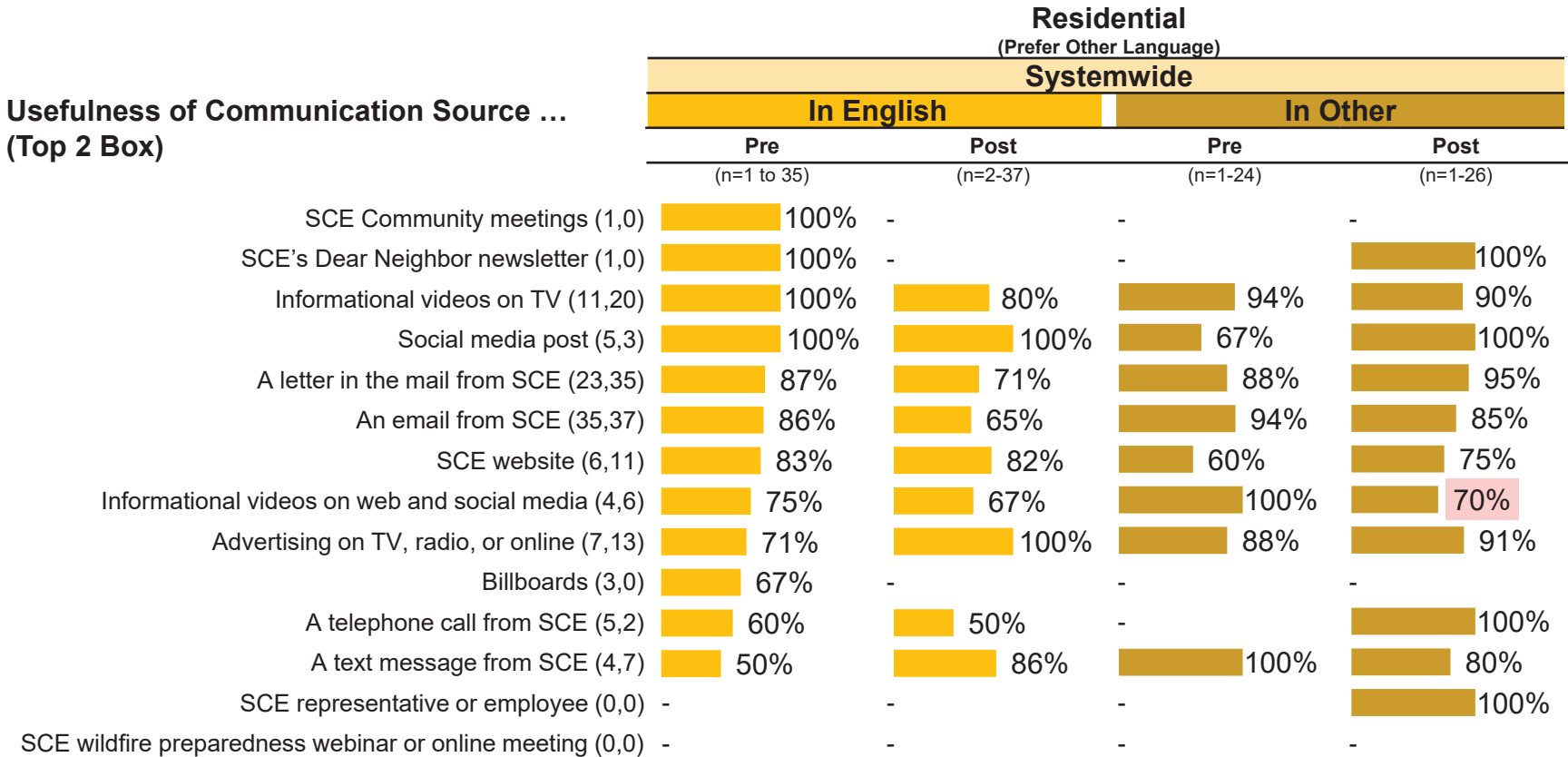
Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE’s communications about wildfire season safety and preparedness?

Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of SCE Sources – Prefer Other

- **Customers who prefer non-English communications and used a source rated its usefulness when it is in English and in their preferred language.**
 - The sample sizes are quite small which makes assessments less reliable.
 - Usefulness ratings for sources in English are not much different for the same sources in the preferred language.



Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?
 Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via...?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of SCE Sources – Prefer Other

- The same few respondents from the previous slide are here divided between those living in HFRA and Non-HFRA.
- Comparing the source usefulness ratings in English to the same when it is in other languages, whether Pre- or Post-, there are few differences.




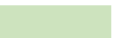









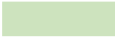



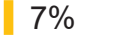

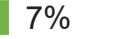
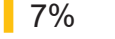
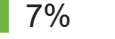


Usefulness of Communication Source ... (Top 2 Box)

Usefulness of Communication Source ... (Top 2 Box)	Residential (Prefer Other Language)							
	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	Pre (n=1-5)	Post (n=1-22)	Pre (n=1-5)	Post (n=1-14)	Pre (n=3-30) g	Post (n=2-29) h	Pre (n=1-23) i	Post (n=1-35) k
SCE Community meetings (1,0) -	-	-	-	-	100%	-	-	-
SCE's Dear Neighbor newsletter (1,0) -	-	-	-	-	100%	-	-	100%
Informational videos on TV (11,20)	100%	88%	100%	100%	100%	76%	93%	89%
Social media post (5,3) -	-	100%	-	100%	100%	100%	67%	100%
A letter in the mail from SCE (23,35)	100%	73%	100%	90%	85%	81%	86%	93%
An email from SCE (35,37)	100%	64%	100%	83%	83%	72%	92%	83%
SCE website (6,11)	100%	-	100%	-	80%	82%	50%	75%
Informational videos on web and social media (4,6) -	-	100%	-	100%	75%	33%	100%	50%
Advertising on TV, radio, or online (7,13)	100%	80%	100%	75%	67%	100%	87%	94%
Billboards (3,0) -	-	-	-	-	67%	-	-	-
A telephone call from SCE (5,2) -	-	-	-	100%	60%	50%	-	100%
A text message from SCE (4,7) -	-	67%	-	-	50%	100%	100%	80%
SCE representative or employee (0,0) -	-	-	-	-	-	-	-	100%
SCE wildfire preparedness webinar (0,0) -	-	-	-	-	-	-	-	-

Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?
 Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via...?
 Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction with SCE.com – Prefer Other

- Among those who prefer a language other than English and used SCE.com, satisfaction is generally high and did not change Pre- to Post- (caution: very small bases) .

Satisfaction with Communication on SCE.com	Residential (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=9)	Post (n=15)	Pre (n=1)	Post (n=1)	Pre (n=8)	Post (n=14)
NET: Satisfied (Top 2 Box)	 78%	 67%	 100%	 100%	 75%	 64%
Extremely Satisfied – 5	 33%	 40%	-	 100%	 38%	 36%
4	 44%	 27%	 100%	-	 38%	 29%
3	 22%	 7%	-	-	 25%	 7%
2	-	 7%	-	-	-	 7%
1	-	 20%	-	-	-	 21%

Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

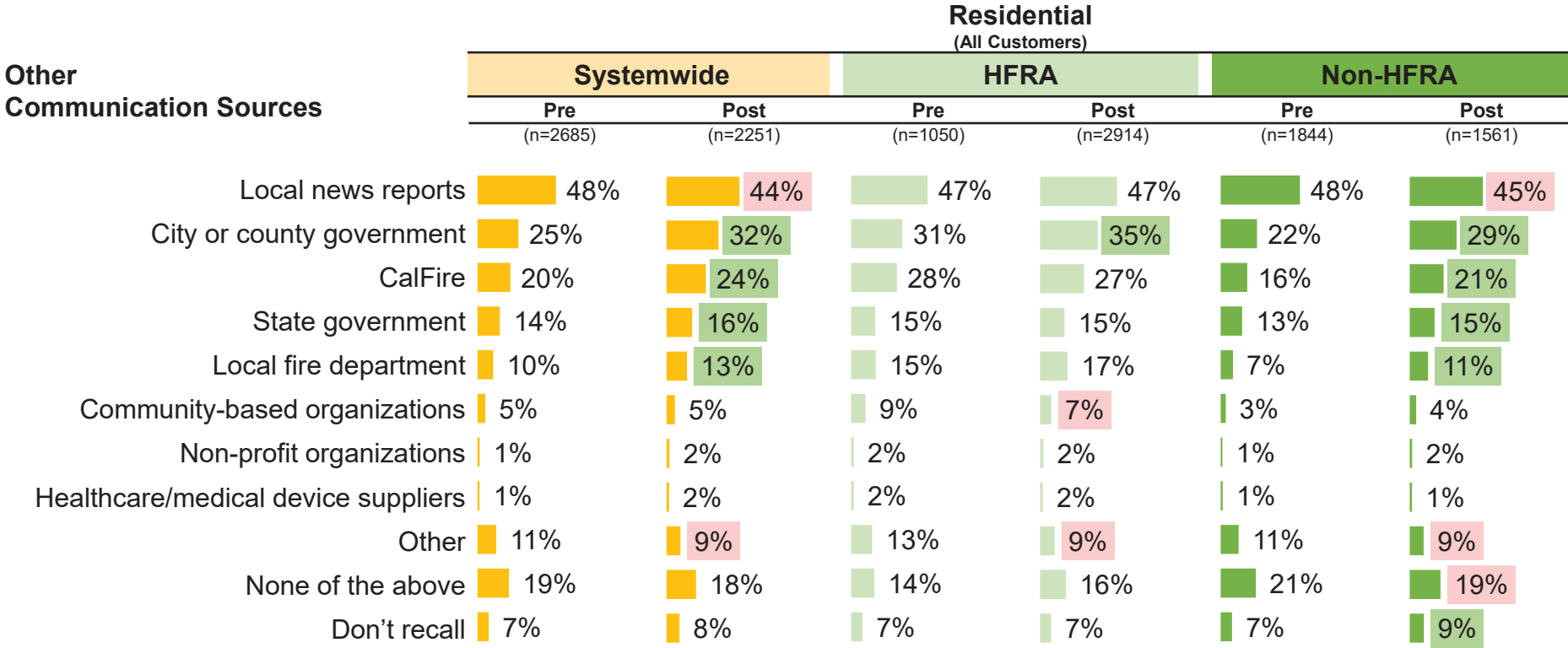
Shading indicates a significant difference at the 90% confidence level between Pre and Post

Other WF Communications Sources

Among All Residential Customers

Other WF Sources – All Customers

- Local news reports are cited as a source of WF information by nearly half of the respondents in all areas. Other commonly cited sources, *especially in HFRA*, are government, CalFire, local FDs, and CBOs.
- In the Post-survey, however, local news was less frequently cited, while the next four in rank order rose in their frequency.

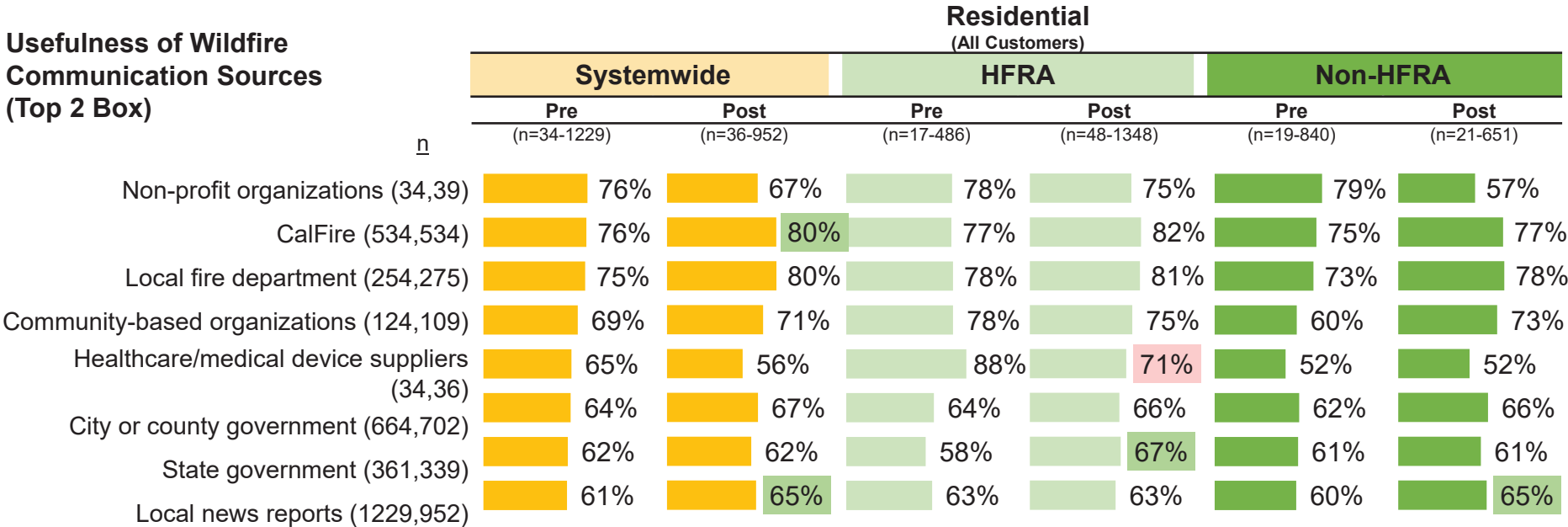


Q10. Other than SCE’s communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of Other WF Sources – All Customers

- Among the varying number of customers who say they used these sources, the sources considered most useful are non-profits, CAL FIRE, and the local fire departments.
- Among customers in HFRA, CBOs and healthcare/medical device suppliers are seen as more useful than in non-HFRA.
- Just one of these sources had their usefulness rise among HFRA customers in the Post-survey: State Government.



Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

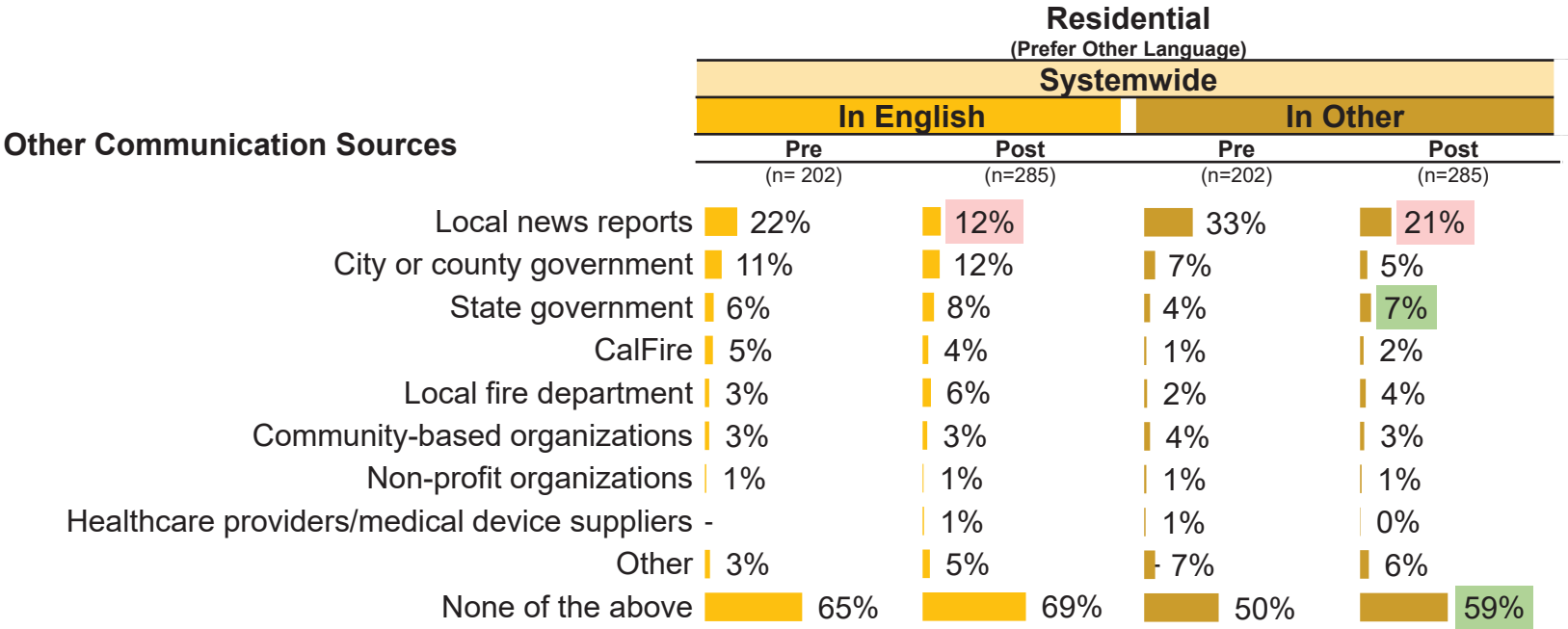
Shading indicates a significant difference at the 90% confidence level between Pre and Post

Other Wildfire Communications Sources

Among Customers Who **Prefer Other Languages**

Other WF Sources – Prefer Other Languages

- Customers who prefer other languages use very few of these other sources but are a bit more likely to use them when they are available in their preferred language (in English, the percent using “none” is 65-69%; in their preferred language, the percent using “none” drops to 50-59% and increased in the Post-survey).



Q10. Other than SCE’s communications, what other sources have you used to obtain information about wildfire safety and preparedness?
 Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level

Other Sources – Prefer Other Languages

- Customers who prefer WF comms in a language other than English tend not to use these other sources – whether they are in English or their preferred language
- Local news reports were even less often used in the Post-survey.

Other Communication Sources	Residential (Prefer Other Language)							
	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	Pre (n=29)	Post (n=87)	Pre (n=29)	Post (n=87)	Pre (n=173)	Post (n=244)	Pre (n=173)	Post (n=244)
Local news reports	48%	16%	14%	23%	17%	12%	36%	22%
City or county government	10%	14%	7%	6%	12%	11%	8%	5%
State government	7%	6%	-	2%	6%	8%	5%	9%
CalFire	14%	10%	-	2%	4%	3%	2%	2%
Local fire department	-	9%	-	9%	3%	5%	2%	3%
Community-based organizations	-	1%	-	1%	3%	3%	5%	3%
Non-profit organizations	-	1%	-	1%	1%	<1%	2%	1%
Healthcare providers/medical device suppliers	-	2%	3%	-	-	<1%	-	<1%
Other	-	2%	3%	-	4%	5%	8%	7%
None of the above	45%	61%	72%	63%	69%	70%	46%	56%

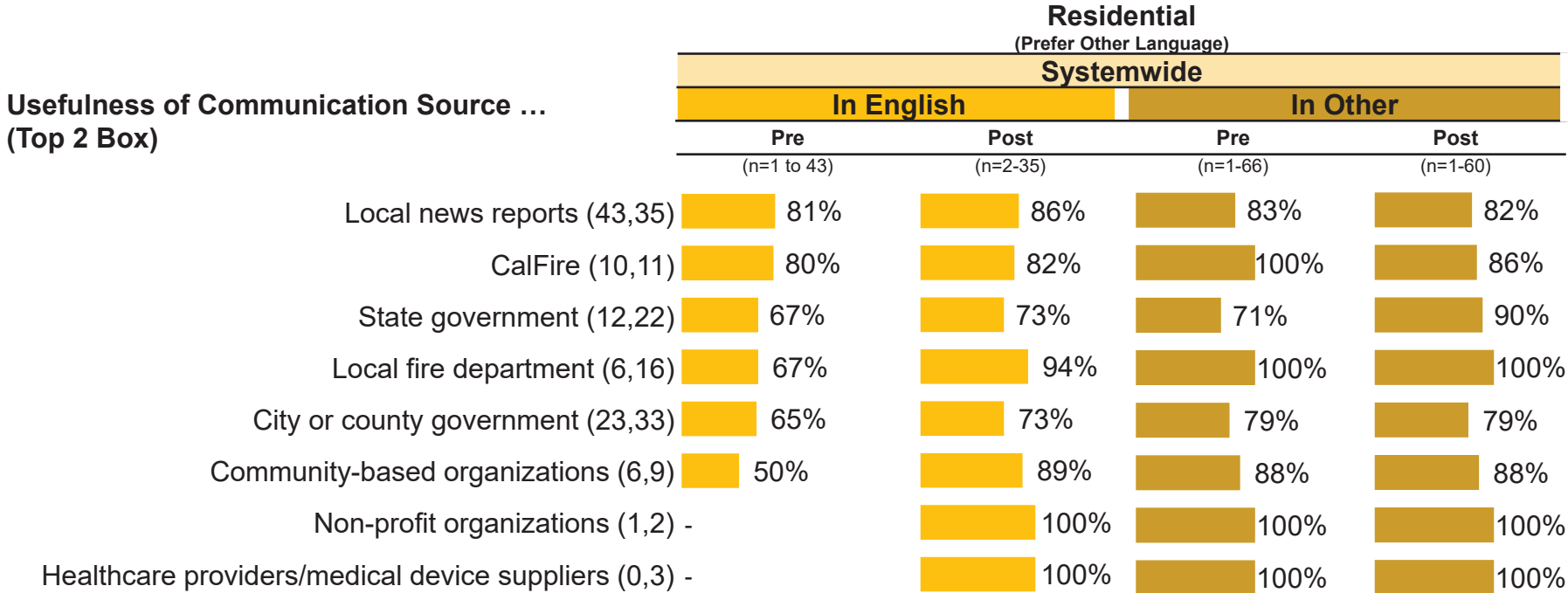
Q10. [BASE: RECALL COMMUNICATION] Other than SCE’s communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of Other Sources – Prefer Other

- Usefulness of these other sources increases only slightly when it is provided in the preferred language among those who used these other sources.
- Among customers who prefer other languages and used these other sources, their usefulness is little different from the usefulness given these sources by all customers – whether the offering is in English or their preferred language.



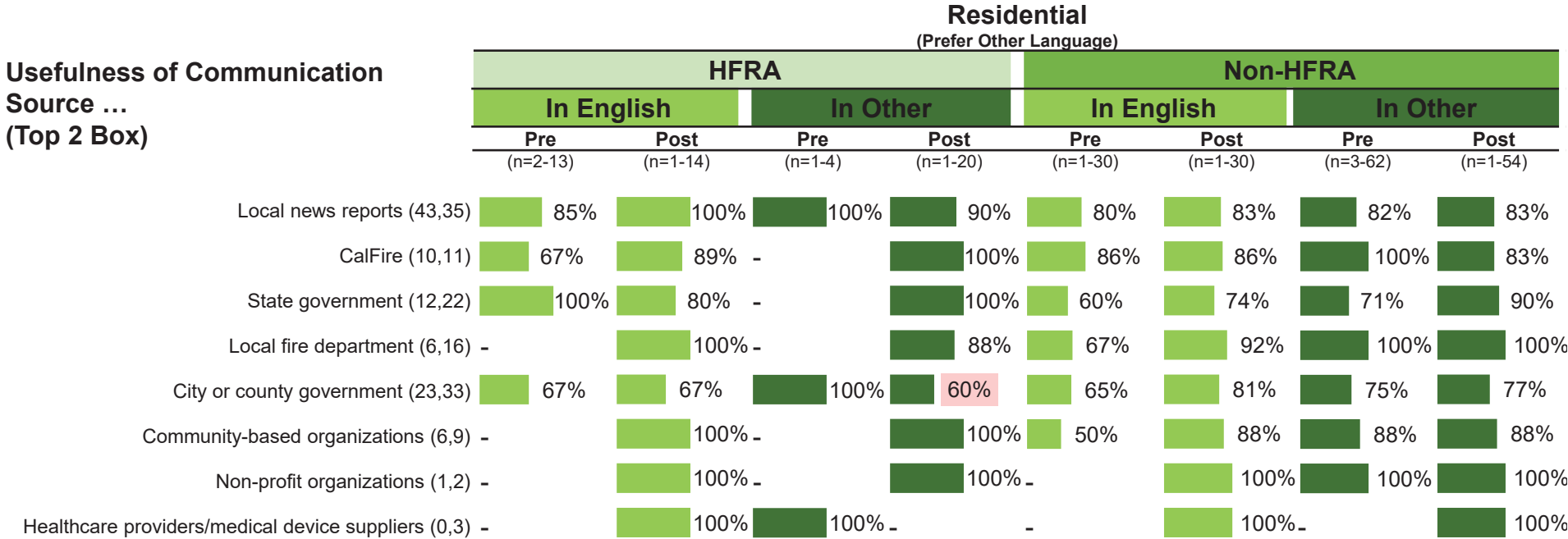
Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

Q12B2. And using the same 1 to 5 scale, how useful was the wildfire information in [PREFERRED LANGUAGE] from...?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of Other Sources – Prefer Other

- Between the Pre- and Post- surveys, there are virtually no changes in the usefulness of these other sources, whether in English or other languages among their users.



Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

Q12B2. And using the same 1 to 5 scale, how useful was the wildfire information in [PREFERRED LANGUAGE] from...?

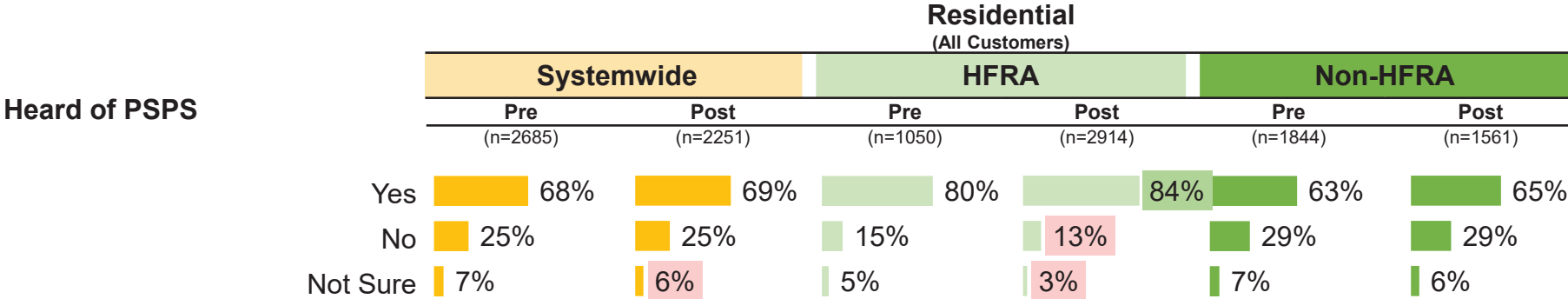
Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Communications

Among All Residential Customers

PSPS Awareness – All Customers

- In the Pre-survey, HFRA customers were found to be much more likely to say they had heard of a Public Safety Power Shutoff than Non-HFRA customers.
- This difference increased in the Post- survey.



Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Sources – All Customers

- Many sources increased PSPS awareness – whether in or out of an HFRA.
- Emails and letters from SCE are on par with TV / radio news reports as the most common sources contributing to PSPS awareness. The influence of these SCE sources on PSPS awareness, along with SCE texts and phone calls, rose among customers in HFRA.

Residential (All Customers)

PSPS Source	Systemwide		HFRA		Non-HFRA	
	Pre	Post	Pre	Post	Pre	Post
	(n=1825)	(n=1557)	(n=836)	(n=2458)	(n=1166)	(n=1015)
TV or radio news report	45%	43%	44%	48%	46%	44%
An email from SCE	37%	40%	44%	45%	33%	36%
A letter in the mail from SCE	32%	35%	40%	44%	28%	30%
Online news report	18%	17%	17%	18%	18%	17%
SCE website	15%	17%	17%	19%	14%	15%
Advertising on TV, radio, or online	11%	13%	8%	11%	12%	15%
Social media post	10%	10%	11%	9%	10%	9%
A text message from SCE	9%	12%	13%	16%	7%	9%
Word of mouth	9%	10%	11%	11%	9%	9%
A telephone call from SCE	5%	6%	8%	12%	4%	3%
My power was shut off	5%	4%	9%	9%	3%	2%
Local city or county government	4%	5%	6%	8%	4%	4%
CalFire or local fire department	4%	5%	6%	6%	3%	4%
Informational videos on TV	3%	5%	2%	4%	4%	5%
Informational videos on web/social media	2%	2%	1%	1%	3%	2%
Community-based organization	1%	2%	3%	2%	1%	1%
SCE representative or employee	1%	1%	1%	1%	1%	1%
Billboards	1%	1%	<1%	1%	1%	1%
SCE wildfire preparedness webinar/online meeting	<1%	1%	1%	1%	<1%	1%
Healthcare provider or medical device supplier	<1%	<1%	<1%	<1%	<1%	<1%
SCE community meetings	<1%	1%	<1%	1%	-	<1%
Other	6%	4%	6%	5%	7%	4%
Not sure	3%	2%	3%	2%	3%	2%

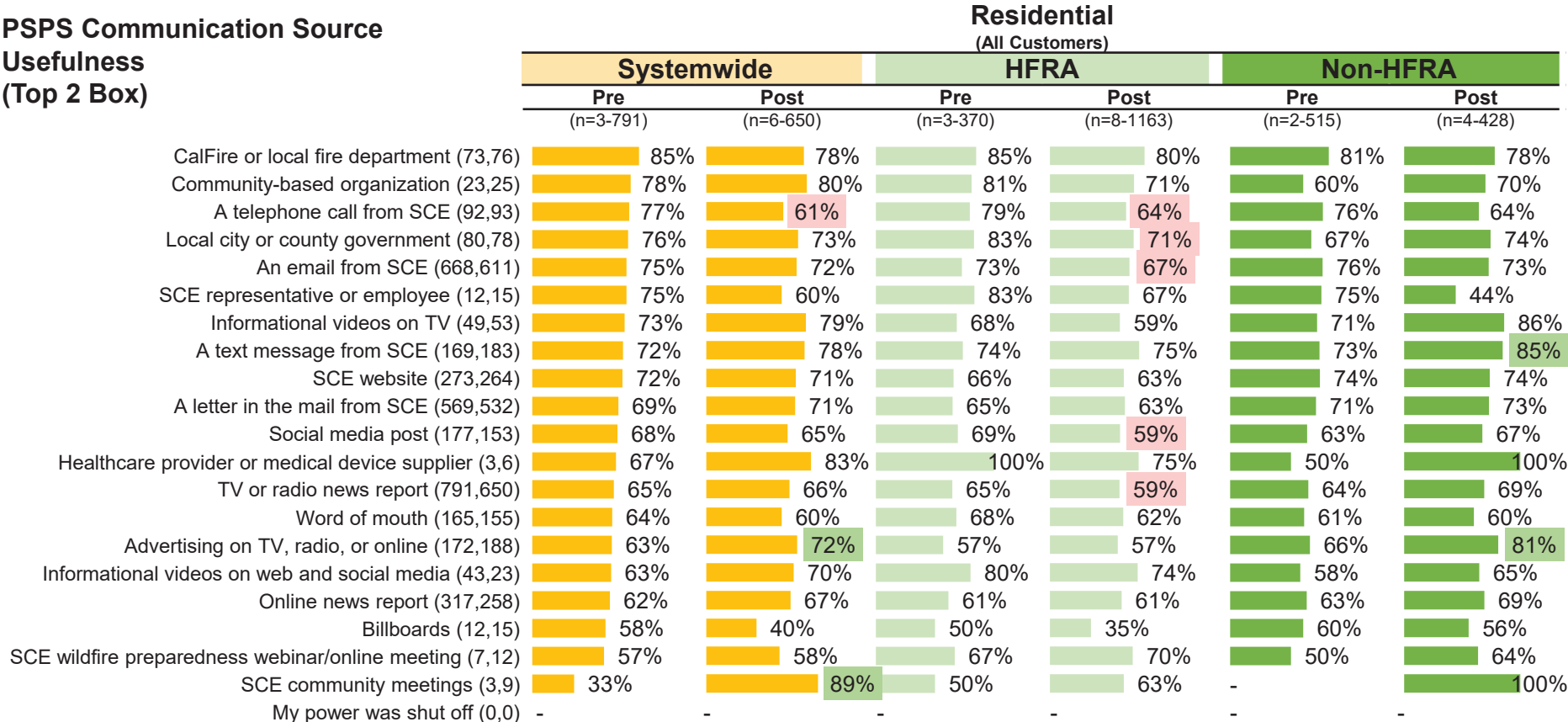
Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of PSPS Sources – All Customers

- The usefulness of five PSPS sources dropped among HFRA customers in the Post-survey.
- Two of these were SCE emails (from 73% to 67%) and SCE phone calls (from 79% to 64%).

PSPS Communication Source Usefulness (Top 2 Box)

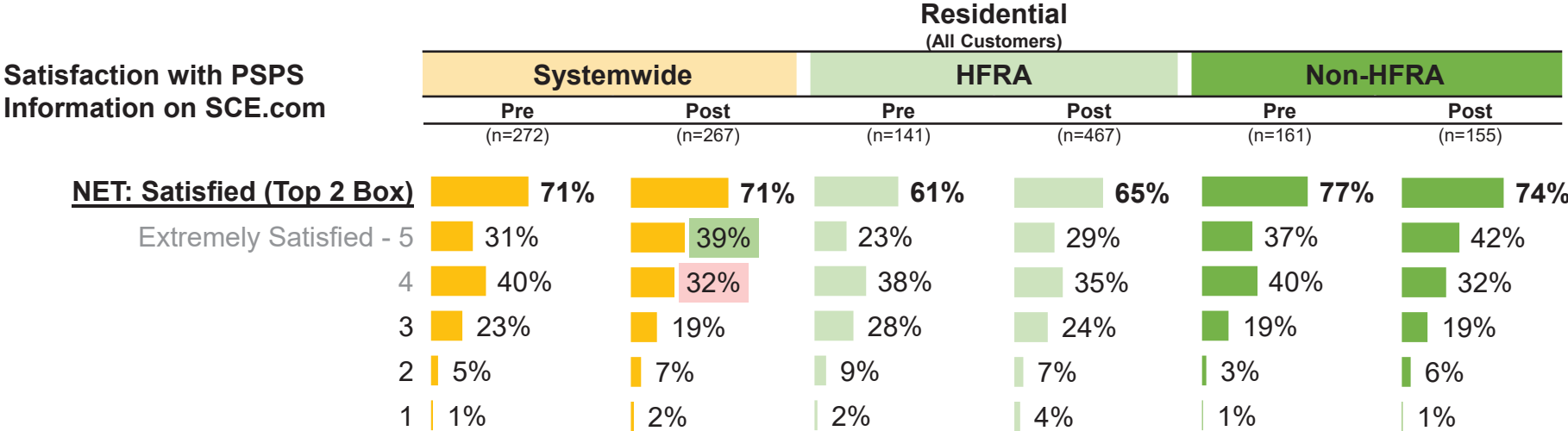


Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from ...?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction w/ SCE.com PSPS Info – All Customers

- “Top Box” Satisfaction with SCE.com as source of PSPS information increased in the Post-survey (to 39% from 31%).
- Those in the HFRA are less likely to give SCE a “top box” rating.



Q18b. [PSPS SOURCE = SCE Website] How satisfied were you with the Public Safety Power Shutoff information provided on the SCE website?

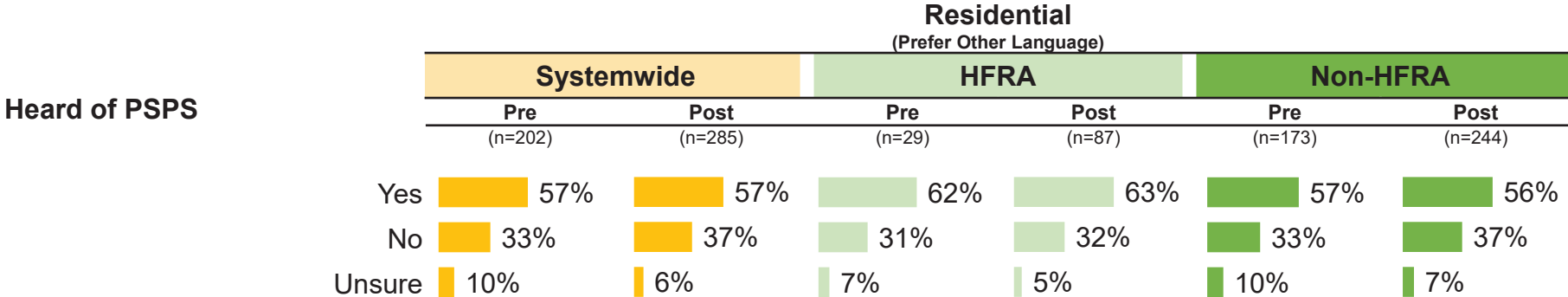
Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Communications

Among Customers Who Prefer Other Languages

PSPS Awareness – Prefer Other Languages

- Fewer of the customers who prefer communications in other languages have heard of PSPS compared to all customers systemwide (57% vs. 68-69%).
- Unlike the systemwide results, among these customers there is no difference in awareness of PSPS between those who reside in and out of HFRA.

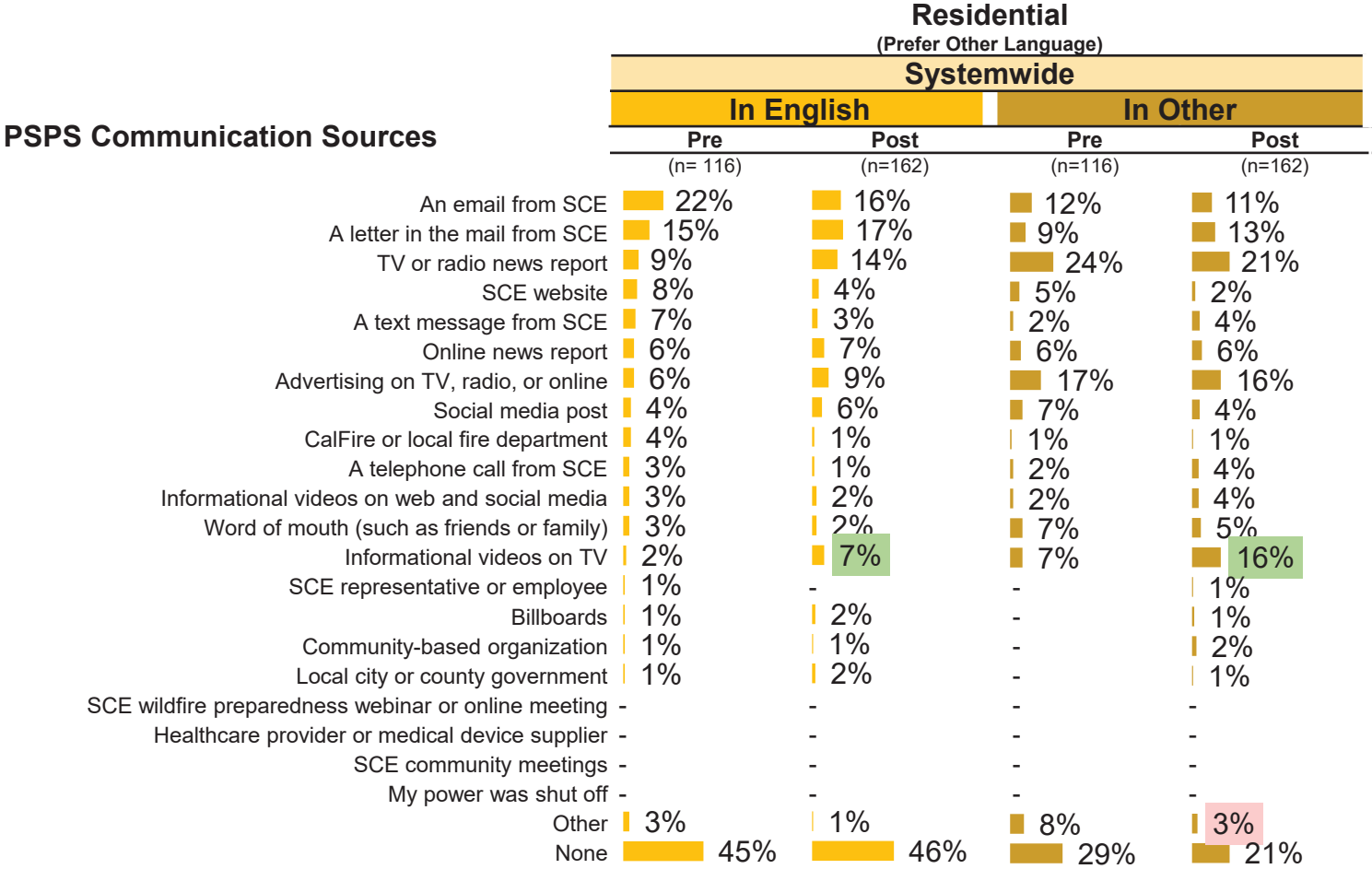


Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Sources – Prefer Other Languages

- Customers who prefer non-English communications and have heard of PSPS find non-English communications more often from TV/Radio news reports, broadcast advertising, and informational videos on TV (which rose significantly).



Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs? Shading indicates a significant difference at the 90% confidence level between Pre and Post
Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

PSPS Sources – Prefer Other Languages

- Given the small sample sizes, comparisons are difficult to make, but the frequency of using English and Non-English PSPS info sources are not substantial – whether the customer is or is not in a HFRA.
 - Use of at least one of the in-language sources by those who prefer other languages improved in the Post-

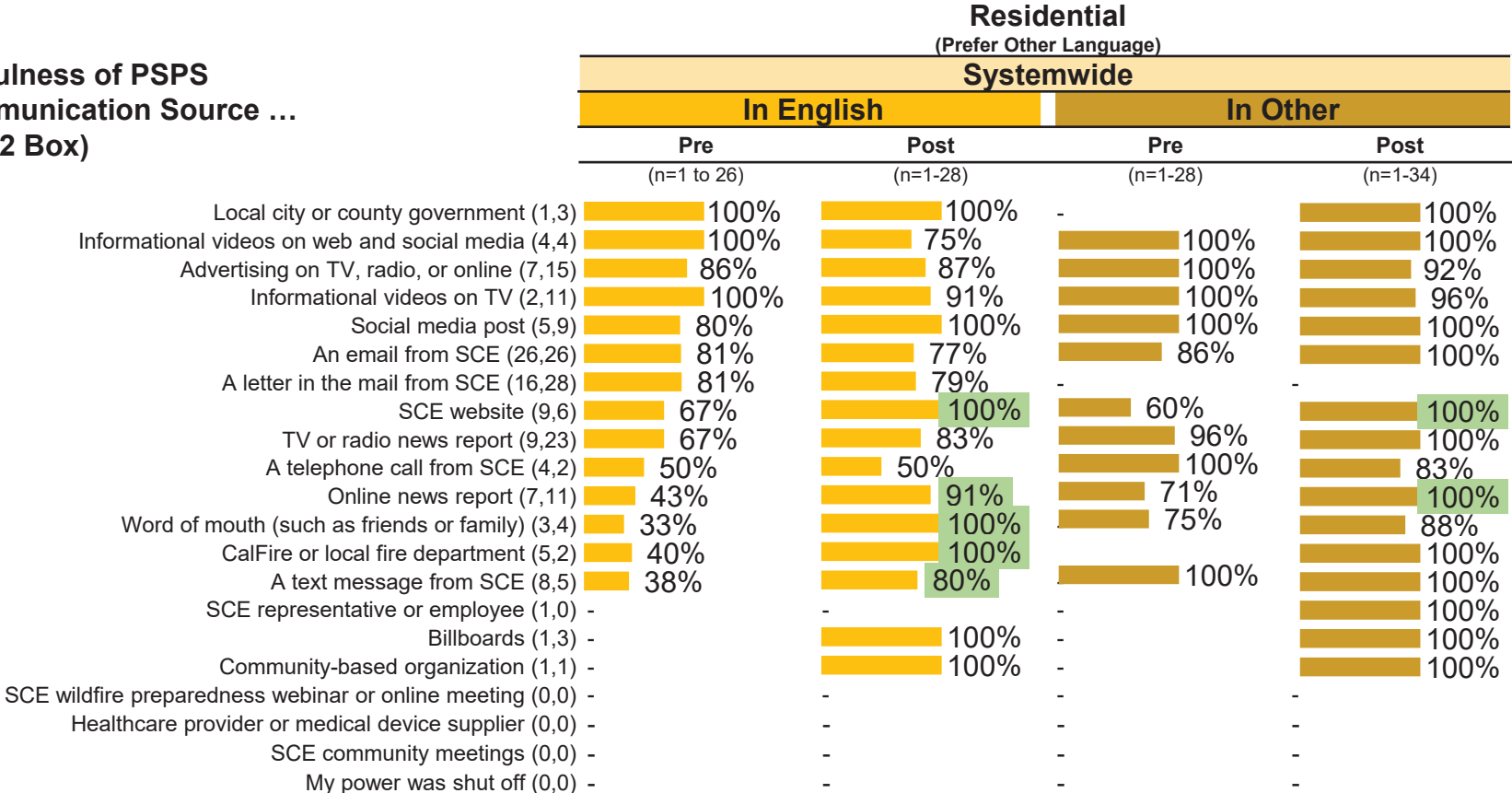
PSPS Communication Sources	Residential (Prefer Other Language)							
	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	Pre (n=18)	Post (n=55)	Pre (n=18)	Post (n=55)	Pre (n=98)	Post (n=137)	Pre (n=98)	Post (n=137)
An email from SCE	28%	18%	6%	9%	21%	15%	13%	12%
A letter in the mail from SCE	28%	25%	22%	11%	12%	15%	6%	12%
TV or radio news report	11%	13%	17%	24%	8%	13%	26%	20%
SCE website	22%	4%	17%	-	5%	3%	3%	2%
A text message from SCE	6%	2%	-	2%	7%	4%	2%	4%
Online news report	11%	9%	-	2%	5%	7%	7%	6%
Advertising on TV, radio, or online	6%	9%	-	15%	6%	9%	20%	18%
Social media post	6%	-	-	-	4%	7%	8%	5%
CalFire or local fire department	6%	2%	-	-	4%	1%	1%	1%
A telephone call from SCE	6%	2%	-	5%	3%	1%	2%	4%
Informational videos on web and social media	6%	2%	-	4%	3%	3%	2%	4%
Word of mouth (such as friends or family)	6%	2%	6%	4%	3%	2%	7%	5%
Informational videos on TV	-	11%	-	20%	2%	6%	8%	17%
SCE representative or employee	-	-	-	-	1%	-	-	1%
Billboards	-	-	-	-	1%	2%	-	1%
Community-based organization	-	-	-	-	1%	1%	-	3%
Local city or county government	-	-	-	-	1%	2%	-	1%
SCE wildfire preparedness webinar/online meeting	-	-	-	-	-	-	-	-
Healthcare provider or medical device supplier	-	-	-	-	-	-	-	-
SCE community meetings	-	-	-	-	-	-	-	-
My power was shut off	-	-	-	-	-	-	-	-
Other	6%	2%	6%	4%	3%	1%	8%	3%
None	28%	35%	44%	35%	48%	50%	27%	16%

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs? Shading indicates a significant difference at the 90% confidence level between Pre and Post
 Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of PSPS Sources – Prefer Other

- Because a small count of respondents who prefer other languages used these sources, comparing usefulness is sketchy.
- That said, usefulness of the English and in-language versions of SCE.com appears to have increased in the Post-

Usefulness of PSPS Communication Source ... (Top 2 Box)



Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from ...?

Q19B2. And, how useful was the information in LANGUAGE from...?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of PSPS Sources – Prefer Other

- Further dividing these respondents into HFRA and non-HFRA residents yields few new insights.

Usefulness of PSPS Communication Source ... (Top 2 Box)	Residential (Prefer Other Language)							
	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	Pre (n=1-5)	Post (n=1-14)	Pre (n=1-3)	Post (n=1-13)	Pre (n=1-21)	Post (n=1-20)	Pre (n=1-25)	Post (n=1-27)
Local city or county government (1,3) -	-	-	-	-	100%	100%	-	100%
Informational videos on web and social media (4,4)	100%	100%	-	100%	100%	75%	100%	100%
Advertising on TV, radio, or online (7,15) -	-	80%	-	88%	100%	92%	100%	92%
Informational videos on TV (2,11) -	-	100%	-	100%	100%	88%	100%	96%
Social media post (5,9) -	-	-	-	-	100%	100%	100%	100%
An email from SCE (26,26)	100%	90%	100%	100%	76%	75%	85%	100%
A letter in the mail from SCE (16,28)	100%	79%	-	-	73%	85%	-	-
SCE website (9,6)	75%	100%	50%	-	60%	100%	67%	100%
TV or radio news report (9,23) -	-	86%	100%	100%	75%	83%	96%	100%
A telephone call from SCE (4,2) -	-	100%	-	100%	67%	50%	100%	80%
Online news report (7,11)	50%	100%	-	100%	40%	89%	71%	100%
Word of mouth (such as friends or family) (3,4) -	-	100%	-	100%	50%	100%	86%	86%
CalFire or local fire department (5,2) -	-	100%	-	-	50%	100%	-	100%
A text message from SCE (8,5) -	-	100%	-	100%	43%	80%	100%	100%
SCE representative or employee (1,0) -	-	-	-	-	-	-	-	100%
Billboards (1,3) -	-	-	-	-	-	100%	-	100%
Community-based organization (1,1) -	-	-	-	-	-	100%	-	100%
SCE wildfire preparedness webinar (0,0) -	-	-	-	-	-	-	-	-
Healthcare provider or medical device supplier (0,0) -	-	-	-	-	-	-	-	-
SCE community meetings (0,0) -	-	-	-	-	-	-	-	-
My power was shut off (0,0) -	-	-	-	-	-	-	-	-

Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from ...?

Q19B2. And, how useful was the information in LANGUAGE from...?

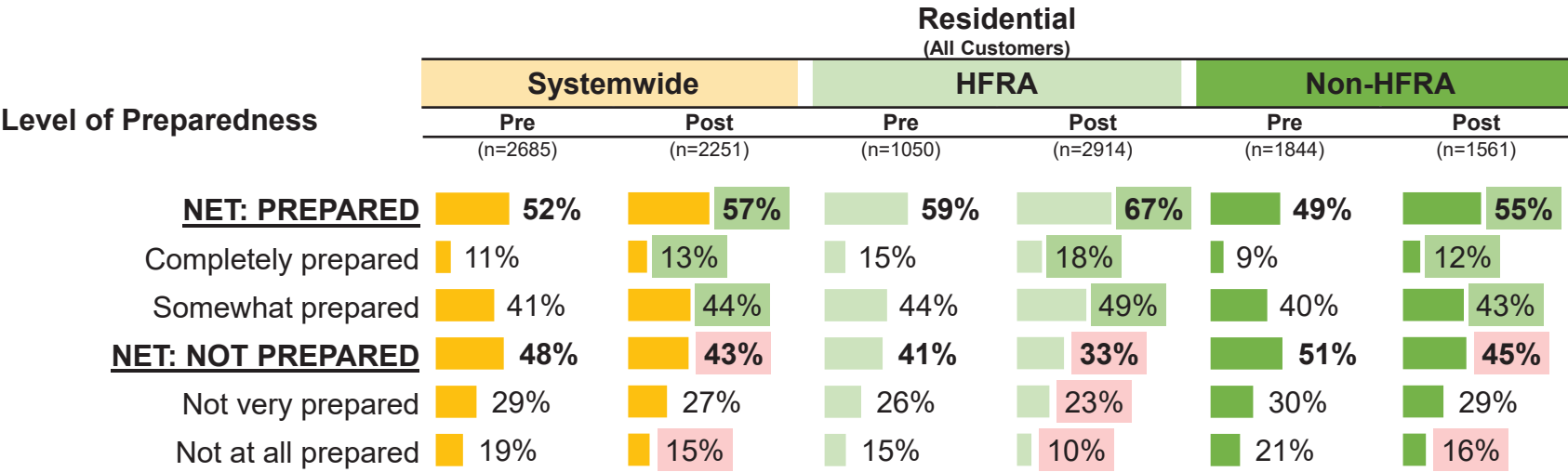
Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Preparedness / Satisfaction

Among All Residential Customers

Preparedness – All Customers

- In the Pre-survey, about half (52%) of all customers say they are prepared for a PSPS event, but the incidence was significantly higher among HFRA customers (59%) compared to those living in other areas (49%).
- The same findings apply to the Post-survey, but significantly more in all areas report being prepared.



Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Preparedness Actions Taken – All Customers

- In the Pre-survey, preparedness actions were more common in HFRA – and this difference grew substantially after the intervening communications.

Actions Taken	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2680)	Post (n=2240)	Pre (n=1045)	Post (n=2904)	Pre (n=1843)	Post (n=1555)
Purchased enough water to last for several days without power	30%	31%	36%	39%	28%	28%
Purchased new lanterns or flashlights	29%	30%	31%	36%	28%	28%
Prepared an emergency kit with food, water or medicine	27%	31%	31%	33%	25%	29%
Purchased enough non-refrigerated food to last for several days without power	25%	27%	31%	34%	23%	24%
Signed up for notifications from SCE	17%	18%	26%	28%	14%	14%
Went to SCE website	15%	20%	16%	20%	14%	18%
Purchased/used a battery powered radio	14%	15%	17%	21%	13%	14%
Have a place to go if without power for a prolonged period	13%	15%	18%	19%	11%	13%
Developed an emergency plan	13%	14%	19%	16%	10%	12%
Removed vegetation from around your home	10%	10%	20%	21%	7%	6%
Prepared for multiple-day outage	8%	11%	13%	14%	6%	9%
Acquired a back-up generator	8%	8%	12%	14%	6%	6%
Performed a safety check on your generator for your home	6%	6%	10%	11%	4%	4%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Preparedness Actions Taken (cont.) – All Customers

- Adding to the list of preparedness actions, HFRA again are much more likely to have taken action.
- In all areas (Systemwide, HFRA, and non-HFRA), fewer report having taken no action.

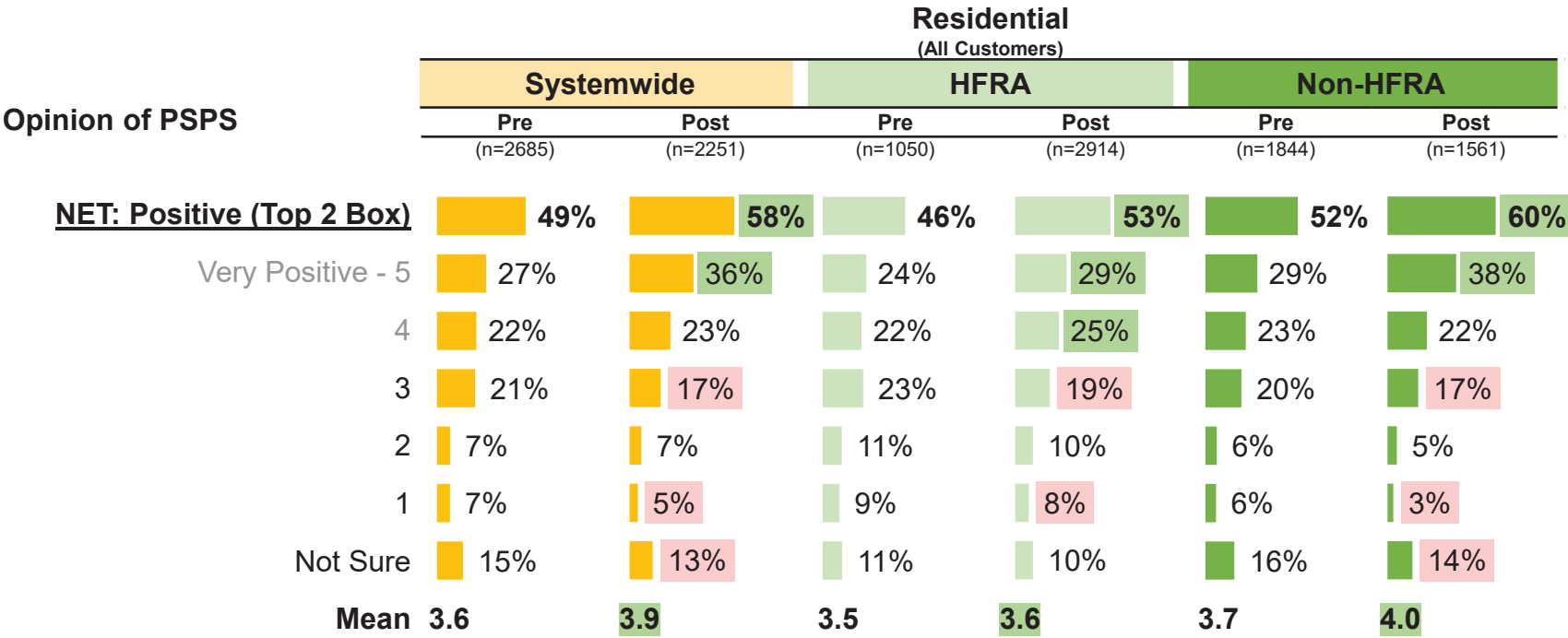
Actions Taken (continued)	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2680)	Post (n=2240)	Pre (n=1045)	Post (n=2904)	Pre (n=1843)	Post (n=1555)
Allowed access to property for SCE to trim trees	5%	5%	10%	12%	4%	4%
Checked the SCE mobile app	5%	6%	5%	5%	5%	5%
Notified others in area about potential power shutoff	5%	5%	6%	9%	4%	4%
Acquired battery storage technology	4%	5%	4%	6%	4%	4%
Went SCE's social media (follow up with Nextdoor/Facebook/Twitter, Other)	3%	3%	3%	3%	3%	3%
Activated your emergency plan	2%	3%	3%	3%	1%	3%
Followed SCE on Facebook	2%	2%	2%	2%	2%	2%
Signed up for Medical Baseline Program	2%	2%	2%	3%	2%	1%
Visited SCE Community Resource Center	1%	1%	1%	1%	0%	1%
Followed SCE on Twitter	1%	1%	1%	1%	0%	1%
Attended a community-based organization event	1%	1%	1%	1%	1%	1%
Attended SCE Community meeting, wildfire preparedness webinar or online meeting	0%	0%	1%	1%	0%	0%
Received Critical Care Backup Battery from SCE	0%	0%	0%	0%	0%	0%
Other, please describe:	5%	4%	6%	6%	5%	4%
I have not taken any action	29%	26%	22%	17%	32%	29%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Opinion of SCE’s PSPS Program – All Customers

- Positive opinions of SCE’s PSPS Program rose significantly among all customers.
- Those residing in HFRA are understandably somewhat less satisfied with SCE’s PSPS program, but the differences with Non-HFRA customers, while statistically significant, are not as far apart as might be expected.



Q22. Overall, what is your opinion of SCE’s Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Ratings of SCE Attributes – All Customers

- **For the most part, ratings of SCE on PSPS-related attributes were unchanged.**
 - Ratings of SCE were mostly unchanged in HFRA. “Making the effort to communicate” did, however, improve.
 - SCE ratings improved on three items systemwide and on 4 items among non-HFRA customers. While statistically significant, most of these changes were small (3% or less).

% Agree (Top 2 Box) SCE...	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
Is committed to restoring power to customers affected by wildfires	71%	72%	69%	69%	73%	73%
Is working to keep my community safe	65%	65%	62%	62%	66%	67%
Shows care and concern for customers	64%	64%	59%	58%	67%	67%
Is committed to wildfire safety	63%	65%	62%	63%	63%	66%
Takes proactive measures to protect the electricity grid from wildfires	60%	62%	57%	59%	61%	63%
Makes an effort to communicate with all customers about wildfires	59%	63%	58%	62%	59%	64%
Is proactive in taking steps to address wildfire risks	58%	61%	57%	59%	59%	63%
Is a company I trust to act in the best interest of its customers	58%	59%	50%	53%	61%	62%
Is helping me prepare for wildfire season	48%	52%	45%	47%	49%	54%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction w/ SCE's WF Efforts – All Customers

- The proportion of customers systemwide who are satisfied with SCE's WF efforts increased overall but was unchanged among HFRA customers.

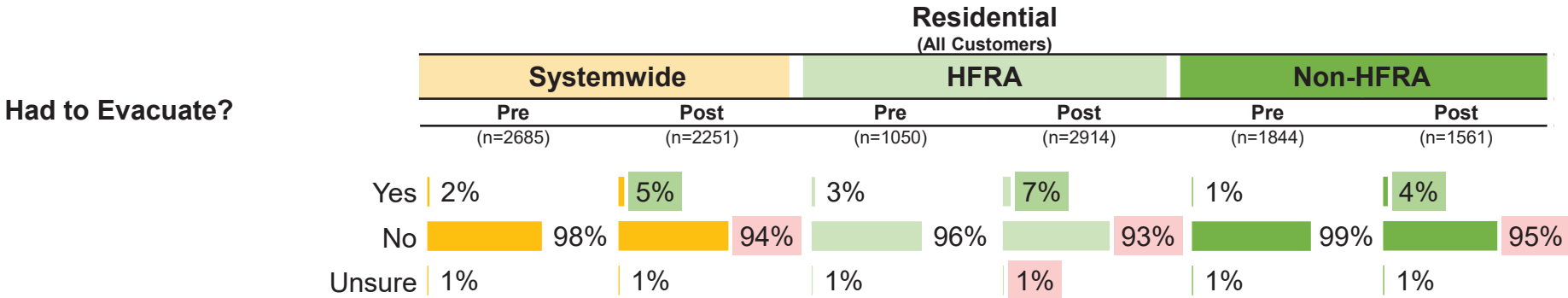
Satisfaction with Efforts	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
NET: Satisfied (Top 2 Box)	57%	61%	55%	57%	59%	63%
Extremely Satisfied - 5	27%	32%	24%	25%	29%	35%
4	30%	30%	30%	32%	29%	28%
3	32%	28%	32%	30%	32%	28%
2	7%	8%	10%	9%	6%	6%
1	3%	3%	4%	4%	3%	3%
Mean	3.7	3.8	3.6	3.6	3.8	3.9

Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Evacuation Experience – All Customers

- Experience with evacuation due to wildfires did, as expected, increase – especially in HFRA.



Q23. In the past few months, have you had to evacuate due to wildfires in your area?

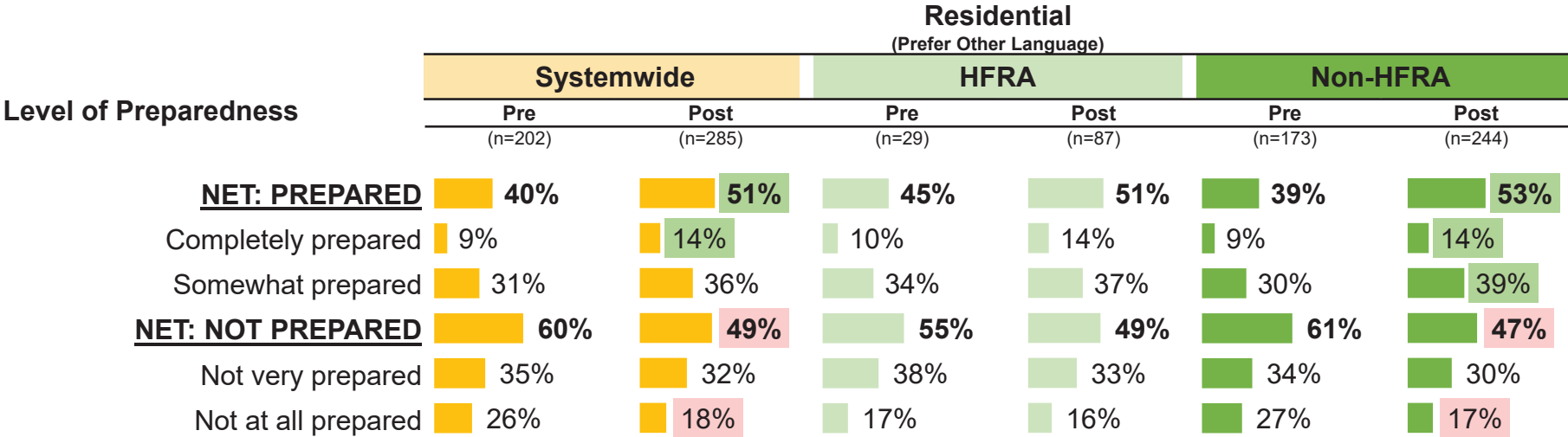
Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Satisfaction

Among Customers Who Prefer Other Languages

Preparedness – Prefer Other Languages

- While customers who prefer WF communications in other languages are less likely than customers systemwide to say they are prepared for a PSPS event, significantly more of them report being prepared compared to the Pre-survey.
- The bulk of this increase occurred, however, among customers who live in non-HFRA.



Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Preparedness Actions Taken – Prefer Other

- Among those who prefer other languages, preparedness actions taken (when taken at all) tend to happen less often with customers who live in non-HFRA (27% in non-HFRA have taken “none” of these actions vs 21% of those in HFRA).
- The specific actions taken changed little between the Pre- and the Post-

Actions Taken	Residential (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=202)	Post (n=285)	Pre (n=29)	Post (n=87)	Pre (n=173)	Post (n=244)
Purchased new lanterns or flashlights	30%	28%	21%	34%	32%	28%
Prepared an emergency kit with food, water or medicine	29%	32%	45%	37%	27%	32%
Purchased enough water to last for several days without power	28%	23%	34%	30%	27%	23%
Purchased enough non-refrigerated food to last for several days without power	23%	24%	31%	33%	22%	23%
Went to SCE website	16%	12%	21%	13%	15%	11%
Purchased/used a battery powered radio	15%	17%	14%	22%	16%	18%
Signed up for notifications from SCE	10%	6%	24%	6%	8%	6%
Developed an emergency plan	10%	12%	14%	11%	9%	12%
Checked the SCE mobile app	9%	5%	14%	2%	9%	5%
Have a place to go if without power for a prolonged period	8%	5%	14%	8%	7%	6%
Prepared for multiple-day outage	7%	5%	21%	6%	5%	10%
Prepared for multiple-day outage	7%	9%	14%	14%	5%	7%
Removed vegetation from around your home	6%	8%	10%	10%	4%	4%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Preparedness Actions Taken (cont.) – Prefer Other

- Word-of-mouth did increase in the Post- among those living in HFRA.

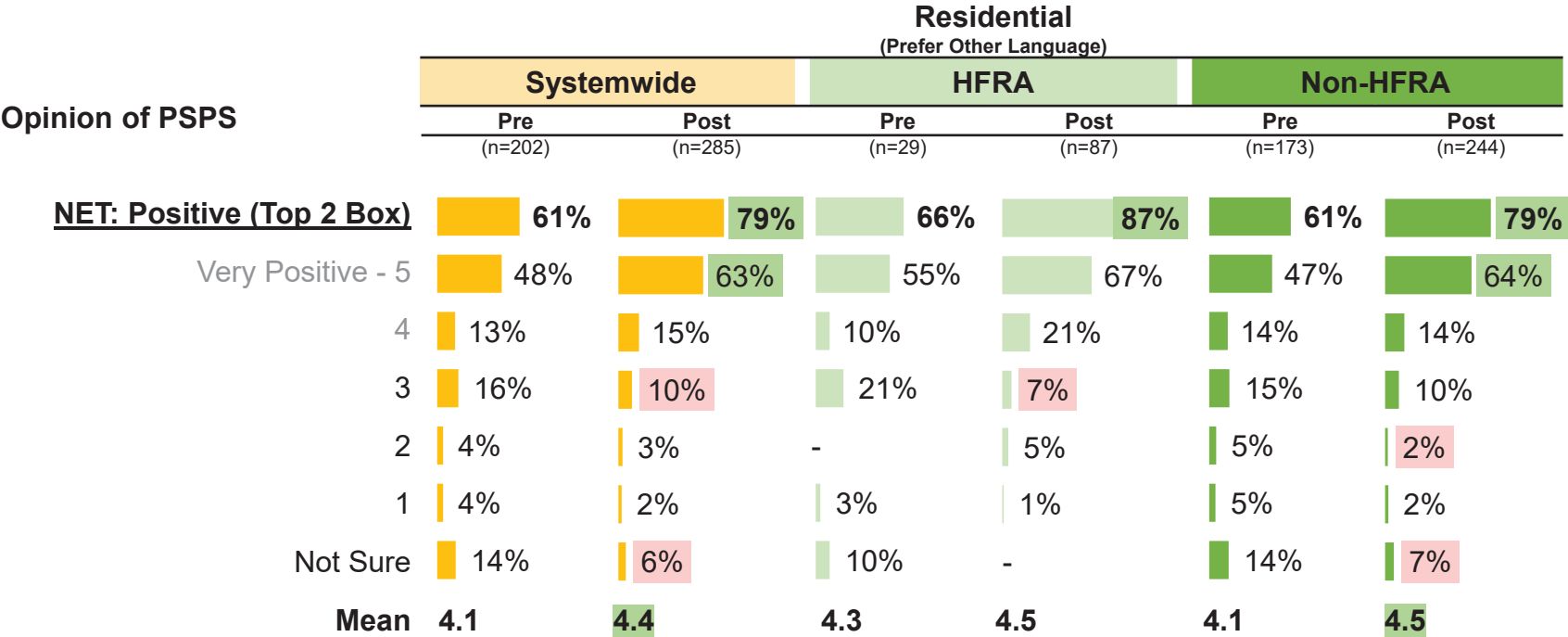
Actions Taken (continued)	Residential (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=202)	Post (n=285)	Pre (n=29)	Post (n=87)	Pre (n=173)	Post (n=244)
Acquired a back-up generator	5%	5%	14%	6%	3%	5%
Notified others in area about potential power shutoff	4%	6%	3%	11%	5%	4%
Allowed access to property for SCE to trim trees	4%	5%	7%	9%	4%	4%
Activated your emergency plan	4%	6%	10%	2%	3%	7%
Acquired battery storage technology	4%	2%	-	7%	5%	2%
Went SCE's social media (follow up with Nextdoor/Facebook/Twitter, Other)	3%	4%	7%	3%	3%	4%
Performed a safety check on your generator for your home	3%	5%	7%	11%	3%	5%
Followed SCE on Facebook	2%	4%	3%	7%	2%	4%
Visited SCE Community Resource Center	1%	2%	3%	1%	1%	2%
Attended a community-based organization event	1%	1%	-	2%	1%	1%
Signed up for Medical Baseline Program	1%	1%	-	1%	1%	1%
Followed SCE on Twitter	1%	1%	3%	1%	-	1%
Received Critical Care Backup Battery from SCE	-	1%	-	2%	-	1%
Attended SCE Community meeting, wildfire preparedness webinar or online meeting	-	-	-	-	-	-
Other	7%	3%	7%	2%	7%	4%
I have not taken any action	30%	28%	21%	21%	31%	27%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Opinion of SCE’s PSPS Program – Prefer Other

- As with all customers, the proportion of those preferring non-English who have a positive opinion of SCE’s PSPS program increased significantly (61% to 79%).



Q22. Overall, what is your opinion of SCE’s Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Ratings of SCE Attributes – Prefer Other Languages

- As with all customers, little changed in the ratings of SCE on specific WF- / PSPS-related attributes among those who prefer other languages.
- While no changes were found in these attributes among those who prefer other languages, these customers continue to rate SCE higher on these attributes than do their Gen Pop counterparts.

% Agree (Top 2 Box)	Residential (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=202)	Post (n=285)	Pre (n=29)	Post (n=87)	Pre (n=173)	Post (n=244)
SCE...						
Is committed to restoring power to customers affected by wildfires	86%	82%	86%	85%	86%	83%
Is working to keep my community safe	83%	83%	86%	85%	83%	84%
Takes proactive measures to protect the electricity grid from wildfires	82%	79%	86%	85%	82%	80%
Shows care and concern for customers	81%	80%	86%	86%	80%	81%
Is a company I trust to act in the best interest of its customers	80%	81%	90%	84%	79%	82%
Is committed to wildfire safety	80%	79%	86%	85%	79%	79%
Is proactive in taking steps to address wildfire risks	79%	78%	83%	84%	78%	79%
Makes an effort to communicate with all customers about wildfires	78%	78%	83%	78%	77%	79%
Is helping me prepare for wildfire season	75%	77%	79%	82%	75%	78%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction w/ SCE's WF Efforts – Prefer Other

- The higher level of agreement with the statements on the previous slide translates to a higher Post- level of satisfaction with SCE's overall WF safety and preparedness efforts (83%) compared to all Residential customers (61%).

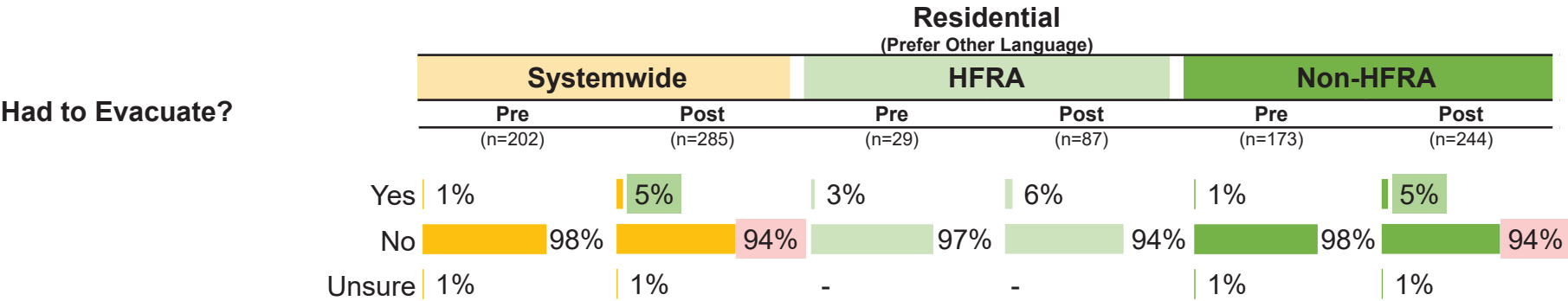
Satisfaction with Efforts	Residential (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=202)	Post (n=285)	Pre (n=29)	Post (n=87)	Pre (n=173)	Post (n=244)
NET: Satisfied (Top 2 Box)	79%	83%	83%	83%	78%	84%
Extremely Satisfied - 5	52%	58%	62%	55%	51%	60%
4	26%	25%	21%	28%	27%	24%
3	15%	13%	17%	11%	15%	13%
2	5%	2%	-	3%	6%	2%
1	1%	1%	-	2%	1%	1%
Mean	4.2	4.4	4.4	4.3	4.2	4.4

Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Evacuation Experience – Prefer Other Languages

- Evacuation experience among Prefer Other Language customers is comparable to that of all Residential customers – both in and out of HFRA.



Q23. In the past few months, have you had to evacuate due to wildfires in your area?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Suggested Improvements to WF Comms

Among All Customers

Suggested Improvements to WF Comms

Some illustrative comments – full verbatims available upon request.

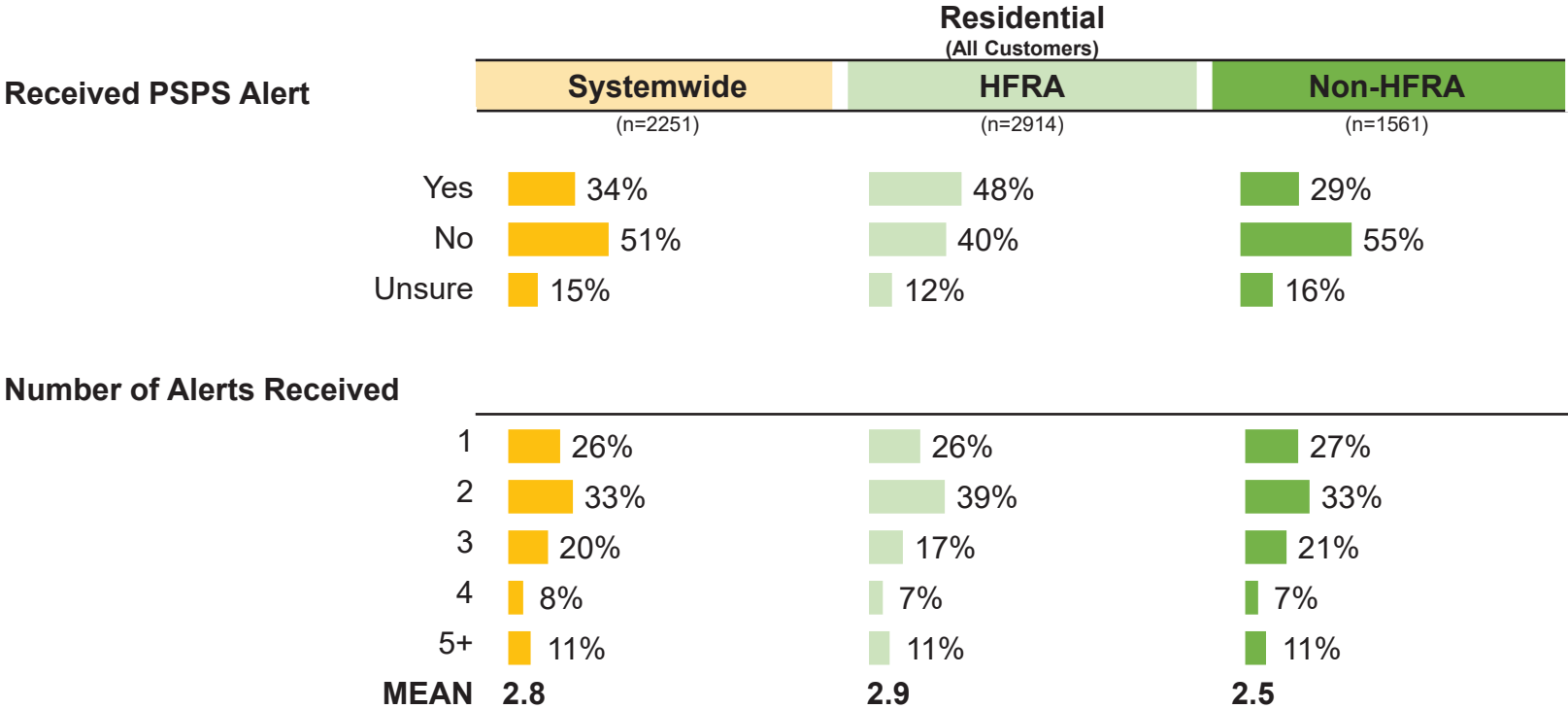
Systemwide Residential – Pre-	Systemwide Residential – Post-
<p><i>Consider a more precise target. I live in high density residential in the middle of a city. What I need to hear is different than someone living in a single-family residence in a more rural setting.</i></p>	<p><i>A dedicated website for this information with links to other agencies (CalFire)</i></p>
<p><i>Give as much information as possible about the reason for power outages, their importance in preventing fires, why they happen during fires. What families can do if they don't easily have a safe place to go but must evacuate</i></p>	<p><i>Ask customers to contact you when they see potential problems with power lines and overgrown or swaying trees nearby. I sent a report 3-4 months ago through the MySantaAna app to let them know of a palm tree that was starting to come in contact with power lines in a shopping center on Ross Street and 17th.</i></p>
<p><i>I diligently read my emails and I try to comply with the guidelines and suggestions. I will not answer phone calls I don't recognize and I do not pay attention to letters that were mailed in.</i></p>	<p><i>Better response time. I understand that sometimes this may take a while and there have been some improvements but more can be done.</i></p>
<p><i>I do not live in an affected area. I reside on the Orange County coastline. Tidal wave & earthquake preparedness would be more appropriate for me.</i></p>	<p><i>Communication from SCE was very good, informative and timely. Not sure how it could be improved upon. Perhaps a quarterly communique warning of wildfire and hot season as a general alert.....sort of a heads-up reminder.</i></p>
<p><i>By investing in the multi channel communication system , so SCE can reach all customers faster, no matter which device they are using (email, phone, SMS text, push notification, social media, intranet sites).</i></p>	<p><i>Direct communication by text or phone call about my specific area, not California in general.</i></p>
<p><i>Communications seem to threaten about the need to turn off the power. Actually, last year, it seemed when SCE turned the power off, it caused more wildfires. I would like to see SCE figure out how to keep the power on safely.</i></p>	<p><i>Give information to rural areas what should be prepared to prevent fires. Like tripping vegetation and reporting area where vegetation is a probable near power lines.</i></p>
<p><i>Continue to voice your preparations to the public about your seriousness in doing your best to do the maintenance necessary in keeping your equipment updated, well maintained and using technology (satellites, sensors, etc.) to prevent the kinds of catastrophes in the past.</i></p>	<p><i>I think the best thing for SCE is to communicate how they are impacted by the fire. Particularly if any part of the electrical grid is impacted or will be. If not impacted, they should reassure folks that power won't be impacted. For fire specific information, sharing links to local and Cal fire information would be sufficient.</i></p>
<p><i>The public is informed by all the media. It seems to me that the people that are not informed is because they chose not to be informed.</i></p>	<p><i>It felt like advertising more than information. A webinar one could watch on demand might be helpful.</i></p>
<p><i>There is a lot of information already available to anyone seeking it, via the Internet, Local city gov and fire depts, TV, radio, etc. People can find this information if they want to. SCE doesn't need improvement. Constant reminders lately.</i></p>	<p><i>Information why you are sending the email maybe, like power outages in the area or how it is affecting me because I am not near the fires but I received them, Or give a list of affected areas that may be affecting the power outages.</i></p>
<p><i>When you plan to shut down power give us direct notifications. Your general notices have not been valid or helpful for our community. The County has a "Code Red" notification system that can contact everyone in the county or down to a single block of homes. Even 5 minutes notice would be helpful and more accurate. The current system seems useless.</i></p>	<p><i>Notification is key but maybe send out info on how people in the community can help seeing as if you educate people on how to combat this it would be less government resource and more of the community would be able to take preventative cautions. I. E. Free labor and more economical less taxpayers money going to waste less property damage and less anything that comes with the consequences of fire.</i></p>

Recent PSPS Notifications

Among All Customers

Received PSPS Alert – All Customers

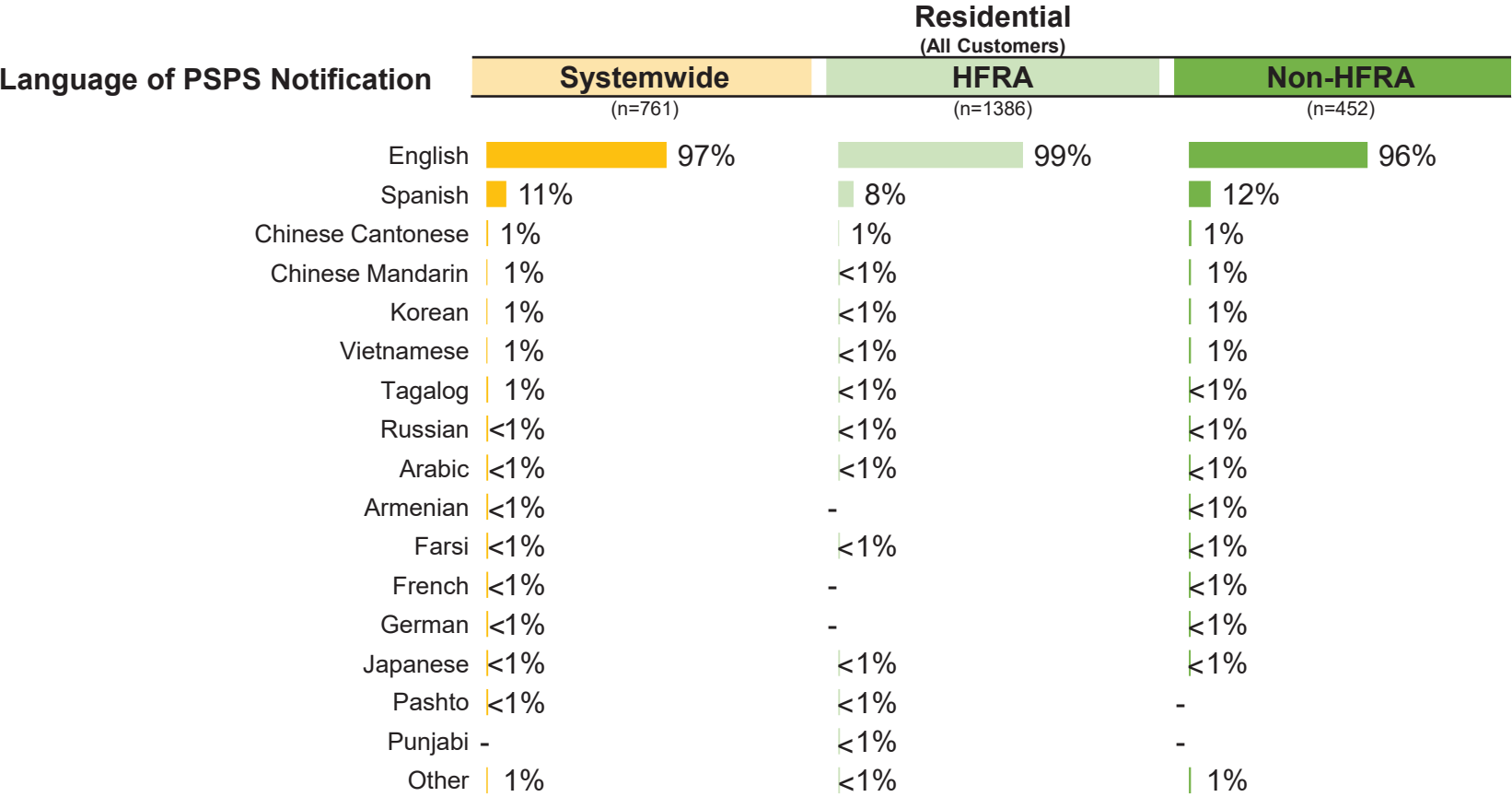
- Nearly half of HFRA customers report having received an alert (48%). On average, they report having received 2.9 alerts.
- As expected, the alert incidence is much higher for HFRA customers than it is among non-HFRA customers (29%) but the average number of such alerts is nearly the same (2.5).



QPQ1 - Did you receive any Public Safety Power Shutoff (PSPS) alerts or notifications in the past few months?
 QPQ2 - [RECEIVED ALERT] How many alerts did you receive?

Language of PSPS Alert – All Customers

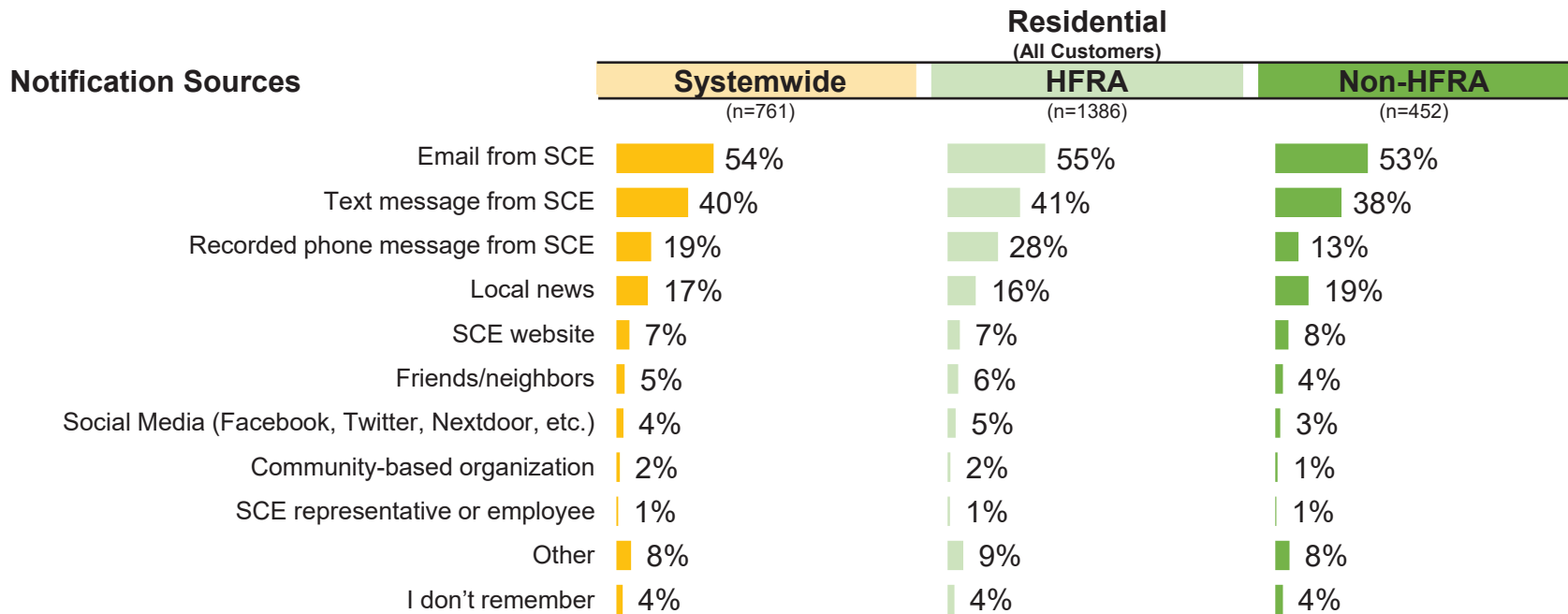
- At least a few customers across the HFRA and non-HFRA received alerts in one of 16 non-English languages (i.e., the number of non-zero languages reported by respondents in the Post is 16).



QPQ3 - [RECEIVED ALERT] In what language(s) was/were the Public Safety Power Shutoff notification(s)?

Alert Sources – All Customers

- An email (54%) from SCE is the most frequently mentioned channel for the alerts received, but SCE texts (40%), recorded phone messages from SCE (19%), and SCE.com (7%) are also common.
- Non-SCE sources are rarely mentioned.
- The profile of channels used for notifications is nearly identical for HFRA and non-HFRA



QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

Alert Sources – Prefer Other Languages

- Nearly 60% of HFRA customers who prefer other languages say they received no alerts in a language other than English (caution: small base)
- Otherwise, the profile of channels used for English and other languages is comparable.

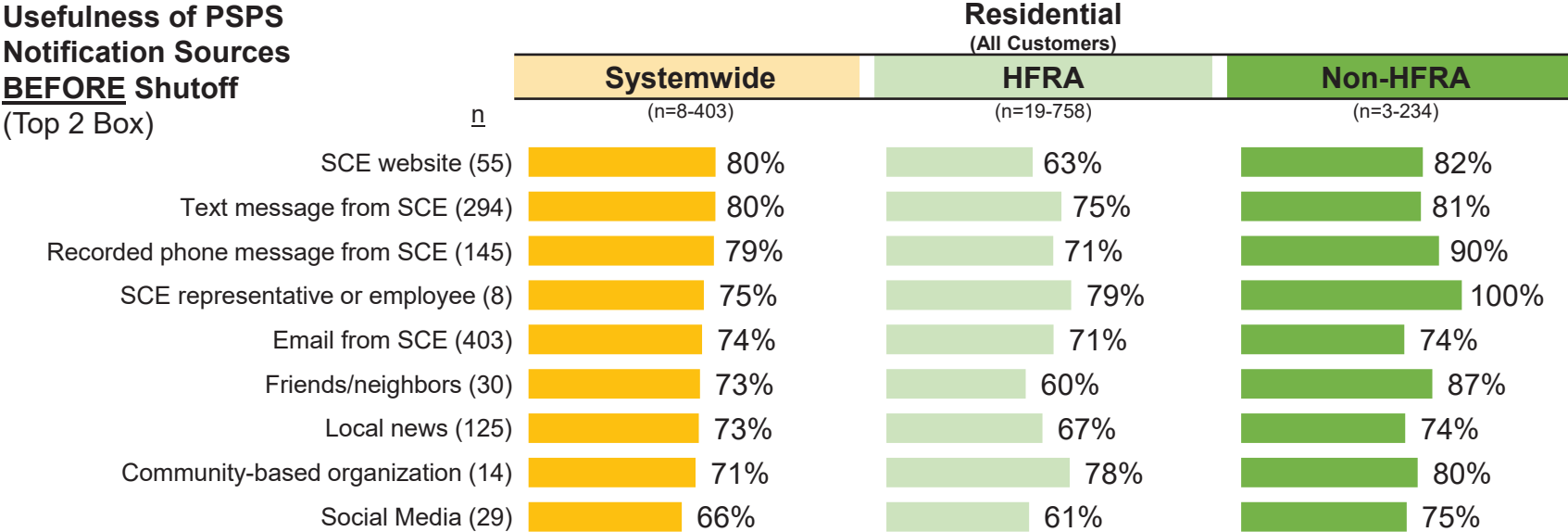
Notification Sources	Residential (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	In English (n= 71)	Other (n=71)	In English (n=29)	Other (n=29)	In English (n=57)	Other (n=57)
Email from SCE	34%	18%	38%	21%	30%	18%
Text message from SCE	28%	23%	24%	21%	32%	26%
Recorded phone message from SCE	11%	6%	3%	3%	14%	7%
Local news	11%	17%	7%	7%	11%	19%
Social Media	3%	1%	7%	3%	-	-
SCE website	1%	1%	-	-	2%	2%
SCE representative or employee	-	-	-	-	-	-
Friends/neighbors	-	7%	-	-	-	9%
Community-based organization	-	1%	-	-	-	2%
Other	7%	3%	17%	-	4%	4%
None	27%	39%	28%	59%	28%	32%

QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

QPQ5 – [RECEIVED ALERT AND PREFER OTHER LANGUAGE] Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of Alert Sources– All Customers

- Customers in HFRA consider just about all of the alert channels less useful than do their non-HFRA counterparts.



QP6A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE before the Public Safety Power Shutoff via...?

Usefulness of Alert Sources – Prefer Other Languages

- Those who prefer other languages and also live in HFRA respond no differently in their opinions about the usefulness of alert channels than their non-HFRA counterparts.

Usefulness of PSPS Notification Sources BEFORE Shutoff (Top 2 Box)

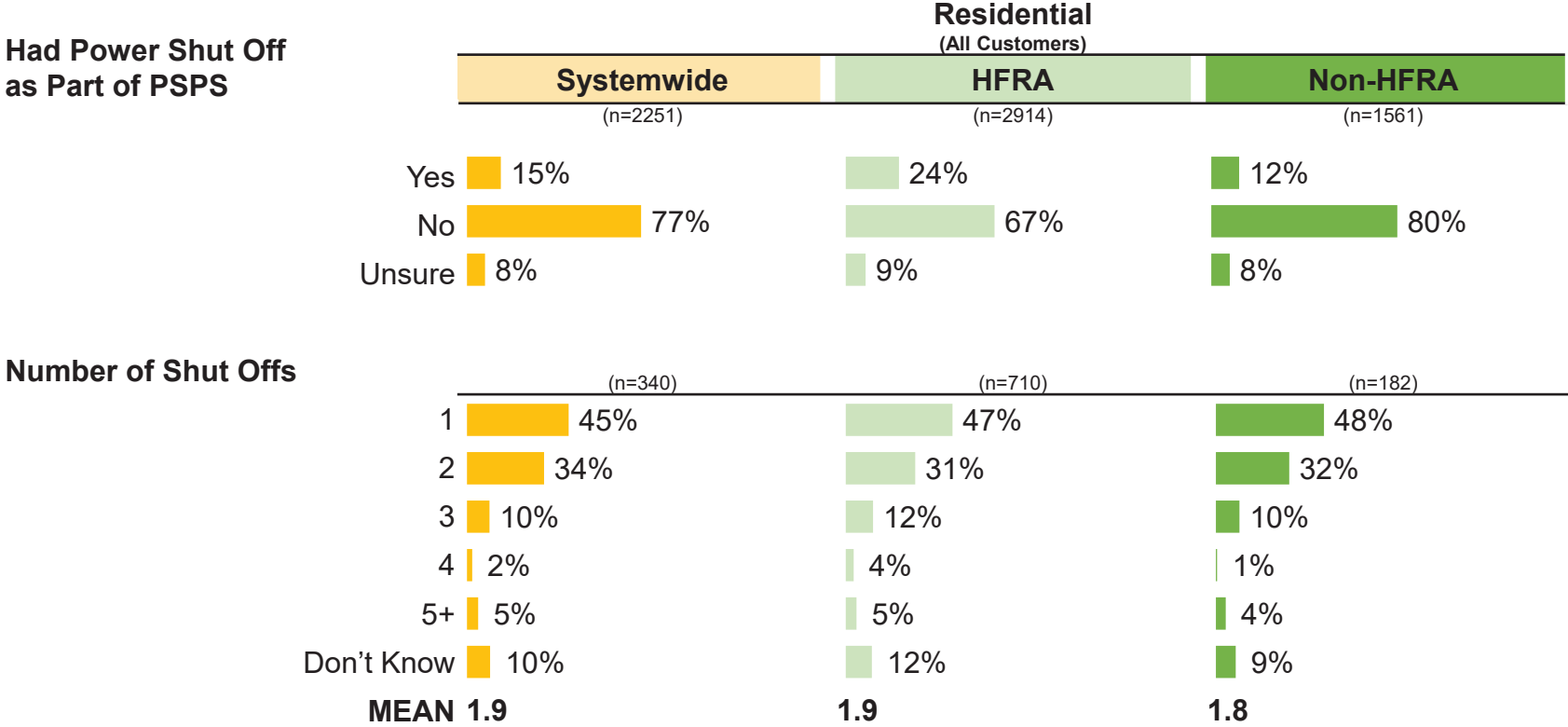
	Residential (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	In English (n=1-24)	Other (n=1-16)	In English (n=1-11)	Other (n=1-6)	In English (n=1-18)	Other (n=1-15)
SCE website (1)	100%	100%	-	-	100%	100%
Recorded phone message from SCE (8)	100%	100%	100%	-	100%	100%
Social Media (2)	100%	100%	100%	100%	-	-
Text message from SCE (20)	90%	94%	71%	83%	89%	93%
Email from SCE (24)	79%	100%	73%	100%	82%	100%
Local news (8)	75%	92%	100%	100%	67%	91%
SCE representative or employee (0)	-	-	-	-	-	-
Friends/neighbors (0)	-	100%	-	-	-	100%
Community-based organization (0)	-	100%	-	-	-	100%

QP6A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE before the Public Safety Power Shutoff via...?

QP6B2. And, how useful was the information in [PREFERRED LANGUAGE] that you received from SCE before the Public Safety Power Shutoff via...?

Experienced PSPS Event – All Customers

- One in four (24%) HFRA customers and one in eight (12%) non-HFRA customers report having had their power shut off.
- As with alerts, while the incidence of having had their power cut off is higher among HFRA customers – the average number of events compared to non-HFRA customers is not much different (1.9 vs 1.8).

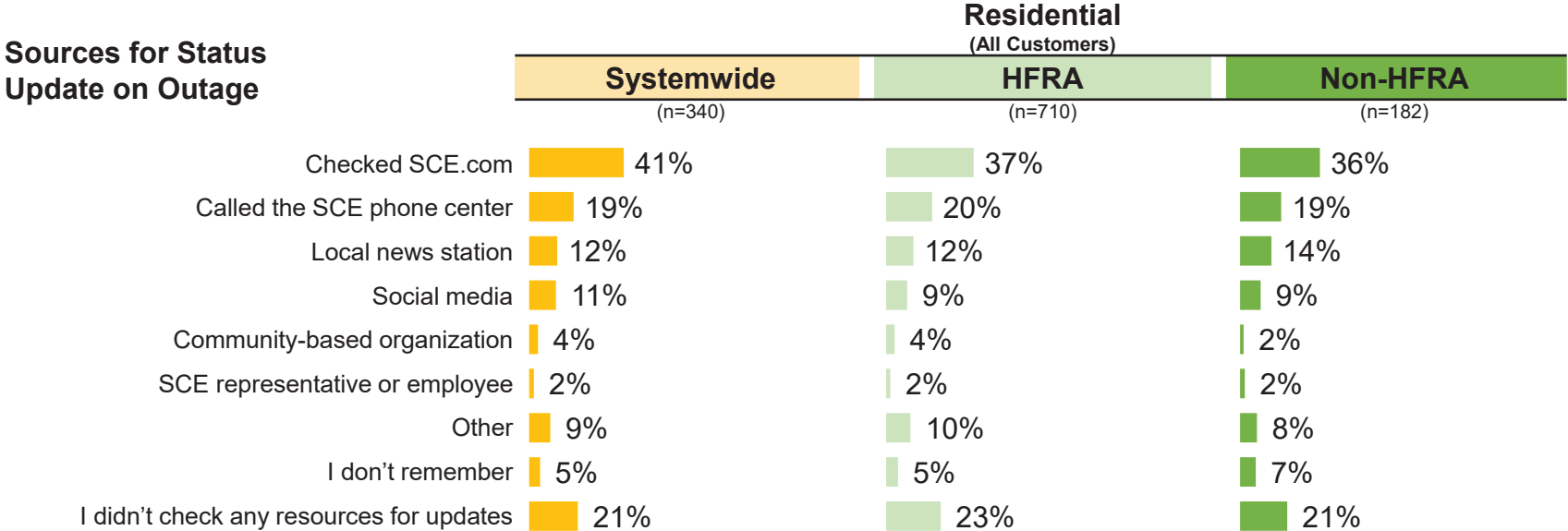


QPQ7. Did you personally have your power shut off at your residence/business by SCE as part of a Public Safety Power Shutoff (PSPS) in 2020--that is, was your power proactively shutoff by SCE due to a high risk of wildfire??

QPQ8. [EXPERIENCED SHUT OFF] How many times was your power shut off due to a PSPS?

Update Sources– All Customers

- Only about one in five (21%) did not check to get updates on the status of their outage.
- The source used most often was SCE.com – both for those in and not in HFRA.



QPQ9. [EXPERIENCED SHUT OFF] When you experienced a Public Safety Power Shutoff, where did you go to check for updates on the status of your outage?

Update Sources – Prefer Other Languages

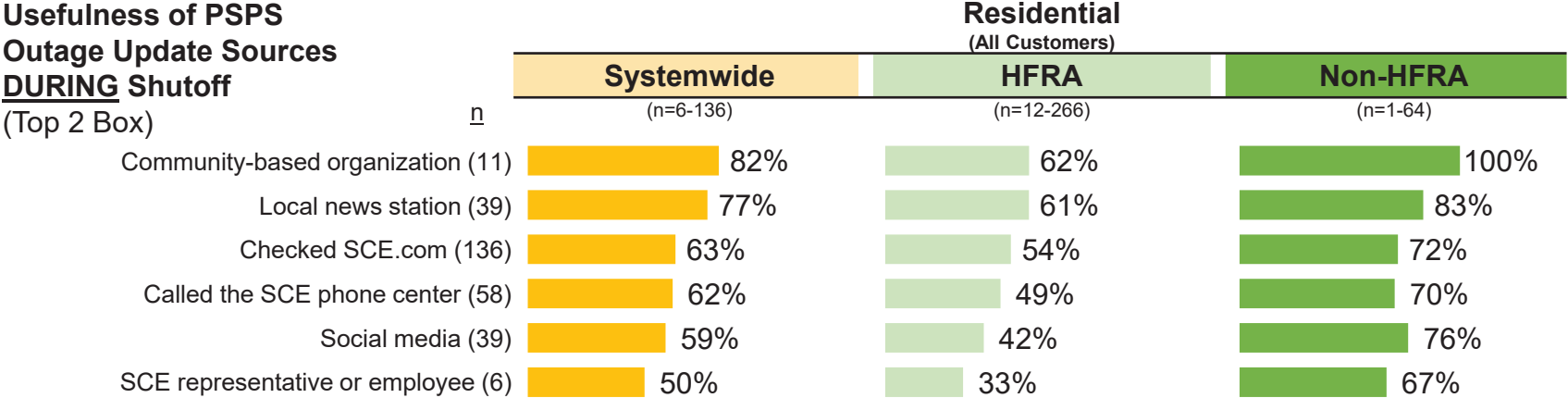
- Customers who prefer other languages, however, are much less likely to check for updates (62% vs. 21% systemwide claim they checked “no” sources).
- Though the sample size is small, there does appear to be a tendency for increased checking if the updates are available in the preferred language and the customer is in a HFRA.

Sources for Status Update on Outage	Residential (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	In English (n= 55)	Other (n=55)	In English (n=18)	Other (n=18)	In English (n=48)	Other (n=48)
Checked SCE.com	16%	7%	33%	6%	13%	8%
Called the SCE phone center	9%	15%	22%	6%	6%	17%
Local news station	11%	4%	17%	-	8%	4%
Social media	7%	4%	-	-	8%	4%
Community-based organization	2%	5%	6%	6%	-	4%
SCE representative or employee	4%	2%	-	6%	4%	2%
Other	5%	4%	6%	-	4%	4%
None	62%	62%	44%	78%	67%	58%

QPQ10 – [EXPERIENCED SHUT OFF AND PREFER OTHER LANGUAGE] Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of Update Sources – All Customers

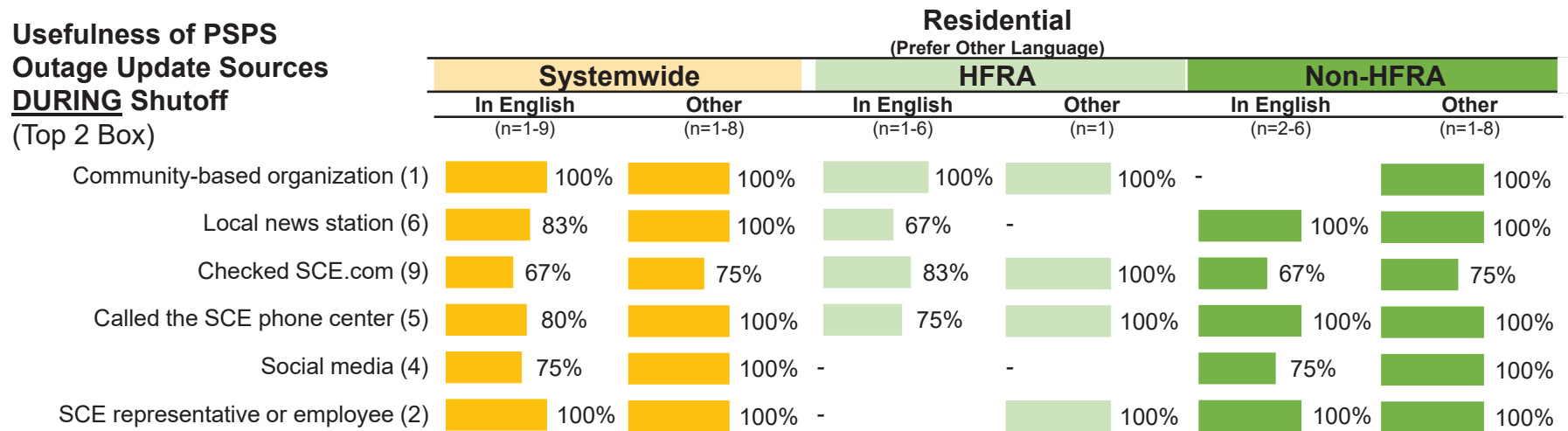
- Again, the usefulness ratings of outage update sources during the outage by HFRA customers are a bit more critical (negative) compared to non-HFRA customers.
- The source usefulness for update channels is highest for CBOs, though very few use them.
- SCE.com is the most widely used update channel but its usefulness is just 63%.



QPQ11A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE during the Public Safety Power Shutoff via...?

Usefulness of Update Sources – Prefer Other Languages

- For updates during the outage, those who prefer other languages and used the channel almost always rate the channel as highly useful.
- The in-language version of SCE.com does earn somewhat higher usefulness ratings than its English language version for these customers.

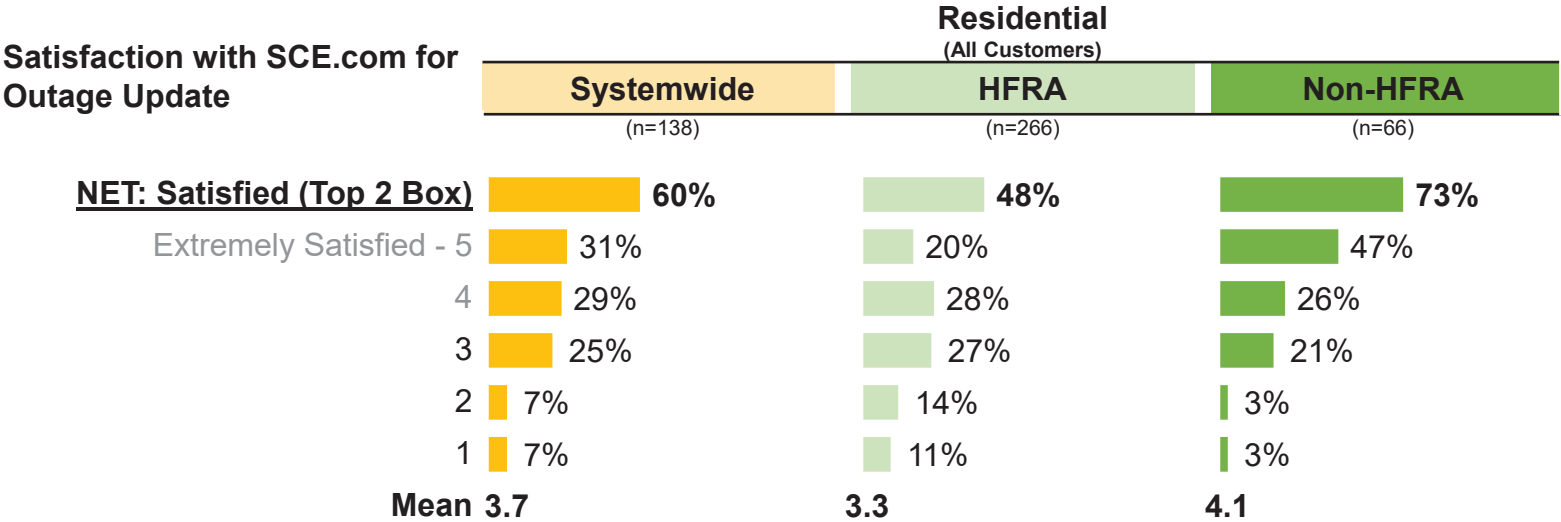


QPQ11A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE during the Public Safety Power Shutoff via...?

QPQ11B2. And, useful was information you received in [Preferred Language] from SCE during the Public Safety Power Shutoff via ... ?

SCE.com Satisfaction During Events – All Customers

- Satisfaction with SCE.com for outage information during the outage is substantially lower among customers in HFRA (48%) vs non-HFRA (73%).
- The average rating on this 5-point scale is also lower (3.3 vs. 4.1).

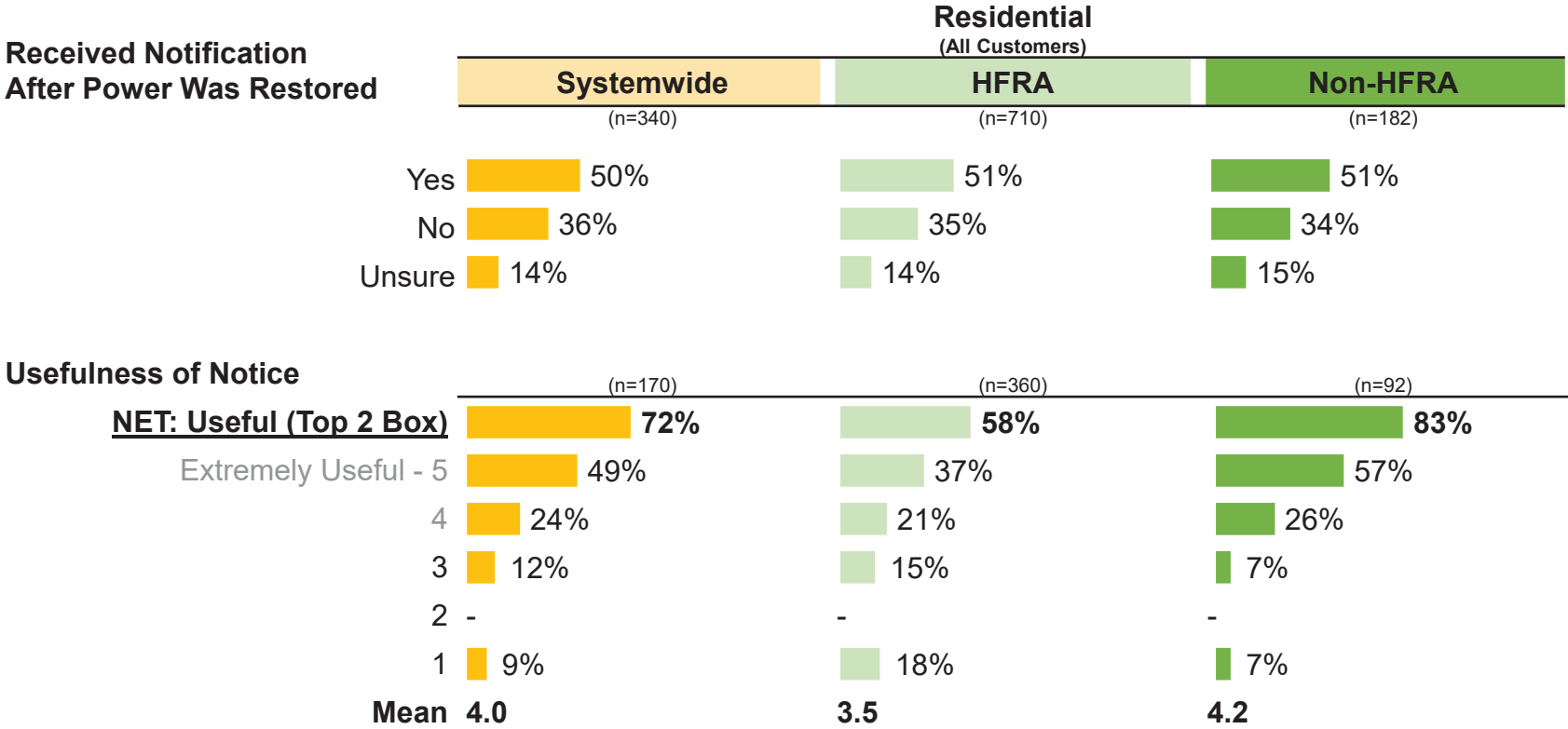


QPQ12. [USED SCE.COM FOR OUTAGE UPDATE] How satisfied were you with the information provided by the website during the Public Safety Power Shutoff?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Power Restoration Notices – All Customers

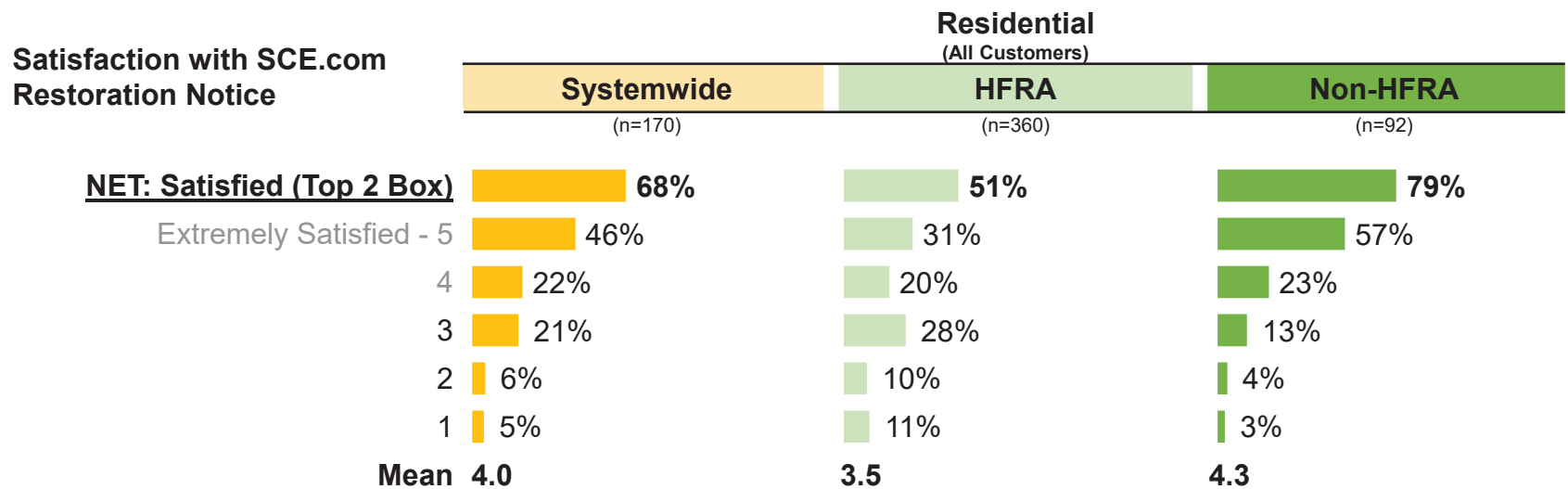
- Only half report receiving an alert about power being restored after their PSPS event. This proportion is no different for those in or out of an HFRA.
- Among those who do recall receiving such an alert, the usefulness rating is much lower among the HFRA customers (58%) compared to non-HFRA (83%)



QPQ13. [EXPERIENCED SHUTOFF] Do you recall receiving a notification when your power was fully restored after the PSPS event?
 QPQ14. [RECEIVED RESTORATION NOTICE] How useful was the information you received from SCE after the Public Safety Power Shutoff ended and your power was restored?

SCE.com Satisfaction After Events – All Customers

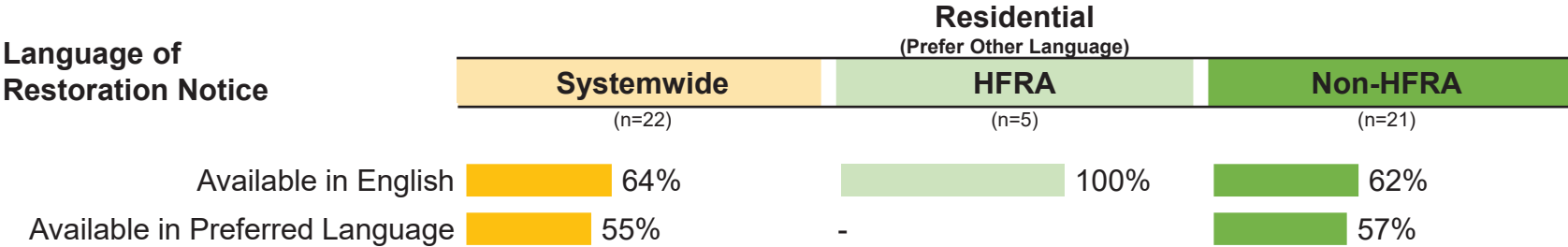
- Satisfaction with the information provided by SCE.com after the PSPS event is again higher among non-HFRA customers (79%) compared to the HFRA customers (51%).



QPQ15 - [RECALL RESTORATION NOTICE] How satisfied were you with the information provided by the SCE website after the Public Safety Power Shutoff?

Language of Restoration Notice – All Customers

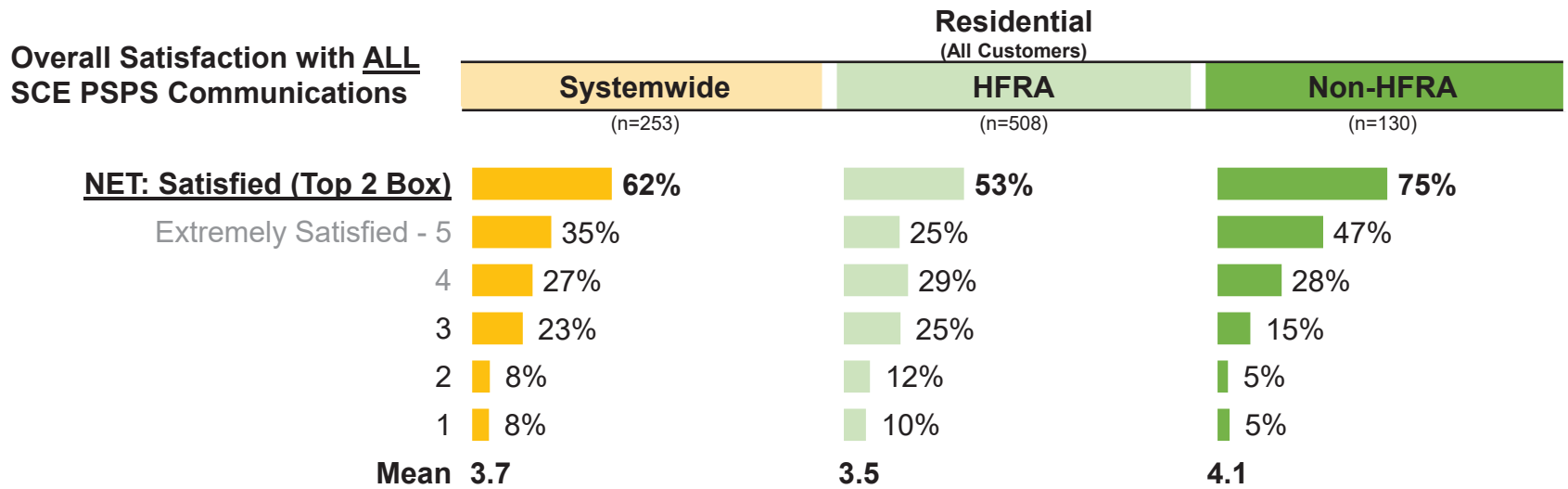
- Very few respondents both recall a restoration notice after a PSPS event and prefer such notices in other languages.



QPQ16 – [RECALL RESTORATION NOTICE AND PREFER OTHER LANGUAGE] Was the information that you received after the Public Safety Power Shutoff available in English available in your preferred language?

All PSPS Comms Satisfaction – All Customers

- Customers who did check for outage updates from at least one source were asked about their overall satisfaction with SCE’s PSPS communications.
- Again, those in HFRA are less positive with just 53% satisfied (vs. 75% of those in non-HFRA).



QPQ17. [CHECKED FOR STATUS UPDATES] How satisfied are you OVERALL with all of the Public Safety Power Shutoff communications that you received from SCE?

SCE PSPS Attribute Ratings – All Customers

- All customers – whether they had experienced an outage / shutoff or not – were asked to rate SCE on a list of PSPS-related attributes.
- Like in other questions, HFRA customers rate SCE lower than those in non-HFRA.
 - Notification of a shutoff is SCE’s highest rated attribute.
 - The lowest rating is given to: Provides resources near me that I can visit during an outage event.

PSPS Attributes	Residential (All Customers)		
	Systemwide (n=2,251)	HFRA (n=2,914)	Non-HFRA (n=1,561)
Notifying me when my power might be shut off	57%	57%	57%
Restoring power in a reasonable amount of time	54%	50%	55%
Reducing the risk of wildfires	53%	49%	55%
Notifying me when my power would be restored	48%	42%	50%
Providing an accurate estimate of when the power would be restored	48%	43%	50%
Keeping me updated about the status of the PSPS shutoff	48%	42%	50%
Reaching out to those with medical or other critical needs	42%	35%	46%
Providing resources near me that I can visit during an outage event	39%	30%	42%

QPQ18. How would you rate SCE’s Public Safety Power Shutoff (PSPS) program on each of the following?

Demographics

Household Characteristics

- **Systemwide, the Pre- and Post- survey sample profiles are quite similar except:**

- The Post- survey has +4% whose ethnicity is Hispanic. This difference impacts...

- Income is slightly lower (-3% earning \$100-\$200k; +2% earning less than \$25k)
- Home ownership is slightly lower (-5%) and Renters is higher (+5%)
- Education is slightly lower (-4% with masters or doctorate; +2% with high school or less)

- **Pre- and Post- differences in the HFRA and non-HFRA samples are somewhat greater (percentage changes below reflect Post- vs. Pre-).**

- HFRA

- More homeowners (+6%)
- Older (Retired: +15%; Age: 25-54: -17%; 55 – 75+: +21%; HH member 65+: +8%)
- More urban/suburban (+7%)
- More White (+6%)

- Non-HFRA

- Fewer homeowners (-6%)
- Minor Age difference (Retired: -3%; Age: 45-54: +4%; HH member 65+: +1%)
- Less urban/suburban (-3%)
- More Hispanic (+4%)
- Less Educated (high school or less: +2%; Masters or PhD: -3%)

Household Characteristics

- HFRA customers have smaller households, more often have someone 65+ years old, and less often have children in the household (HH).
- HFRA customers also more often live in a house, while non-HFRA more often live in an apartment.

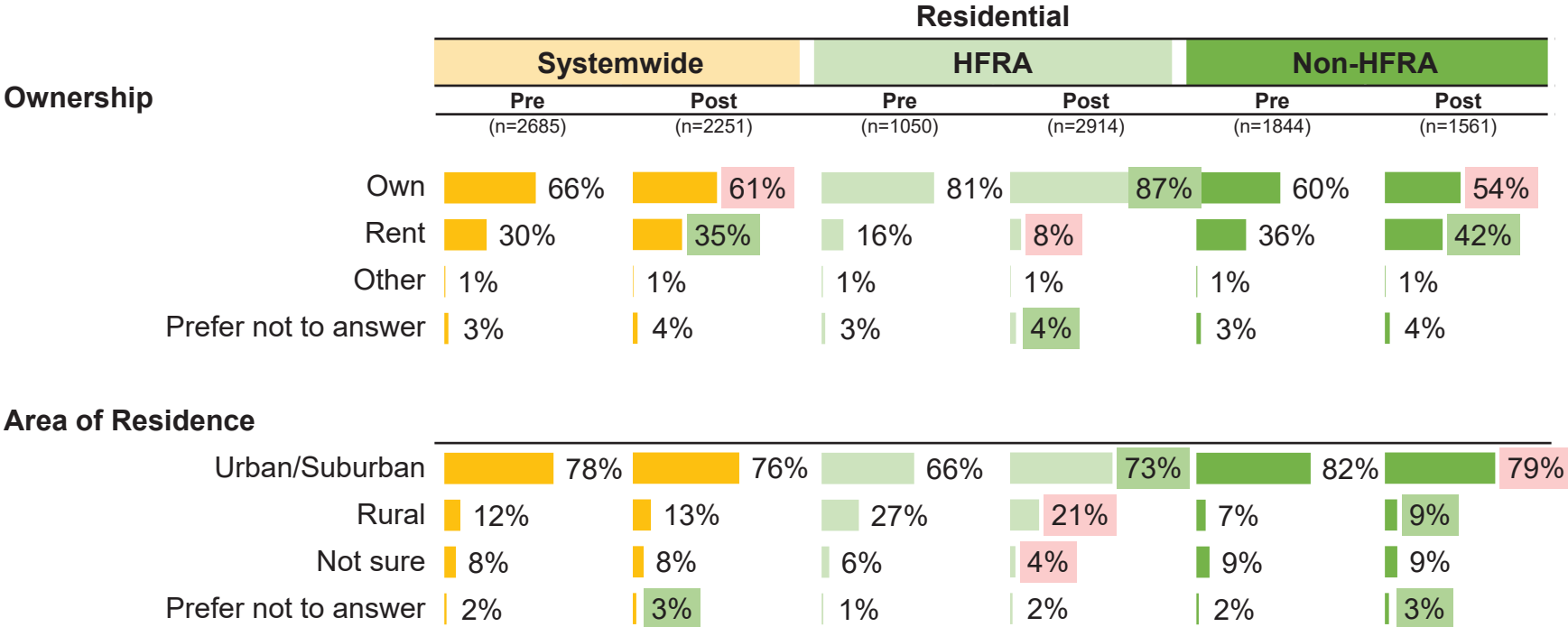
Household Characteristics	Residential					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
Number in Household (Mean)	2.9	3.0	2.7	2.4	2.9	3.0
65+ in Household (%Yes)	15%	17%	18%	26%	15%	16%
Children in Household (%Yes)	39%	40%	31%	15%	40%	42%
Type of Residence						
House	66%	65%	79%	88%	61%	59%
Apartment	17%	21%	7%	4%	22%	25%
Townhouse/Condo	13%	10%	11%	4%	14%	11%
Other	3%	3%	3%	2%	2%	3%
Not sure	0%	0%	1%	0%	1%	0%
Prefer not to answer	1%	2%	1%	1%	1%	2%

D1. Including you, how many people live in your household?
 D3. Is anyone in your household 65 or older?
 D4. Do you have children in your household under the age of 18?
 D7. In what type of residence to you currently live?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Household Characteristics

- Home ownership is much more common in HFRA
- Non-HFRA customers are more often in Urban/Suburban areas

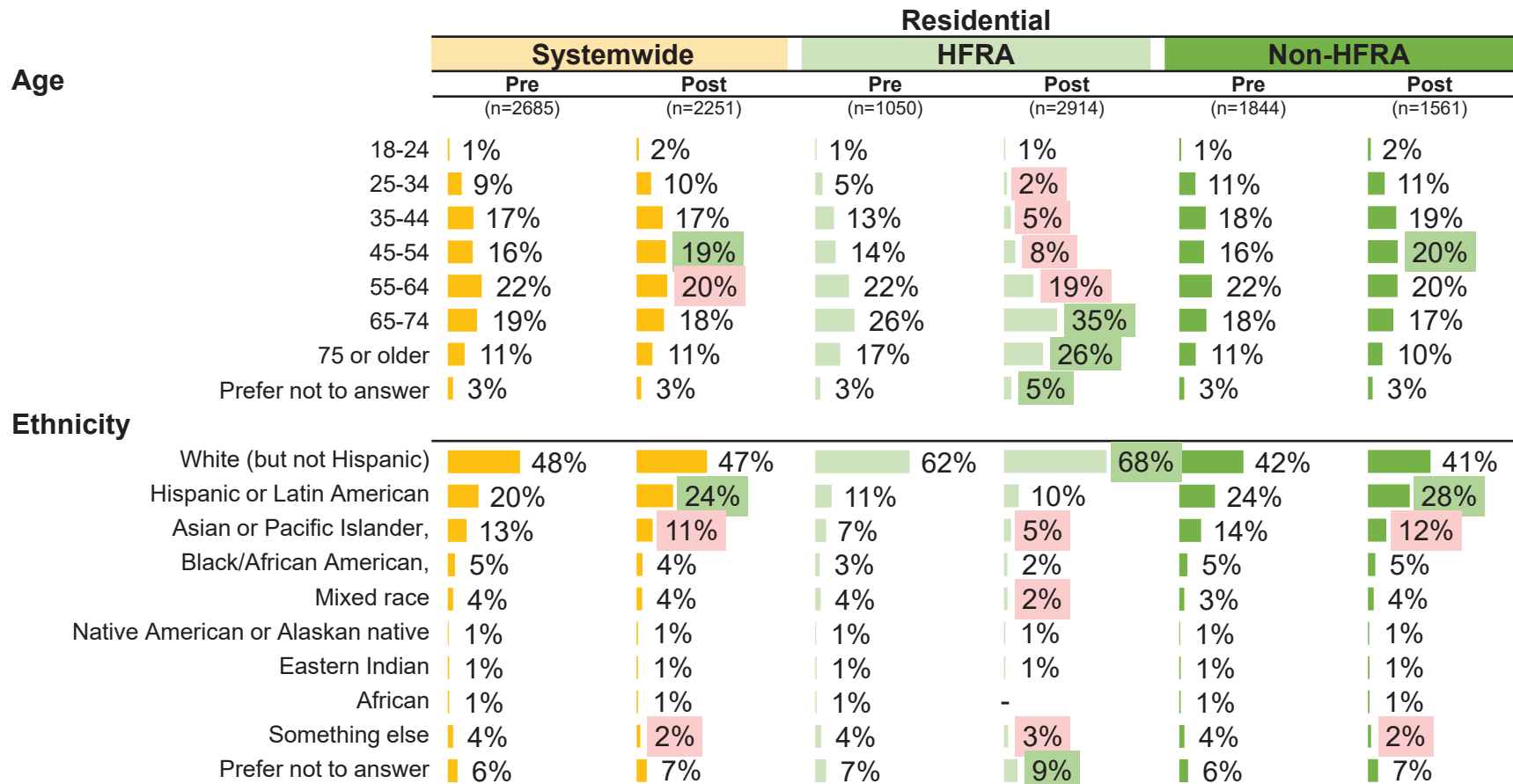


D8. Do you currently own or rent your residence?
 D6. Which of the following best describes the area in which you live?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Age & Ethnicity

- HFRA customers are older and more often white.



D2. What is your age?

D5. What do you consider your ethnicity to be?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Income

- HFRA customers are somewhat more likely to have higher household incomes.

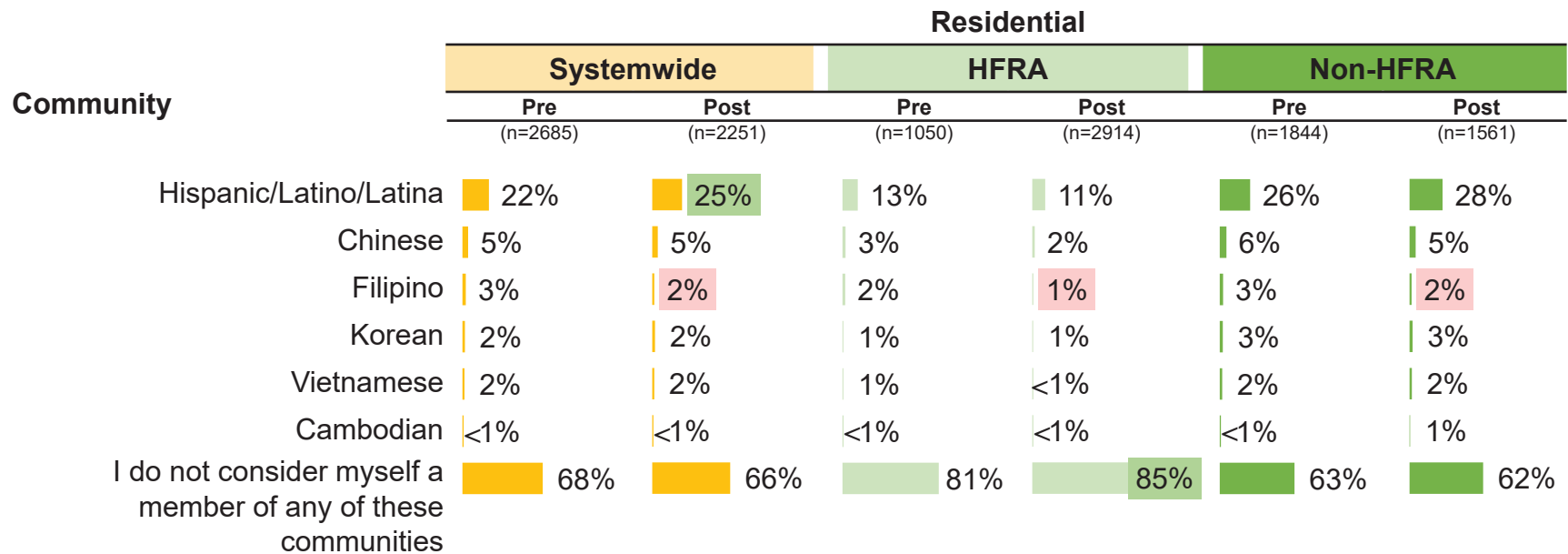
Income	Residential					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
Less than \$25,000	12%	14%	8%	7%	14%	15%
\$25,000 to less than \$50,000	18%	18%	14%	13%	19%	19%
\$50,000 to less than \$75,000	11%	13%	11%	12%	12%	13%
\$75,000 to less than 100,000	11%	11%	13%	12%	11%	11%
\$100,000 to less than \$200,000	18%	15%	19%	16%	17%	15%
\$200,000 or more	6%	5%	8%	6%	5%	4%
Prefer not to answer or not sure	24%	24%	28%	34%	23%	22%

D9. What is your annual household income before taxes?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Community Membership

- Over one in five systemwide Residential customers say they are a member of the Hispanic/Latino/Latina community; most live in non-HFRA.

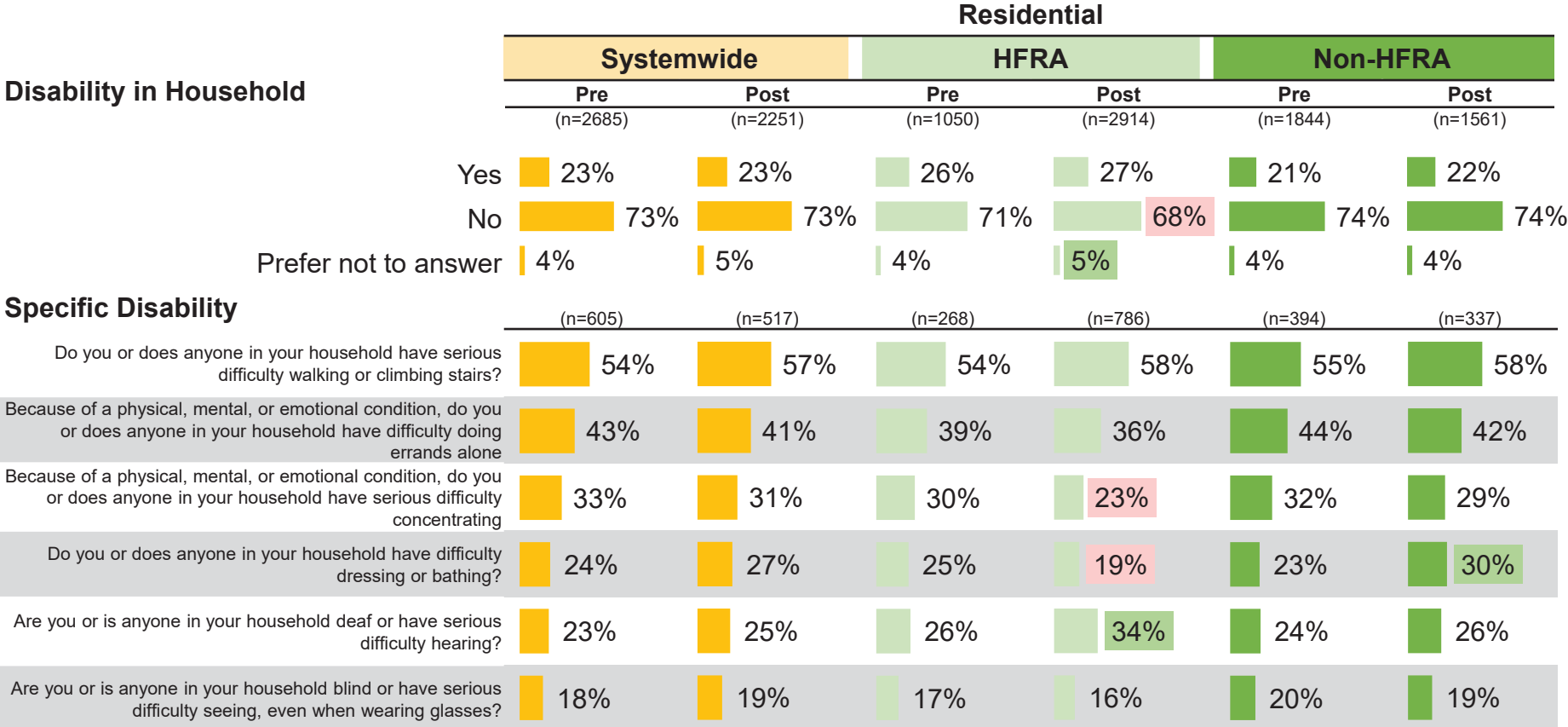


QD5a. Do you consider yourself a member of any of the following communities?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Disabilities

- Nearly one in four customers say there is someone in their household with a disability.

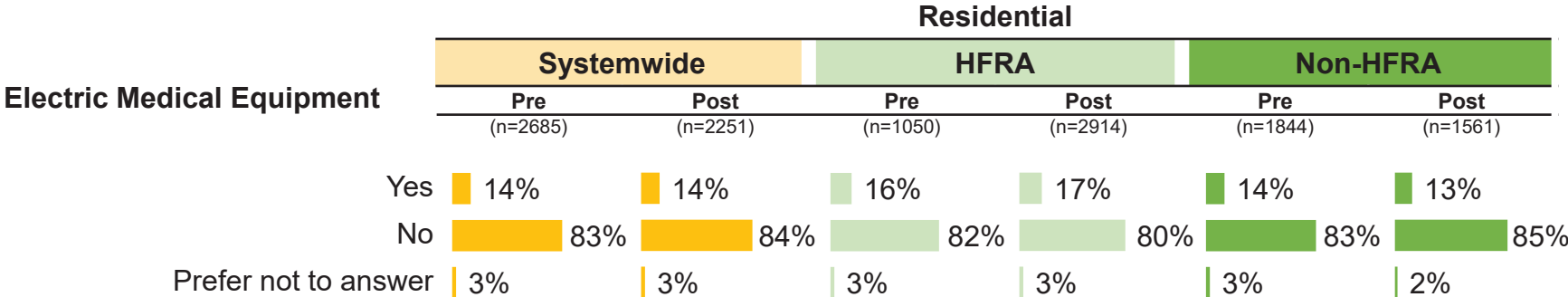


D10. Do you or does anyone in your household have a permanent disability, related to mobility, hearing, vision, cognitive, psychological, or chronic disease?
D11. [IF YES] Please answer yes or no regarding the specific type of disability for you or anyone in your household.

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Medical Equipment

- One in seven households (14%) report they have electrical equipment that is needed for medical reasons.
- This incidence is consistent in and out of the HFRA.



D11b. Do you or does anyone in your household rely on electrical equipment that is required or needed for medical reasons?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Marital Status & Education

- HFRA customers are more often married, and non-HFRA customers are more often single, living alone or with roommates.

Marital Status	Residential					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
Married	55%	54%	61%	62%	51%	52%
Single and live alone/with roommates	18%	18%	13%	13%	21%	20%
Divorced/Separated	10%	9%	10%	8%	10%	9%
Living with partner	6%	7%	4%	3%	6%	7%
Dating, but do not live with significant other	2%	2%	1%	1%	2%	3%
Other	9%	10%	11%	13%	9%	9%
Education						
Some high school or less	5%	7%	2%	3%	6%	8%
High school graduate	20%	20%	18%	17%	21%	21%
Trade or technical school graduate	9%	11%	9%	10%	10%	11%
Undergraduate college degree	34%	34%	35%	36%	34%	34%
Masters or doctorate degree	23%	19%	28%	25%	21%	18%
Prefer not to answer	8%	8%	8%	9%	8%	8%

D12. What is your current marital status?
 D13. What is the last year of school you completed?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Employment Status & Gender

- A higher proportion of HFRA customers are retired.
- Respondents in non-HFRA were more females than males.

Employment Status	Residential					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
Employed full-time	38%	38%	31%	20%	38%	38%
Employed part-time	5%	7%	4%	4%	6%	7%
Self-employed	7%	8%	8%	7%	7%	8%
Unemployed or between jobs	7%	7%	4%	2%	8%	8%
Homemaker or caregiver	4%	4%	4%	2%	3%	4%
Student	1%	1%	1%	1%	1%	1%
Retired	29%	28%	40%	55%	28%	25%
Semi-retired	2%	2%	4%	4%	2%	2%
Prefer not to answer	6%	6%	6%	6%	7%	6%
Gender						
Male	43%	42%	47%	50%	42%	41%
Female	53%	54%	49%	45%	54%	55%
Non-binary or Other	<1%	<1%	<1%	<1%	<1%	<1%
Prefer not to answer	4%	4%	4%	5%	4%	4%

D14. What is your current employment status?
 D15. What is your gender?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Appendix D

Business 2020 WF PSPS Pre/Post Report



In-Language Wildfire Mitigation Communications and Outreach Effectiveness Survey

2020 Pre-/Post- Combined Report

Business

December 18, 2020

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Background & Objectives

California IOUs are conducting a pre-/post-survey to assess the effectiveness of utility communications and outreach for wildfire safety/preparedness and PSPS activities.

- Core questions are administered by all three IOUs via their individual surveys, allowing some comparisons across IOUs, while each IOU may also incorporate custom questions. Most of the pre-questions were repeated in the post- survey along with additional unique post-questions.
- Each IOU determined its own methodology for optimizing the survey implementation and utilized their own preferred research partners.
- SCE administered the wildfire season pre-and post-surveys to the general public (Residential and Business customers) systemwide and in high fire risk areas (HRFAs). Additionally in SCE territory, the pre-survey was also administered to GEO targeted areas: ZIP codes with high concentrations of Chinese, Korean, and Vietnamese customers.

Methodology

- Survey invitations were delivered to Residential and Business customers via email (to a self-administered web survey) and phone (to an interviewer-administered telephone survey).

- Via email: 70% Via phone: 30%

- Sample sizes (completed interviews):

- Residential

Systemwide	Pre-: 2,685	Post-: 2,251
HFRA	Pre-: 1,050	Post-: 2,914

- **Business**

Systemwide	Pre-: 564	Post-: 432
HFRA	Pre-: 254	Post-: 660

- Average survey length (in minutes):

- Residential

Systemwide	Pre-: 11.6	Post-: 14.4
HFRA	Pre-: 11.7	Post-: 15.6

- **Business**

Systemwide	Pre-: 8.8	Post-: 12.2
HFRA	Pre-: 9.2	Post-: 12.4

- Interview dates

- Pre-: August 18 thru October 14
- Post-: November 11 thru December 11

- Incentives

- All participants were offered entry to a sweepstakes. Prizes for both Pre- and Post- included:
- Two grand prize winners of \$500 (1 each for RES and BIZ)
- Fifty-four (54) other winners of \$100 (35 for RES and 19 for BIZ) – enough winners to make the odds of winning about 1:100

Methodology (cont.)

- Each IOU selected the “prevalent” languages in which to offer the survey. SCE included 25 languages plus English in this survey, though the list of prevalent languages has since been reviewed and adjusted.

- | | | |
|-------------------------------|-----------------------|---------------------|
| 1. <u>English</u> | 11. <u>Korean</u> | 21. <u>Urdu</u> |
| 2. <u>Arabic</u> | 12. <u>Punjabi</u> | 22. <u>Bengali</u> |
| 3. <u>Armenian</u> | 13. <u>Russian</u> | 23. <u>Gujarati</u> |
| 4. <u>Chinese - Cantonese</u> | 14. <u>Spanish</u> | 24. <u>Tamil</u> |
| 5. <u>Chinese - Mandarin</u> | 15. <u>Tagalog</u> | 25. <u>Telugu</u> |
| 6. <u>Farsi</u> | 16. <u>Vietnamese</u> | 26. <u>Pashto</u> |
| 7. <u>French</u> | 17. <u>Hindi</u> | |
| 8. <u>German</u> | 18. <u>Hmong</u> | |
| 9. <u>Japanese</u> | 19. <u>Portuguese</u> | |
| 10. <u>Khmer</u> | 20. <u>Thai</u> | |

Methodology (cont.)

- Email invitations greeted potential respondents in all 26 languages with a jump link in the email to a web survey in that language.
- The CATI phone center has staff available in all of the languages, but all are not available at all times. Upon encountering a language barrier, the interviewer attempted to identify the language and stored the record for re-contact at a later date. If the language could not be identified, a surname-based, pre-coded flag was used to assign the record for re-contact.
- When sampling the Gen Pop, about **6.0% of BIZ customers** completed their surveys / interviews in a language other than English.

PRE

- **6.0%** of RES Systemwide
 - 6.3% of Phone (n=750)
 - 5.8% of Email (n=1948)
- **6.7%** of RES in HFRA
 - 0% of Phone (n=60)
 - 7.5% of Email (n=509)
- **5.9%** of BIZ Systemwide
 - 0% of Phone (n=182)
 - 9.8% of Email (n=387)
- **0.8%** of BIZ in HFRA
 - 0% of Phone (n=68)
 - 0% of Email (n=44)

POST

- **6.4%** of RES Systemwide
 - 4.6% of Phone (n=658)
 - 5.8% of Email (n=1593)
- **0.9%** of RES in HFRA
 - 0.8% of Phone (n=663)
 - 1.0% of Email (n=1561)
- **6.3%** of BIZ Systemwide
 - 0.7% of Phone (n=151)
 - 9.3% of Email (n=281)
- **4.9%** of BIZ in HFRA
 - 0.0% of Phone (n=112)
 - 6.2% of Email (n=436)

Methodology (cont.)

Below are the number of Business interviews conducted in each language.

Language of Interview	Business Systemwide (incl. HFRA)		Business HFRA (Supplemental)	
	Pre	Post	Pre	Post
English	531	405	110	520
Non-English (total)	33	27	2	27
Arabic	0	0	0	0
Armenian	0	0	0	0
Chinese – Cantonese	3	3	0	1
Chinese – Mandarin	10	4	0	6
Farsi	0	1	0	1
French	0	0	0	1
German	0	0	0	0
Japanese	3	3	0	3
Khmer	0	1	0	0
Korean	14	11	0	10
Punjabi	0	0	0	1
Russian	1	0	0	1

Methodology (cont.)

Below are the number of Business interviews conducted in each language.

Language of Interview	Business Systemwide (incl. HFRA)		Business HFRA (Supplemental)	
	Pre	Post	Pre	Post
Spanish	2	2	1	1
Tagalog	0	0	0	0
Vietnamese	0	1	0	2
Hindi	0	0	0	0
Hmong	0	0	0	0
Portuguese	0	0	0	0
Thai	0	1	0	0
Urdu	0	0	0	0
Bengali	0	0	0	0
Gujarati	0	0	1	0
Tamil	0	0	0	0
Telugu	0	0	0	0
Pashto	N/A	0	N/A	0
TOTAL	564	432	112	547

Executive Summary

Need for Wildfire comms in languages other than English

- Combined, the Pre- and Post-systemwide surveys completed interviews with 996 Business customers.
- Despite being offered in 26 languages, just 6.0% of all Pre-/Post- Business customers (n=60) elected to complete the survey in a language other than English.
- When asked directly to select their preferred language for wildfire communications, 4.8% of all Business customers indicated a preference for a language other than English.
- Most of these 4.8% report they can read English. Just 19% of these 4.8%, or 0.9% of all Business customers say “I need it in my preferred language – I do not understand English.”

Performance by SCE in getting the word out

- Significantly more Business customers systemwide recall SCE wildfire communications in the Post- survey (+5% to 56%). Most of the lift in recall came from customers in HFRA (+6% to 68%) but there was also directional improvement in non-HFRA (+6% to 53%).
- Emails and letters from SCE are the most common sources of information from SCE. In the Post- survey for HFRA, emails and texts from SCE increased, while letters and phone calls from SCE decreased.
- Source usefulness varies across several SCE info sources, but they average “useful” on the whole for about two-thirds of respondents.

Performance of “Other” sources at getting the word out

- Three non-SCE sources are cited most often as sources of information on wildfire safety & preparedness: Local news reports (-1% to 39%), City/County government (+3% to 32%), and CalFire (-3% to 22%). Among those few businesses that prefer to get such communications in a language other than English, these three sources reach 30%, 43% and 13%, respectively.
- Most useful “other” information sources are CalFire, local fire departments, and CBOs.
- SCE’s reach (56% of all Business and 61% of all Prefer Other Language) in wildfire communications exceeds that of all “Other” sources and is more successful with Prefer Other Language customers.

Executive Summary (cont.)

Attitudes toward SCE's Wildfire / PSPS program

- Awareness of PSPS held steady pre- to post- (69% to 72%).
- Satisfaction with the PSPS information provided by SCE on SCE.com also held steady (67% to 62%). There is little difference in these opinions between HFRA and non-HFRA Business customers (60% and 66%, respectively).
- Satisfaction with SCE's WF preparedness efforts also held steady (60% to 59%) – and there are no differences between HFRA and non-HFRA customers (57% each).
- The overall opinion of SCE's PSPS program was unchanged Systemwide (+3% to 54%), but improved in HFRA (+9% to 53%). It was unchanged in non-HFRA (+2% to 55%).
- Systemwide, 52% to 70% of Business customers agree with or respond positively to a list of statements used to rate SCE's wildfire efforts. Fewer agree with statements used to rate SCE's PSPS program (35% to 54%). Unlike Residential, both sets of ratings are similarly rated by HFRA and non-HFRA customers alike.
- The proportion of Business customers who say they are either completely or somewhat prepared for a PSPS event held steady (55% to 58%). More of those in HFRA (62%) report being prepared than in non-HFRA (55%). Preparedness did not change in either group pre- to post-.

Executive Summary (cont.)

Post Survey: PSPS Event Experiences

Notifications

- SCE sources are by far the most frequently recalled for PSPS alerts, especially SCE emails and texts, but also recorded phone messages and SCE.com -- sources recalled are similar in HFRA and non-HFRA.
- Receipt of a PSPS alert or notification was reported by one-third (36%) of Business customers systemwide (53% in HFRA vs. 31% in non-HFRA). Multiple alerts are common – average of 4.3 in HFRA and 3.7 in non-HFRA.
- The usefulness ratings of these notifications (top 2 box) ranged from 50% to 100% systemwide (lower in HFRA: 59-86% vs. non-HFRA: 50%-100%).
- At least a few customers report seeing a PSPS alert in each of 6 different languages other than English.

Event Experience & Updates

- One in five systemwide (20%) report having experienced at least one event (32% in HFRA vs. 17% in non-HFRA). Multiple events are also common – average of 2.5 in HFRA and 1.9 in non-HFRA.
- Just 1 in 6 (17%) say they did not check for updates during events (28% in HFRA vs. 11% in non-HFRA).
- The usefulness ratings of SCE update sources during outages (top 2 box) ranged from 61% to 100% (lower in HFRA: 33% to 100% vs. non-HFRA: 71%-100%).
- Satisfaction with SCE.com for info during events (top two box) systemwide is average at 68% (lower in HFRA: 60% vs. 75%).
- Among those who experienced an outage and checked for updates, about 2 in 3 (65%) are satisfied with SCE's overall PSPS communications (lower in HFRA: 55% vs. 79%).

Restoration Notices

- Among those who experienced an event, fewer than half (43%) report receiving a restoration notice (slightly higher in HFRA at 52% vs. 42% in non-HFRA).
- The usefulness of such notices is high (76%) systemwide (lower in HFRA: 60% vs. 73%).

PSPS Attributes

- Somewhat surprisingly, HFRA and non-HFRA Business customers rate SCE similarly on PSPS-specific attributes.
- As with Residential, notification of a shutoff is SCE's highest-rated attribute – lowest-rated is Provides resources near me that I can visit during an outage event.

Executive Summary

- Recall of SCE Wildfire communications rose in HFRA and Systemwide. Source usefulness was unchanged.
- Awareness of the PSPS program was unchanged.
- Non-English is preferred by 4-5% (systemwide). 78-84% of these understand English (0.6-1.1% of all business customers systemwide do not understand English).
- Opinions of SCE’s PSPS program rose in HFRA.
- Preparedness was unchanged.

	System Wide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
Recall Wildfire Communications (% Yes)	51%	56%	62%	68%	47%	53%
SCE Sources Considered Useful (Top 2 Box avg.)	67%	65%	61%	60%	71%	70%
Heard of Public Safety Shutoff Program (%Yes)	69%	72%	83%	81%	65%	70%
Preferred Language For Public Safety Information						
English	96%	95%	99%	96%	95%	94%
Spanish	1%	<1%	<1%	1%	1%	1%
Korean	2%	3%	<1%	1%	2%	3%
(Among those who prefer comms in other language) Understand English (% Yes)	84%	78%	100%	70%	82%	84%
Satisfaction with Communication Efforts						
Opinion of SCEs PSPS program (Top 2 Box/Positive)	51%	54%	44%	53%	53%	55%
Satisfaction w/ SCE’s WF Preparedness Efforts (Top 2 Box/Satisfied)	60%	59%	60%	57%	60%	57%
Personal Level of Preparedness (Completely/Somewhat)	55%	58%	65%	62%	53%	55%

Executive Summary: Total Sample

- Attribute ratings of SCE were mostly unchanged pre- vs. post-.

SCE Attributes (Top 2 Box)	System Wide		HFRA		Non-HFRA	
	Pre (n=2685)	Post (n=2251)	Pre (n=1050)	Post (n=2914)	Pre (n=1844)	Post (n=1561)
Is committed to restoring power to customers affected by wildfires	71%	70%	72%	69%	69%	69%
Is working to keep my community safe	67%	65%	63%	60%	68%	65%
Shows care and concern for customers	66%	62%	59%	56%	68%	62%
Is committed to wildfire safety	62%	64%	63%	63%	62%	63%
Takes proactive measures to protect the electricity grid from wildfires	61%	57%	64%	61%	61%	57%
Makes an effort to communicate with all customers about wildfires	60%	65%	62%	63%	59%	63%
Is proactive in taking steps to address wildfire risks	60%	60%	63%	58%	60%	60%
Is a company I trust to act in the best interest of its customers	58%	56%	53%	52%	60%	57%
Is helping me prepare for wildfire season	48%	52%	47%	48%	48%	50%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Executive Summary: Total Sample

- The sources recalled for PSPS Alerts are similar in HFRA and non-HFRA
- SCE sources are by far the most frequently recalled, especially SCE emails and texts, but also recorded phone messages and SCE.com

Sources of PSPS Alert Notification	System Wide	HFRA	Non-HFRA
	Post Only (n=157)	Post Only (n=349)	Post Only (n=99)
Email from SCE	55%	66%	54%
Text message from SCE	39%	40%	41%
Recorded phone message from SCE	25%	26%	25%
Local news	15%	11%	16%
SCE website	11%	6%	14%
Friends/neighbors	6%	5%	5%
Social Media (Facebook, Twitter, Nextdoor, etc.)	5%	5%	8%
SCE representative or employee	2%	1%	3%
Community-based organization	1%	2%	2%
Other	8%	6%	7%
I don't remember	4%	4%	2%

QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

Executive Summary: Total Sample

- All customers – whether they had experienced an outage / shutoff or not – were asked to rate SCE on a list of PSPS-related attributes.
- Unlike previous questions, HFRA and non-HFRA customers rate SCE in a similar way.
 - Notification of a shutoff is SCE’s highest rated attribute.
 - The lowest rating is given to: Provides resources near me that I can visit during an outage event.

	System Wide	HFRA	Non-HFRA
SCE PSPS Attribute Ratings (top 2 box)	Post Only (n=432)	Post Only (n=660)	Post Only (n=319)
Notifying me when my power might be shut off	54%	56%	56%
Reducing the risk of wildfires	53%	50%	53%
Restoring power in a reasonable amount of time	48%	46%	48%
Keeping me updated about the status of the PSPS shutoff	46%	43%	48%
Providing an accurate estimate of when the power would be restored	44%	41%	46%
Notifying me when my power would be restored	44%	39%	45%
Reaching out to those with medical or other critical needs	36%	33%	38%
Providing resources near me that I can visit during an outage event	35%	30%	37%

QPQ18. How would you rate SCE’s Public Safety Power Shutoff (PSPS) program on each of the following?

Languages Used / Preferred

Languages Used at Business

- Nearly all (97-99%) Business customers throughout SCE’s territory report using English in their businesses.
- Spanish is also used in 22-30%.

Business (All Customers)					
Systemwide		HFRA		Non-HFRA	
Pre	Post	Pre	Post	Pre	Post
(n=564)	(n=432)	(n=254)	(n=660)	(n=422)	(n=319)

Languages Used in Business

English	99%	97%	100%	99%	98%	97%
Spanish	30%	22%	28%	20%	31%	23%
Chinese Mandarin	4%	3%	1%	3%	5%	3%
Chinese Cantonese	3%	2%	<1%	1%	4%	2%
Korean	3%	3%	<1%	2%	3%	4%
Tagalog	2%	1%	1%	<1%	1%	1%
Vietnamese	1%	2%	1%	1%	1%	2%
Arabic	1%	<1%	<1%	1%	1%	<1%
Japanese	1%	1%	-	<1%	1%	2%
Farsi	1%	1%	1%	1%	<1%	1%
Armenian	<1%	<1%	-	<1%	<1%	1%
French	<1%	<1%	-	<1%	<1%	<1%
Russian	<1%	<1%	-	<1%	<1%	<1%
German	<1%	<1%	<1%	<1%	-	<1%
Khmer	-	<1%	-	-	-	<1%
Punjabi	-	<1%	-	<1%	-	<1%
Other	2%	1%	1%	1%	2%	1%

Q2. “What languages are often used in your home/business?”

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Language Preferred for Public Safety Information

- Despite the common use of multiple languages in businesses, when asked for the language preferred for WF communications, just 4-5% select a language other than English. Korean is the most frequently mentioned other language.

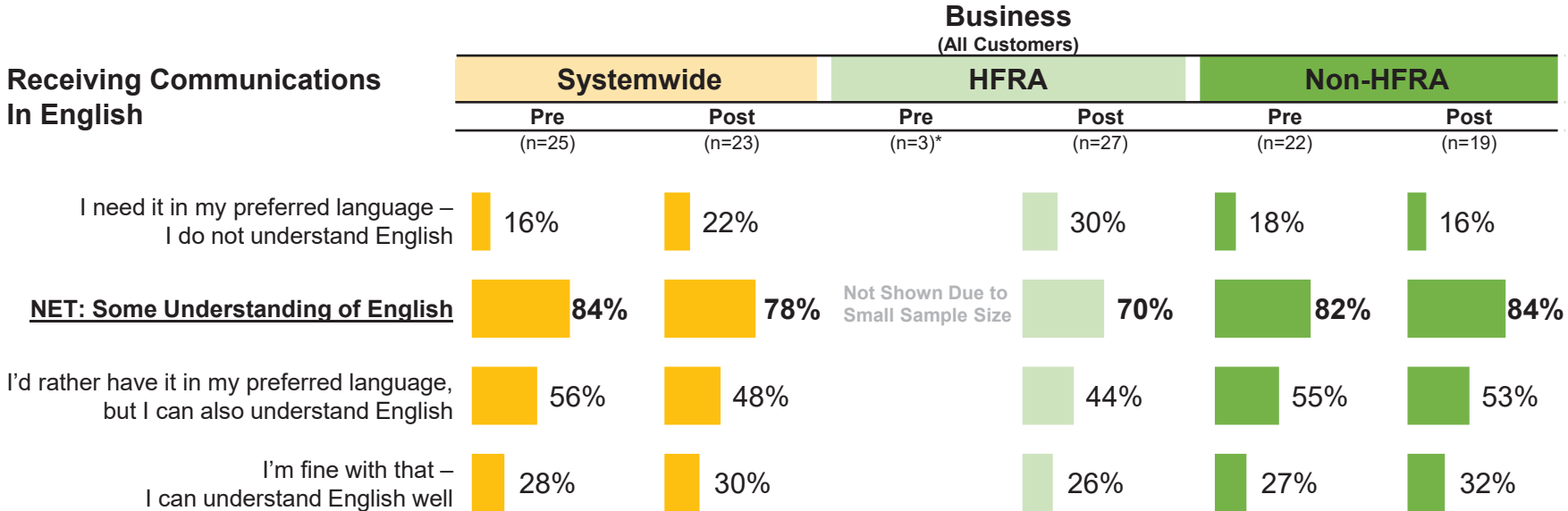
Preferred Language for Public Safety Information	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
English	96%	95%	99%	96%	95%	94%
Korean	2%	3%	<1%	1%	2%	3%
Spanish	1%	1%	<1%	1%	1%	1%
Chinese Mandarin	1%	1%	<1%	1%	1%	1%
Japanese	1%	<1%	-	<1%	1%	1%
Chinese Cantonese	<1%	<1%	-	<1%	<1%	<1%
Arabic	<1%	-	-	-	<1%	-
Vietnamese	-	<1%	-	<1%	-	1%
Other	1%	<1%	-	<1%	1%	-

Q3. What is your preferred language for receiving public safety information like this from SCE?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Strength of Language Preference

- Among the 4-5% systemwide who said they prefer WF communications in some other language, 78-84% of them report they can at least understand English.
 - The balance (16-22% of the 4-5%, or 0.6-1.1% systemwide) report they do not understand English.



Q4. [PREFER LANGUAGE OTHER THAN ENGLISH] How do you feel about receiving wildfire communications from SCE in English only?

* Sample Size < 10

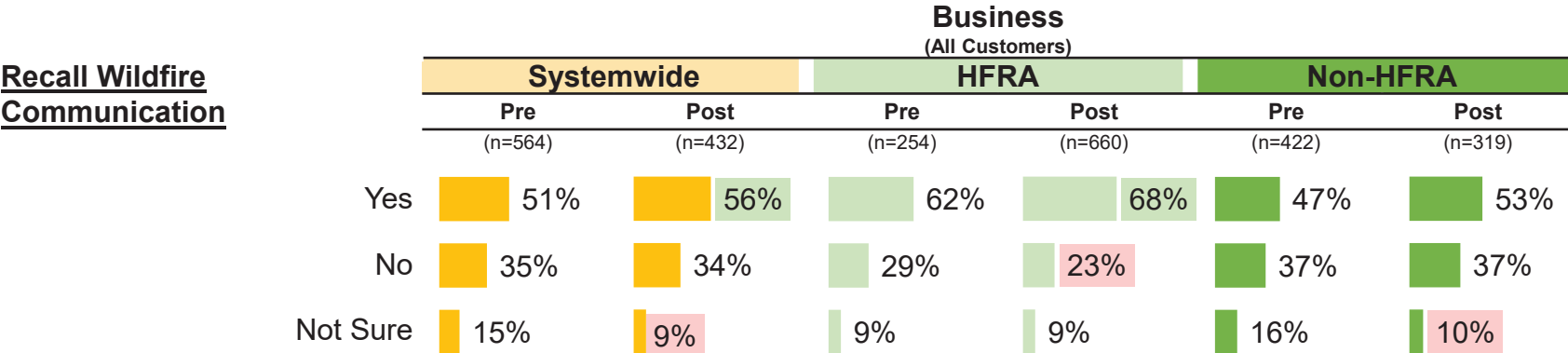
Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Wildfire Communications

Among **All** Business Customers

SCE WF Communications Recall – All Customers

- The share of all Business customers systemwide who recall SCE wildfire communications rose significantly from 51% to 56%.
- The increase mostly occurred in HFRA, though there is also a directional increase in non-HFRA.



Q1. “In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?”

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Language of SCE WF Comms – All Customers

- Among the 51-56% (systemwide) who recall SCE WF Comms, 13-17% recall a version in a language other than English (Spanish mostly).
- These proportions are comparable in HFRA and non-HFRA.

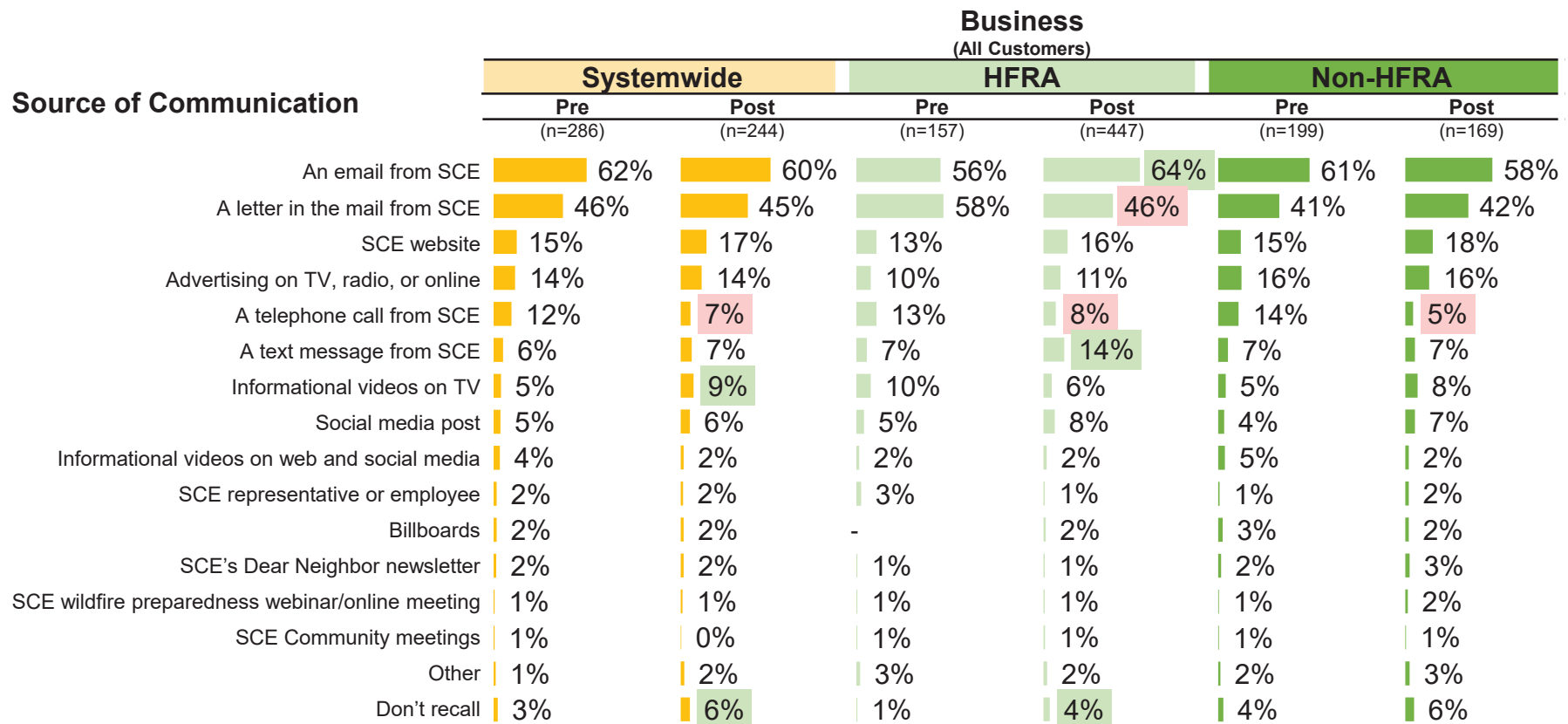
Language of Wildfire Safety Communication	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=286)	Post (n=244)	Pre (n=157)	Post (n=447)	Pre (n=199)	Post (n=169)
English	99%	97%	100%	99%	99%	97%
NET: Non-English	13%	17%	12%	17%	14%	17%
Spanish	12%	16%	12%	15%	12%	15%
Chinese Mandarin	1%	<1%	-	1%	1%	1%
Chinese Cantonese	1%	<1%	-	1%	1%	1%
Korean	1%	1%	-	1%	1%	1%
Vietnamese	<1%	<1%	-	1%	1%	1%
Other	-	-	-	1%	-	-

Q5. [RECALL COMMUNICATION] In what language(s) was the wildfire safety and preparedness information that you recall seeing or hearing from SCE?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Sources – All Customers

- Again, among the 51-56% who recall wildfire communications from SCE, emails and letters continue to be the most common sources in all areas.
 - In HFRA, the incidence of BIZ customers citing letters and phone calls from SCE dropped, but those citing texts and emails increased.

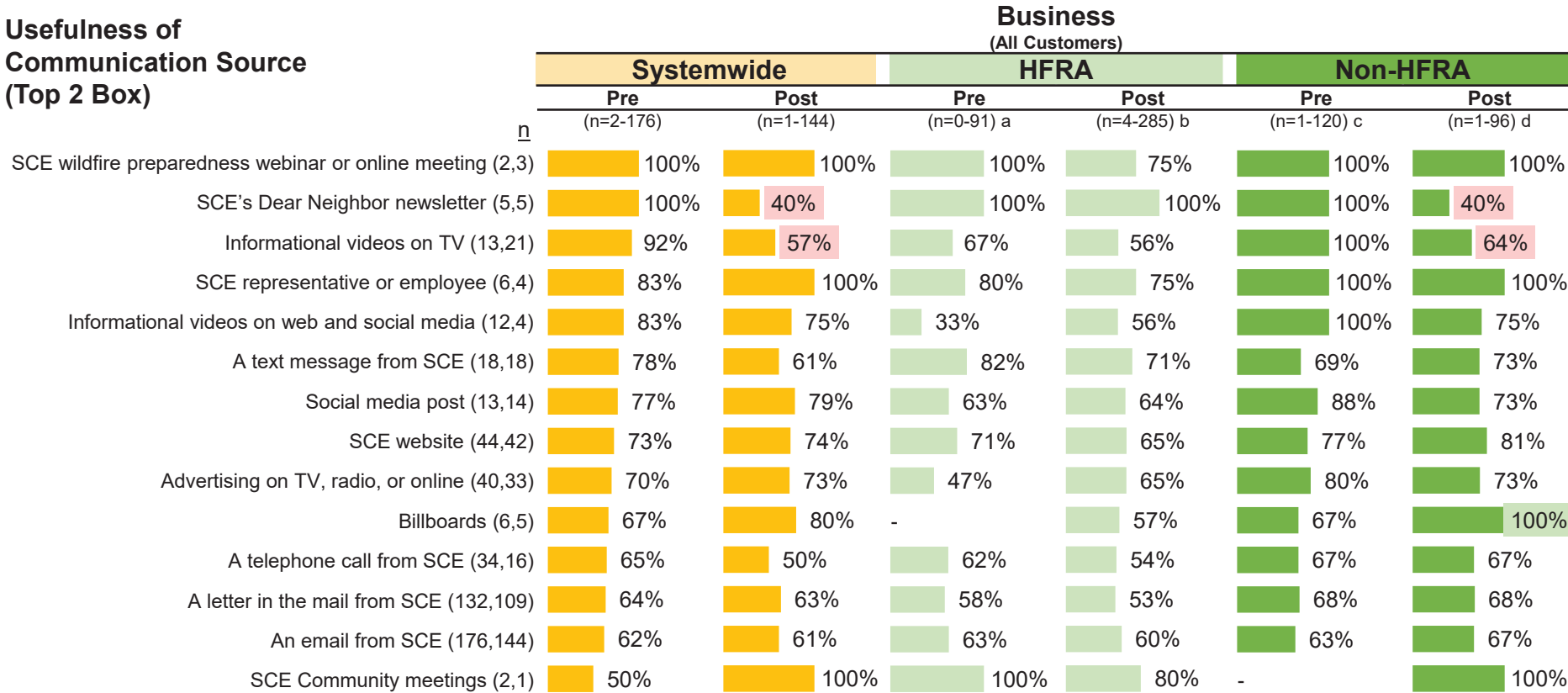


Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of SCE Sources – All Customers

- **Regardless of the number of users or the language it was in, source usefulness was consistent with the Pre-survey.** (caution: some small bases)
- Two rarely-used sources saw a decline in source usefulness. (caution: very small bases)
 - The bases size varies widely (from 1 to 176). “Usefulness” is defined as rating top 2 on a 5-point scale.
 - The base includes those who saw/heard the communications from this source in English regardless of their preferred language.



Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction with SCE.com – All Customers

- Satisfaction with SCE.com was unchanged in the Post- relative to the Pre-.
- Regardless of language used on SCE.com or their preferred language, 83-84% of those who used SCE.com were “extremely / somewhat” satisfied (split about evenly).
- Ratings are comparable for those in HFRA and not.

Satisfaction with Communication on SCE.com	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=44)	Post (n=42)	Pre (n=21)	Post (n=72)	Pre (n=30)	Post (n=31)
NET: Satisfied (Top 2 Box)	84%	83%	81%	81%	83%	87%
Extremely Satisfied - 5	45%	40%	33%	47%	50%	45%
4	39%	43%	48%	33%	33%	42%
3	16%	17%	14%	17%	17%	13%
2	-	-	-	3%	-	-
1	-	-	5%	-	-	-

Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

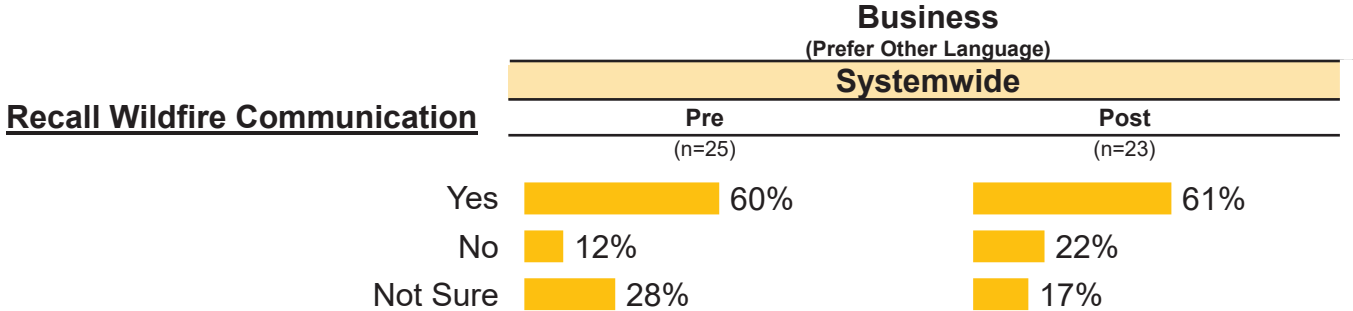
Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Wildfire Communications

Among Customers Who Prefer Other Languages

SCE WF Communications Recall – Prefer Other

- SCE wildfire communications were recalled by three in five (61%) of the few (4-5%) who prefer communications in a language other than English. This proportion did not change from the Pre-survey.
- In contrast, recall of WF communications rose from 51% to 56% - a significant increase - among all BIZ customers.

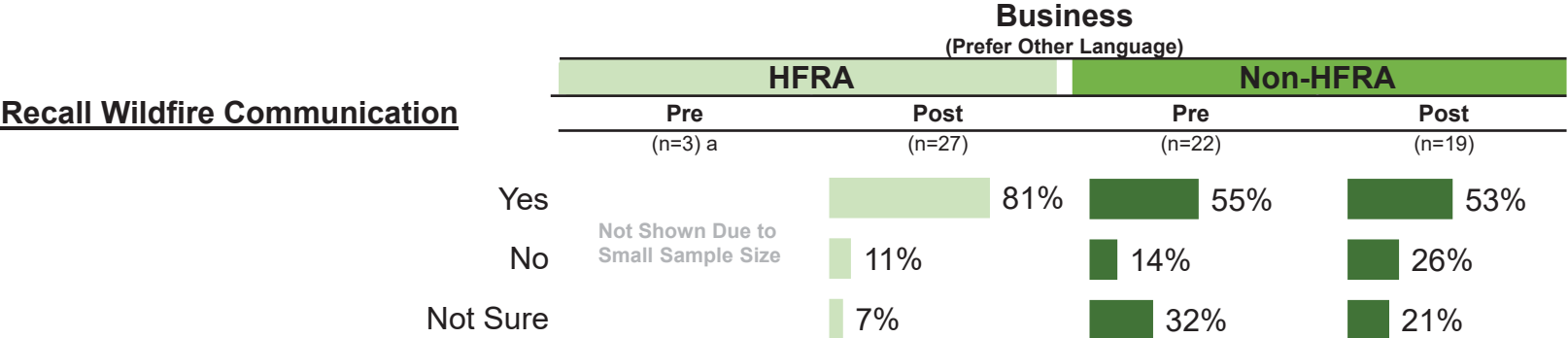


Q1. “In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?”

Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE WF Communications Recall – Prefer Other

- **BIZ Customers in HFRA who prefer other languages are more likely to recall SCE WF comms (81%) compared to those in non-HFRA (55-53%).** (Caution: small bases)
- In contrast, recall of WF Communications among all HFRA customers (those who prefer English or another language), is just 68% - much lower than it is among those who prefer other languages.
- **This proportion in non-HFRA (53%) did not change significantly from the Pre-survey (55%).**



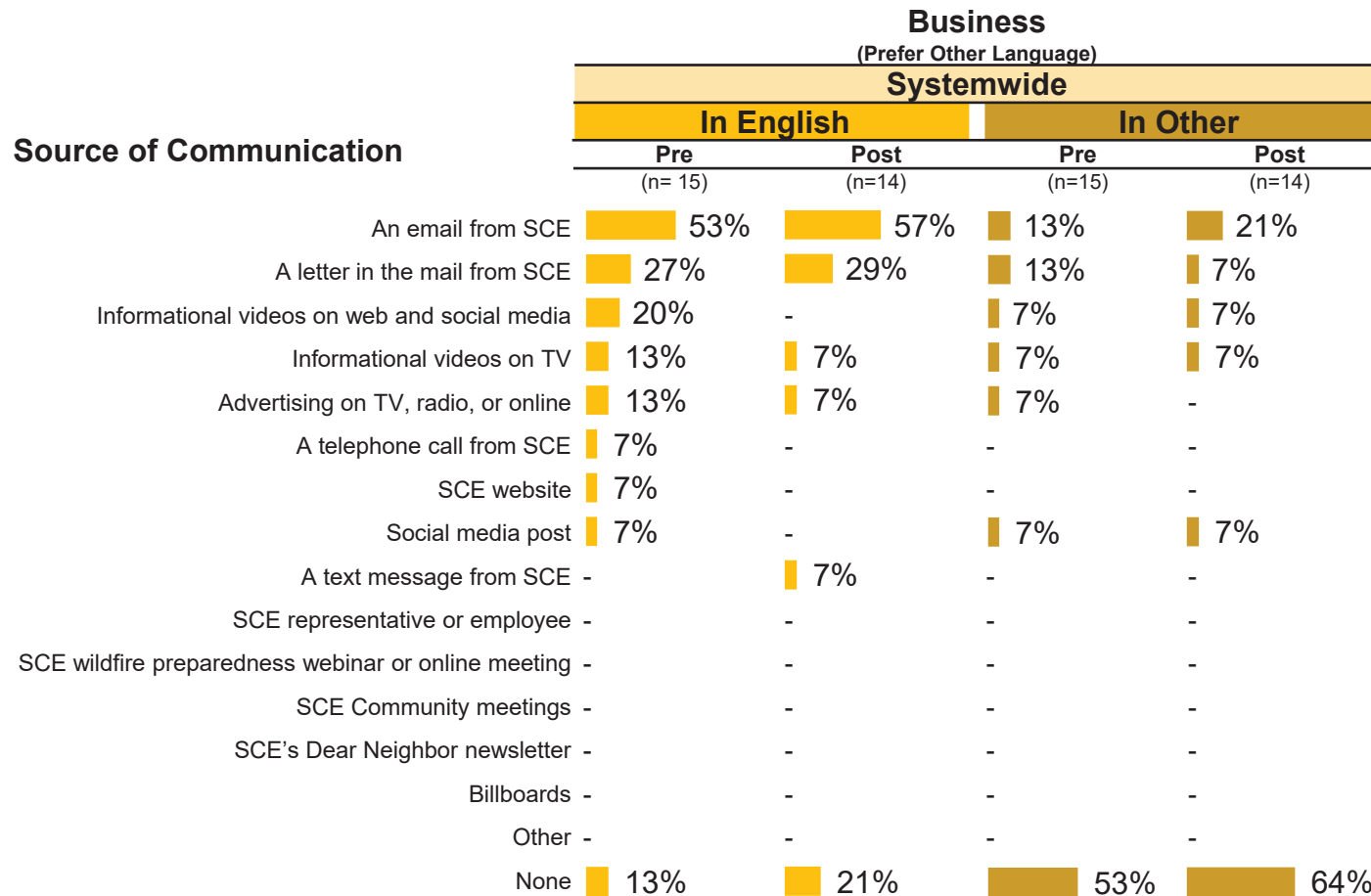
Q1. "In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?"

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Sources – Prefer Other Languages

- Among customers who prefer other languages and who recall SCE WF communications, 53-64% did not recall any sources in their preferred language.
(Caution: very small bases)
- The source in English that is most often recalled is SCE emails.



Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE’s communications about wildfire season safety and preparedness?

Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

SCE Sources – Prefer Other Languages

- When those who prefer a language other than English and who also recall any SCE WF communications (n= 14) are further divided between HFRA and non-HFRA, the sample sizes are too small for meaningful analysis.

Source of Communication	Business (Prefer Other Language)							
	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	Pre (n=3)	Post (n=22)	Pre (n=3)	Post (n=22)	Pre (n=12)	Post (n=10)	Pre (n=12)	Post (n=10)
An email from SCE		68%		27%	67%	40%	17%	20%
A letter in the mail from SCE		45%		14%	25%	20%	8%	-
Informational videos on web and social media		9%		9%	17%	-	8%	-
Informational videos on TV		5%		-	8%	10%	8%	10%
Advertising on TV, radio, or online	Not Shown Due to Small Sample Size	14%	Not Shown Due to Small Sample Size	5%	8%	10%	8%	-
A telephone call from SCE		5%		-	8%	-	-	-
SCE website		18%		9%	8%	-	-	-
Social media post		9%		5%	-	-	-	-
A text message from SCE		14%		5%	-	10%	-	-
SCE representative or employee		-		-	-	-	-	-
SCE wildfire preparedness webinar/online meeting		-		-	-	-	-	-
SCE Community meetings		-		-	-	-	-	-
SCE's Dear Neighbor newsletter		-		-	-	-	-	-
Billboards		-		-	-	-	-	-
Other		-		-	-	-	-	-
None		9%		59%	17%	30%	58%	70%

Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE’s communications about wildfire season safety and preparedness?

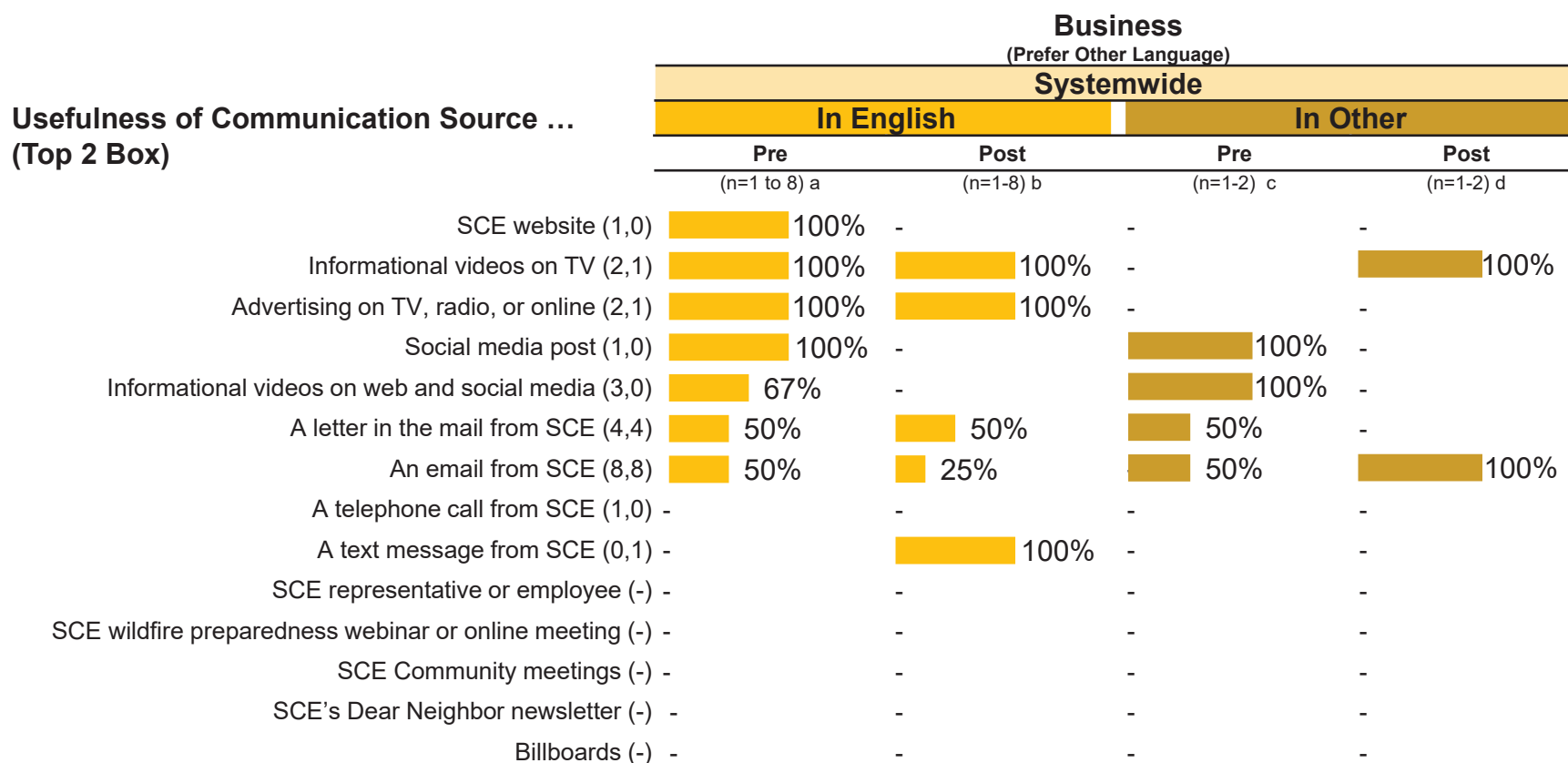
Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of SCE Sources – Prefer Other

- Small sample sizes prevent any meaningful analysis.



Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?

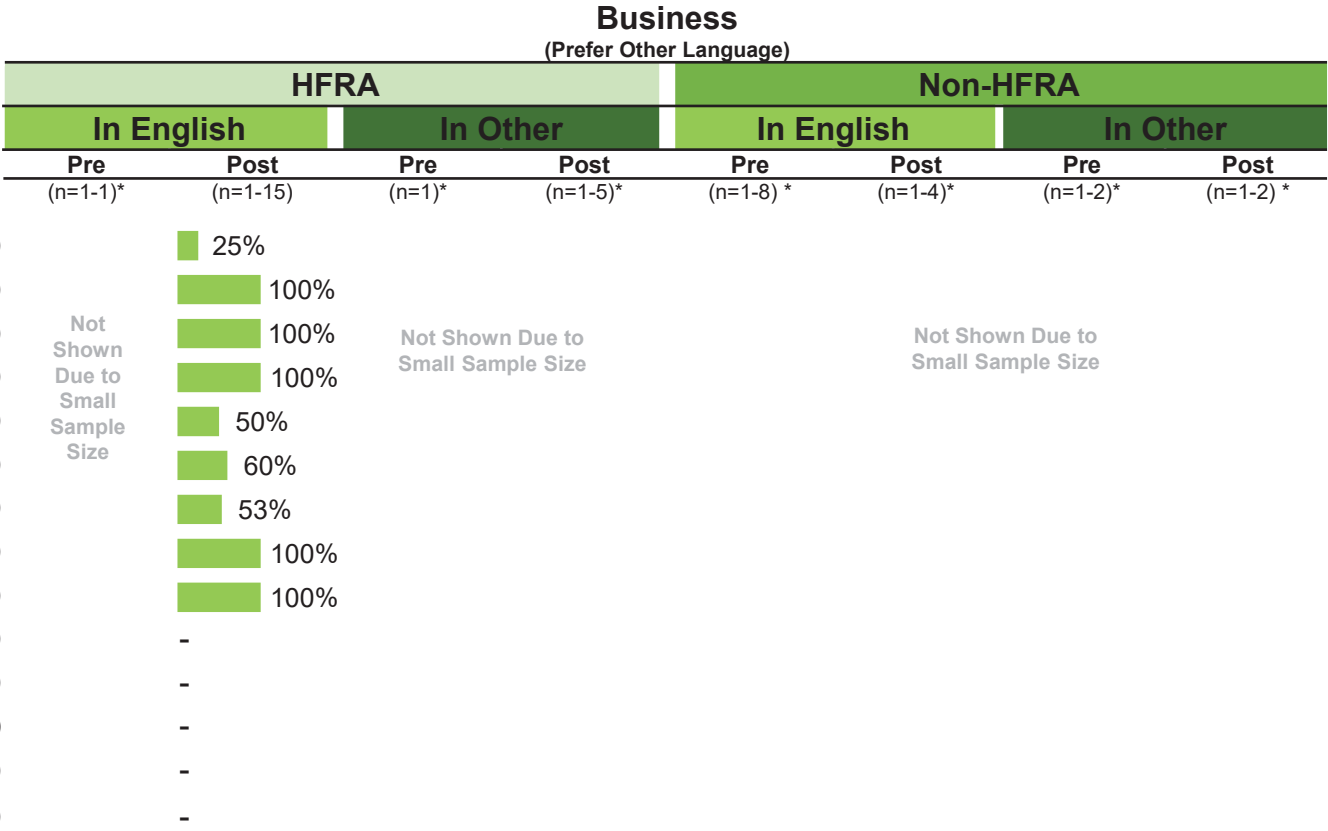
Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via...?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of SCE Sources – Prefer Other

- Small sample sizes prevent any meaningful analysis.

Usefulness of Communication Source ... (Top 2 Box)



Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?
 Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via...?
 * Sample Size < 10 Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction with SCE.com – Prefer Other

- Small sample sizes prevent any meaningful analysis.

Satisfaction with Communication on SCE.com	Business (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=1)	Post (n=0)	Pre (n=0)	Post (n=5)	Pre (n=1)	Post (n=0)

NET: Satisfied (Top 2 Box)

Extremely Satisfied – 5
4
3
2
1

Not Shown Due to Small Sample Size

Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Other WF Communications

Among All Business Customers

Other WF Sources – All Customers

- **Two in five BIZ customers systemwide cite local news as an *other* source of wildfire info (unchanged).**
 - In contrast, SCE is a source for 56% (and increased significantly from 51%).
- **In HFRA, local news is a source for just 36% compared to 68% who cite SCE.**
 - Government and CBOs both gained as a source for HFRA businesses in the Post-
- **In Non-HFRA, local news is also cited less often (41%) than SCE (53%) as a source.**

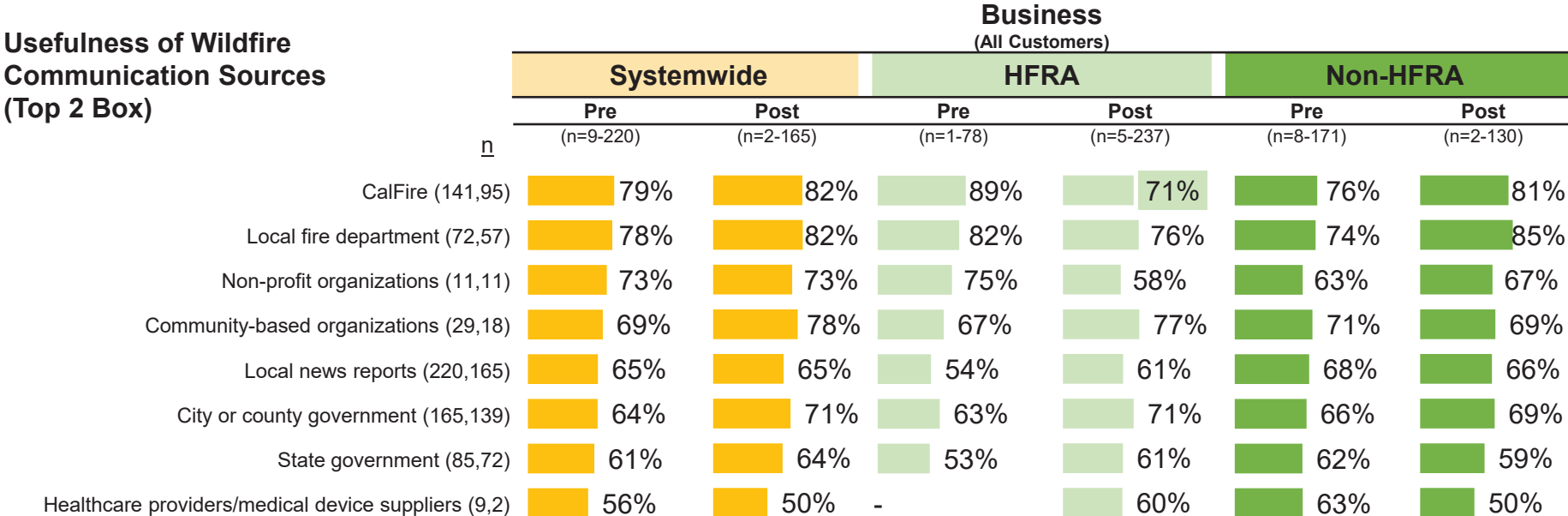
Other Communication Sources	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
Local news reports	40%	39%	31%	36%	41%	42%
City or county government	29%	32%	30%	37%	28%	32%
CalFire	25%	22%	28%	27%	22%	22%
State government	15%	17%	15%	16%	14%	17%
Local fire department	13%	13%	18%	19%	10%	11%
Community-based organizations	5%	4%	5%	8%	5%	4%
Non-profit organizations	2%	3%	3%	2%	2%	3%
Healthcare/medical device suppliers	2%	<1%	1%	1%	2%	1%
Other	13%	10%	15%	11%	13%	9%
None of the above	21%	23%	23%	16%	22%	24%
Don't recall	5%	6%	5%	7%	5%	6%

Q10. Other than SCE's communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of Other WF Sources – All Customers

- While the incidence of having used these other sources is lower than that found for SCE, their usefulness is slightly higher than SCE sources.
 - SCE’s most often used sources – emails and letters – are useful to 61-63%. Local news and gov’t, the most often used “other” sources, are useful to 65%-71%.
 - CalFire, the third most used other source, is useful to 82%.



Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

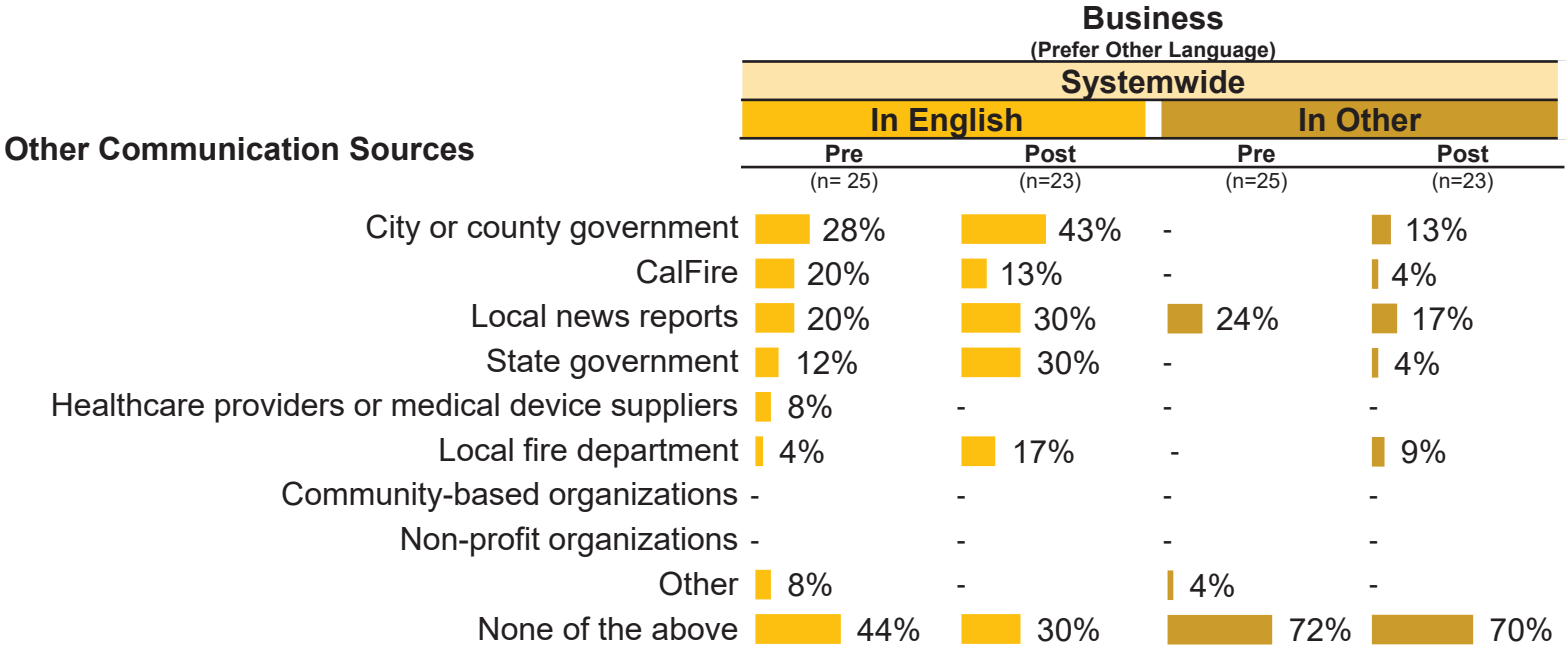
Shading indicates a significant difference at the 90% confidence level between Pre and Post

Other Wildfire Communications Sources

Among Customers Who Prefer Other Languages

Other WF Sources – Prefer Other Languages

- As reported previously, with so few BIZ customers preferring other languages (4-5%), when their numbers are reduced to those who used *other* sources, the sample sizes prevent meaningful analysis.

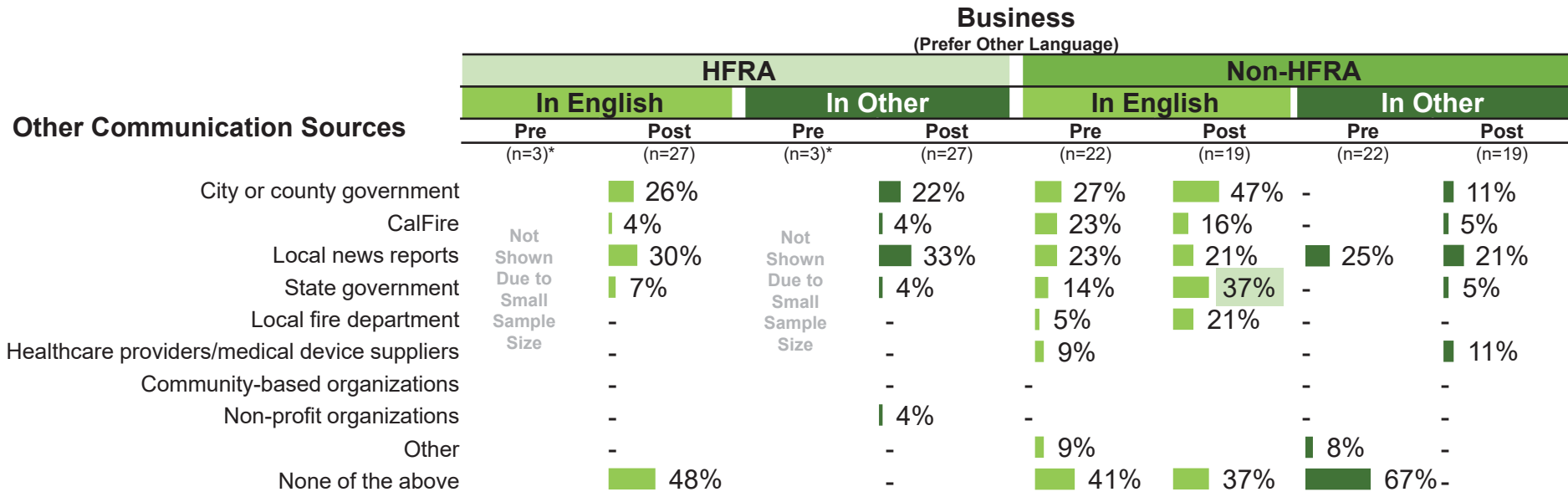


Q10. Other than SCE’s communications, what other sources have you used to obtain information about wildfire safety and preparedness?
Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Other WF Sources – Prefer Other Languages

- Small sample sizes prevent any meaningful analysis.



Q10. [BASE: RECALL COMMUNICATION] Other than SCE’s communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of Other Sources – Prefer Other

- Small sample sizes prevent any meaningful analysis.

Usefulness of Communication Source ... (Top 2 Box)	Business (Prefer Other Language)			
	Systemwide			
	In English		In Other	
	Pre	Post	Pre	Post
	(n=1 to 7) *	(n=3-10) *	(n=1-5) *	(n=1-4) *
Local fire department (1,4)				
CalFire (5,3)				
Local news reports (5,7)				
Healthcare providers or medical device suppliers (2,0)				
State government (3,7)				
City or county government (7,10)				
Community-based organizations (-)				
Non-profit organizations (-)				

Not Shown Due to Small Sample Size

Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

Q12B2. And using the same 1 to 5 scale, how useful was the wildfire information in [PREFERRED LANGUAGE] from...?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of Other Sources – Prefer Other

- Small sample sizes prevent any meaningful analysis.

Usefulness of Communication Source ... (Top 2 Box)	Business (Prefer Other Language)							
	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	Pre (n=1) *	Post (n=1-8) *	Pre (n=1-5) *	Post (n=1-9) *	Pre (n=1-6) *	Post (n=3-9) *	Pre (n=1-5) *	Post (n=1-4) *
Local fire department (1,4)								
CalFire (5,3)								
Local news reports (5,7)	Not Shown Due to Small Sample Size				Not Shown Due to Small Sample Size			
Healthcare providers or medical device suppliers (2,0)								
State government (3,7)								
City or county government (7,10)								
Community-based organizations (-)								
Non-profit organizations (-)								

Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

Q12B2. And using the same 1 to 5 scale, how useful was the wildfire information in [PREFERRED LANGUAGE] from...?

* Sample Size < 10

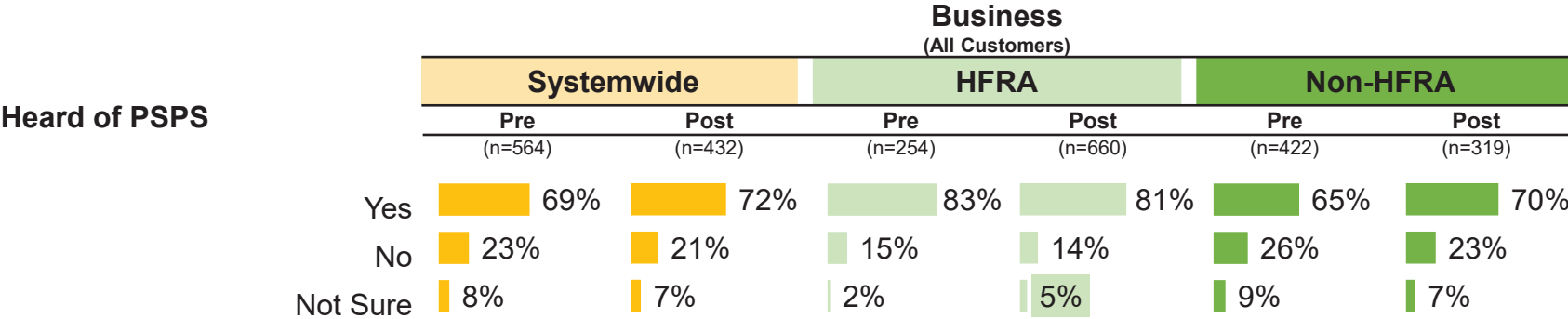
Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Communications

Among All Business Customers

PSPS Awareness – All Customers

- BIZ Customers in HFRA are significantly more likely to say they have heard of a Public Safety Power Shutoff (81% vs. 70% in non-HFRA).
- The systemwide incidence among BIZ customers (72%) is equal to that found among RES customers systemwide (69%).



Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Sources – All Customers

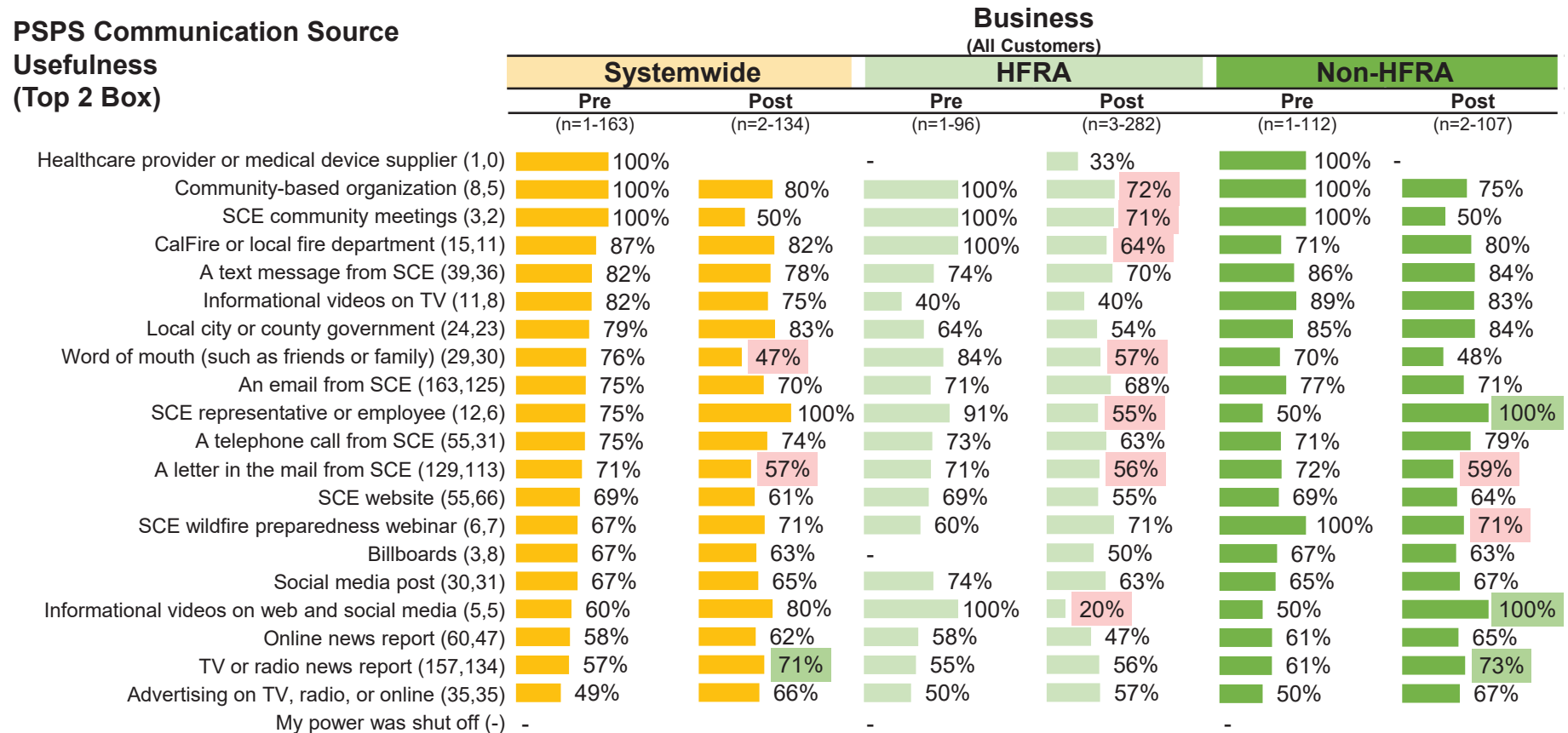
- PSPS awareness among HFRA businesses that is attributed to an email from SCE or SCE.com increased in the Post-
- SCE sources (emails and letters) are two of the three most frequently cited sources.

PSPS Source	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=390)	Post (n=311)	Pre (n=212)	Post (n=533)	Pre (n=274)	Post (n=224)
An email from SCE	42%	41%	45%	53%	37%	37%
TV or radio news report	40%	43%	41%	37%	41%	48%
A letter in the mail from SCE	33%	37%	42%	41%	29%	34%
Online news report	15%	15%	12%	14%	17%	19%
A telephone call from SCE	14%	10%	19%	15%	14%	11%
SCE website	14%	21%	15%	20%	12%	20%
A text message from SCE	10%	12%	15%	19%	8%	11%
Advertising on TV, radio, or online	9%	12%	11%	8%	9%	13%
Social media post	8%	11%	9%	13%	7%	12%
Word of mouth (such as friends or family)	7%	10%	9%	12%	7%	9%
My power was shut off	7%	8%	10%	14%	6%	5%
Local city or county government	6%	7%	5%	5%	7%	8%
CalFire or local fire department	4%	4%	5%	4%	3%	4%
SCE representative or employee	3%	2%	5%	2%	1%	3%
Informational videos on TV	3%	3%	2%	1%	3%	3%
Community-based organization	2%	2%	3%	3%	1%	2%
SCE wildfire preparedness webinar or online meeting	2%	2%	2%	1%	1%	3%
Informational videos on web and social media	1%	2%	<1%	1%	1%	2%
Billboards	1%	3%	<1%	1%	1%	4%
SCE community meetings	1%	1%	1%	1%	<1%	1%
Healthcare provider or medical device supplier	<1%	-	-	1%	<1%	-
Other	5%	2%	8%	5%	4%	1%
Not sure	3%	3%	2%	3%	3%	3%

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs? Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of PSPS Sources – All Customers

- The usefulness of 7 different sources of PSPS information declined for HFRA businesses, including letters from SCE (71% to 56%).



Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from ...?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction w/ SCE.com PSPS Info – All Customers

- Two-thirds (62%) of those who used SCE.com for PSPS information report being satisfied with it (unchanged from Pre-).

Satisfaction with PSPS Information on SCE.com	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=55)	Post (n=66)	Pre (n=32)	Post (n=108)	Pre (n=32)	Post (n=44)
NET: Satisfied (Top 2 Box)	67%	62%	66%	60%	69%	66%
Extremely Satisfied - 5	35%	27%	28%	29%	44%	32%
4	33%	35%	38%	31%	25%	34%
3	25%	30%	28%	23%	25%	27%
2	7%	5%	6%	11%	6%	2%
1	-	3%	-	6%	-	5%
Mean	3.9	3.8	3.9	3.7	4.1	3.9

Q18b. [PSPS SOURCE = SCE Website] How satisfied were you with the Public Safety Power Shutoff information provided on the SCE website?

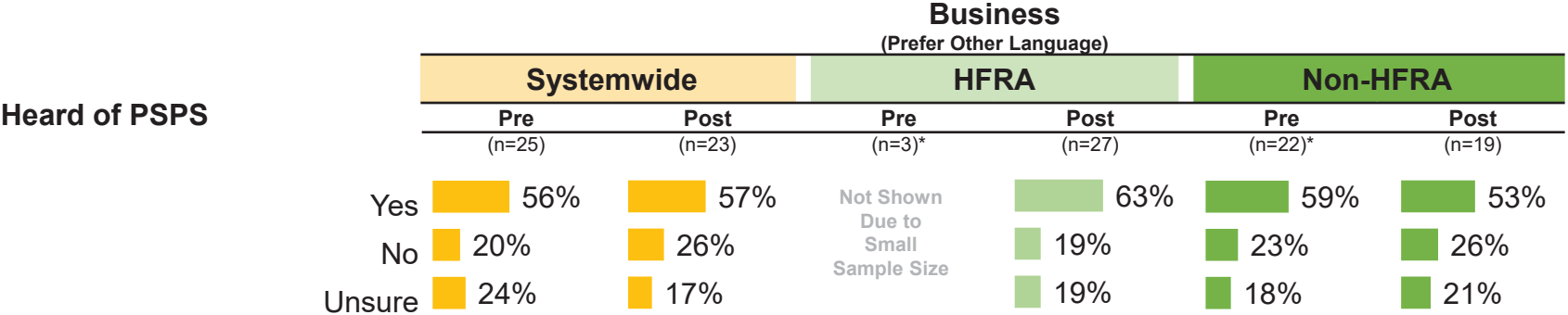
Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Communications

Among Customers Who Prefer Other Languages

PSPS Awareness – Prefer Other Languages

- As reported previously, with so few BIZ customers preferring other languages (4%-5%), when their numbers are reduced to those who have heard of PSPS, the sample sizes prevent meaningful analysis.
- That said, the incidence of PSPS awareness among all BIZ customers systemwide (72%) is higher than that found among those who prefer other languages (57%).

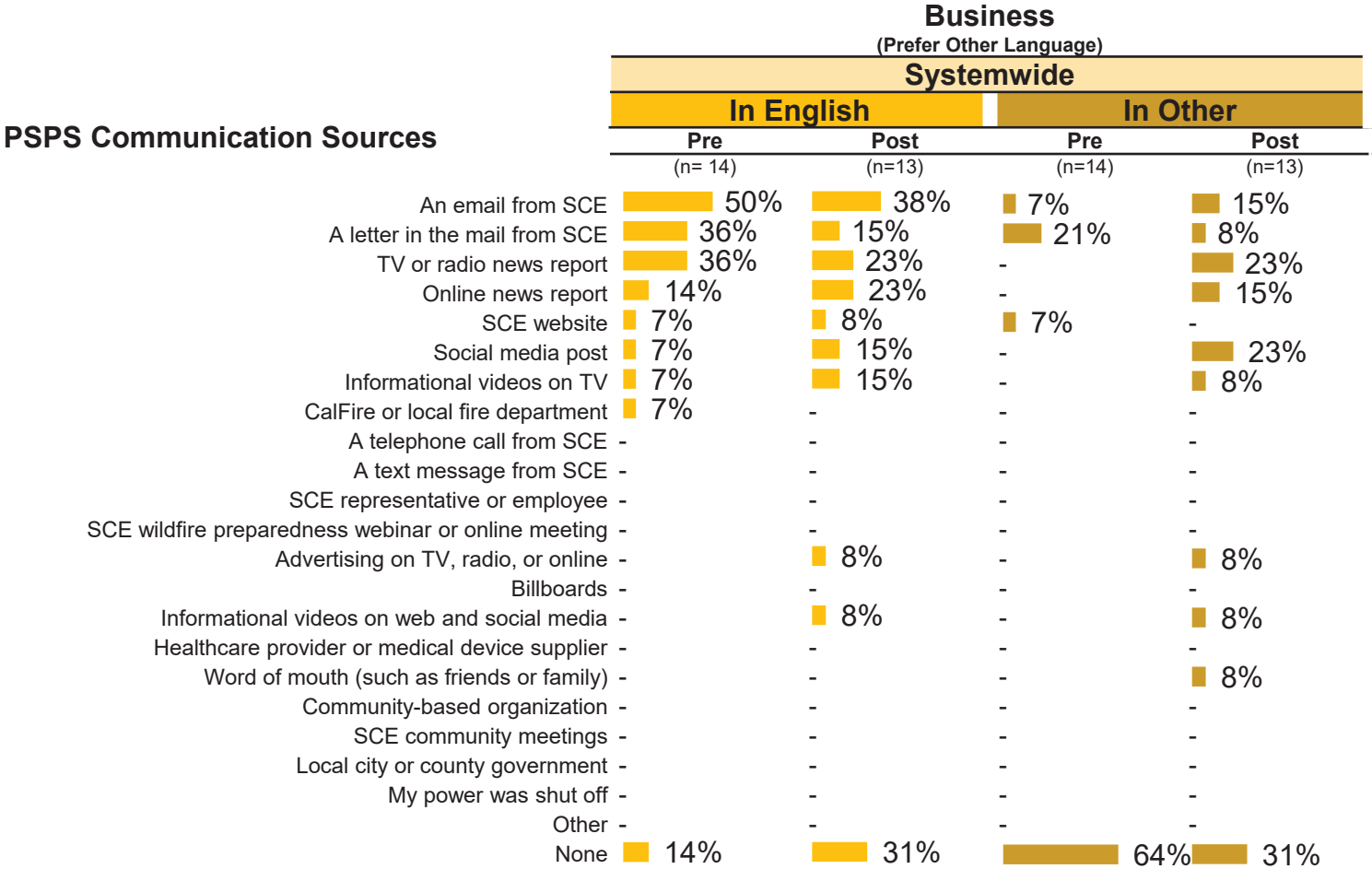


Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Sources – Prefer Other Languages

- Small sample sizes prevent any meaningful analysis.



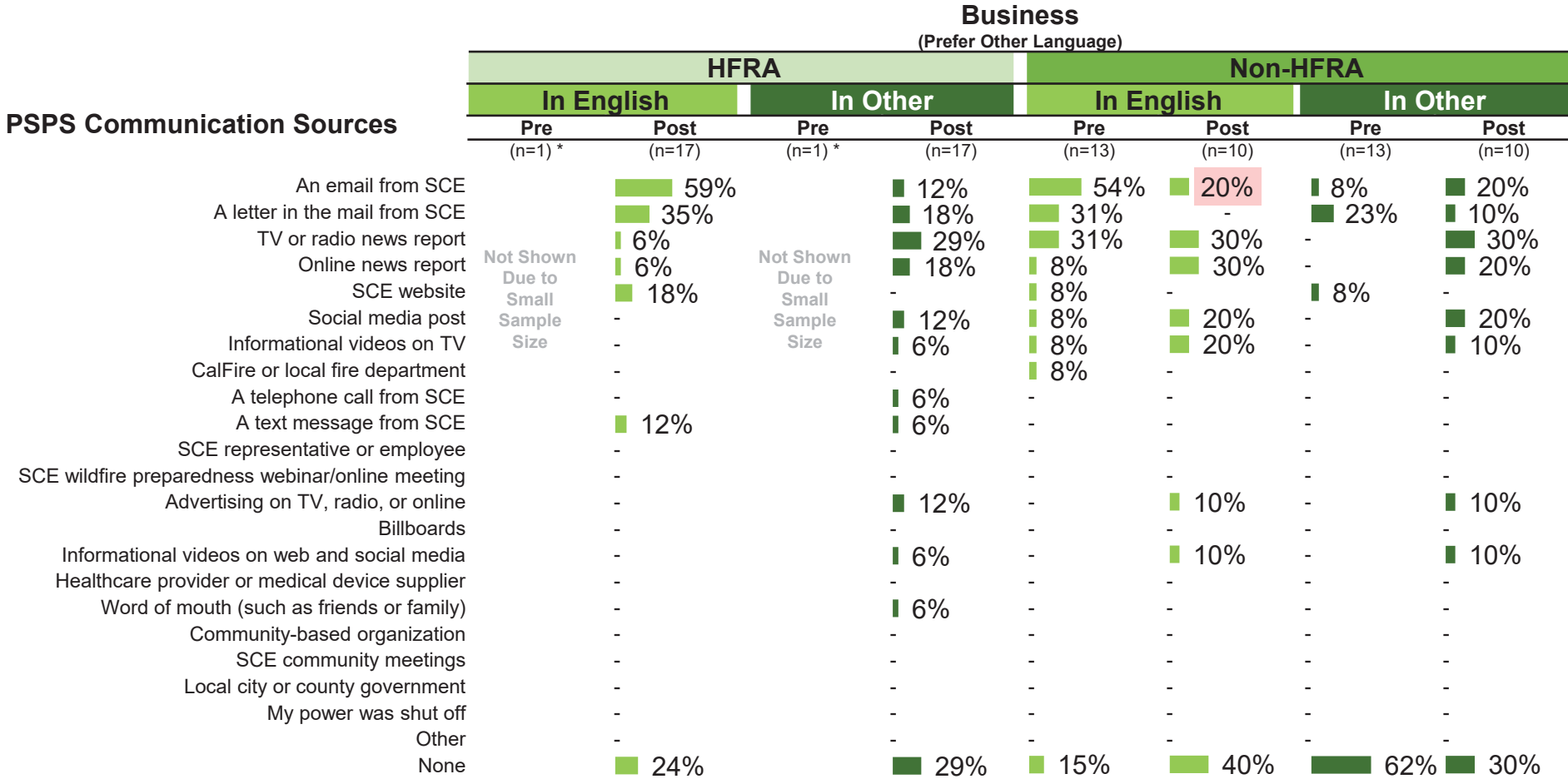
Shading indicates a significant difference at the 90% confidence level between Pre and Post

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs?

Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

PSPS Sources – Prefer Other Languages

- Small sample sizes prevent any meaningful analysis.



Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs? Shading indicates a significant difference at the 90% confidence level between Pre and Post
Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of PSPS Sources – Prefer Other

- Small sample sizes prevent any meaningful analysis.

Usefulness of PSPS
Communication Source ...
(Top 2 Box)

Business (Prefer Other Language)			
Systemwide			
In English		In Other	
Pre	Post	Pre	Post
(n=1-7) *	(n=1-5) *	(n=1) *	(n=1-3) *

- SCE website (1,1)
- Informational videos on TV (1,2)
- CalFire or local fire department (1,0)
- A letter in the mail from SCE (5,2)
- TV or radio news report (5,3)
- An email from SCE (7,5)
- Online news report (2,3)
- A text message from SCE (0,0)
- Advertising on TV, radio, or online (0,1)
- Social media post (1,2)
- Informational videos on web and social media
- A telephone call from SCE
- SCE representative or employee
- SCE wildfire preparedness webinar or online meeting
- Billboards
- Healthcare provider or medical device supplier
- Word of mouth (such as friends or family)
- Community-based organization
- SCE community meetings
- Local city or county government
- My power was shut off

Not Shown Due to
Small Sample Size

Not Shown Due to
Small Sample Size

Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from ...?

Q19B2. And, how useful was the information in LANGUAGE from...?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Usefulness of PSPS Sources – Prefer Other

- Small sample sizes prevent any meaningful analysis.

Usefulness of PSPS Communication Source ... (Top 2 Box)	Business (Prefer Other Language)							
	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	Pre (n=1) *	Post (n=1-10) *	Pre (n=0) *	Post (n=1-5) *	Pre (n=1-7) *	Post (n=1-3) *	Pre (n=1) *	Post (n=1-3) *
SCE website (1,1)								
Informational videos on TV (1,2)								
CalFire or local fire department (1,0)								
A letter in the mail from SCE (5,2)								
TV or radio news report (5,3)								
An email from SCE (7,5)								
Online news report (2,3)								
A text message from SCE (0,0)								
Advertising on TV, radio, or online (0,1)								
Social media post (1,2)								
Informational videos on web and social media								
A telephone call from SCE								
SCE representative or employee								
SCE wildfire preparedness webinar or online meeting								
Billboards								
Healthcare provider or medical device supplier								
Word of mouth (such as friends or family)								
Community-based organization								
SCE community meetings								
Local city or county government								
My power was shut off								

Not Shown Due to Small Sample Size

Not Shown Due to Small Sample Size

Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from ...?

Q19B2. And, how useful was the information in LANGUAGE from...?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Preparedness / Satisfaction

Among All Business Customers

Preparedness – All Customers

- Those BIZ customers who say they are somewhat prepared (40%) or completely prepared (17%) is comparable to that found among RES customers systemwide (44%/13%). Preparedness increased for both BIZ and RES customers in the Post-.
- Unlike Residential, the level of preparedness in HFRA and non-HFRA is comparable.

Level of Preparedness	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
<u>NET: PREPARED</u>	55%	58%	65%	62%	53%	55%
Completely prepared	13%	17%	19%	17%	11%	18%
Somewhat prepared	42%	40%	45%	45%	42%	38%
<u>NET: NOT PREPARED</u>	45%	42%	35%	38%	47%	45%
Not very prepared	26%	23%	23%	22%	26%	26%
Not at all prepared	19%	19%	13%	15%	21%	19%

Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Preparedness Actions Taken – All Customers

- Unlike Residential customers where actions taken increased pre- to post-, especially in HFRA, the incidence of having acted among Business customers shrank for the top 4 actions.

Actions Taken	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
Purchased new lanterns or flashlights	26%	20%	34%	25%	23%	18%
Purchased enough water to last for several days without power	26%	17%	28%	27%	23%	18%
Prepared an emergency kit with food, water or medicine	24%	18%	24%	25%	23%	18%
Purchased enough non-refrigerated food to last for several days without power	21%	14%	22%	21%	21%	15%
Signed up for notifications from SCE	17%	20%	24%	25%	13%	19%
Acquired a back-up generator	16%	16%	31%	21%	13%	15%
Went to SCE website	16%	19%	15%	21%	16%	19%
Developed an emergency plan	15%	14%	18%	16%	12%	14%
Purchased/used a battery powered radio	11%	9%	11%	11%	10%	10%
Removed vegetation from around your home	11%	9%	15%	18%	8%	8%
Have a place to go if without power for a prolonged period	10%	10%	15%	13%	7%	10%
Performed a safety check on your generator for your home	8%	8%	16%	12%	5%	7%
Prepared for multiple-day outage	8%	7%	11%	12%	6%	7%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Preparedness Actions Taken (cont.) – All Customers

- These additional actions were also mostly unchanged among Businesses, while several rose among Residential customers.
- Further, while the percent who took no action among Residential customers shrank, there was no change in this incidence among Businesses.

Actions Taken (continued)	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
Notified others in area about potential power shutoff	7%	6%	12%	12%	5%	5%
Allowed access to property for SCE to trim trees	6%	5%	14%	12%	4%	5%
Checked the SCE mobile app	5%	3%	5%	6%	4%	3%
Acquired battery storage technology	4%	6%	6%	7%	3%	6%
Activated your emergency plan	3%	3%	4%	5%	2%	3%
Went SCE's social media (follow up with Nextdoor/Facebook/Twitter, Other)	2%	3%	2%	2%	2%	2%
Followed SCE on Facebook	1%	2%	2%	1%	1%	2%
Followed SCE on Twitter	1%	1%	1%	1%	1%	1%
Attended SCE Community meeting, wildfire preparedness webinar or online meeting	1%	1%	1%	1%	1%	1%
Signed up for Medical Baseline Program	1%	1%	1%	1%	1%	1%
Visited SCE Community Resource Center	<1%	2%	1%	1%	1%	1%
Attended a community-based organization event	<1%	1%	1%	1%	1%	1%
Received Critical Care Backup Battery from SCE	<1%	<1%	-	<1%	<1%	<1%
Other, please describe:	7%	9%	7%	6%	7%	10%
I have not taken any action	31%	32%	22%	23%	34%	33%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Opinion of SCE’s PSPS Program – All Customers

- Regarding opinions of SCE’s PSPS program, the systemwide BIZ customer survey results are again almost identical to those found among RES customers
- The overall opinion of Businesses in HFRA about SCE’s PSPS program actually rose.

Opinion of PSPS	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
NET: Positive (Top 2 Box)	51%	54%	44%	53%	53%	55%
Very Positive - 5	31%	30%	24%	29%	33%	31%
4	20%	24%	20%	25%	20%	24%
3	21%	23%	23%	19%	21%	24%
2	9%	6%	10%	9%	8%	4%
1	8%	6%	15%	12%	5%	5%
Not Sure	11%	11%	7%	7%	12%	12%
Mean	3.6	3.8	3.3	3.5	3.8	3.8

Q22. Overall, what is your opinion of SCE’s Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Ratings of SCE Attributes – All Customers

- The percent agreeing and the rank order across these 9 statements about SCE’s PSPS performance are again nearly identical for RES and BIZ customers systemwide.
- These attitudes are virtually unchanged pre- to post-.





































% Agree (Top 2 Box) SCE...	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
Is committed to restoring power to customers affected by wildfires	71%	70%	72%	69%	69%	69%
Is working to keep my community safe	67%	65%	63%	60%	68%	65%
Shows care and concern for customers	66%	62%	59%	56%	68%	62%
Is committed to wildfire safety	62%	64%	63%	63%	62%	63%
Takes proactive measures to protect the electricity grid from wildfires	61%	57%	64%	61%	61%	57%
Makes an effort to communicate with all customers about wildfires	60%	65%	62%	63%	59%	63%
Is proactive in taking steps to address wildfire risks	60%	60%	63%	58%	60%	60%
Is a company I trust to act in the best interest of its customers	58%	56%	53%	52%	60%	57%
Is helping me prepare for wildfire season	48%	52%	47%	48%	48%	50%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction w/ SCE's WF Efforts – All Customers

- There was no change in the distribution of Business satisfaction with SCE's overall WF efforts except for a small increase in the percent dissatisfied in HFRA.
- There is little difference in the ratings from BIZ customers in and out of HFRA.

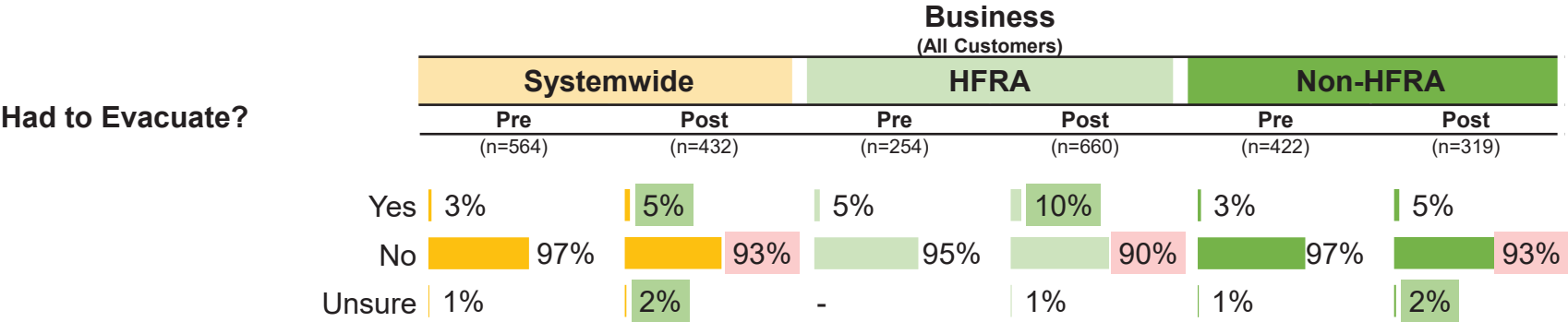
Satisfaction with Efforts	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
NET: Satisfied (Top 2 Box)	 60%	 59%	 60%	 57%	 60%	 57%
Extremely Satisfied - 5	 32%	 28%	 28%	 25%	 32%	 29%
4	 28%	 31%	 31%	 32%	 28%	 28%
3	 30%	 32%	 27%	 28%	 30%	 34%
2	 6%	 6%	 6%	 9%	 6%	 7%
1	 4%	 3%	 8%	 6%	 3%	 3%
Mean	3.8	3.8	3.7	3.6	3.8	3.7

Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Evacuation Experience – All Customers

- As with RES customers, the proportion of BIZ customers who have had to evacuate rose to 5% Systemwide and 10% in HFRA.



Q23. In the past few months, have you had to evacuate due to wildfires in your area?

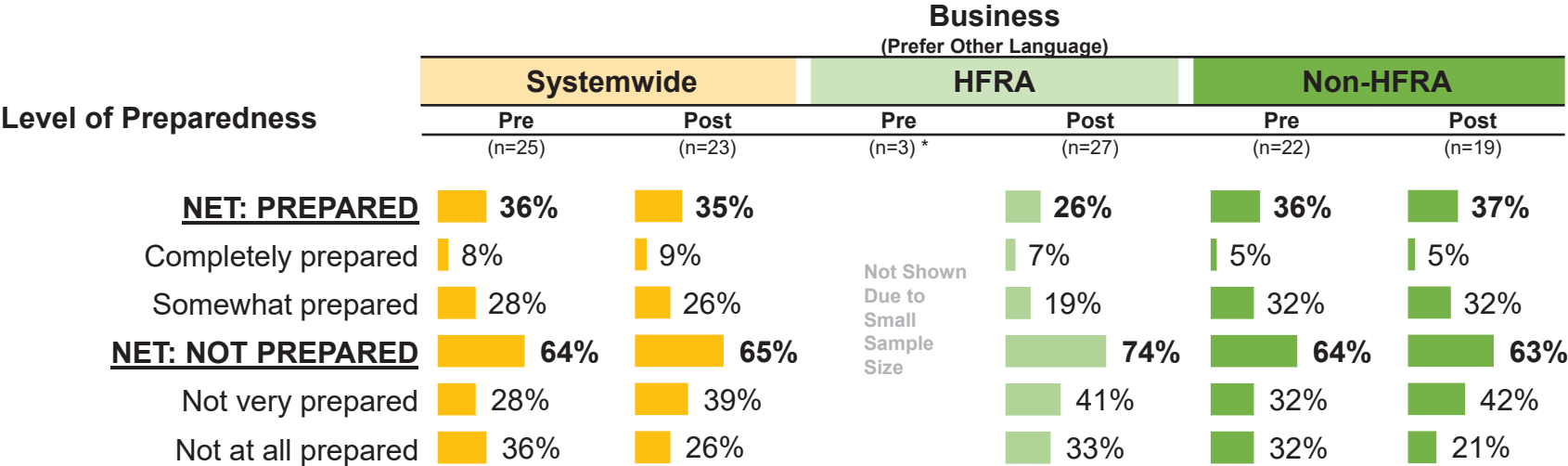
Shading indicates a significant difference at the 90% confidence level between Pre and Post

PSPS Preparedness / Satisfaction

Among Customers Who Prefer Other Languages

Preparedness – Prefer Other Languages

- As reported previously, with so few Business customers preferring other languages (4-5%), the sample sizes prevent meaningful analysis.
- That said, the incidence of preparedness among all BIZ customers systemwide (58%) is higher than that found among those who prefer other languages (35%).



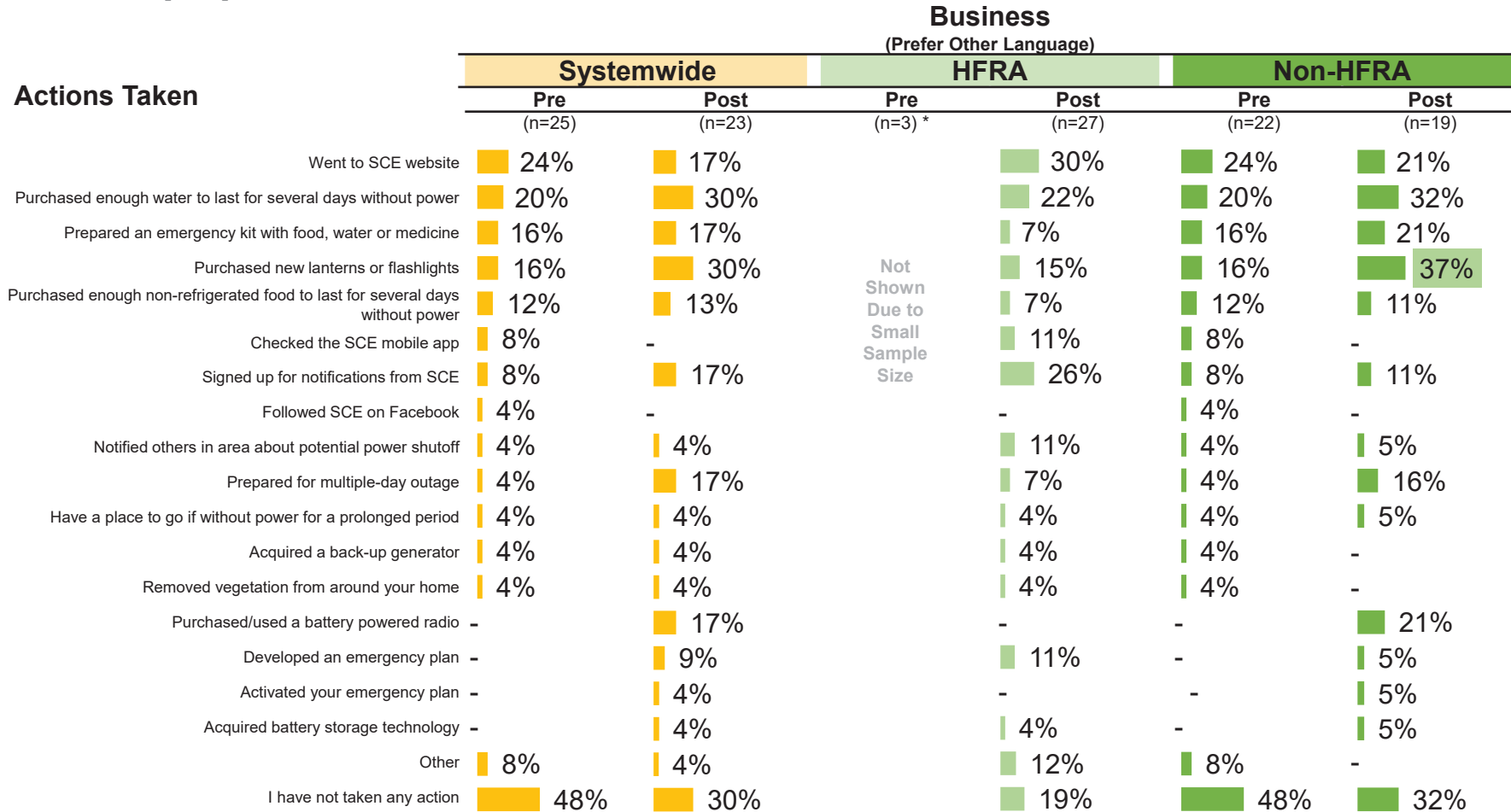
Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Preparedness Actions Taken – Prefer Other

- While the small sample sizes make for a thin analysis, there was a directional decline in the proportion of BIZ customers systemwide who have not taken any preparedness action (to 30% from 48%).



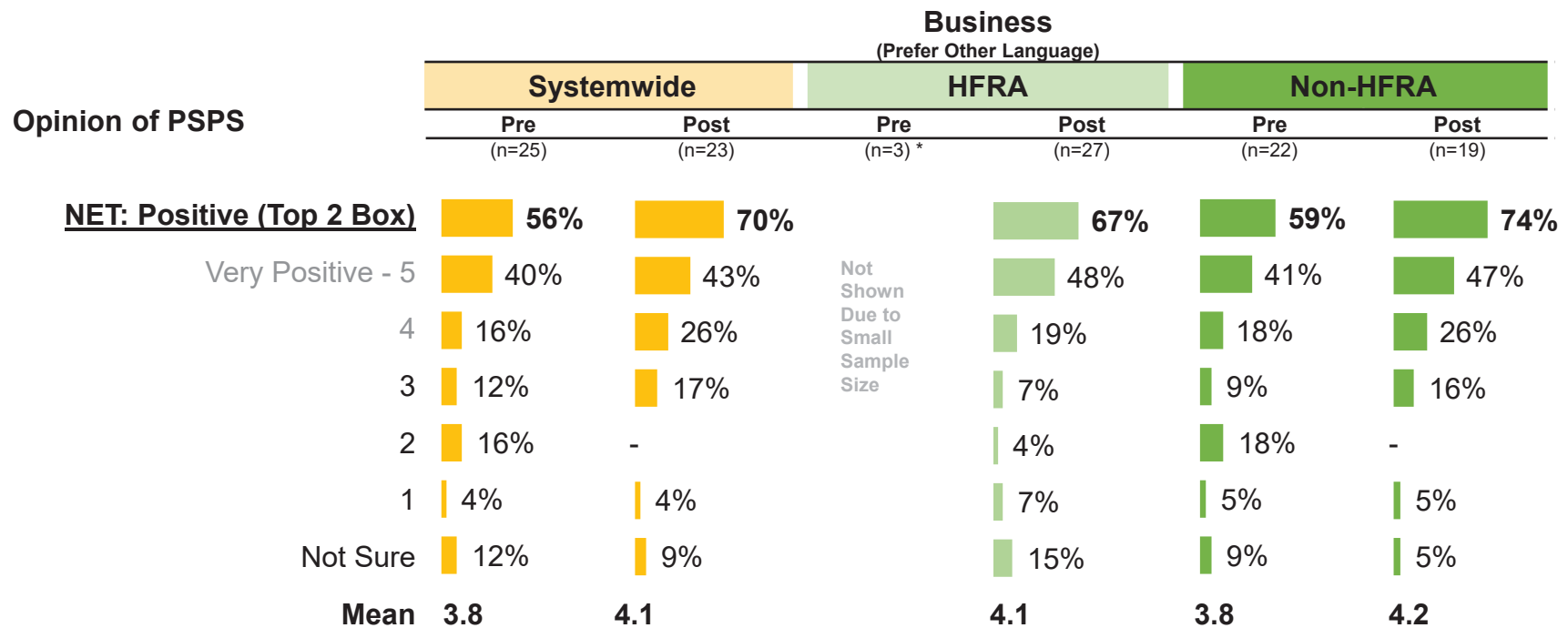
Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Opinion of SCE's PSPS Program – Prefer Other

- The small sample sizes prevent what appears to be large shifts from being meaningful. That said, there is a directional improvement in the opinion of BIZ customers who prefer other languages (from 56% to 70%).



Q22. Overall, what is your opinion of SCE's Public Safety Power Shutoff program?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Ratings of SCE Attributes – Prefer Other Languages

- There were no detectable changes in the ratings of SCE on these wildfire-related attributes.

% Agree (Top 2 Box)	Business (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=25)	Post (n=23)	Pre (n=3) *	Post (n=27)	Pre (n=22)	Post (n=19)
SCE... Is committed to restoring power to customers affected by wildfires	76%	70%		78%	73%	68%
Makes an effort to communicate with all customers about wildfires	76%	70%		67%	73%	68%
Takes proactive measures to protect the electricity grid from wildfires	72%	65%	Not Shown Due to Small Sample Size	70%	73%	68%
Shows care and concern for customers	72%	74%		70%	73%	74%
Is working to keep my community safe	72%	70%		70%	68%	68%
Is proactive in taking steps to address wildfire risks	68%	65%		67%	68%	63%
Is committed to wildfire safety	68%	65%		70%	68%	63%
Is a company I trust to act in the best interest of its customers	64%	70%		70%	68%	68%
Is helping me prepare for wildfire season	64%	61%		56%	64%	68%

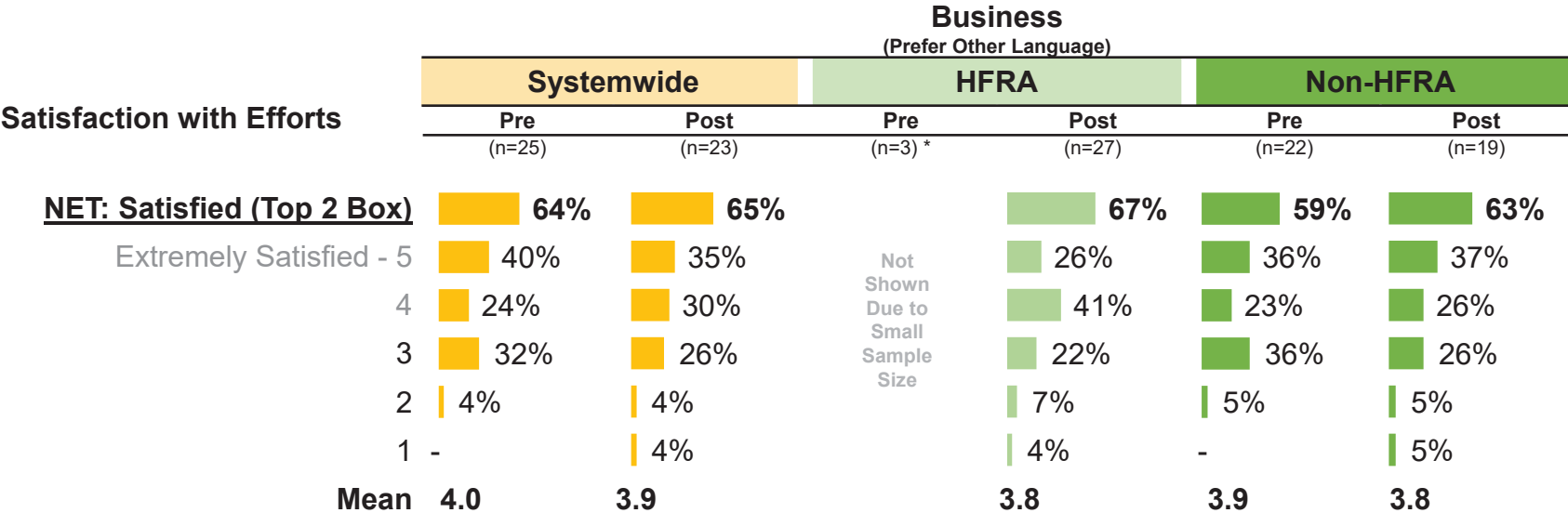
Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Satisfaction w/ SCE's WF Efforts – Prefer Other

- There were no detectable changes in satisfaction with SCE's overall wildfire efforts.



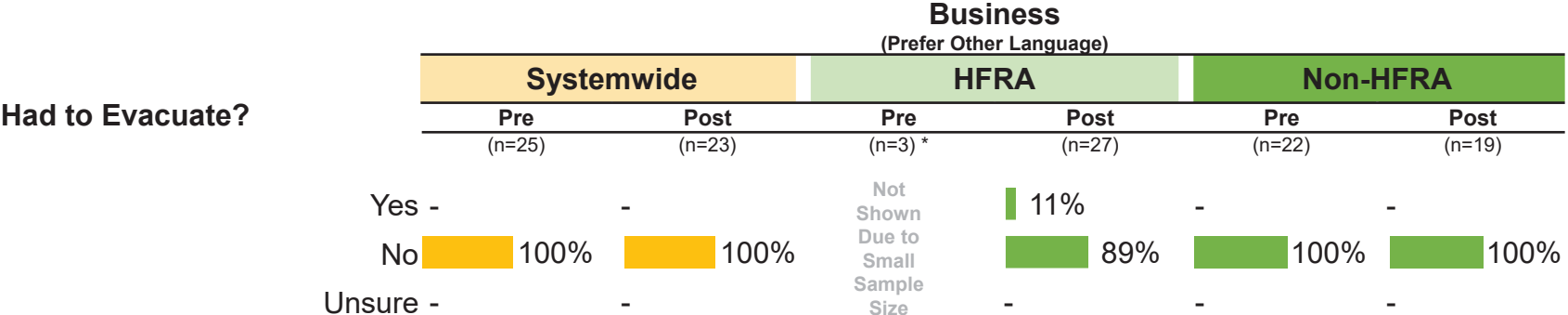
Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Evacuation Experience – Prefer Other Languages

- Very few of the Business customers who prefer other languages report having experienced an evacuation.



Q23. In the past few months, have you had to evacuate due to wildfires in your area?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Suggested Improvements to WF Comms

Among All Customers

Suggested Improvements to WF Comms

Specific Suggestions – Pre-	Specific Suggestions – Post-
Adding a link to the website on the homepage to direct users to a wildfire preparedness page	As a restaurant that would loose all of their product stored in the fridge/freezer with emergency preventative shut offs - figure out a way to maintain the equipment better so that there isn't a need for shut offs as this is a new thing in the last 3 years... evaluate what has changed in the maintenance protocol in the last 5-10 that is causing issues to arise now.
BETTER SOCIAL MEDIA PRESENCE ON ALL PLATFORMS, BILLBOARDS TOO	Be more specific as to impacted locations. In Orange County there was little impact in our location.
Checklist for preparing to evacuate	Communicate a consistent message across as many different channels and platforms as possible.
Could post more about wildfire on social media	Feature short stories about victims (especially the animals) of wildfire to reiterate the importance of observing safety and preparedness.
Email is a best for preparedness. for emergencies text is better.	I have had a great experience, and the information has been very consistent. In addition, our account representative is very responsive!
Email or Text brief amounts of information, just as done recently was fine. We made sure to limit and reduce our industrial equipment load during peak times during the heat waves last month that also coincided with some of the fires.	I think SCE is doing a good job in keep the community informed. It's difficult to motivate people to act until the situation is upon them.
Giving sources to cheap maintenance companies. For example, yearly brush clearance required by the city - it would be helpful if there was some government sponsored assistance to help those who are struggling to pay for it.	Maybe before summer starts to get people prepared. Especially when they know there is going to be a wind storm.
I am not sure as I live in a dense commercial area that is not really affected by wildfires. The serious health hazard from spreading smoke is our main concern.	Let us know what you are doing to protect the SCE equipment in remote areas prone to wildfires besides the planned outages. Show photos of progress like clearing the brush from around the equipment or towers. Coming up with other solutions. What is your plan?
I think SCE is doing a good job. If people are on an auto pay plan they may not see info included with bill so an extra email or mailing in a special envelope might help. I don't do much social networking...does SCE use this method to get out info?	SCE may improve communications about wildfire using social media such as Facebook, twitter, Instagram etc. Additionally, community base organizations are very effective to spread awareness of wildfire preparedness.
I think SCE should share their tips for fire safety that are electrical grid related, as well ass reiterate the local governments fire requirements, especially brush clearance guidelines for high fire areas.	STOP sending us information in the mail in spanish only!!!! Only in English and not assume a family only speaks spanish because of the last name.
Improve web page information IE: the interactive map	Webinar regarding wildfire preparedness, through Facebook and Instagram.

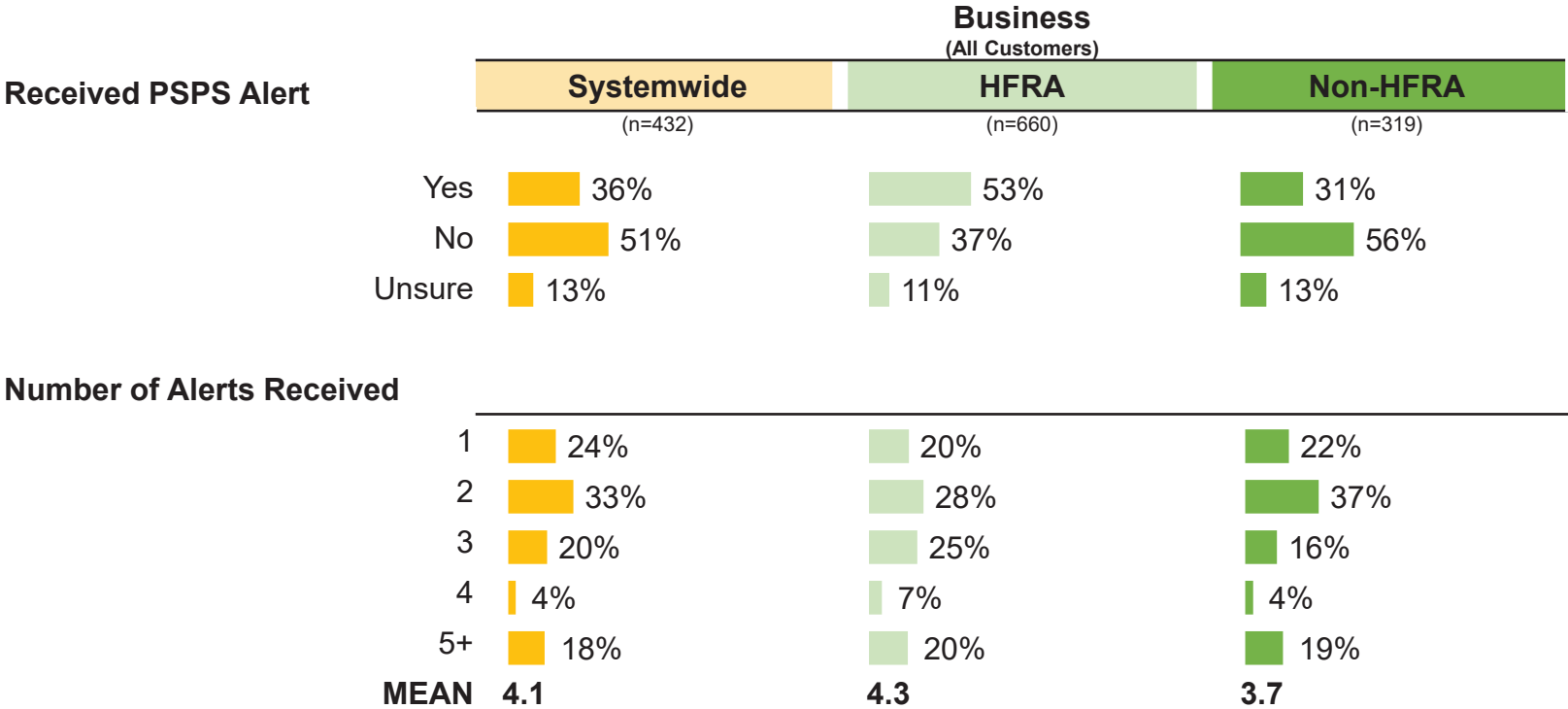
Q13. [RECALL COMMUNICATION] In what ways could SCE improve their communications about wildfire preparedness?

Recent PSPS Notifications

Among All Customers

Received PSPS Alert – All Customers

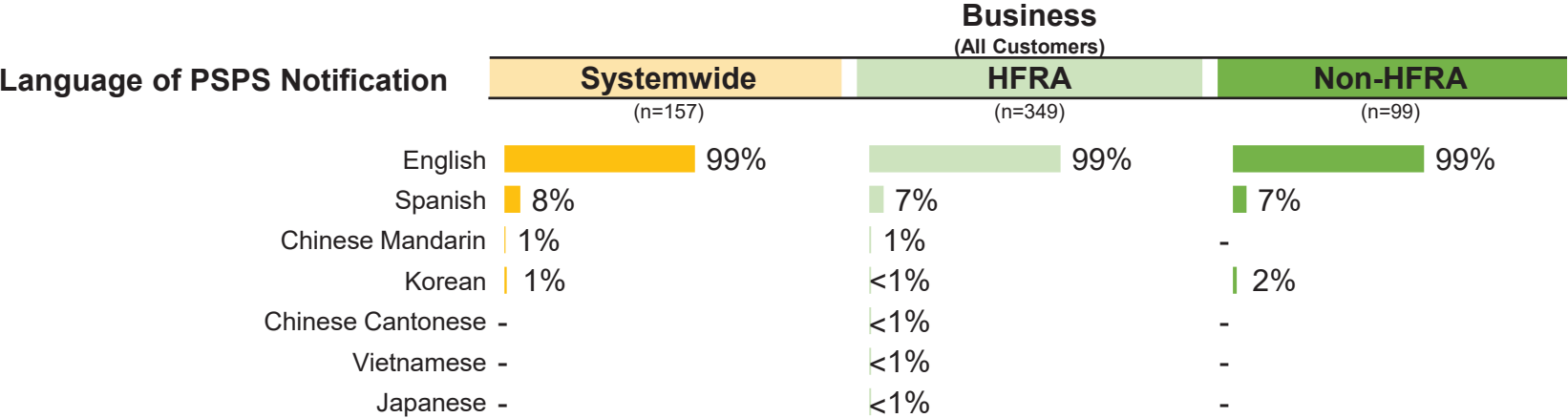
- As with the Residential survey results, HFRA customers are more likely to have received an alert (53% vs. 31% in non-HFRA). On average, they report having received 4.3 alerts.



QPQ1 - Did you receive any Public Safety Power Shutoff (PSPS) alerts or notifications in the past few months?
 QPQ2 - [RECEIVED ALERT] How many alerts did you receive?

Language of PSPS Alert – All Customers

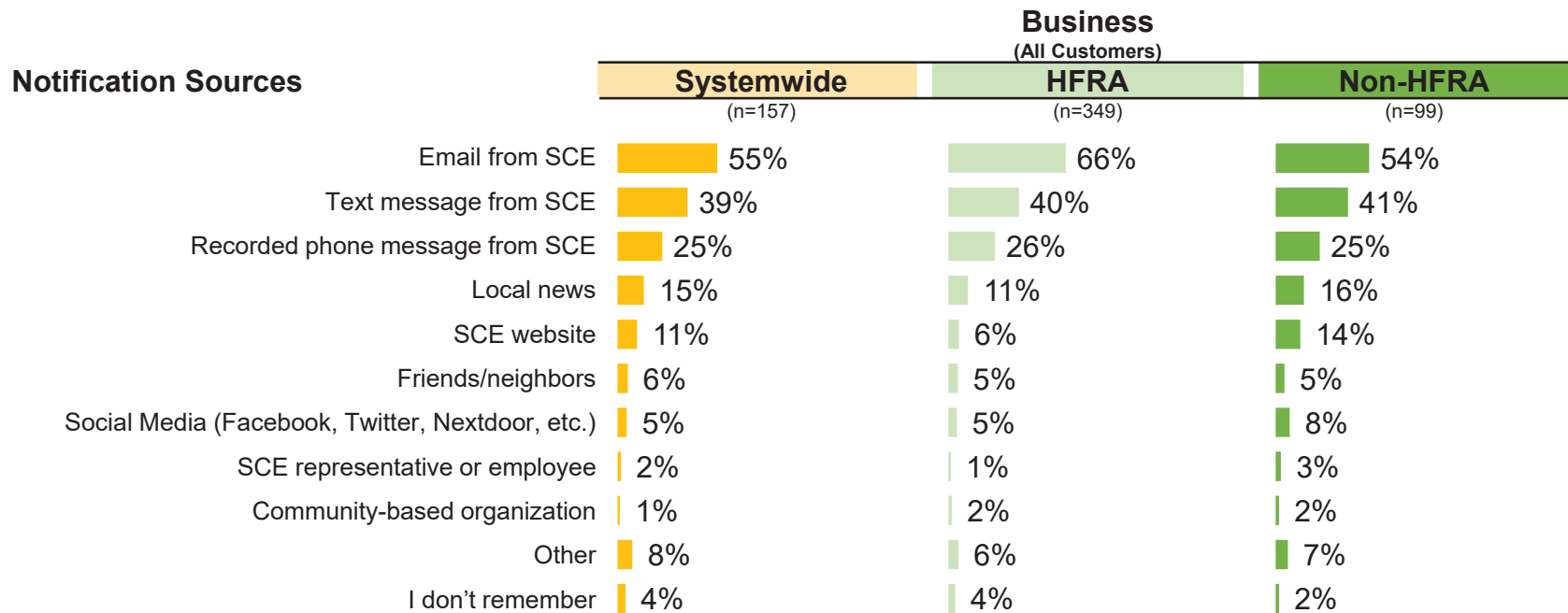
- Business customers report seeing notifications in fewer languages compared to Residential customers.
- At least a few BIZ customers report seeing one of 6 languages other than English, whereas RES customers mention 16 different languages.



QPQ3 - [RECEIVED ALERT] In what language(s) was/were the Public Safety Power Shutoff notification(s)?

Alert Sources – All Customers

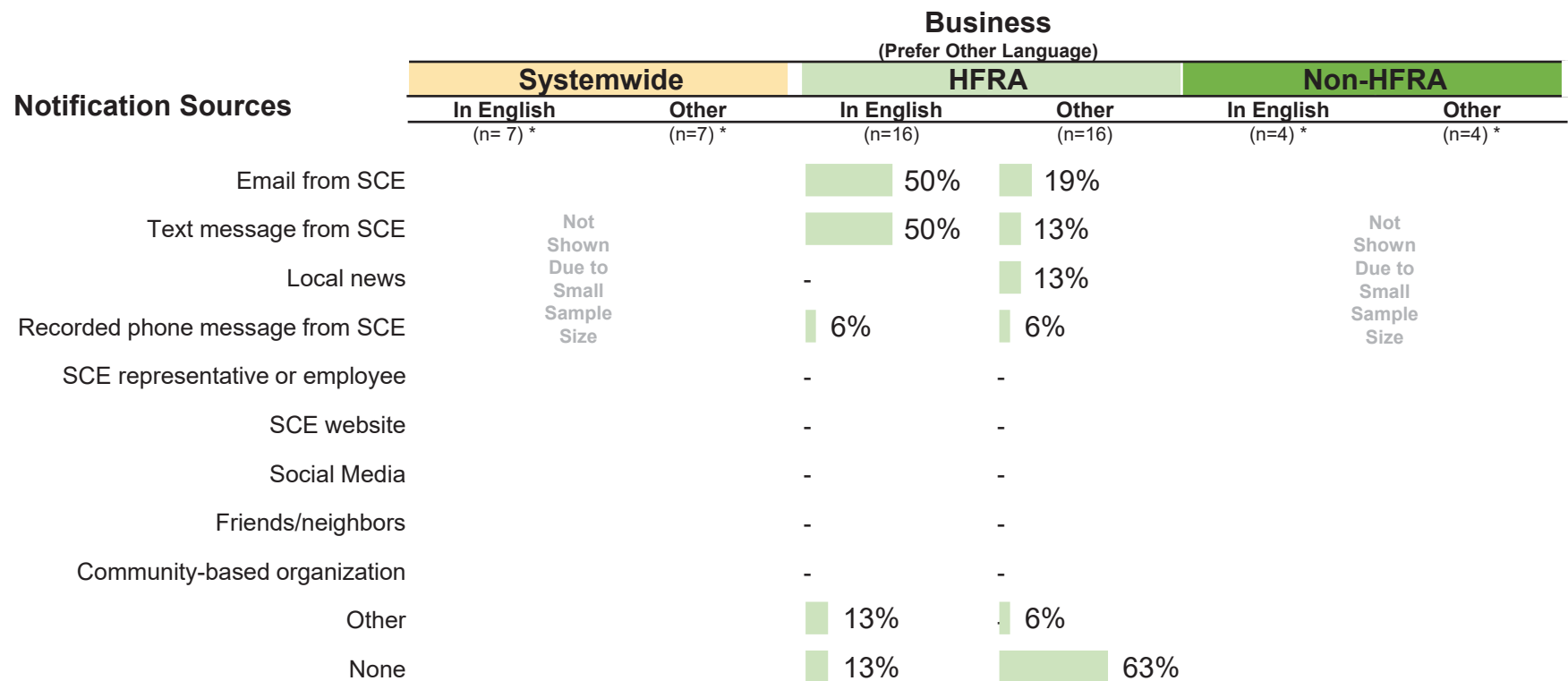
- An email (55%) from SCE is the most frequently mentioned channel for the alerts received, but SCE texts (39%), recorded phone messages from SCE (25%), and SCE.com (11%) are also common.
- Non-SCE sources are rarely mentioned other than local news (15%).
- The profile of channels used for notifications is nearly identical for HFRA and non-HFRA



QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

Alert Sources – Prefer Other Languages

- Caution: Sample sizes are very small.
- More than 6 in 10 HFRA customers who prefer other languages (63%) say they received no alerts in a language other than English



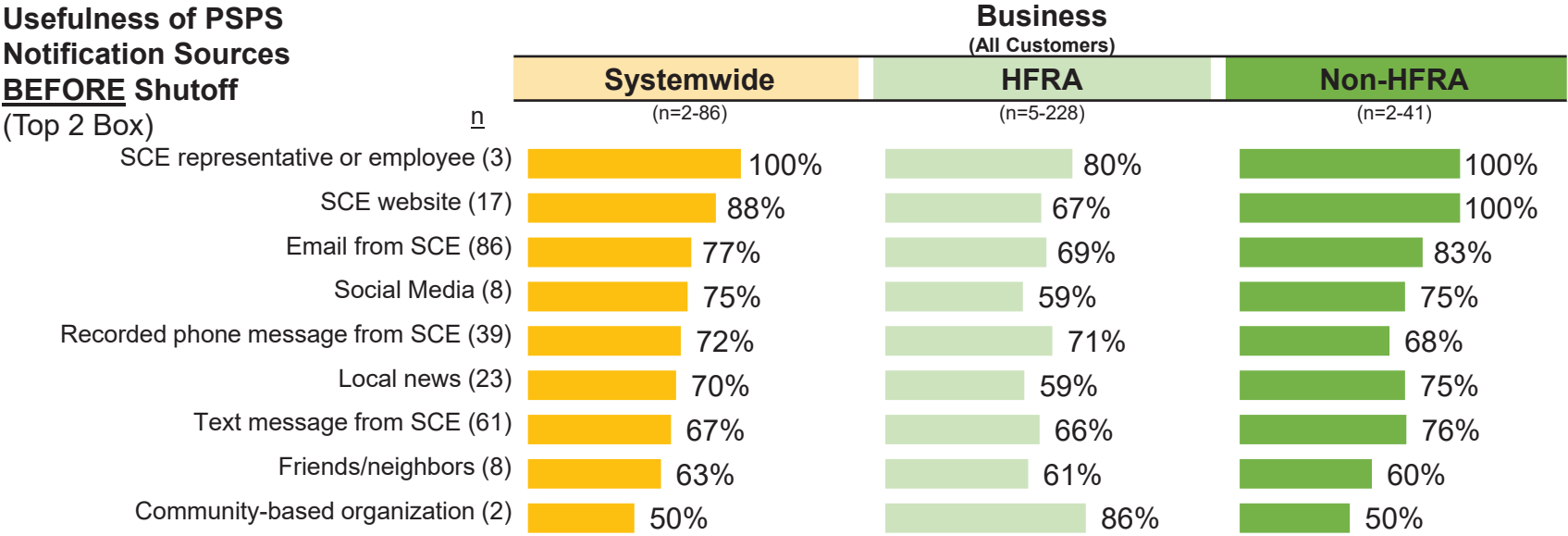
QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

QPQ5 – [RECEIVED ALERT AND PREFER OTHER LANGUAGE] Which, if any, of these sources provided information in English and which provided information in your preferred language?

* Sample Size < 10

Usefulness of Alert Sources– All Customers

- **Caution: Sample sizes are very small.**
- **Customers in HFRA consider just about all of the alert channels less useful than do their non-HFRA counterparts.**



QP6A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE before the Public Safety Power Shutoff via...?

Usefulness of Alert Sources – Prefer Other Languages

- Sample sizes are too small for analysis.

Usefulness of PSPS Notification Sources BEFORE Shutoff (Top 2 Box)

Systemwide		Business (Prefer Other Language)			
		HFRA		Non-HFRA	
In English	Other	In English	Other	In English	Other
(n=2-4) *	(n=1-2) *	(n=1-7) *	(n=1-3) *	(n=2) *	(n=1) *

- SCE website (0)
- Recorded phone message from SCE (0)
- Social Media (2)
- Text message from SCE (0)
- Email from SCE (4)
- Local news (0)
- SCE representative or employee (0)
- Friends/neighbors (0)
- Community-based organization (0)

Not Shown Due to Small Sample Size

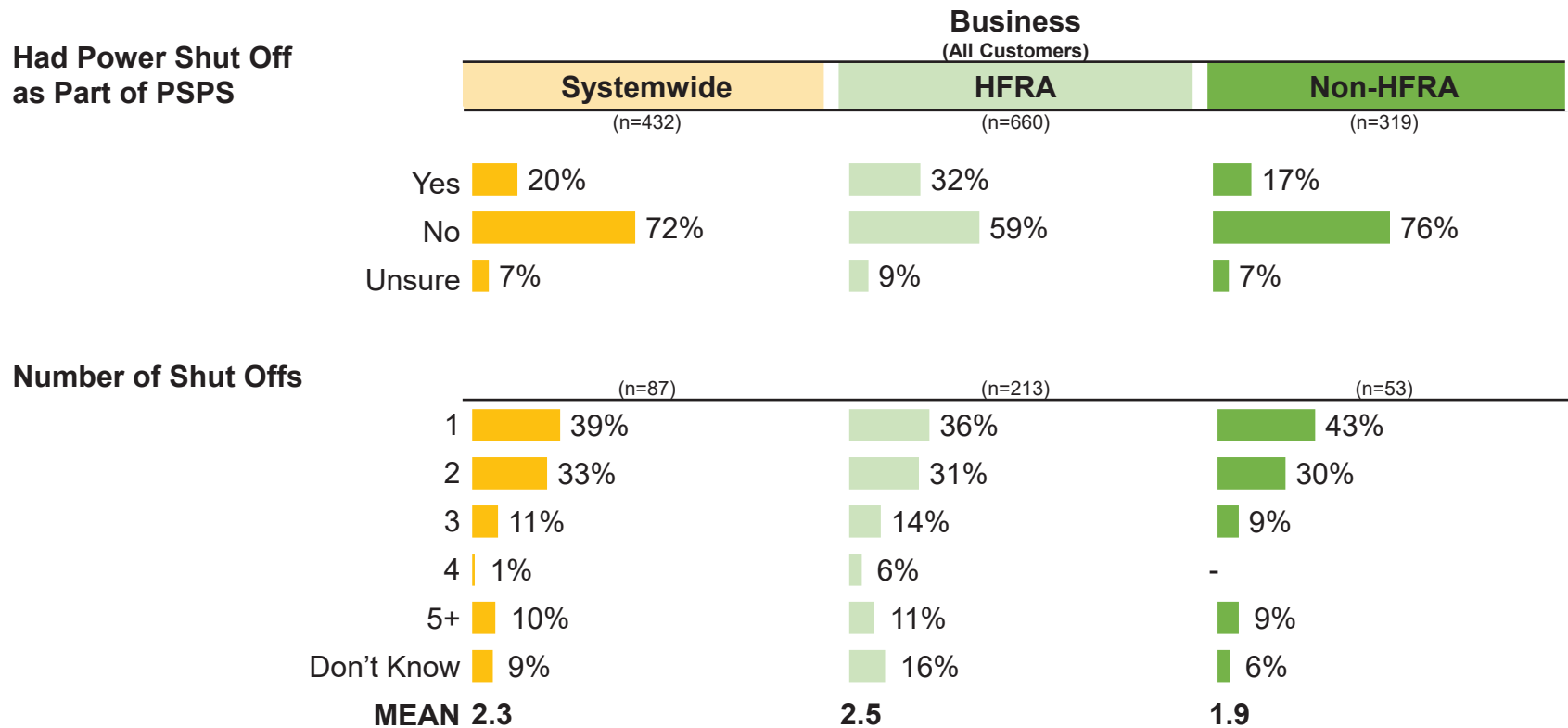
QP6A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE before the Public Safety Power Shutoff via...?

QP6B2. And, how useful was the information in [PREFERRED LANGUAGE] that you received from SCE before the Public Safety Power Shutoff via...?

* Sample Size < 10

Experienced PSPS Events – All Customers

- Experience with PSPS events is common: One in three (32%) HFRA customers and one in six (17%) non-HFRA customers report having had their power shut off.
- Businesses in HFRA also report a higher average number of PSPS events (2.5 vs 1.9).

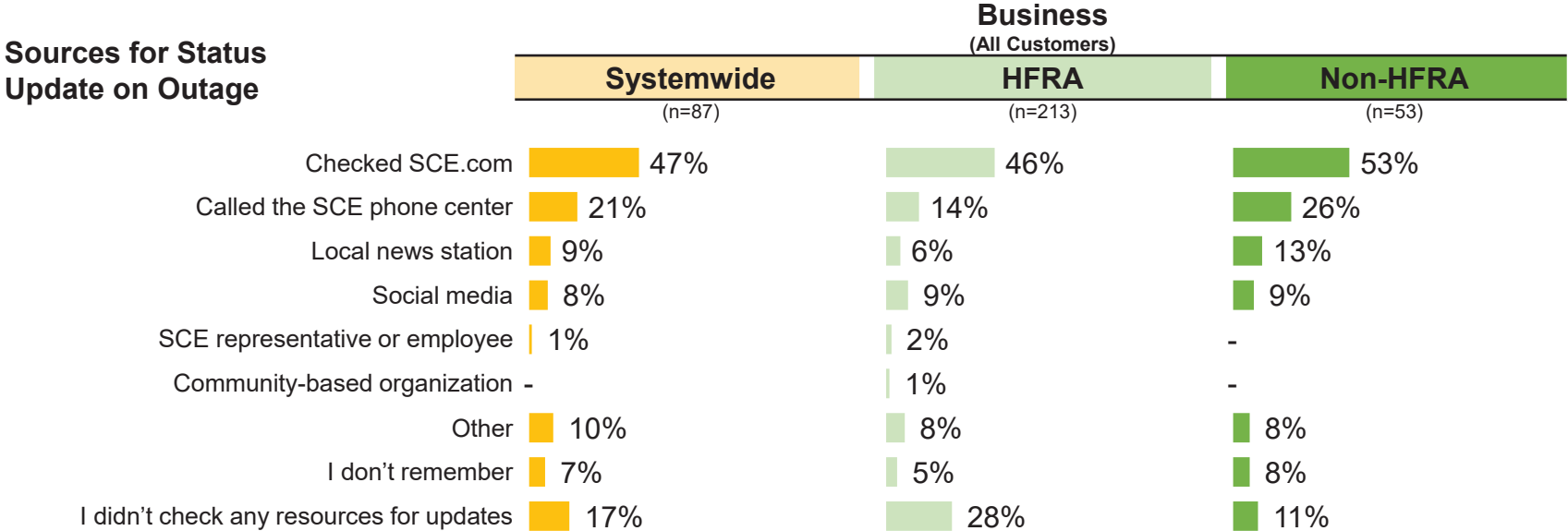


QPQ7. Did you personally have your power shut off at your residence/business by SCE as part of a Public Safety Power Shutoff (PSPS) in 2020--that is, was your power proactively shutoff by SCE due to a high risk of wildfire??

QPQ8. [EXPERIENCED SHUT OFF] How many times was your power shut off due to a PSPS?

Update Sources – All Customers

- Those who experience a PSPS event do seek updates during the events. Only 17% report not doing so, though, this incidence is higher in HFRA (28%).
- The source used most often was SCE.com – both for those in and not in HFRA.



QPQ9. [EXPERIENCED SHUT OFF] When you experienced a Public Safety Power Shutoff, where did you go to check for updates on the status of your outage?

Update Sources – Prefer Other Languages

- Sample sizes are too small for analysis.

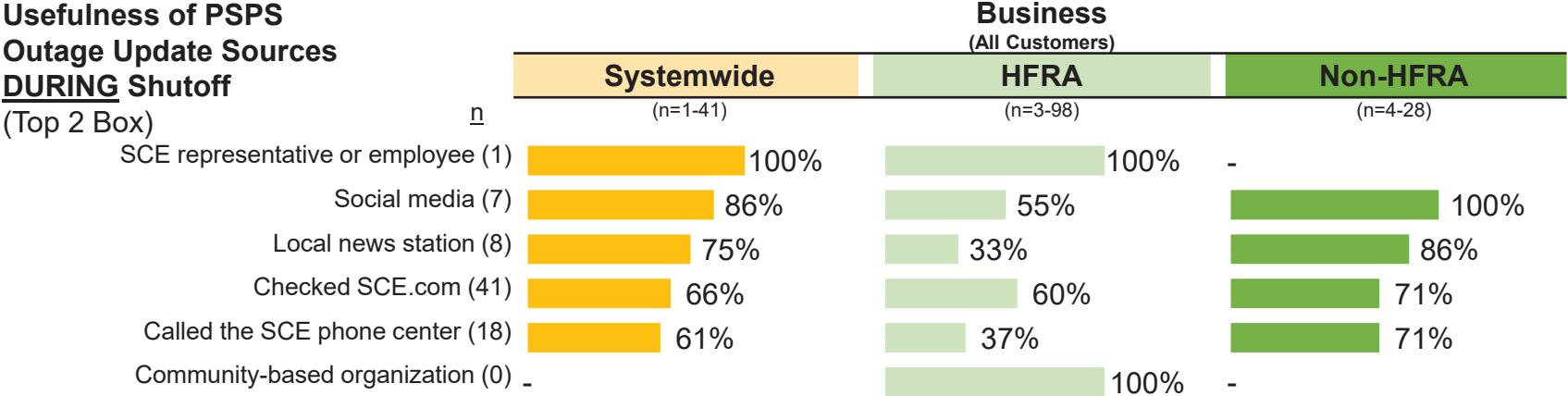
Sources for Status Update on Outage	Business (Prefer Other Language)					
	Systemwide		HFRA		Non-HFRA	
	In English (n= 3)	Other (n=3)	In English (n=9)	Other (n=9)	In English (n=1)	Other (n=1)
Checked SCE.com						
Called the SCE phone center						
Local news station						
Social media						
Community-based organization						
SCE representative or employee						
Other						
None						

Not Shown Due to Small Sample Size

QPQ10 – [EXPERIENCED SHUT OFF AND PREFER OTHER LANGUAGE] Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of Update Sources – All Customers

- Caution: Very small sample sizes.
- 66% of those who used SCE.com rate the website as useful (top 2 box).



QPQ11A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE during the Public Safety Power Shutoff via...?

Usefulness of Update Sources – Prefer Other Languages

- Sample sizes are too small for analysis.

**Usefulness of PSPS
Outage Update Sources
DURING Shutoff
(Top 2 Box)**

Business (Prefer Other Language)					
Systemwide		HFRA		Non-HFRA	
In English	Other	In English	Other	In English	Other
(n=1)	(n=1)	(n=3-4)	(n=1-2)	(n=1)	(n=0)

- Community-based organization (0)
- Local news station (1)
- Checked SCE.com (0)
- Called the SCE phone center (1)
- Social media (0)
- SCE representative or employee (0)

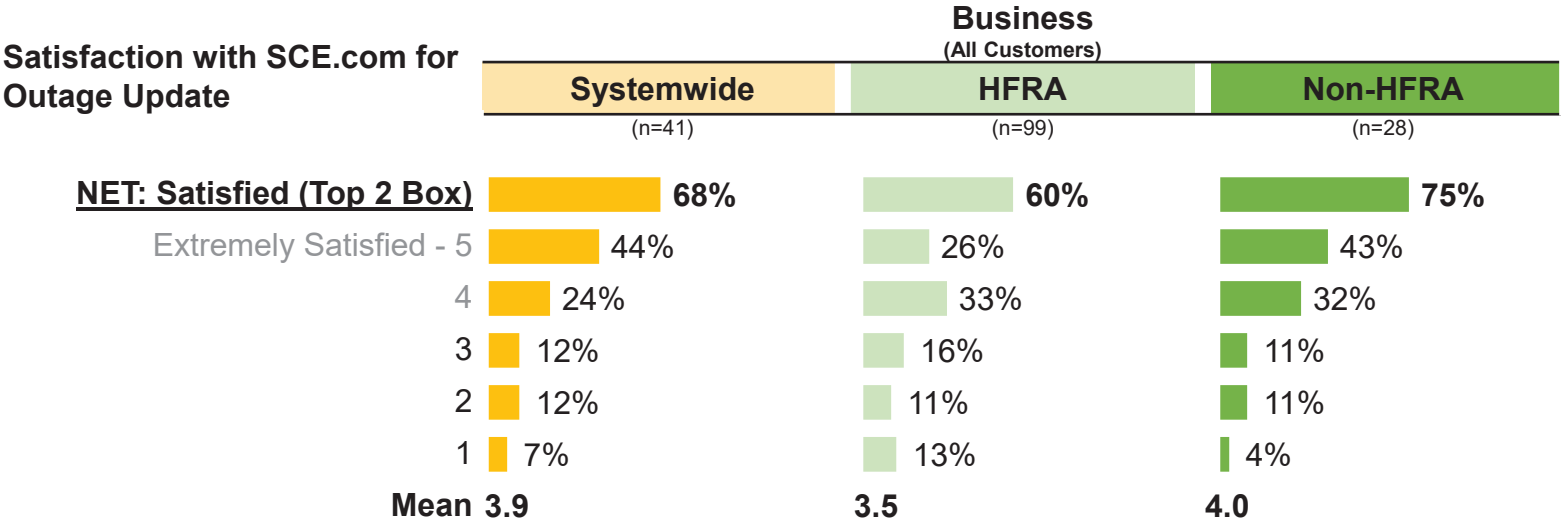
Not Shown Due to
Small Sample Size

QPQ11A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE during the Public Safety Power Shutoff via...?
QPQ11B2. And, useful was information you received in [Preferred Language] from SCE during the Public Safety Power Shutoff via ... ?

* Sample Size < 10

SCE.com Satisfaction During Events – All Customers

- Echoing the usefulness ratings, about two-thirds of those who used SCE.com during a PSPS event (68%) were satisfied.

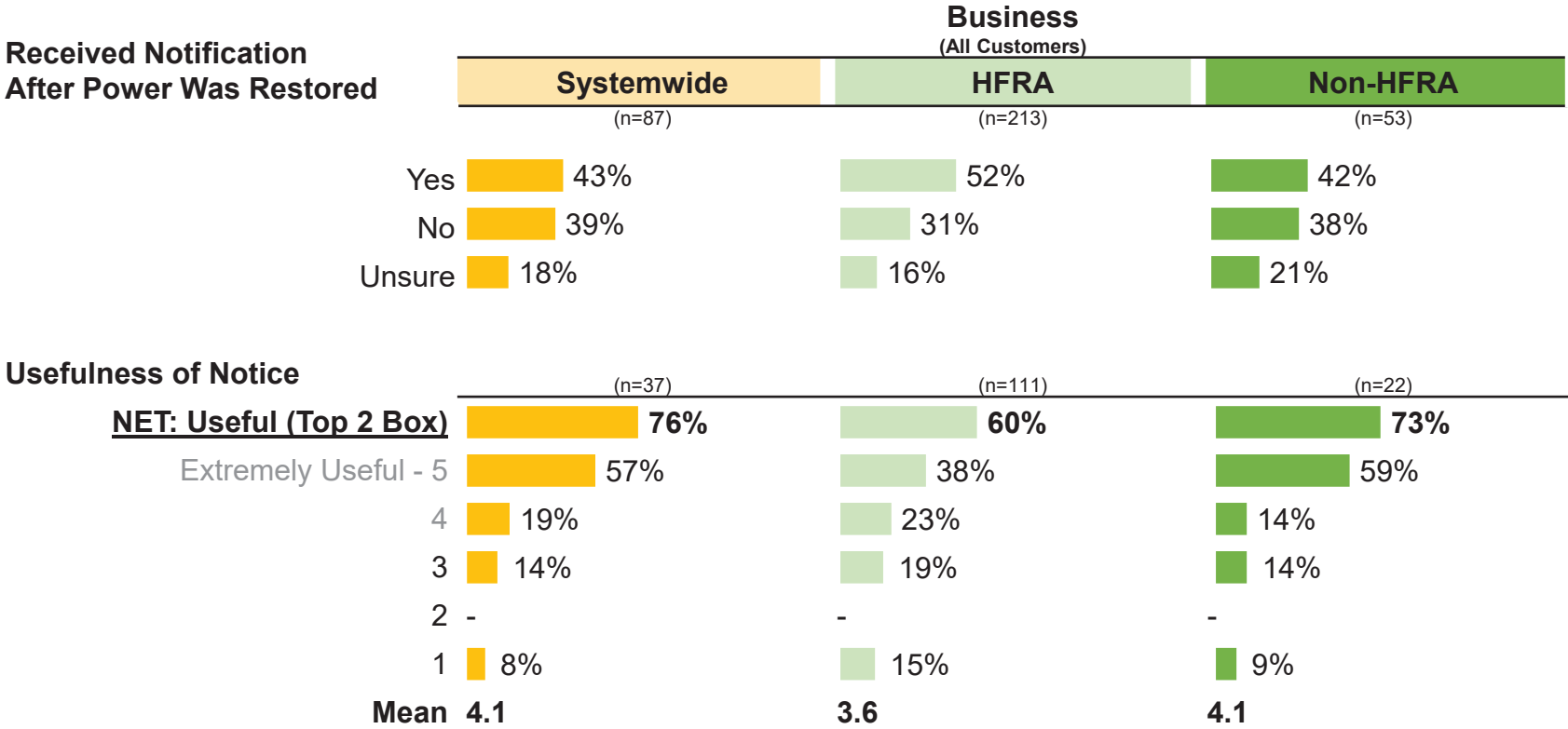


QPQ12. [USED SCE.COM FOR OUTAGE UPDATE] How satisfied were you with the information provided by the website during the Public Safety Power Shutoff?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Power Restoration Notices – All Customers

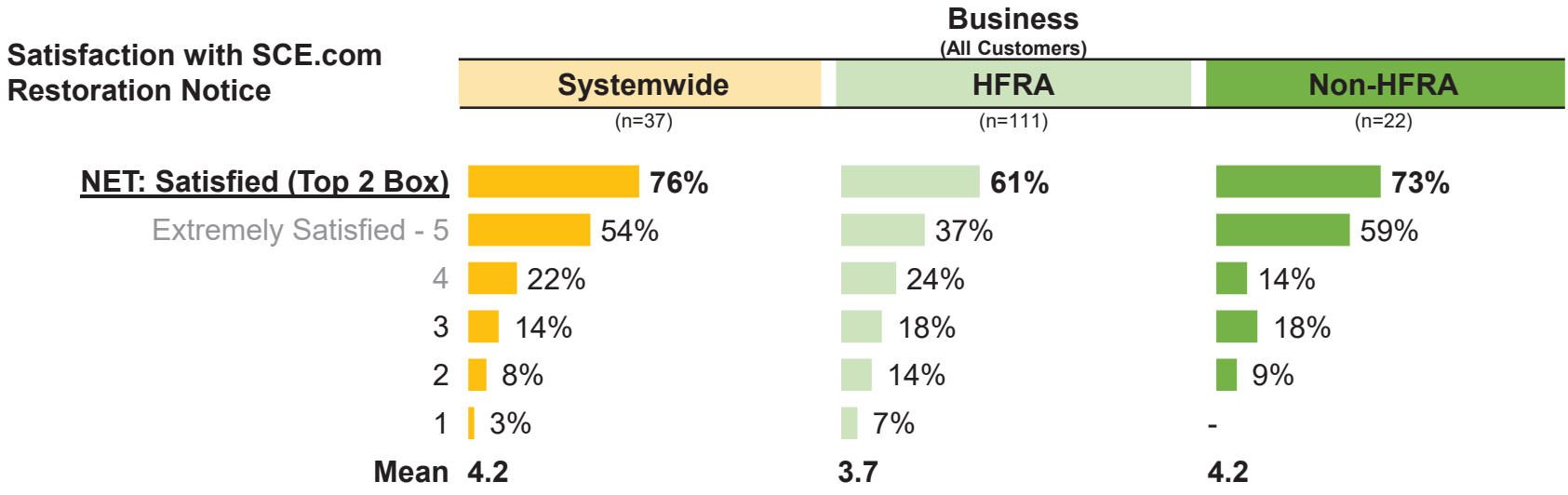
- Systemwide, fewer than half (43%) report receiving an alert after their PSPS event. This proportion is slightly higher for those in an HFRA.
- Among those who do recall receiving such an alert, the usefulness rating is lower among the HFRA customers (60%) compared to those in non-HFRA (73%).



QPQ13. [EXPERIENCED SHUTOFF] Do you recall receiving a notification when your power was fully restored after the PSPS event?
 QPQ14. [RECEIVED RESTORATION NOTICE] How useful was the information you received from SCE after the Public Safety Power Shutoff ended and your power was restored?

SCE.com Satisfaction After Events – All Customers

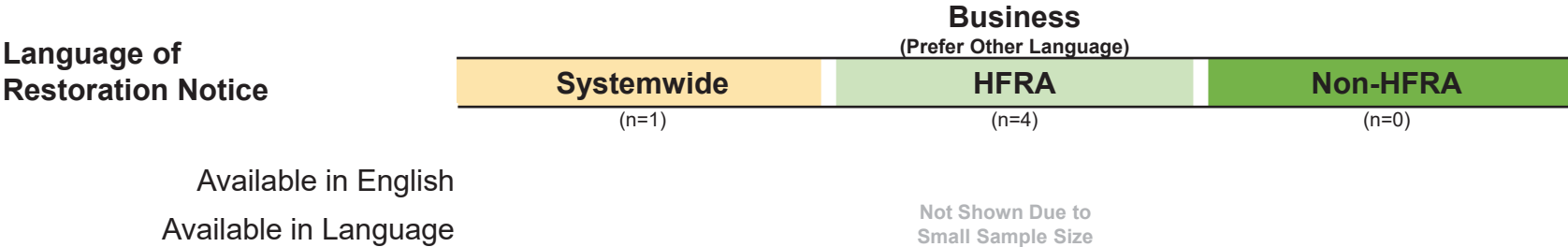
- Satisfaction with the information provided by SCE.com after the PSPS event is again higher among non-HFRA customers (73%) compared to the HFRA customers (61%).



QPQ15 - [RECALL RESTORATION NOTICE] How satisfied were you with the information provided by the SCE website after the Public Safety Power Shutoff?

Language of Restoration Notice – All Customers

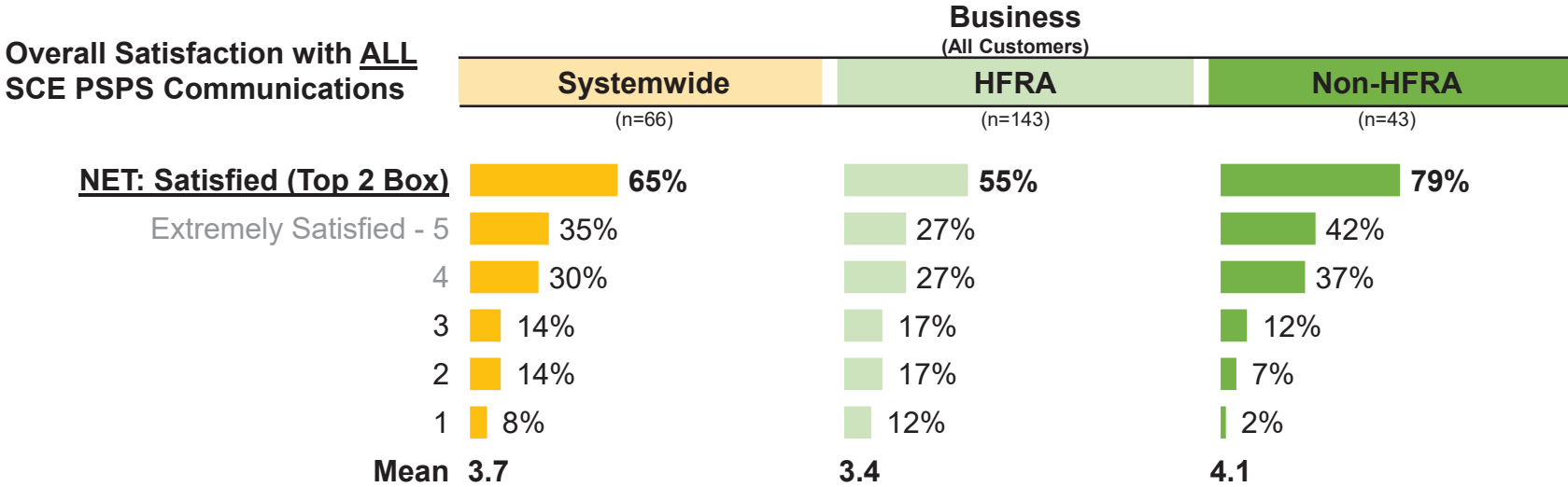
- Very few respondents both recall a restoration notice after a PSPS event and prefer such notices in other languages.



QPQ16 – [RECALL RESTORATION NOTICE AND PREFER OTHER LANGUAGE] Was the information that you received after the Public Safety Power Shutoff available in English available in your preferred language?

All PSPS Comms Satisfaction – All Customers

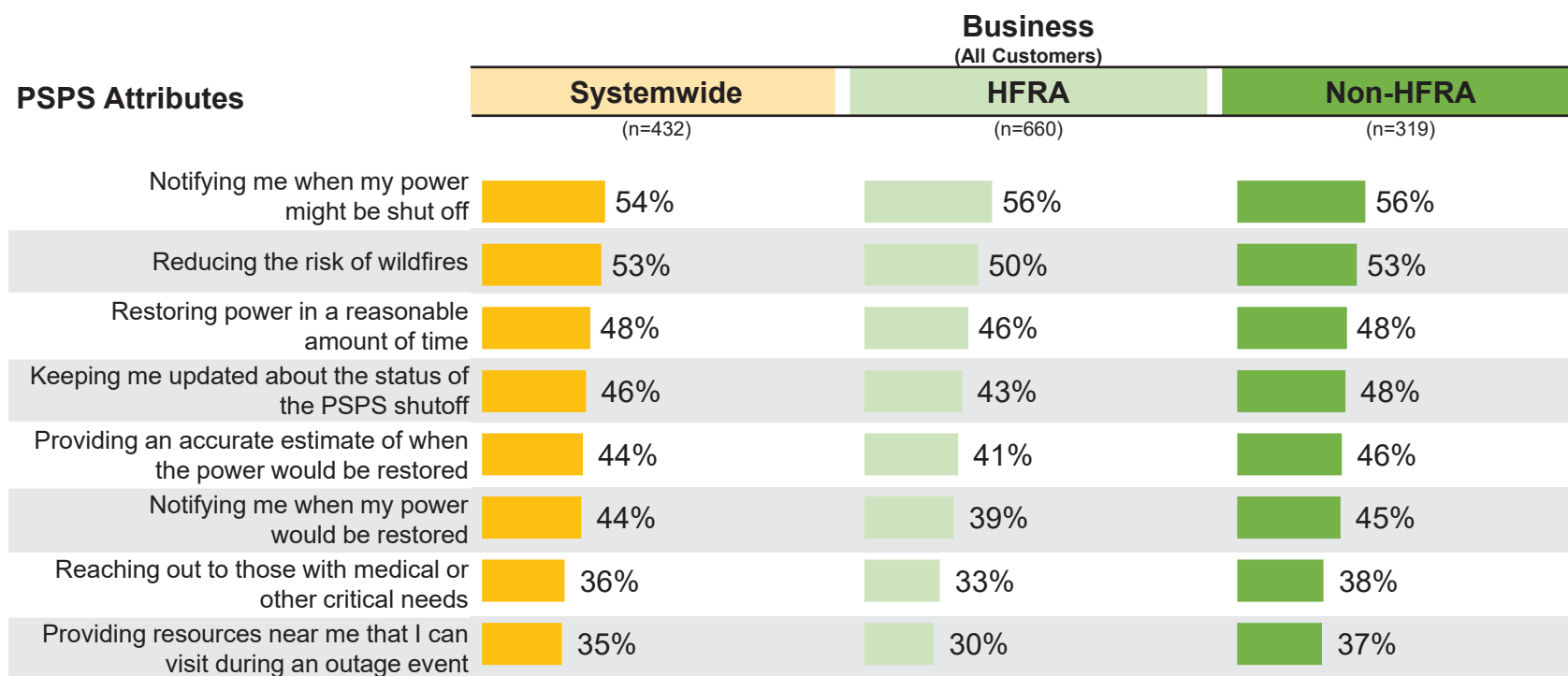
- Customers who did check for outage updates from at least one source were asked about their overall satisfaction with SCE’s PSPS communications.
- Again, those in HFRA are less positive with just 55% satisfied (vs. 79% of those in non-HFRA).



QPQ17. [CHECKED FOR STATUS UPDATES] How satisfied are you OVERALL with all of the Public Safety Power Shutoff communications that you received from SCE?

SCE PSPS Attribute Ratings – All Customers

- All customers – whether they had experienced an outage / shutoff or not – were asked to rate SCE on a list of PSPS-related attributes.
- Unlike previous questions, HFRA and non-HFRA customers rate SCE in a similar way.
 - Notification of a shutoff is SCE’s highest rated attribute.
 - The lowest rating is given to: Provides resources near me that I can visit during an outage event.

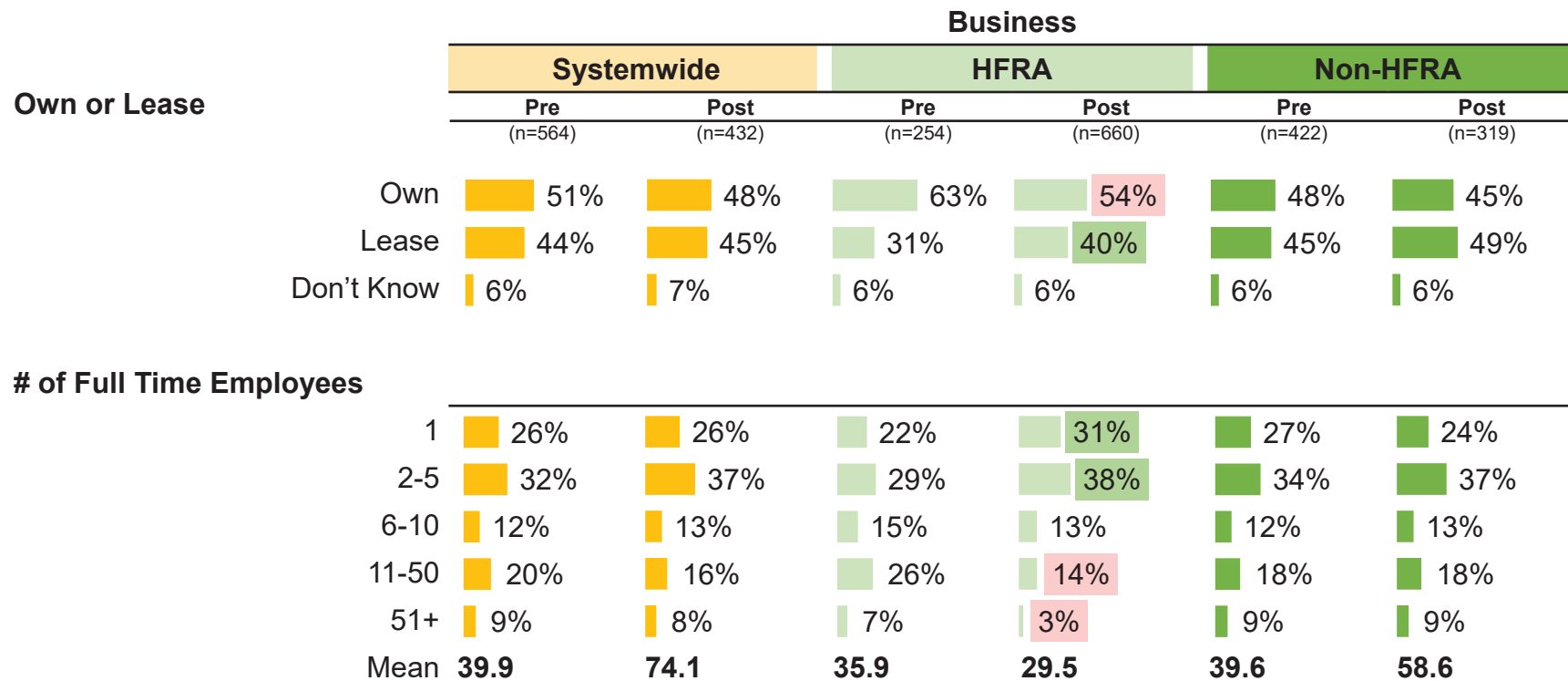


QPQ18. How would you rate SCE’s Public Safety Power Shutoff (PSPS) program on each of the following?

Firmographics

Business Characteristics

- The post survey respondent pool includes a few more smaller businesses (with 1-5 employees) which correlates with fewer location owners.



QBD1. Do you own or lease the location(s) for which you are responsible for the energy management decisions?

QBD4. How many full-time employees does your company have at the location(s) for which you are responsible for the energy management decisions?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Gross Revenue

- An uptick in the number of smaller businesses in the Post- sample also correlates with an increase in the number with lower revenues.

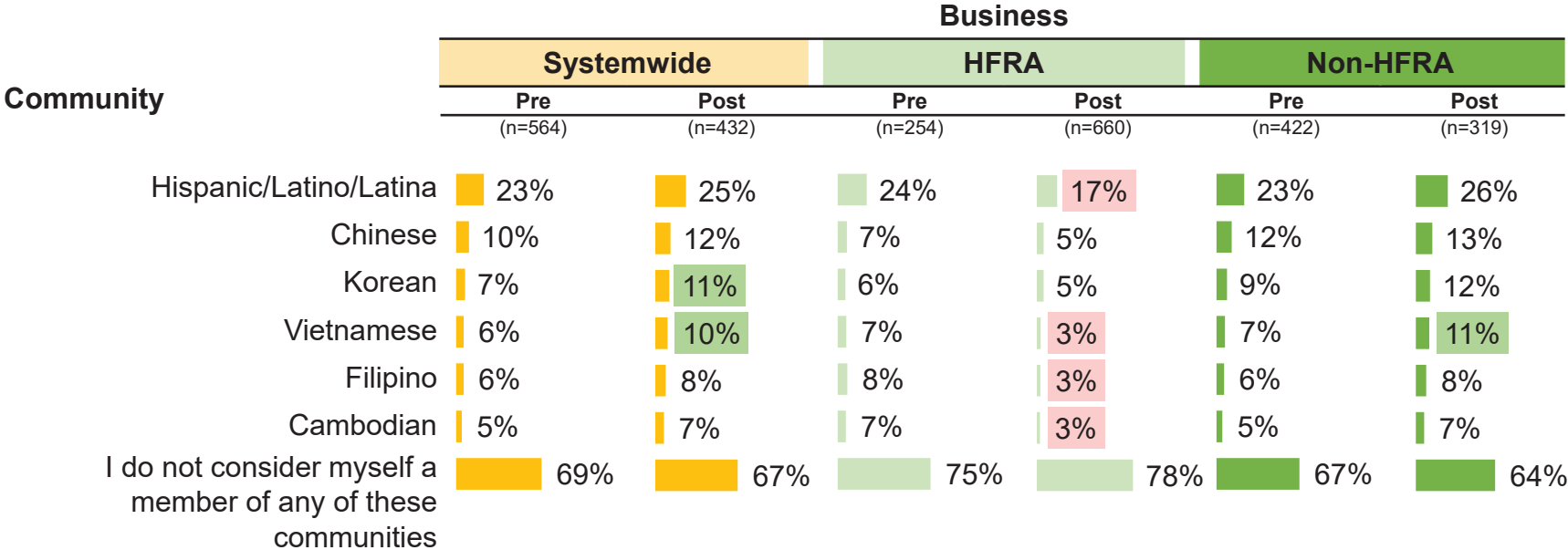
Revenue	Business					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
Less than \$100,000	10%	11%	12%	17%	10%	11%
\$100,000 to less than \$250,000	13%	14%	9%	14%	14%	14%
\$250,000 to less than \$500,000	11%	9%	8%	9%	11%	9%
\$500,000 to less than \$1 million	9%	9%	11%	12%	9%	10%
\$1 million to less than \$2 million	7%	9%	9%	9%	7%	9%
\$2 million to less than \$5 million	7%	6%	7%	5%	7%	6%
\$5 million to less than \$10 million	4%	3%	4%	2%	5%	3%
\$10 million to less than \$100 million	4%	1%	4%	2%	5%	2%
\$100 million to less than \$1 billion	1%	2%	1%	0%	2%	2%
\$1 billion or more	<1%	-	<1%	-	<1%	-
Not applicable, Government agency	1%	3%	2%	2%	1%	2%
Prefer not to answer	32%	33%	33%	28%	30%	32%

QBD2 - What is your business's annual gross revenue?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Community Membership

- The question used to identify GEO respondents was also added to the profiling questions for Businesses systemwide.
- Businesses in HFRA continue to more likely to say they are not a member of the specified communities, and even fewer of them participated in the Post- survey.



QD5a. Do you consider yourself a member of any of the following communities?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Gender

- The gender profile of respondents to this survey is comparable for Businesses in and out of HFRA.

Gender	Business					
	Systemwide		HFRA		Non-HFRA	
	Pre (n=564)	Post (n=432)	Pre (n=254)	Post (n=660)	Pre (n=422)	Post (n=319)
Male	44%	43%	43%	47%	45%	44%
Female	49%	50%	50%	46%	49%	50%
Non-binary or Other	<1%	-	<1%	<1%	-	-
Prefer not to answer	7%	7%	7%	7%	6%	6%

QBD3. What is your gender?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Appendix E

GEO-Targeted 2020 WF PSPS Pre Report



In-Language Wildfire Mitigation Communications and Outreach Effectiveness Survey 2020 Pre- Only Report

GEO- Targets

November 29, 2020

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Background & Objectives

California IOUs are conducting a pre-/post-survey to assess the effectiveness of utility communications and outreach for wildfire safety/preparedness and PSPS activities.

- Core questions are administered by all three IOUs via their individual surveys allowing some comparisons across IOUs and may incorporate custom questions. Most of the pre-questions will be repeated in the post-survey along with additional unique post-questions.
- Each IOU will determine its own methodology for optimizing the survey implementation and utilize their own preferred research partners.
- The wildfire pre-season survey was administered to the general public (residential and businesses) systemwide and in high fire risk areas (HRFAs). In SCE territory, the pre-survey was also administered to GEO targeted areas: ZIP codes with high concentrations of Chinese, Korean, and Vietnamese customers (this report).

Methodology

- Survey invitations were delivered to Residential and Business customers via email (to a self-administered web survey) and phone (to an interviewer-administered telephone survey).
 - 70% of completed interviews were expected from email; 30% via phone
- The targeted Pre-survey sample sizes pursued in each area were as follows:
 - Systemwide
 - 2,500 Residential
 - 750 Business
 - HFRA
 - 200 Residential (in analysis, combine with 800 expected to fall from Gen Pop)
 - 250 Business (in analysis, combine with 250 expected to fall from Gen Pop)
 - **GEOs**
 - **900 screenings each of Gen Pop RES and BIZ in 47 zip codes with high concentrations of residents identified as Chinese, Vietnamese or Korean by the US Census**
 - **300 to 450 completed interviews each for RES and BIZ are expected among those who self-identify as “members of” either the Chinese, Korean, Vietnamese, Cambodian or Filipino communities (regardless of language preference)**
- The average length of the Pre-survey was 12 minutes. The Post-survey is expected to average 17 minutes.

Methodology (cont.)

- Residential pre-quotas were reached Systemwide, in HFRA, and in the GEOs. In the GEOs, more than 85% of the screenings qualified as a “member of” a targeted community (vs. the expected 50%).
- Business pre-quotas were not met (due to sample limitations and a suspected high number of COVID closures). The quotas for the post-surveys have been adjusted. A post-GEO sample will not be done.
- All Residential & Business surveys were completed between August 18 and October 14, 2020.

	Residential Systemwide		Residential HFRA		RES GEOs
Interviewing	Pre	Post	Pre	Post	Pre
Number Completed	2,685	Targeted: 2,250	1,050 (209+841 from Systemwide)	Targeted: 1,575 (+700 from Systemwide)	Screenings: 932 Completes: 812
Survey Length (min)	11.6		11.7		13.5
	Business Systemwide		Business HFRA		BIZ GEOs
Interviewing	Pre	Post	Pre	Post	Pre
Number Completed	564	Targeted: 500	254 (112+142 from Systemwide)	Targeted: 150 (+150 from Systemwide)	Screenings: 104 Completes: 81
Survey Length (min)	8.8		9.2		11.3

Methodology (cont.)

- All participants were offered entry to a sweepstakes to encourage participation. Across all quotas, the prizes offered were:
 - Two grand prize winners of \$500 (1 each for RES and BIZ)
 - Fifty-four (54) other winners of \$100 (35 for RES and 19 for BIZ) – enough winners to make the odds of winning about 1:100
- Each IOU selected the “prevalent” languages in which to offer the survey. SCE included 25 languages plus English in this survey, though the list of prevalent languages has since been reviewed and adjusted.

- | | | |
|-------------------------------|-----------------------|---------------------|
| 1. <u>English</u> | 11. <u>Korean</u> | 21. <u>Urdu</u> |
| 2. <u>Arabic</u> | 12. <u>Punjabi</u> | 22. <u>Bengali</u> |
| 3. <u>Armenian</u> | 13. <u>Russian</u> | 23. <u>Gujarati</u> |
| 4. <u>Chinese - Cantonese</u> | 14. <u>Spanish</u> | 24. <u>Tamil</u> |
| 5. <u>Chinese - Mandarin</u> | 15. <u>Tagalog</u> | 25. <u>Telugu</u> |
| 6. <u>Farsi</u> | 16. <u>Vietnamese</u> | 26. <u>Pashto</u> |
| 7. <u>French</u> | 17. <u>Hindi</u> | |
| 8. <u>German</u> | 18. <u>Hmong</u> | |
| 9. <u>Japanese</u> | 19. <u>Portuguese</u> | |
| 10. <u>Khmer</u> | 20. <u>Thai</u> | |

Methodology (cont.)

- Email invitations greeted potential respondents in all 26 languages with a jump link in the email to a web survey in that language.
- The CATI phone center has staff available in all of the languages, but all are not available at all times. Upon encountering a language barrier, the interviewer attempted to identify the language and stored the record for re-contact at a later date. If the language could not be identified, a surname-based, pre-coded flag was used to assign the record for re-contact.
- When sampling the Gen Pop, about **6% to 7%** of RES customers completed their Pre-surveys / interviews in a language other than English. **Over 6 in 10 RES and 3 in 4 BIZ did so in the GEOs.**
 - **6.0%** of RES Systemwide
 - 6.3% of Phone (n=759)
 - 5.8% of Email (n=1926)
 - **6.7%** of RES in HFRA
 - 0% of Phone (n=62)
 - 7.5% of Email (n=147)
 - **65.5% of RES in GEOs**
 - 49.5% of Phone (n=197)
 - 69.9% of Email (n=615)
 - **5.9%** of BIZ Systemwide
 - 0% of Phone (n=182)
 - 9.8% of Email (n=382)
 - **0.8%** of BIZ in HFRA
 - 0% of Phone (n=65)
 - 0% of Email (n=47)
 - **75.3% of BIZ in GEOs**
 - 0% of Phone (n=29)
 - 83.6% of Email (n=52)

Methodology (cont.)

Below are the number of Residential interviews conducted in each language.

Language of Interview	Residential Systemwide (incl. HFRA)		Residential HFRA (Supplemental)		RES GEOs* -- Pre- Only
	Pre	Post	Pre	Post	
English	2,525	2,108	208	2,203	280
Non-English (total)	160	143	1	21	532
Arabic	3	-	0	-	0
Armenian	0	-	0	-	0
Chinese – Cantonese	10	10	0	3	84
Chinese – Mandarin	27	31	0	4	144
Farsi	2	0	0	0	0
French	0	1	1	1	0
German	2	0	0	0	0
Japanese	6	11	0	2	0
Khmer	0	0	0	0	0
Korean	19	27	0	3	184
Punjabi	0	0	0	0	0
Russian	2	1	0	0	0

*RES GEO surveys targeted only to areas with projected high concentration of selected Asian languages

Methodology (cont.)

Below are the number of Residential interviews conducted in each language.

Language of Interview	Residential Systemwide (incl. HFRA)		Residential HFRA (Supplemental)		RES GEOs* -- Pre- Only
	Pre	Post	Pre	Post	
Spanish	81	54	0	7	0
Tagalog	2	0	0	0	0
Vietnamese	6	5	0	0	120
Hindi	0	0	0	0	0
Hmong	0	0	0	0	0
Portuguese	0	0	0	0	0
Thai	0	1	0	1	0
Urdu	0	0	0	0	0
Bengali	0	0	0	0	0
Gujarati	0	0	0	0	0
Tamil	0	1	0	0	0
Telugu	0	1	0	0	0
Pashto	N/A	0	N/A	0	0
TOTAL	2,685	2,251	209	2,224	812

*RES GEO surveys targeted only to areas with projected high concentration of selected Asian languages

Methodology (cont.)

Below are the number of Business interviews conducted in each language.

Language of Interview	Business Systemwide (incl. HFRA)		Business HFRA (Supplemental)		BUS GEOs* -- Pre- Only
	Pre	Post	Pre	Post	
English	531	405	110	520	20
Non-English (total)	33	27	2	27	61
Arabic	0	0	0	0	0
Armenian	0	0	0	0	0
Chinese – Cantonese	3	3	0	1	11
Chinese – Mandarin	10	4	0	6	27
Farsi	0	1	0	1	0
French	0	0	0	1	0
German	0	0	0	0	0
Japanese	3	3	0	3	0
Khmer	0	1	0	0	0
Korean	14	11	0	10	19
Punjabi	0	0	0	1	0
Russian	1	0	0	1	0

*BUS GEO surveys targeted only to areas with projected high concentration of selected Asian languages

Methodology (cont.)

Below are the number of Business interviews conducted in each language.

Language of Interview	Business Systemwide (incl. HFRA)		Business HFRA (Supplemental)		BUS GEOs* -- Pre- Only
	Pre	Post	Pre	Post	
Spanish	2	2	1	1	0
Tagalog	0	0	0	0	0
Vietnamese	0	1	0	2	4
Hindi	0	0	0	0	0
Hmong	0	0	0	0	0
Portuguese	0	0	0	0	0
Thai	0	1	0	0	0
Urdu	0	0	0	0	0
Bengali	0	0	0	0	0
Gujarati	0	0	1	0	0
Tamil	0	0	0	0	0
Telugu	0	0	0	0	0
Pashto	N/A	0	N/A	0	0
TOTAL	564	432	112	547	81

*BUS GEO surveys targeted only to areas with projected high concentration of selected Asian languages

Executive Summary

Need for WF comms in languages other than English

- ZIP code targeting of high concentrations of selected Asian communities produced many in-language respondents: 66% of 812 GEO Residential and 75% of 81 GEO Business respondents completed an in-language survey.
- Respondents were also asked to select the language preferred for WF communications: 62% of GEO Residential and 57% of GEO Business customers prefer a language other than English.
- Those who Prefer Other Languages were asked about receiving wildfire communications from SCE in English only. 71% GEO Residential and 61% GEO Business replied either “I’d rather have it in my preferred language, but I can also understand English” or “I’m fine with that – I can understand English well.” The balance (29%/39%) chose “I need it in my preferred language – I do not understand English.” Therefore, across all GEO respondents: 20% of RES and 18% of BIZ in these high-concentration Asian communities indicate they do not understand English.

Performance by SCE in getting the word out

- 61% of GEO Residential customers recall SCE’s wildfire communications – and 1/3 of these recall seeing / hearing the communications in a language other than English. GEO Residential recall is much higher than 49% systemwide.
- 48% of GEO Business customers recall SCE’s wildfire comms – and 1/3 also saw / heard them in other languages. GEO Business recall is comparable to 51% systemwide.
- Most common SCE sources among all GEO customers (RES/BIZ): email (64%/79%); letter (36%/26%). Among those who prefer other languages: email (41%/58%); letter (23%/11%).
- Those mentioned above – and a variety of additional SCE sources – are all considered useful by a majority of customers.

Performance of “Other” sources at getting the word out

- Leading “other” (non-SCE) WF sources are local news (RES/BIZ: 50%/56%), City/County government (25%/33%), and State gov’t (17%/14%). Penetration of these sources among those who prefer other languages is much lower: local news (26%/21%), City/County (18%/42%), State (15%/11%).
- SCE reach / penetration is consistently higher than these other sources.
- Virtually all the “other” info sources included in the survey are considered useful by most respondents.

Executive Summary

Attitudes toward SCE's PSPS program

- About 6 in 10 GEO Residential and GEO Business have heard of SCE's Public Safety Power Shutoff program – and over 6 in 10 have a positive opinion of it.
- Three-fourths of GEO Residential and more than 6 in 10 GEO Business are satisfied with SCE's wildfire preparedness / safety efforts – with over 4 in 10 GEO RES and one-third GEO BIZ saying they are "completely / somewhat" prepared personally.
- In the geographically-concentrated, language-dominant areas selected (almost entirely Non-HFRA), Residential customers rate SCE's PSPS program on a list of statements higher than do RES customers systemwide (GEO range: 67% to 77%; Systemwide range: 48% to 71%). GEO RES ratings are higher than are GEO BIZ ratings.
- Business customers in these same areas rate SCE's PSPS program comparably to BIZ customers systemwide (GEO range: 57% to 72%; Systemwide range: 48% to 71%). Systemwide, Residential ratings are identical to Business ratings.

Executive Summary

- In GEO (almost entirely non-HFRA) areas, compared to Systemwide, recall of SCE WF communications is higher for RES customers (61% vs 49%) but comparable for BIZ customers (48% vs. 51%).
- Non-English is much more preferred for WF comms in the GEOs (RES: 62%; BIZ: 57%) than systemwide (8% and 4%, respectively), but among those who say they prefer non-English, 71% of RES customers and 61% of BIZ customers say they understand English.
- Preparedness is lower in GEOs compared to Systemwide (RES: 44% vs. 52%; BIZ: 35% vs. 55%)

	Geo-Targets			
	Residential		Business	
	Pre (n=812)	Post (n=)	Pre (n=81)	Post (n=)
Recall SCE Wildfire Communications (% Yes)	61%		48%	
Heard of Public Safety Power Shutoffs (%Yes)	57%		58%	
Preferred Language For Public Safety Information				
English	38%		43%	
Korean	23%		20%	
Chinese (Mand + Cant)	24%		33%	
Vietnamese	15%		2%	
(Among those who prefer comms in other language) Understand English (% Yes)	71%		61%	
Satisfaction with Communication Efforts				
Opinion of PSPS (Top 2 Box/Positive)	62%		64%	
Satisfaction with SCE's Preparedness Efforts (Top 2 Box/Satisfied)	74%		63%	
Level of Preparedness (Completely/Somewhat)	44%		35%	

Languages Used / Preferred

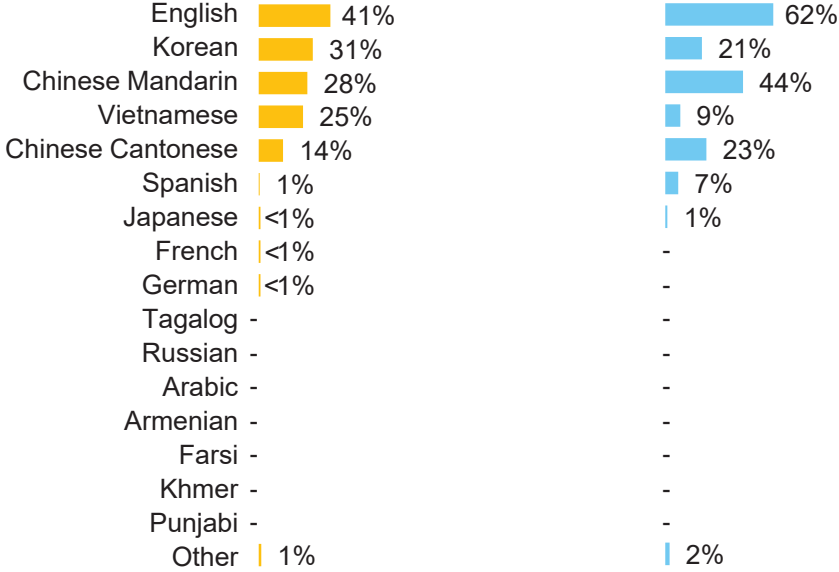
Languages Used at Home/Business

- In GEO areas*, 41% of RES households and 62% of Businesses report using English in their home/business.

Geo-Targets
(All Customers)

Residential		Business	
Pre	Post	Pre	Post
(n=812)	(n=)	(n=81)	(n=)

Languages Used in Home



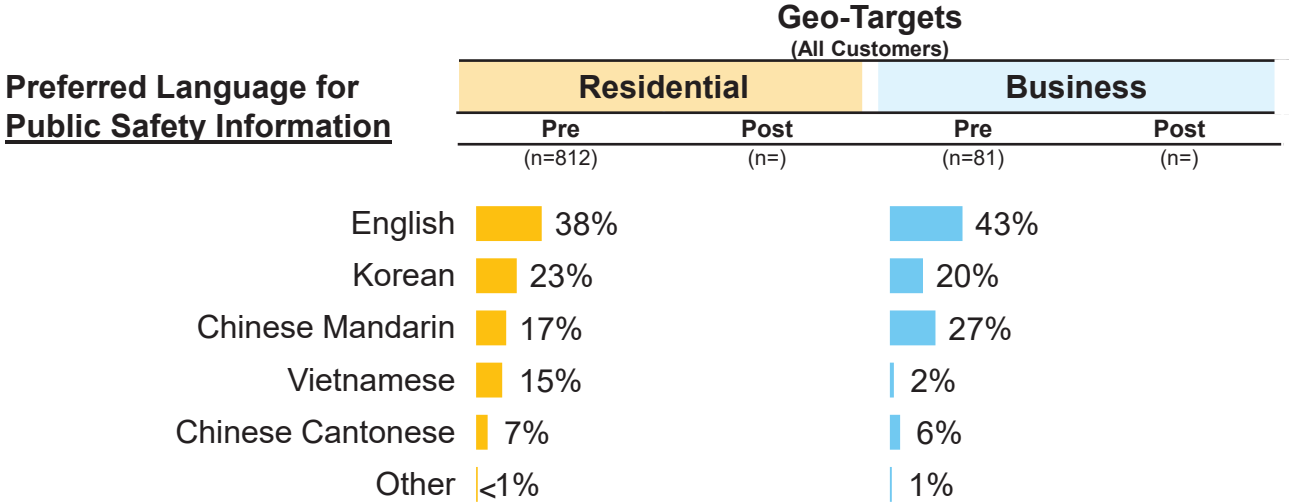
Letters indicate a significant difference at the 90% confidence level

* Reminder: Throughout this report, all respondents were screened to include only those who said they are “members of” one of the targeted communities: Chinese, Vietnamese, Cambodian, Korean or Filipino.

Q2. “What languages are often used in your home/business?”

Language Preferred for Public Safety Information

- When asked for the language preferred for WF communications, 62% selected a language other than English (100%-38%).
- Among businesses, a comparable proportion selected a language other than English (57%).

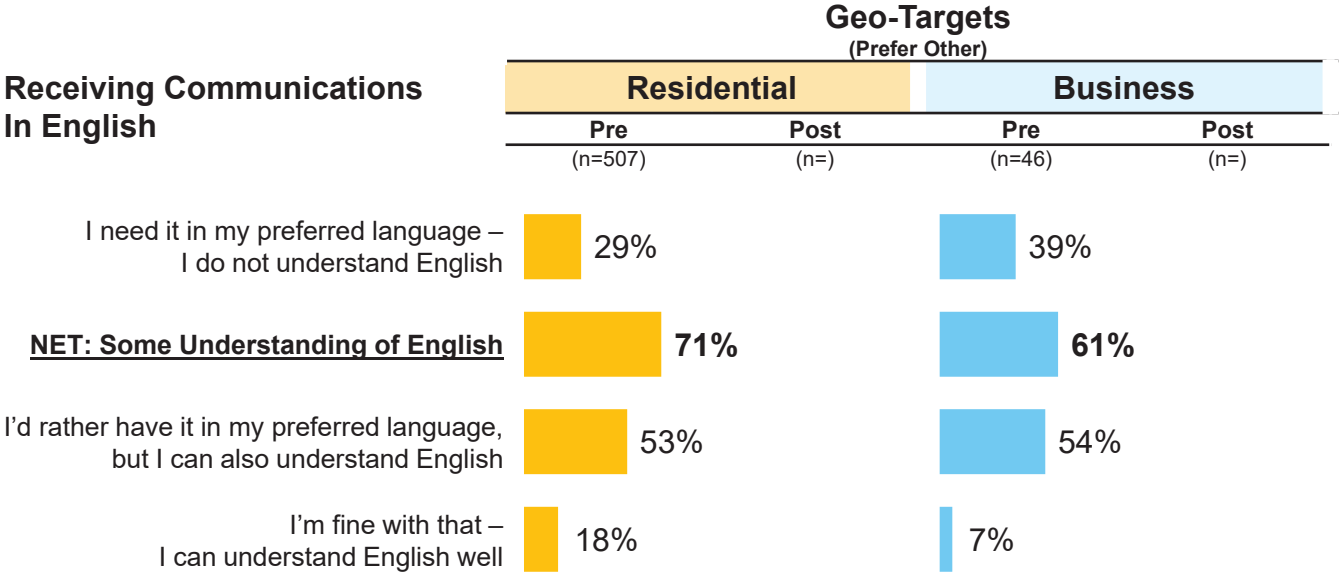


Q3. What is your preferred language for receiving public safety information like this from SCE?

Letters indicate a significant difference at the 90% confidence level

Strength of Language Preference

- Among the 62% of GEO Residentials who said they prefer WF communications in some other language, 71% report they can at least understand English.
 - Therefore, 29% of the 62%, or 18% of all GEO Residentials do not understand English.
- Of the 57% of GEO Businesses who prefer another language, 61% understand English.
 - Thus, 39% of the 57%, or 20%, of GEO Businesses do not understand English.



Q4. [PREFER LANGUAGE OTHER THAN ENGLISH] How do you feel about receiving wildfire communications from SCE in English only?

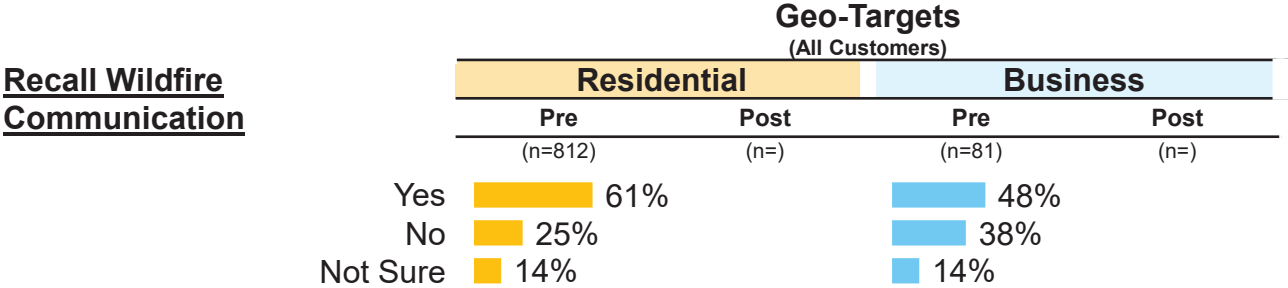
Letters indicate a significant difference at the 90% confidence level

SCE Wildfire Communications

Among All GEO-Targeted Customers

SCE WF Communications Recall – All Customers

- Three in five GEO RES customers (61%) and nearly half of GEO BIZ customers (48%) recall SCE WF Communications.
- Recall among GEO RES customers is significantly higher than is recall among RES customers systemwide (49%).
- Recall among GEO BIZ customers is comparable to that found among BIZ customers systemwide (51%).

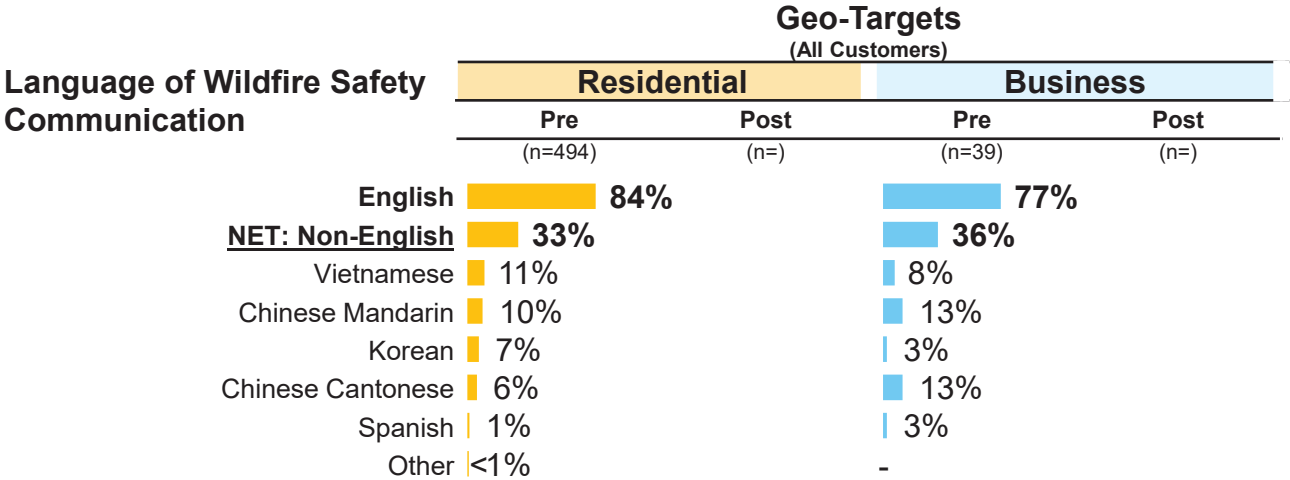


Q1. "In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?"

Letters indicate a significant difference at the 90% confidence level

Language of SCE WF Comms – All Customers

- Among the 61% of GEO RES customers who recall SCE WF Comms, 33% recall comms in a language other than English, including Vietnamese, Chinese and Korean.
- The same is true of the 48% of GEO BIZ customers who recall SCE WF Comms. About one in three (36%) recall seeing/hearing comms in other languages.

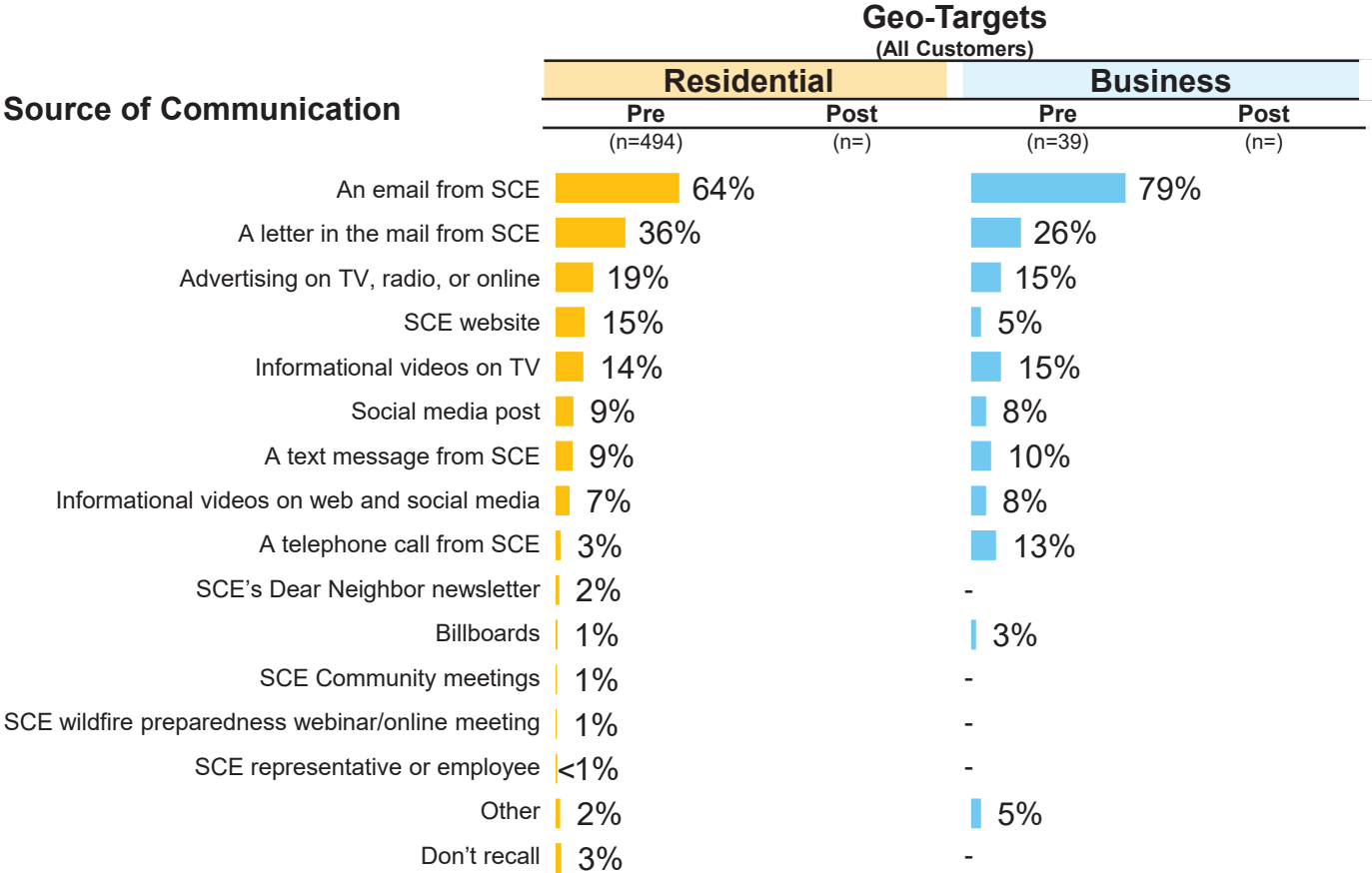


Q5. [RECALL COMMUNICATION] In what language(s) was the wildfire safety and preparedness information that you recall seeing or hearing from SCE?

Letters indicate a significant difference at the 90% confidence level

SCE Sources – All Customers

- Emails from SCE are the most common SCE source for both GEO RES and GEO BIZ customers among those who recall SCE WF communications (64%/79%, respectively).
- Nearly all other SCE sources reached at least some of both sets of GEO customers.



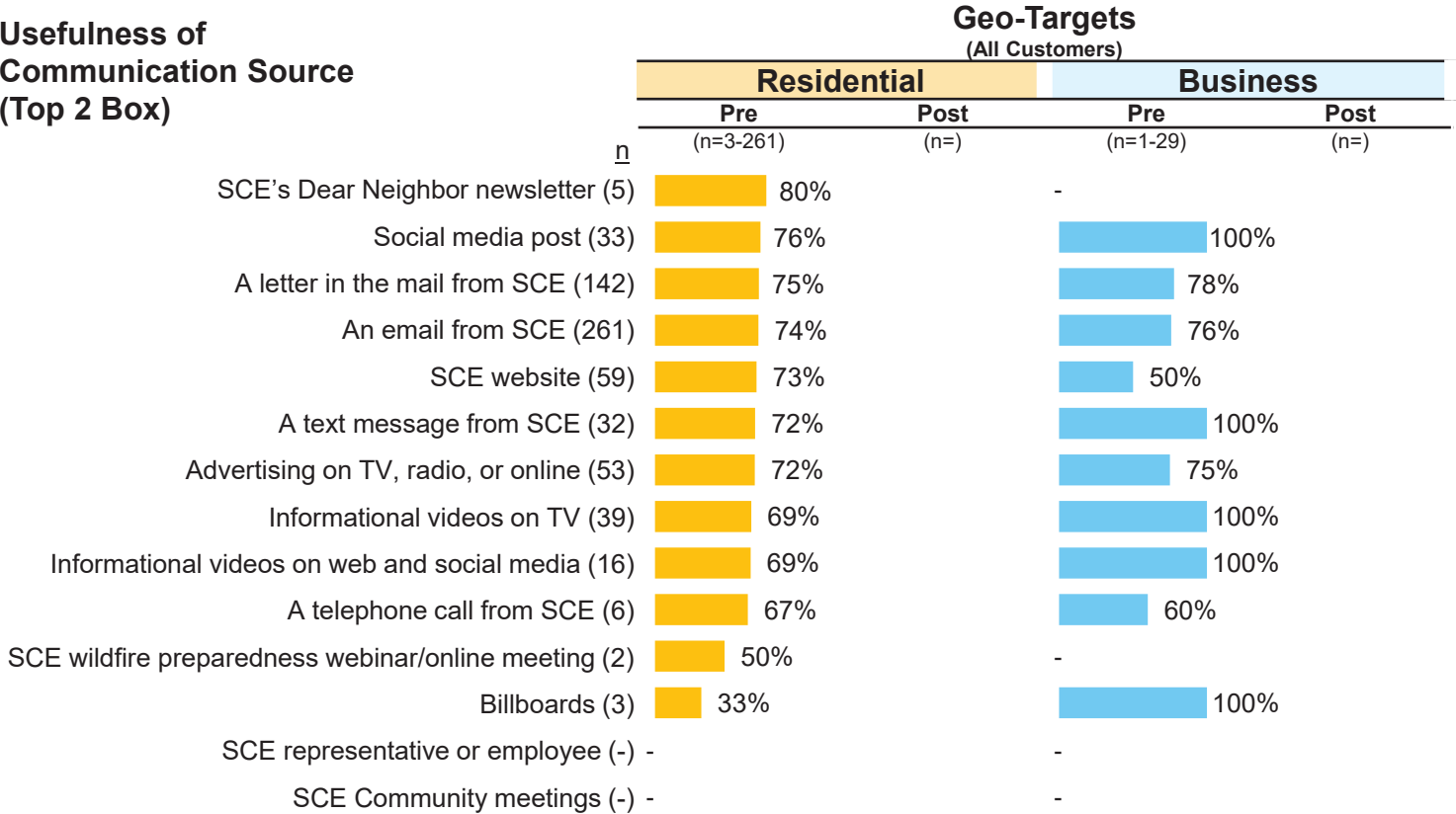
Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?

Letters indicate a significant difference at the 90% confidence level

Usefulness of SCE Sources – All Customers

- **Of those who used a source, regardless of the language it was in, at least 2/3's consider all but two of the sources useful.** (caution: some small bases)
- The base size varies widely (from 3 to 261). "Usefulness" is defined as rating top 2 on a 5-point scale.
- The base includes those who saw/heard the communications from this source in English regardless of their preferred language.

Usefulness of Communication Source (Top 2 Box)

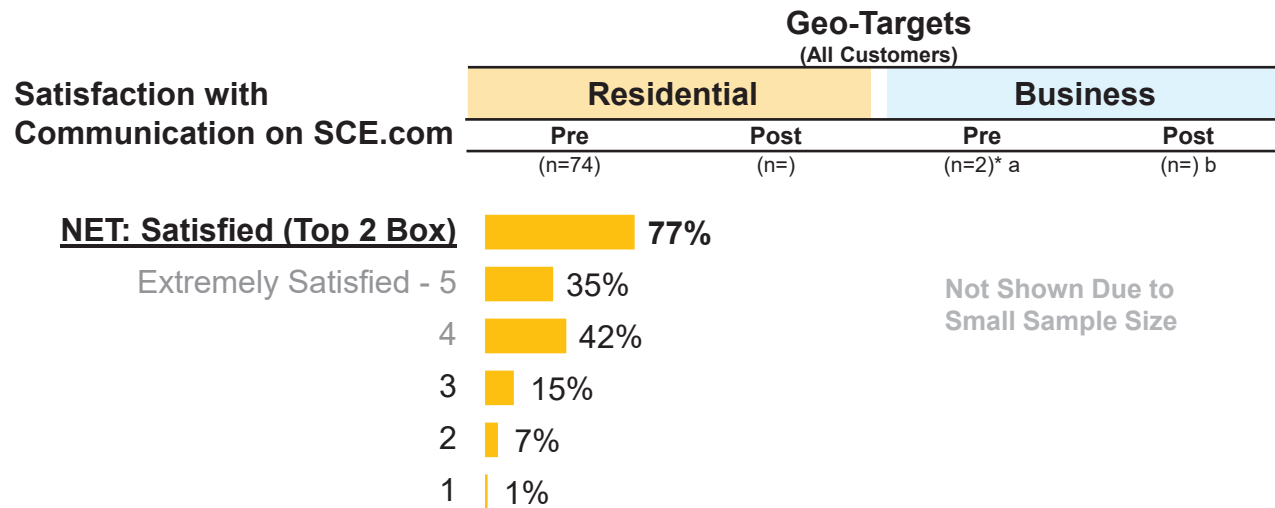


Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?

Letters indicate a significant difference at the 90% confidence level

Satisfaction with SCE.com – All Customers

- Regardless of language used on SCE.com or their preferred language, 77% of those who used SCE.com were “extremely / somewhat” satisfied (split about evenly).



Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

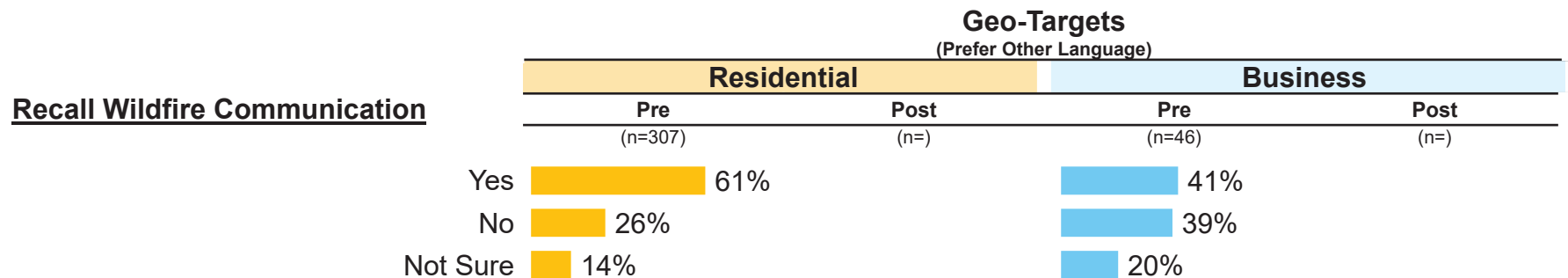
Letters indicate a significant difference at the 90% confidence level

SCE Wildfire Communications

Among GEO-Targeted Customers Who
Prefer Other Languages

SCE WF Communications Recall – Prefer Other

- Among all GEO RES customers, recall of SCE WF Comms is the same as it is for the subset who prefer such communications in another language (61% for both).
- Among all GEO BIZ customers, recall is a bit higher than it is among those who prefer such communications in another language (48% vs 41%).

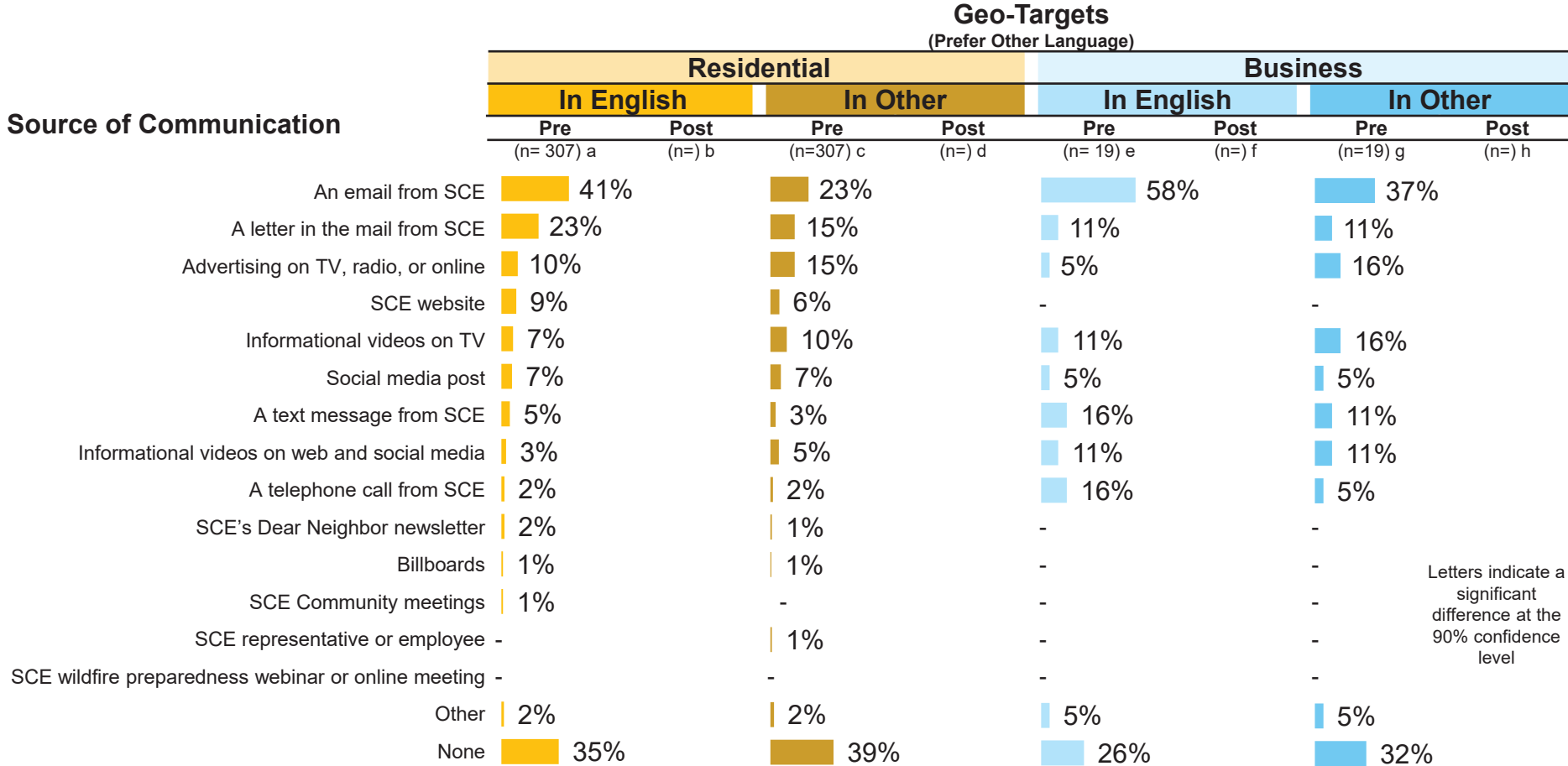


Q1. "In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?"

Letters indicate a significant difference at the 90% confidence level

SCE Sources – Prefer Other Languages

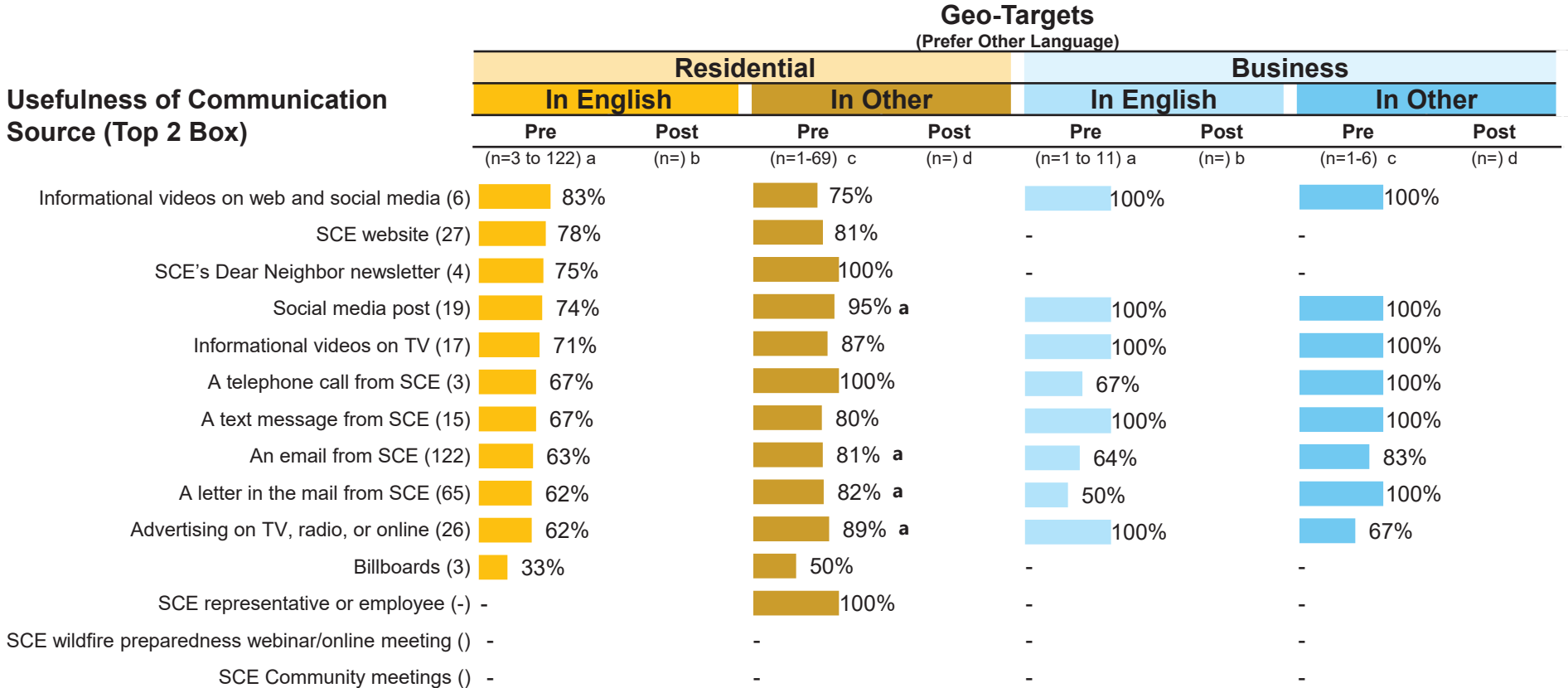
- Among GEO RES customers who prefer a language other than English and who also recall SCE WF communications (n=307), the specific sources recalled in a language other than English are most often SCE emails (23%), letters (15%), and advertising (15%). Informational videos on TV are mentioned by 10%.
- Only a handful of GEO BIZ customers meet these criteria



Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE’s communications about wildfire season safety and preparedness?
Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of SCE Sources – Prefer Other

- **As expected, usefulness of a source rises when in another language among those who prefer a language other than English.**
 - For example, of the 122 Res customers who cited emails as a source, 63% rate the English version as useful and 81% rate the other language version as useful – a significant increase.
 - Significant increases were also found for social media posts, emails, letters and advertising.

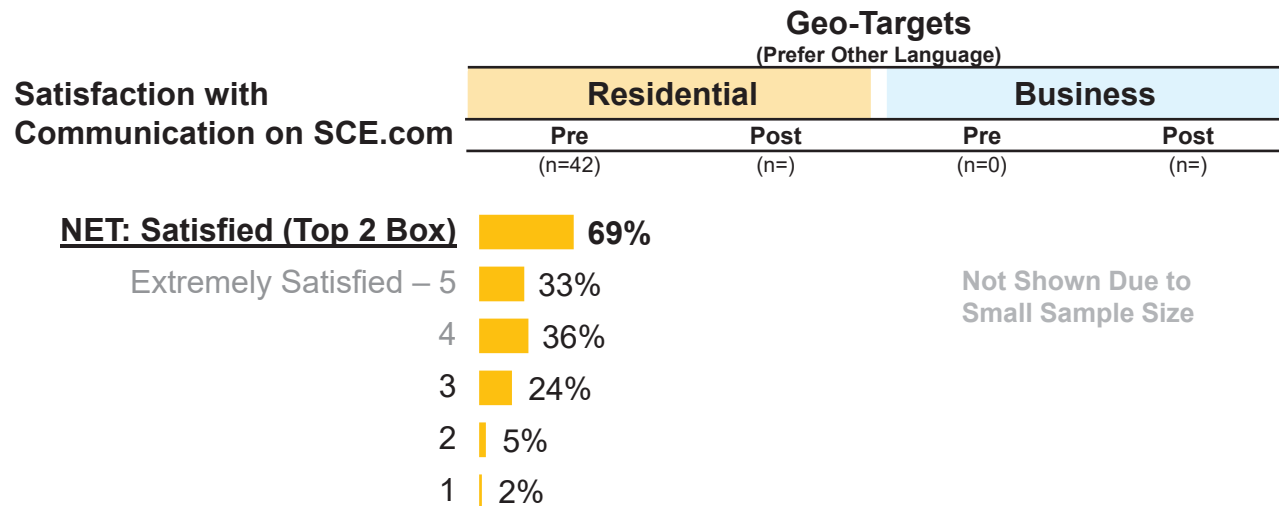


Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?
Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via...?

Letters indicate a significant difference at the 90% confidence level

Satisfaction with SCE.com – Prefer Other

- Among those who prefer other languages and who used SCE.com, satisfaction was 69%, slightly lower than the 77% among all GEO RES customers who had used SCE.com.



Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

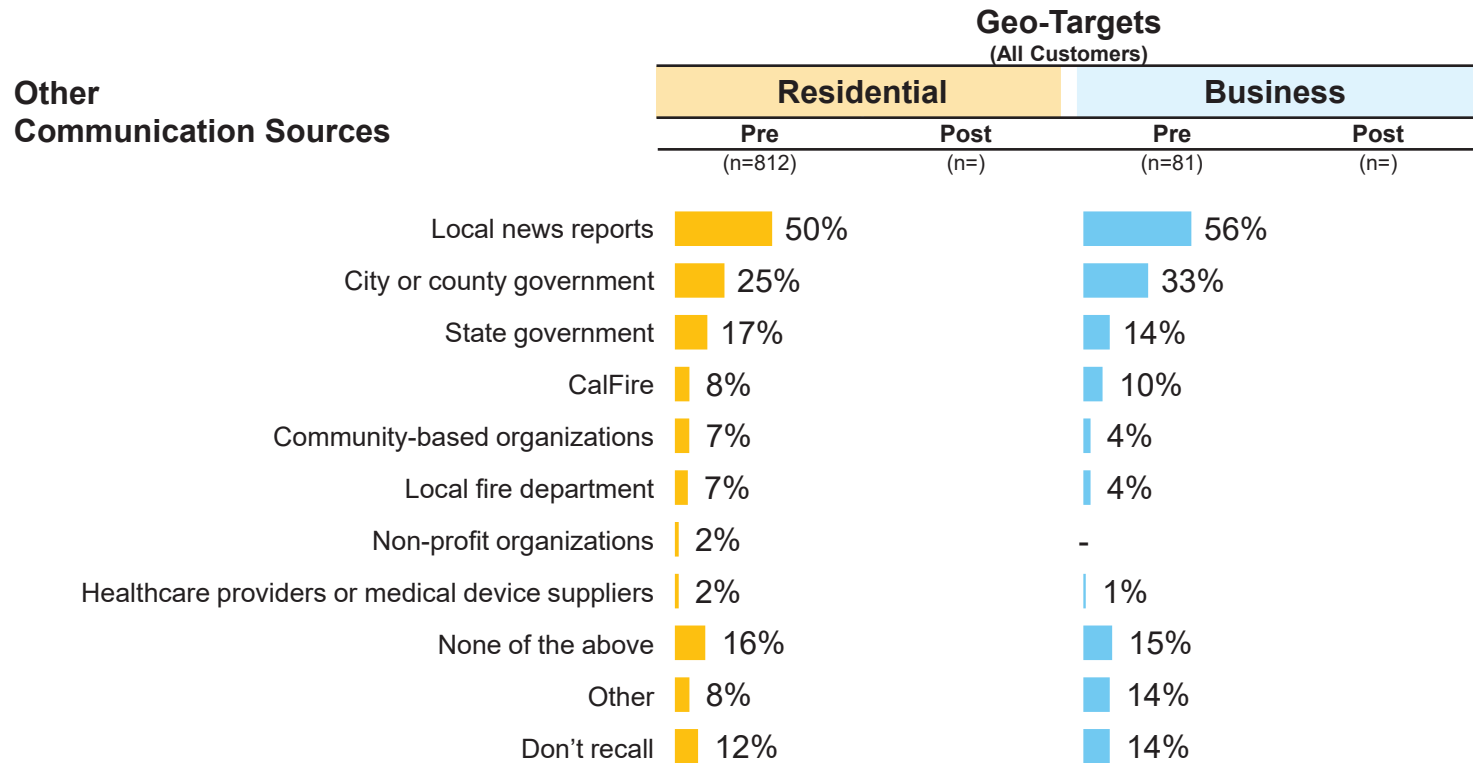
Letters indicate a significant difference at the 90% confidence level

Other WF Communications Sources

Among All GEO-Targeted Customers

Other WF Sources – All Customers

- Local news reports are cited as a source of WF information by at least half of the GEO RES and BIZ respondents.
- The frequency of the top “other” sources being cited is substantially lower than that found for the top 2 SCE sources (email 64%; letter 36%).

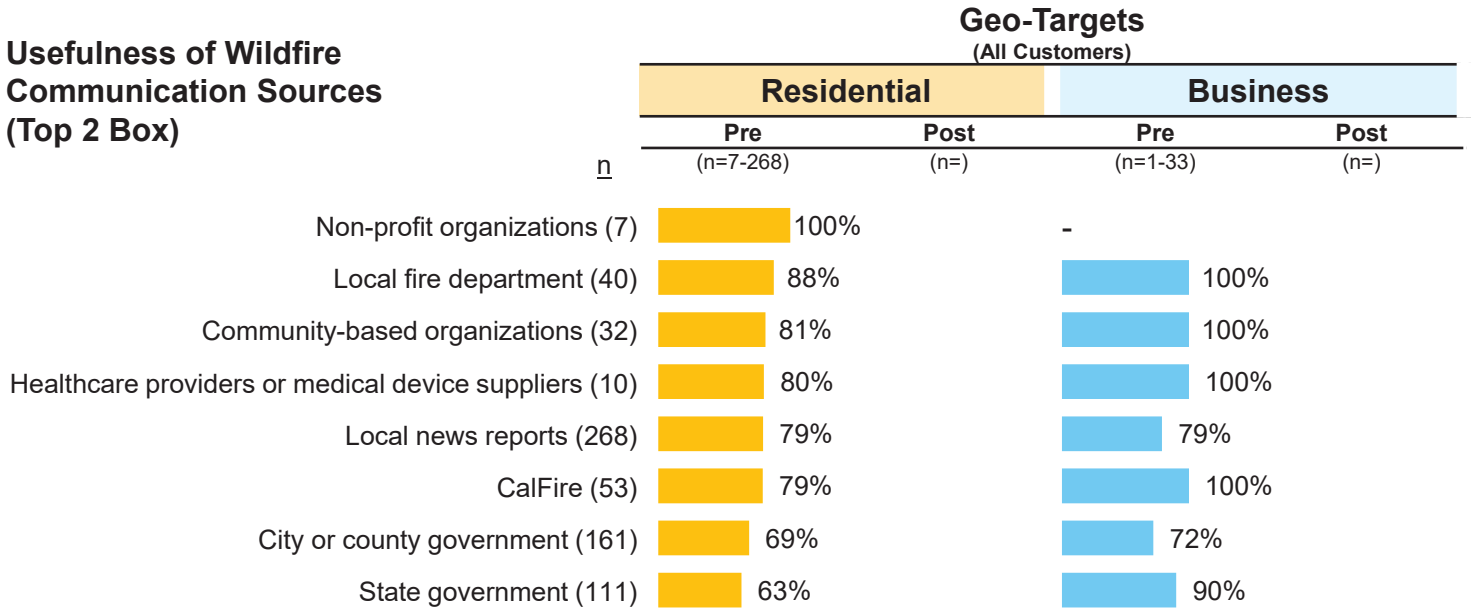


Q10. Other than SCE’s communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Letters indicate a significant difference at the 90% confidence level

Usefulness of Other WF Sources – All Customers

- Among the varying counts who say they used these sources, the sources considered most useful are Non-profits, local FDs, and CBOs.
- For GEO RES customers, the top 10 most useful SCE sources were rated between 67% and 80%, which is comparable to the usefulness ratings of these other sources.
- For GEO BIZ customers, the top 10 most useful SCE sources were rated between 67% and 100%, also comparable to the usefulness ratings of these other sources.



Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

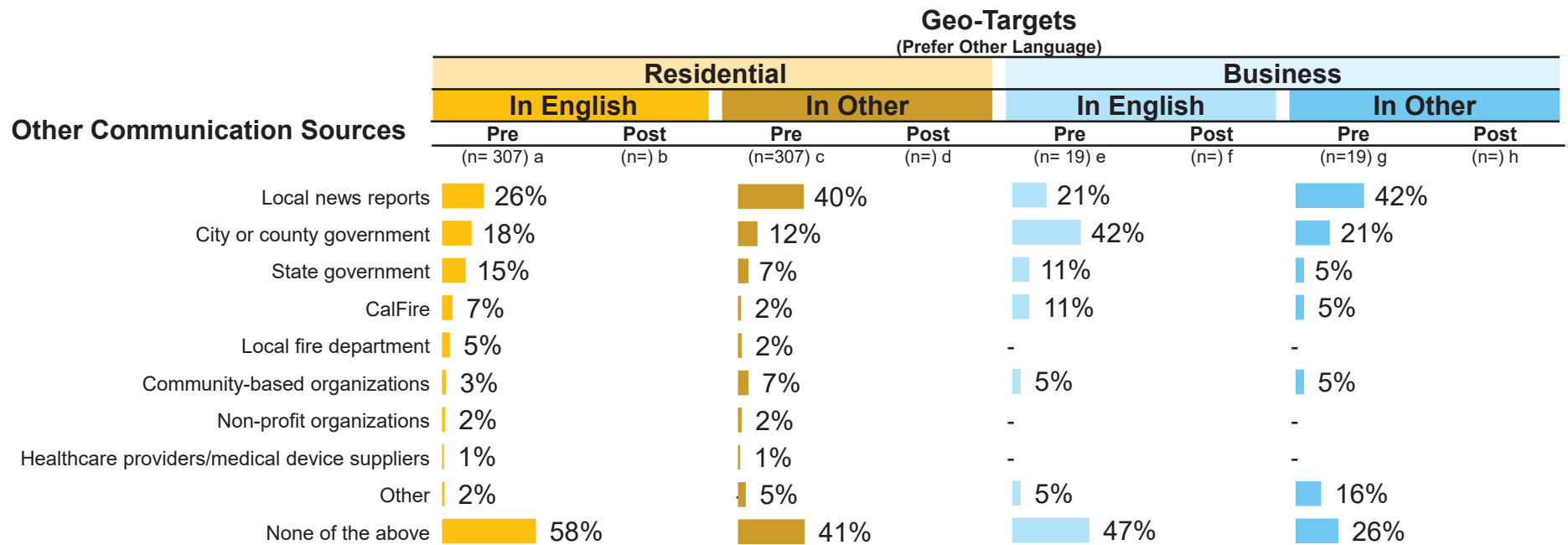
Letters indicate a significant difference at the 90% confidence level

Other Wildfire Communications Sources

Among GEO-Targeted Customers Who **Prefer Other Languages**

Other WF Sources – Prefer Other Languages

- As with the systemwide RES survey, GEO RES customers who prefer other languages use these other sources – whether in English or their preferred language – at about half the frequency with which all GEO RES customers use these sources. Further, the percent saying “none” is 3 times higher (58% vs. 16%).



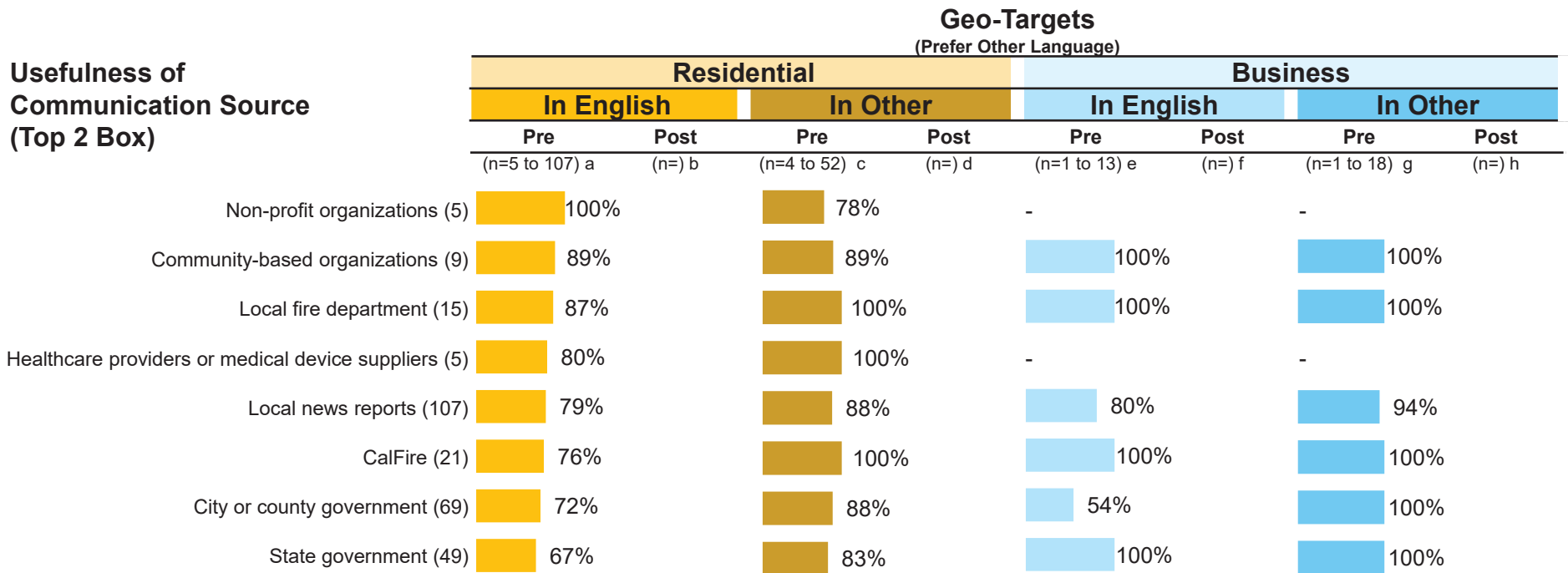
Q10. Other than SCE’s communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Letters indicate a significant difference at the 90% confidence level

Usefulness of Other WF Sources – Prefer Other

- Usefulness levels for these other sources among customers who prefer other languages (67% to 100%) are comparable to that found among all GEO RES customers (63% to 100%).



Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

Q12B2. And using the same 1 to 5 scale, how useful was the wildfire information in [PREFERRED LANGUAGE] from...?

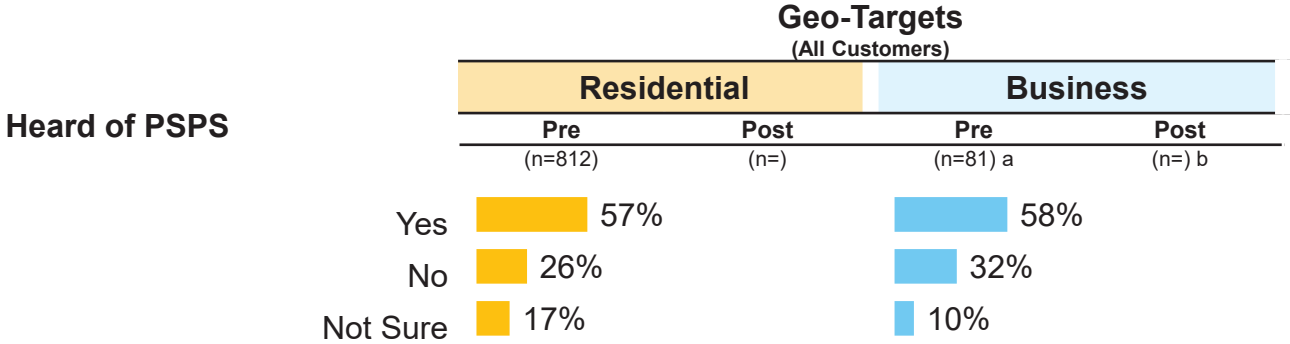
Letters indicate a significant difference at the 90% confidence level

PSPS Communications

Among All GEO-Targeted Customers

PSPS Awareness – All Customers

- The proportion of GEO RES customers who are aware of PSPS (57%) is lower than that found among RES customers systemwide (68%).
- GEO BIZ customers are also less aware of PSPS (58%) compared to BIZ customers systemwide (69%).

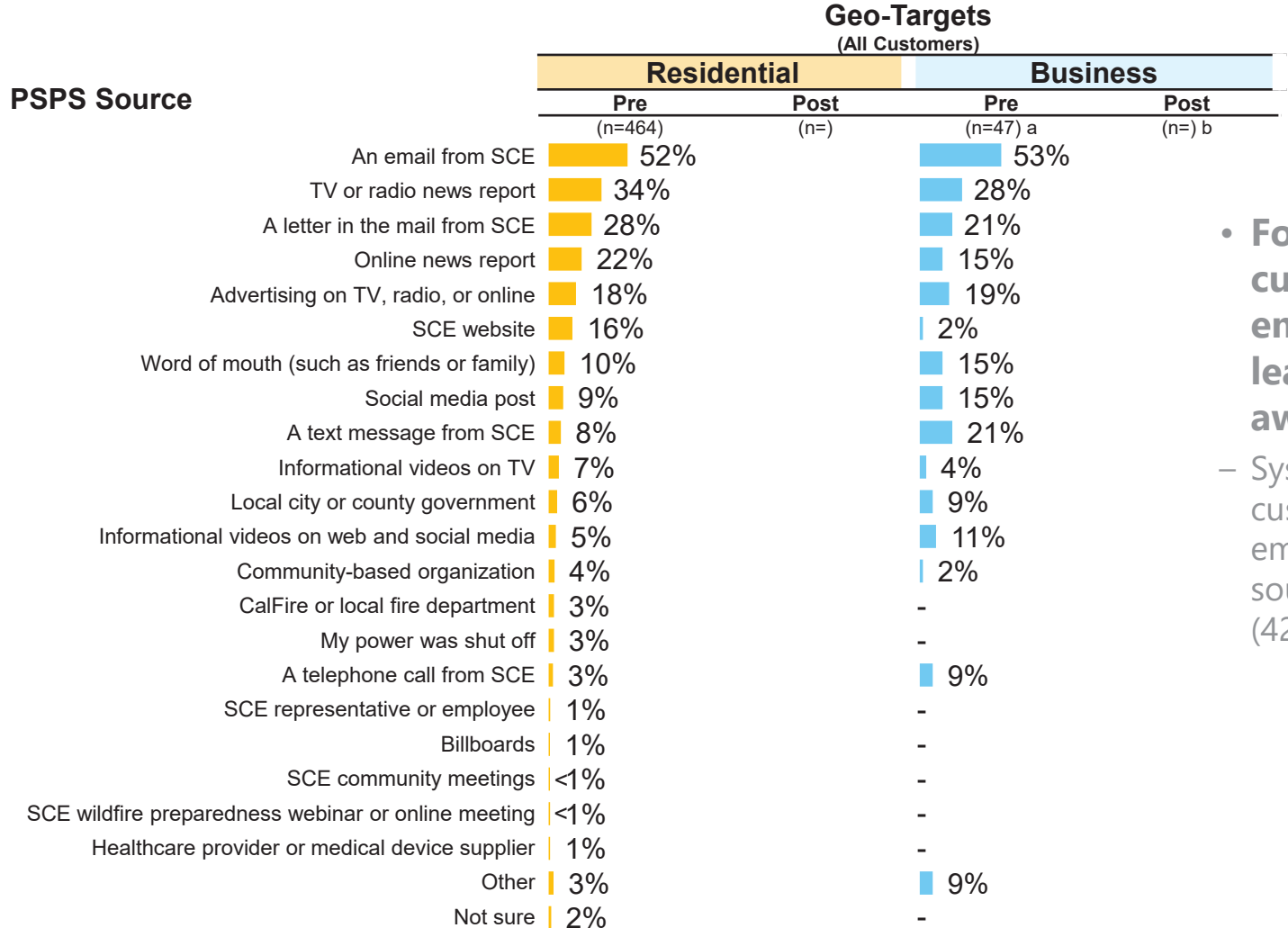


Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Letters indicate a significant difference at the 90% confidence level

PSPS Sources – All Customers

- **SCE emails are the leading source of PSPS awareness for GEO RES customers (52%).**
 - The leading sources for RES customers systemwide are local news (45%) and SCE emails (37%).



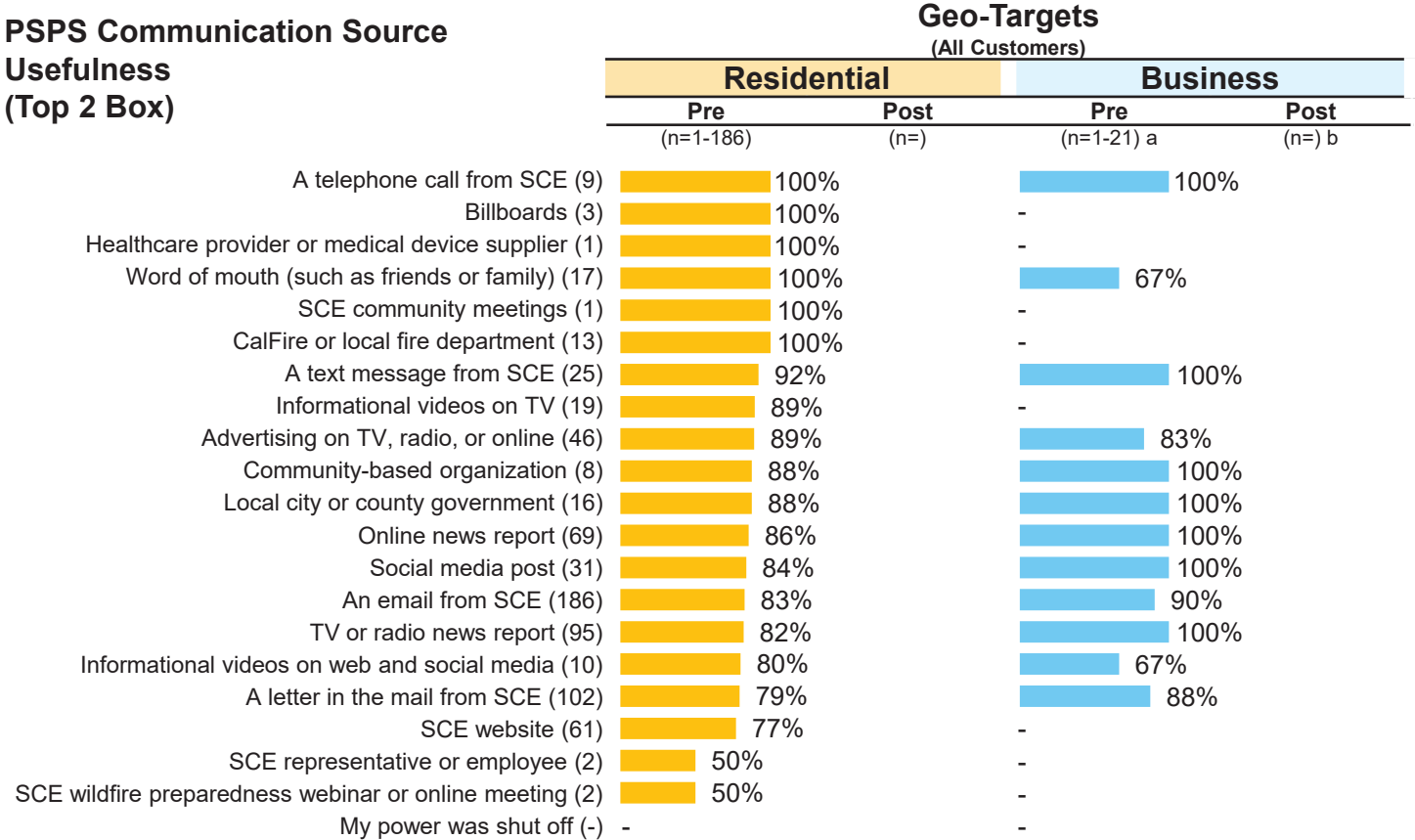
- **For Geo BIZ customers, SCE emails are also the leading source of awareness (53%).**
 - Systemwide BIZ customers also list SCE emails as their leading source of PSPS awareness (42%).

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs?

Letters indicate a significant difference at the 90% confidence level

Usefulness of PSPS Sources – All Customers

- Among users of each source (widely varying base sizes), usefulness is ranked.
- Nearly all sources are deemed useful to both GEO RES and BIZ customers.

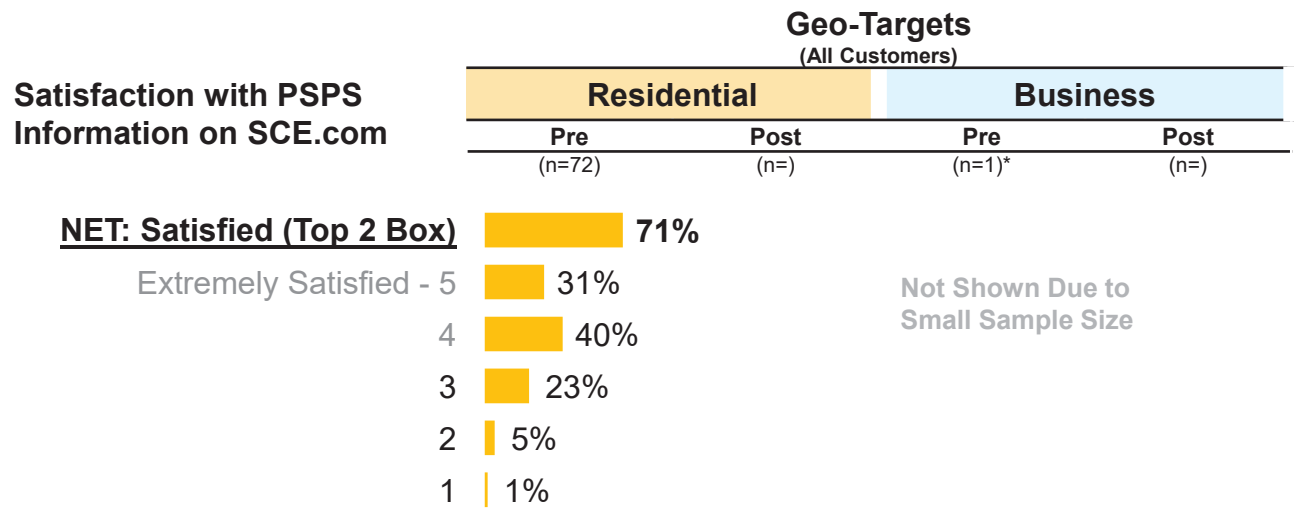


Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from ...?

Letters indicate a significant difference at the 90% confidence level

Satisfaction w/ SCE.com PSPS Info – All Customers

- Seven out of 10 (71%) GEO RES customers who used SCE.com for PSPS information report being satisfied with it.



Q18b. [PSPS SOURCE = SCE Website] How satisfied were you with the Public Safety Power Shutoff information provided on the SCE website?

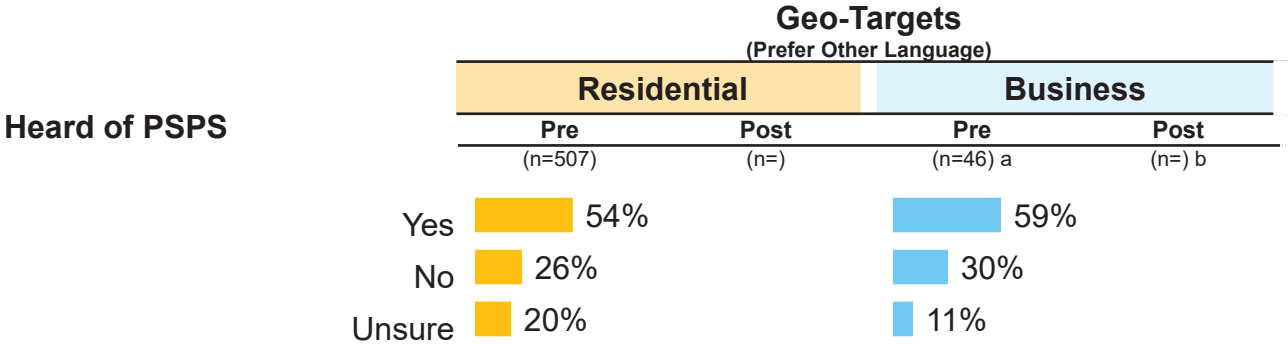
Letters indicate a significant difference at the 90% confidence level

PSPS Communications

Among GEO-Targeted Customers Who
Prefer Other Languages

PSPS Awareness – Prefer Other Languages

- Awareness of PSPS among those GEO RES customers who prefer other languages (54%) is comparable to that for all GEO RES customers (57%).
- The same is true for GEO BIZ customers (59% vs 58%).

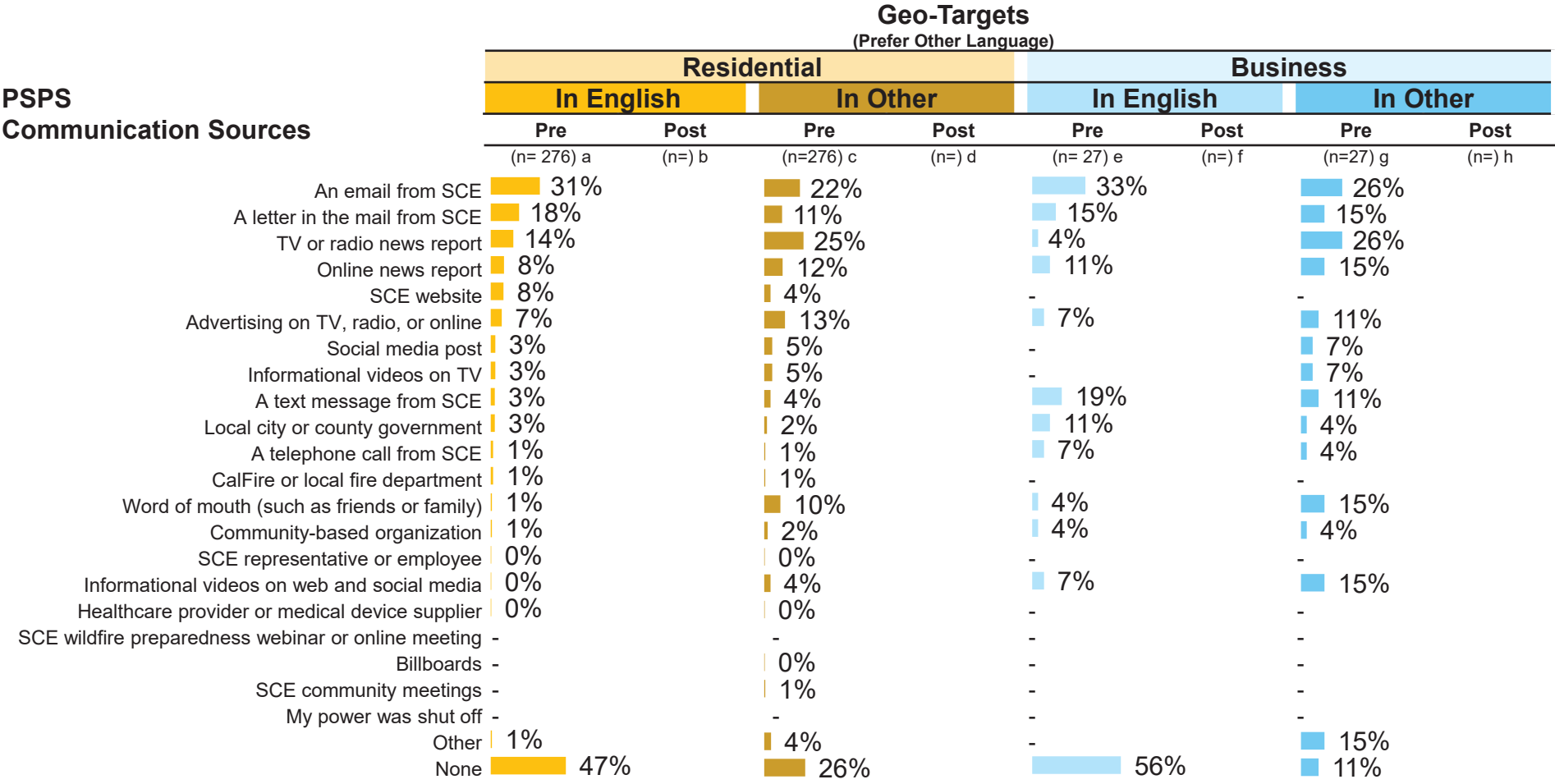


Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Letters indicate a significant difference at the 90% confidence level

PSPS Sources – Prefer Other Languages

- **GEO RES customers who prefer other languages are again generally less attentive to PSPS communication sources compared to all GEO RES customers.**
 - Those citing these sources are about half the proportion citing these sources among all Geo RES customers.



Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs?

Letters indicate a significant difference at the 90% confidence level

Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of PSPS Sources – Prefer Other

- While the sample sizes are small, there is not the expected, substantial lift in the usefulness attached to communications in other languages among customers who prefer other languages. All are rated highly.

Usefulness of PSPS Communication Source ... (Top 2 Box)	Geo-Targets (Prefer Other Language)							
	Residential				Business			
	In English		In Other		In English		In Other	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post
	(n=1 to 26) a	(n=) b	(n=1-28) c	(n=) d	(n=1 to 26) e	(n=) f	(n=1-28) g	(n=) h
A telephone call from SCE	100%		100%		100%		100%	
A text message from SCE	100%		91%		100%		100%	
Healthcare provider or medical device supplier	100%		100%		-		-	
Community-based organization	100%		100%		100%		100%	
CalFire or local fire department	100%		100%		-		-	
Social media post	88%		93%		-		100%	
Informational videos on TV	88%		92%		-		100%	
Local city or county government	83%		100%		100%		100%	
Advertising on TV, radio, or online	82%		97%		100%		100%	
An email from SCE	80%		97%		100%		100%	
A letter in the mail from SCE	77%		89%		100%		-	
SCE website	76%		95%		-		100%	
TV or radio news report	75%		94%		100%		100%	
Online news report	74%		100%		100%		-	
SCE representative or employee	-		-		-		-	
SCE wildfire preparedness webinar or online meeting	-		-		-		-	
Billboards	-		-		-		-	
Informational videos on web and social media	-		-		-		-	
Word of mouth (such as friends or family)	-		-		-		-	
SCE community meetings	-		-		-		-	
My power was shut off	-		-		-		-	

Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from ...?

Q19B2. And, how useful was the information in LANGUAGE from...?

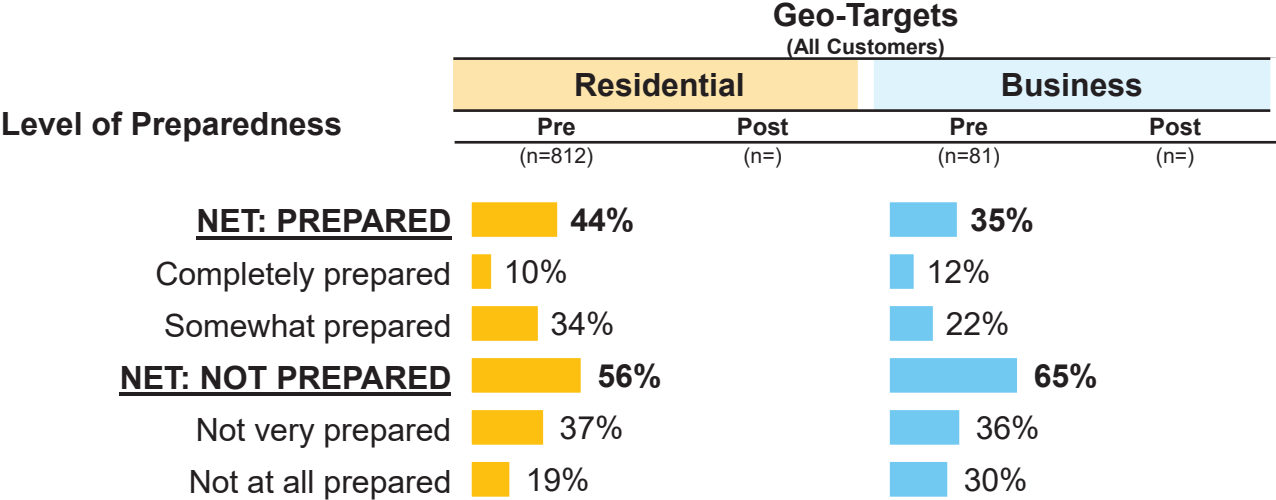
Letters indicate a significant difference at the 90% confidence level

PSPS Preparedness / Satisfaction

Among All GEO-Targeted Customers

Preparedness – All Customers

- **PSPS preparedness for GEO customers is lower than that found systemwide.**
 - 44% of GEO RES customers report they are at least somewhat prepared. Systemwide, the RES proportion is 52%
 - 35% of GEO BIZ customers report being prepared. Systemwide, the proportion is 55%.
 - NOTE that most if not all GEO-targeted ZIP codes are not in HFRA.



Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

Letters indicate a significant difference at the 90% confidence level

Preparedness Actions Taken – All Customers

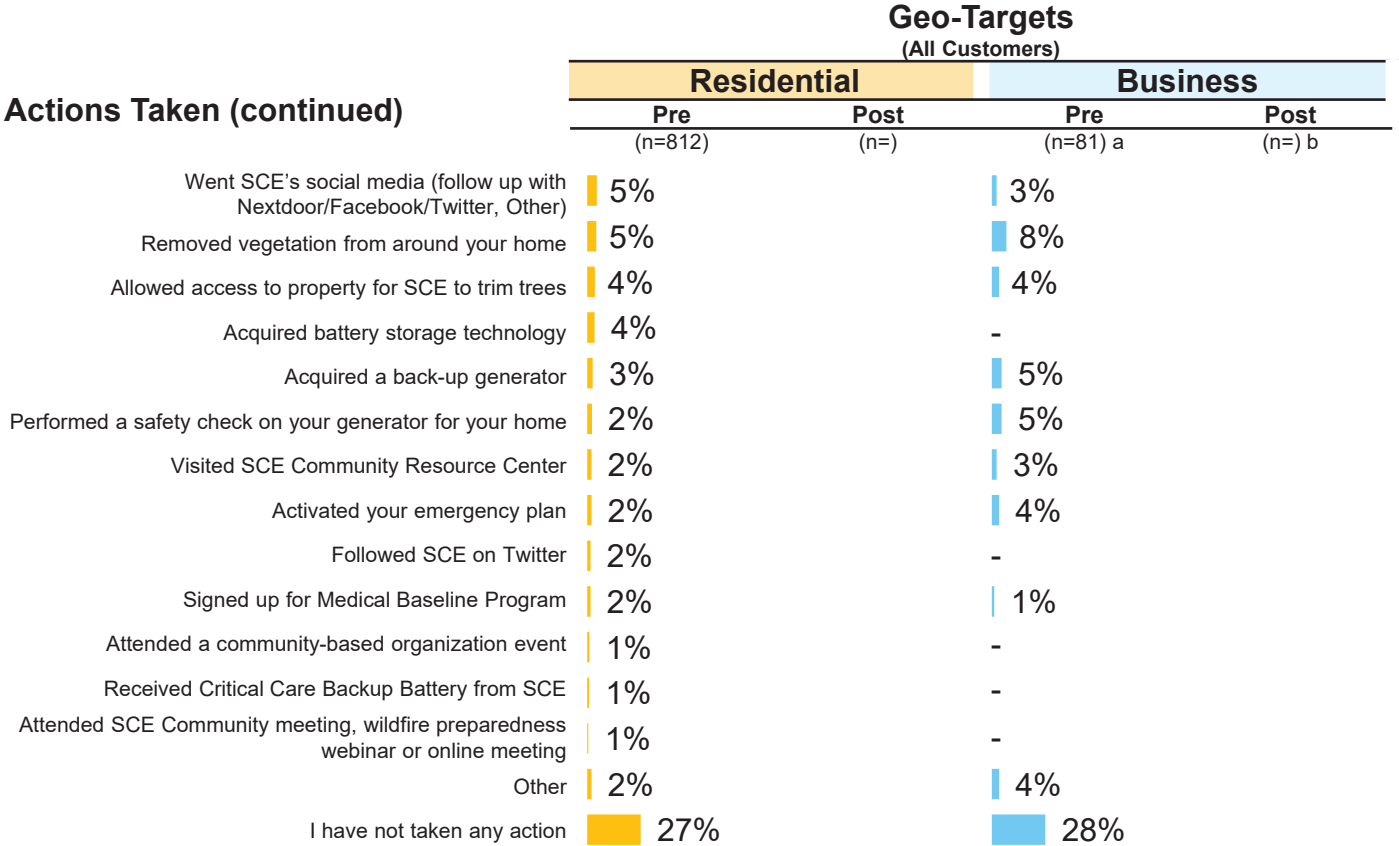
- While fewer consider themselves prepared, those reporting to have taken action is comparable for both GEO RES and GEO BIZ customers to systemwide.
 - RES: 29% systemwide say they’ve taken no action; 27% GEO RES customers say the same.
 - BIZ: 31% systemwide say they’ve taken no action; 28% of GEO BIZ customers say the same.

Actions Taken	Geo-Targets (All Customers)			
	Residential		Business	
	Pre (n=812)	Post (n=)	Pre (n=81) a	Post (n=) b
Purchased enough water to last for several days without power	32%		31%	
Prepared an emergency kit with food, water or medicine	30%		25%	
Purchased new lanterns or flashlights	30%		36%	
Went to SCE website	25%		18%	
Purchased enough non-refrigerated food to last for several days without power	22%		23%	
Signed up for notifications from SCE	15%		9%	
Purchased/used a battery powered radio	13%		9%	
Checked the SCE mobile app	8%		6%	
Prepared for multiple-day outage	7%		6%	
Developed an emergency plan	7%		9%	
Have a place to go if without power for a prolonged period	6%		10%	
Notified others in area about potential power shutoff	5%		10%	
Followed SCE on Facebook	5%		1%	

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Letters indicate a significant difference at the 90% confidence level

Preparedness Actions Taken (cont.) – All Customers

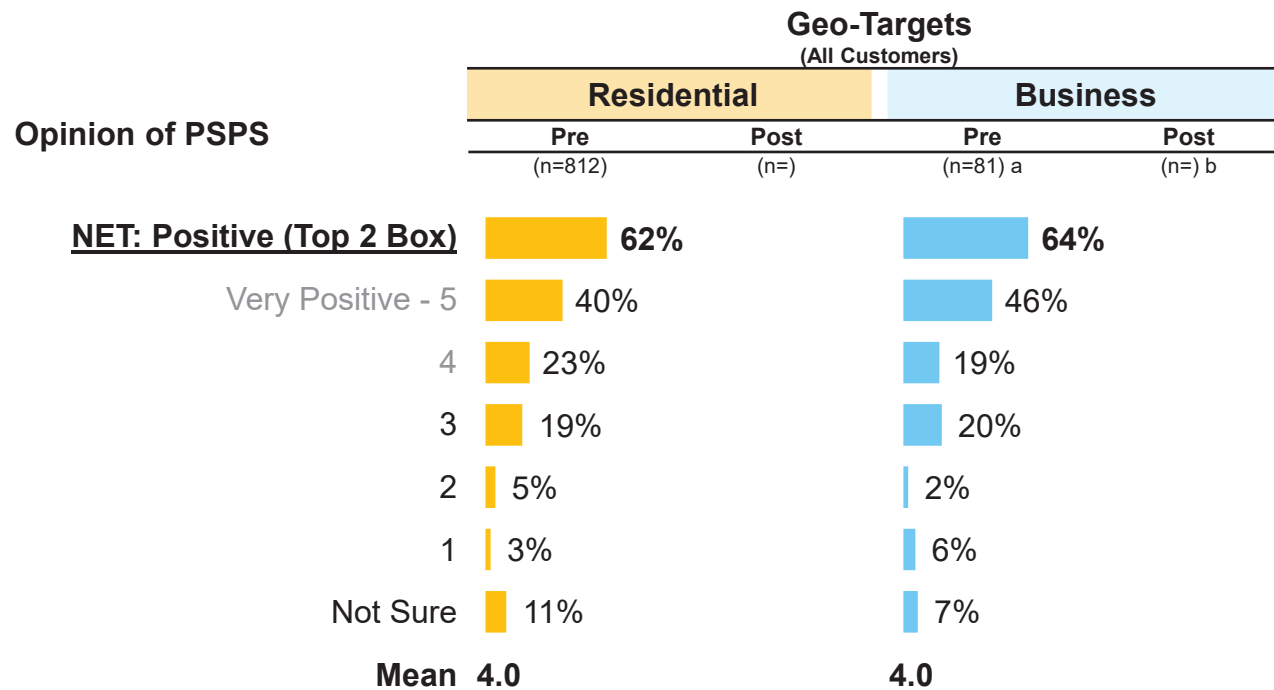


Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Letters indicate a significant difference at the 90% confidence level

Opinion of SCE’s PSPS Program – All Customers

- Regarding opinions of SCE’s PSPS program, GEO customers are much more positive than are customers systemwide.
 - RES Systemwide: 49%; GEO RES: 62%
 - BIZ Systemwide: 51%; GEO BIZ: 64%

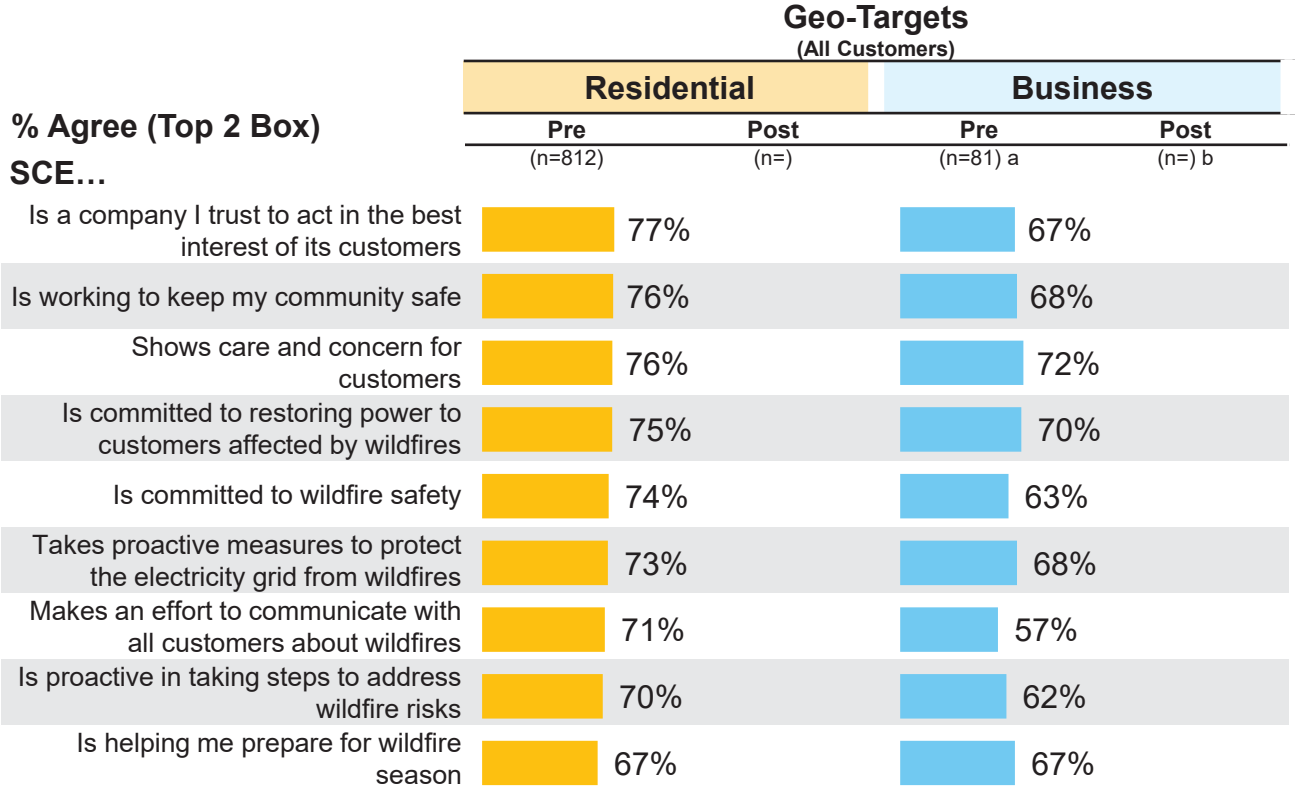


Q22. Overall, what is your opinion of SCE’s Public Safety Power Shutoff program?

Letters indicate a significant difference at the 90% confidence level

Ratings of SCE Attributes – All Customers

- **Ratings on SCE attributes among GEO customers are similar to systemwide ratings.**
 - Systemwide RES ratings: 48% to 71%; GEO RES ratings are somewhat higher: 67% to 77%
 - Systemwide BIZ ratings: 48% to 71%; GEO BIZ ratings are only slightly higher: 67% to 72%

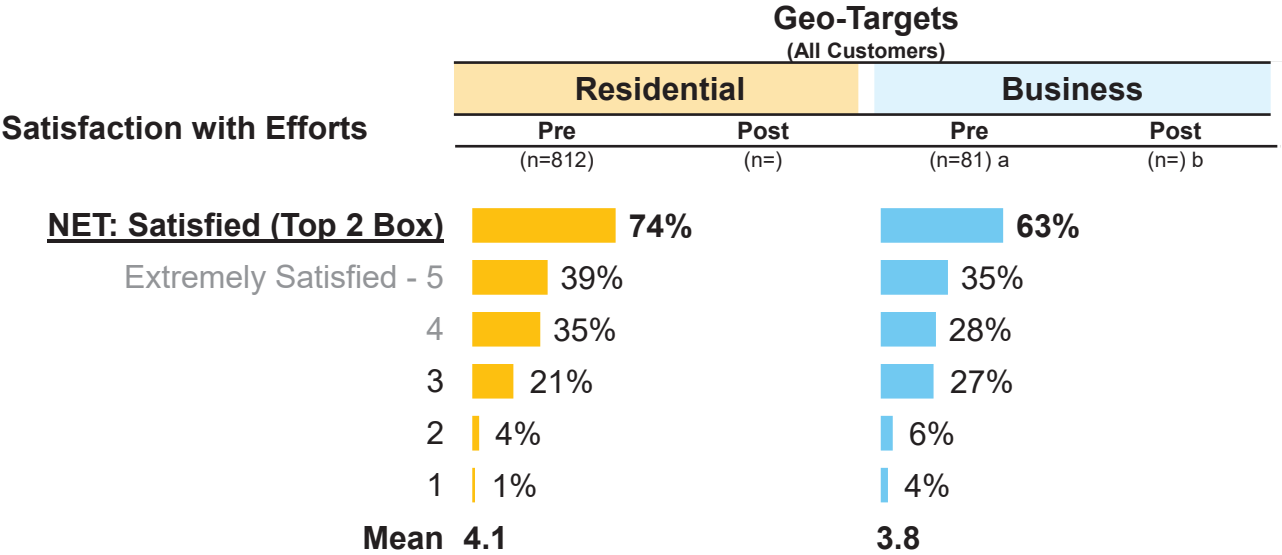


Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Letters indicate a significant difference at the 90% confidence level

Satisfaction w/ SCE's WF Efforts – All Customers

- Overall satisfaction with SCE's WF efforts are also higher among GEO RES customers and comparable among GEO BIZ customers relative to systemwide results.
- RES Systemwide: 57%; GEO RES: 74%
- BIZ Systemwide: 60%; GEO BIZ: 63%

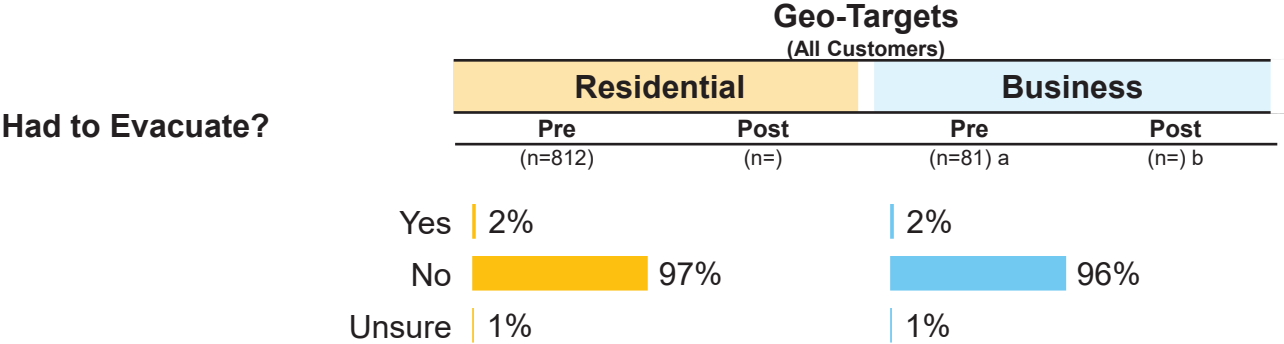


Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

Letters indicate a significant difference at the 90% confidence level

Evacuation Experience – All Customers

- **Few customers have had a recent evacuation experience.**
 - RES Systemwide: 2%; GEO RES: 2%
 - BIZ Systemwide: 3%; GEO BIZ: 2%



Q23. In the past few months, have you had to evacuate due to wildfires in your area?

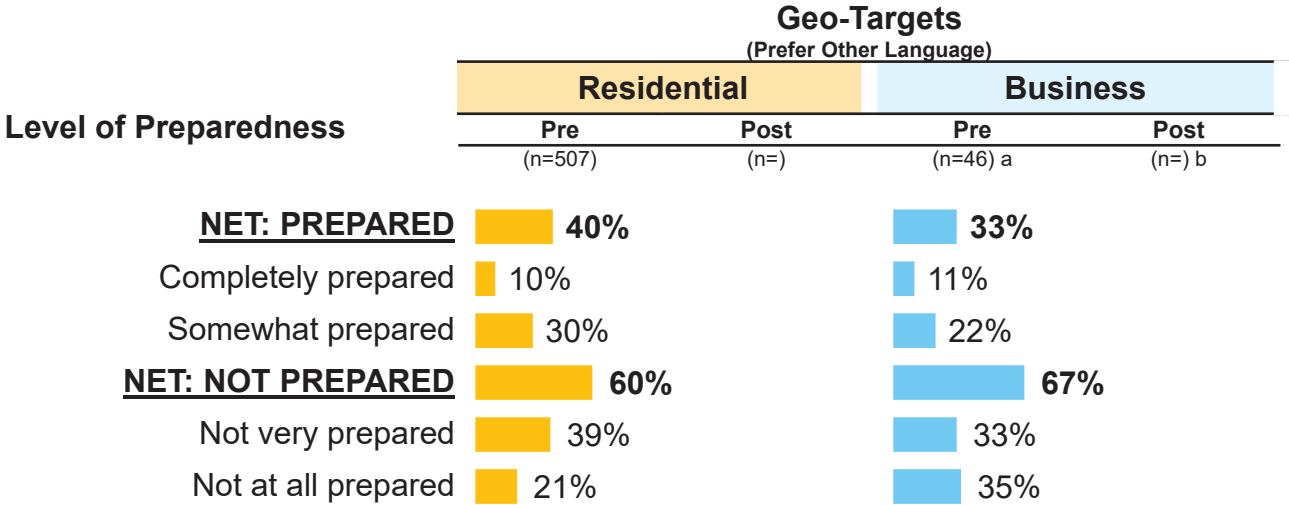
Letters indicate a significant difference at the 90% confidence level

PSPS Satisfaction

Among GEO-Targeted Customers Who
Prefer Other Languages

Preparedness – Prefer Other Languages

- **GEO customers who prefer WF communications in other languages report similar preparedness levels for a PSPS event as systemwide RES customers.**
 - RES Systemwide: 40%; GEO RES: 40%
 - BIZ Systemwide: 36%; GEO BIZ: 33%
- **Systemwide, those who prefer other languages are less prepared for PSPS events than their Gen Pop counterparts, but in GEOs this is not true.**
 - Systemwide, both RES and BIZ customers more often report being prepared compared to those who prefer other languages (RES: +12%; BIZ: +19%).
 - In GEOs there is little difference (RES: 44% vs 40%; BIZ: 35% vs 33%).

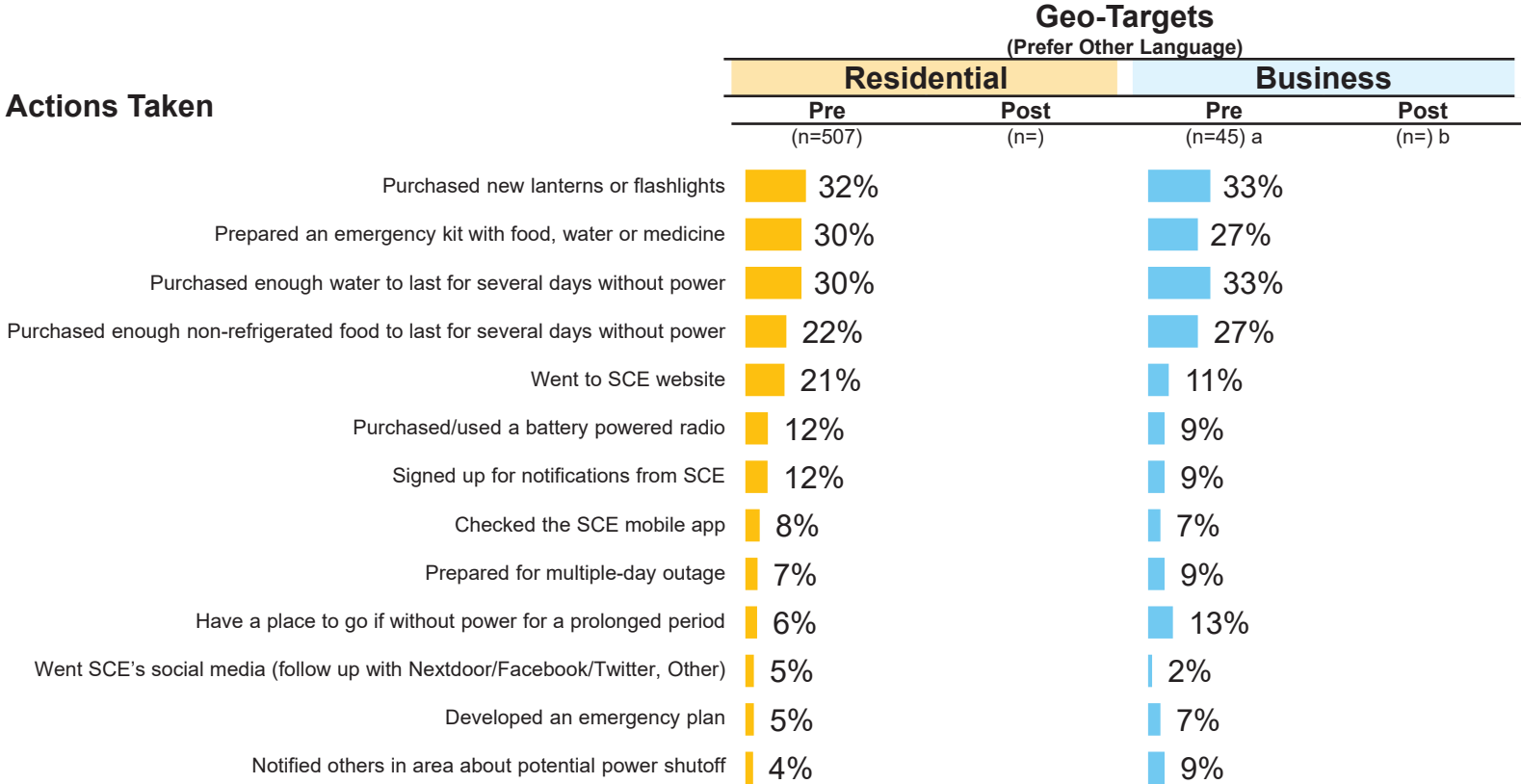


Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

Letters indicate a significant difference at the 90% confidence level

Preparedness Actions Taken – Prefer Other

- **Actions taken by GEO customers who prefer other languages are nearly identical to all GEO customers**
 - Both RES & BIZ: The highest incidence actions have been taken by about 30% and similar proportions have taken no action is about 30%.

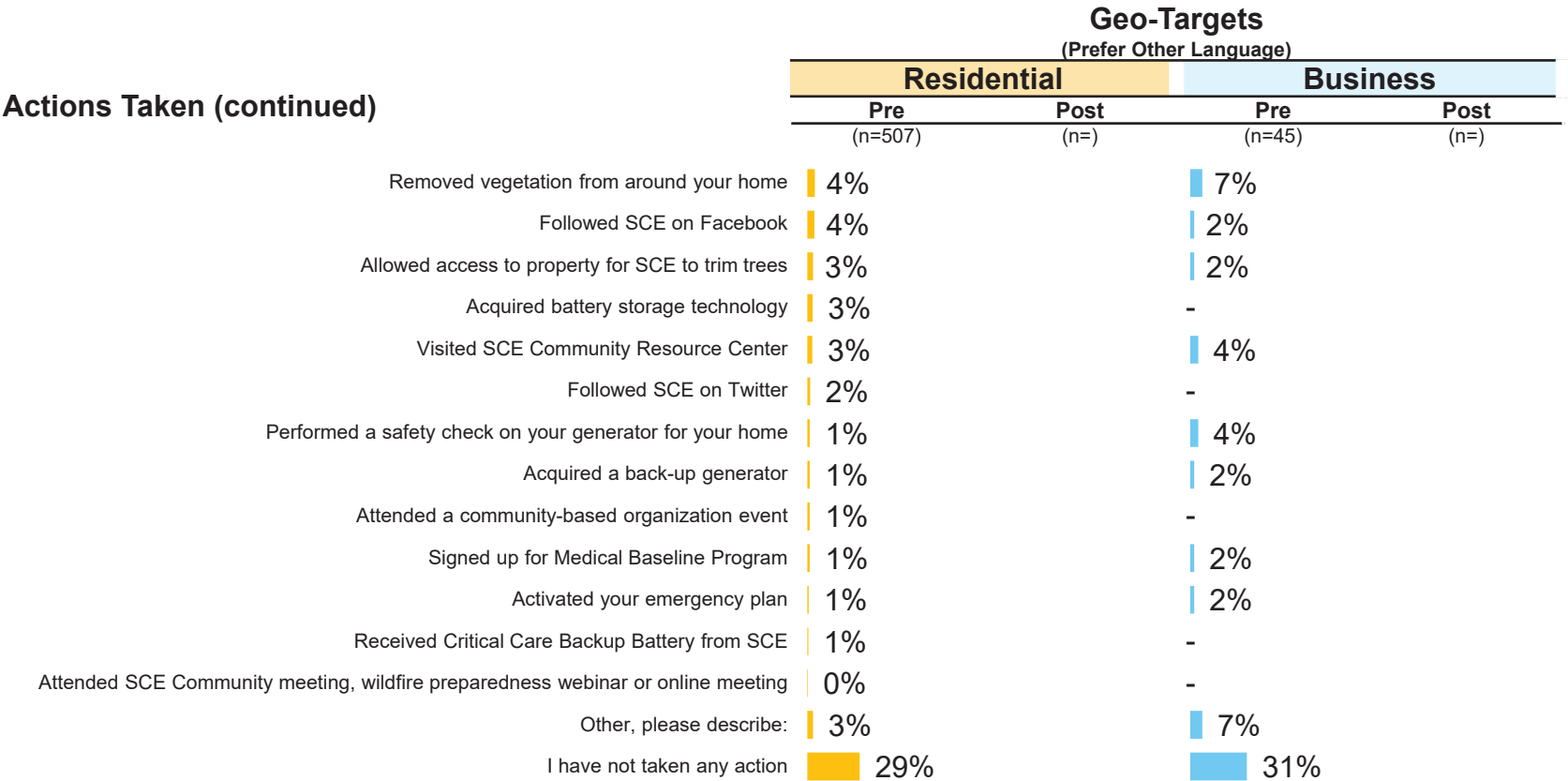


Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Letters indicate a significant difference at the 90% confidence level

Preparedness Actions Taken (cont.) – Prefer Other

- **Systemwide, actions taken by those who prefer other languages are also little different compared to all customers**
 - RES: Highest incidence actions by both is 30%; No action taken for both is 30%.
 - BIZ : Highest incidence by both is 24% to 26%; No action taken by both is 31% vs 48% (small sample)

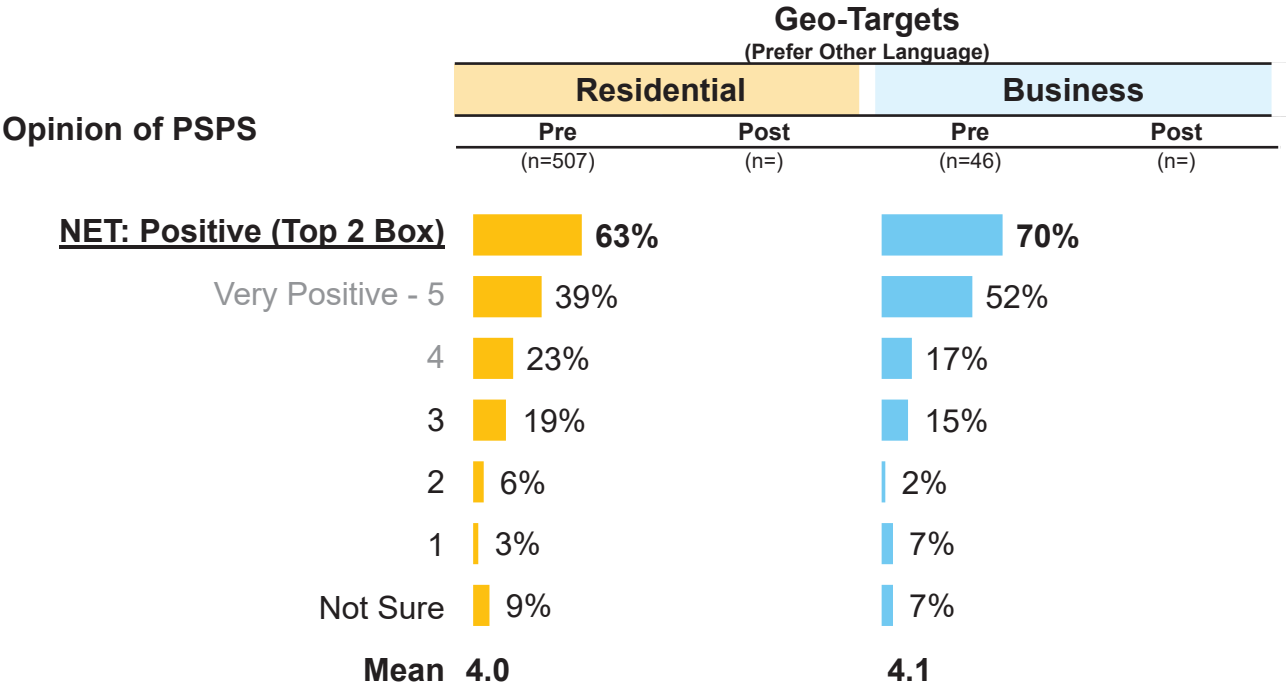


Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Letters indicate a significant difference at the 90% confidence level

Opinion of SCE’s PSPS Program – Prefer Other

- **GEO customer opinions of SCE’s PSPS program vary little between all customers and those who prefer other languages.**
 - GEO RES: 62% positive among all customers; 63% among those who prefer other
 - GEO BIZ: 64% positive among all customers; 70% among those who prefer other
- **A similar pattern was found among these customer segments systemwide.**

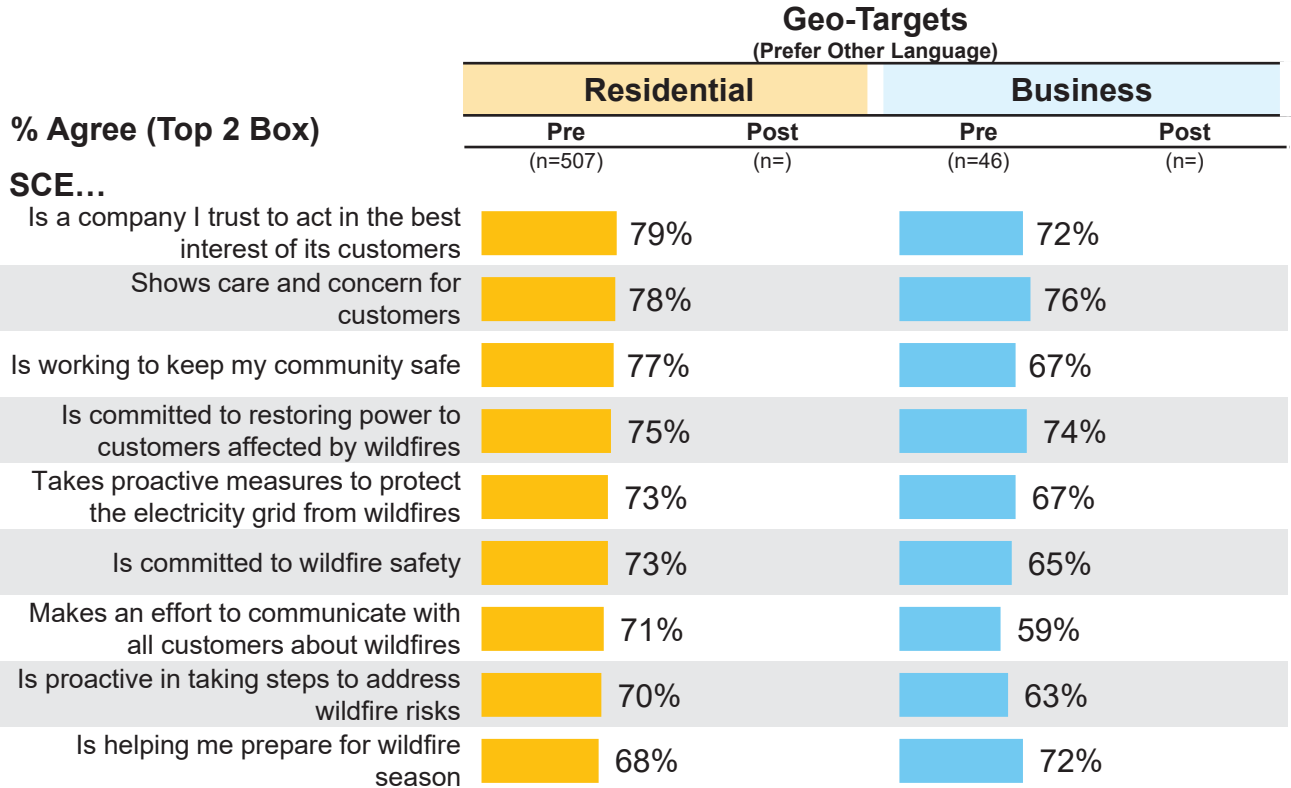


Q22. Overall, what is your opinion of SCE’s Public Safety Power Shutoff program?

Letters indicate a significant difference at the 90% confidence level

Ratings of SCE Attributes – Prefer Other Languages

- **In the GEOs, Prefer other customers rate SCE no differently than all GEO customers**
 - All GEO RES: 67% to 77%; Prefer Other Languages GEO RES: 68% to 79%
 - All GEO BIZ: 57% to 72%; Prefer Other Languages GEO BIZ: 59% to 76%
- **Systemwide, the Prefer other customers tend to rate SCE somewhat higher than their systemwide counterparts.**

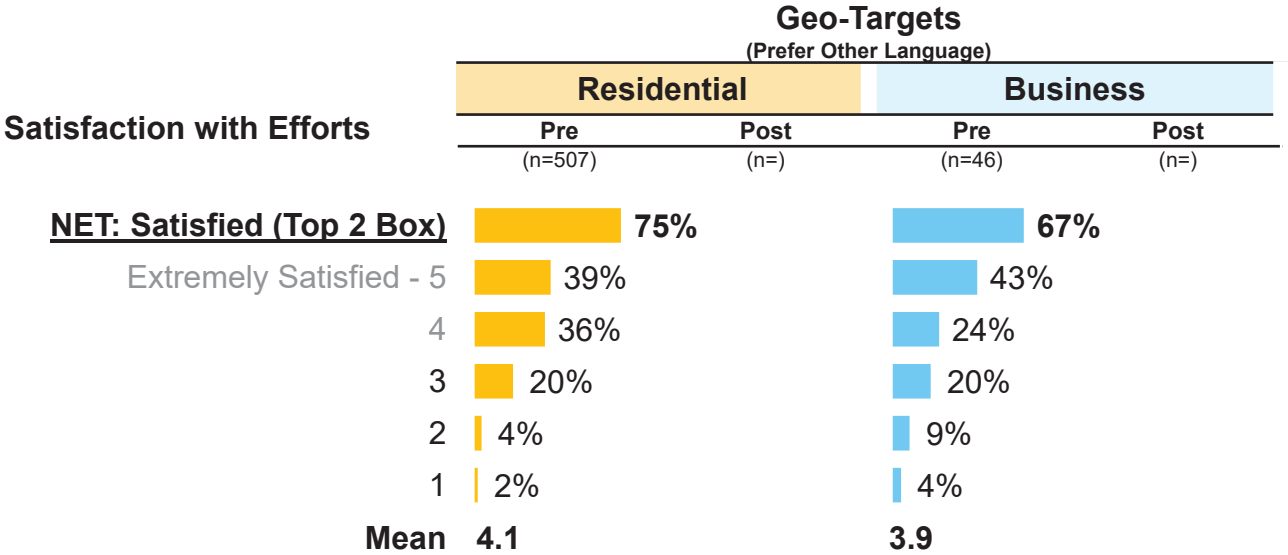


Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Letters indicate a significant difference at the 90% confidence level

Satisfaction w/ SCE's WF Efforts – Prefer Other

- As with the attitude statements, overall satisfaction with SCE's WF efforts is comparable for GEO customers overall and those who prefer other languages.
 - GEO RES: 74% satisfied among all customers; 75% among those who prefer other
 - GEO BIZ: 63% satisfied among all customers; 67% among those who prefer other

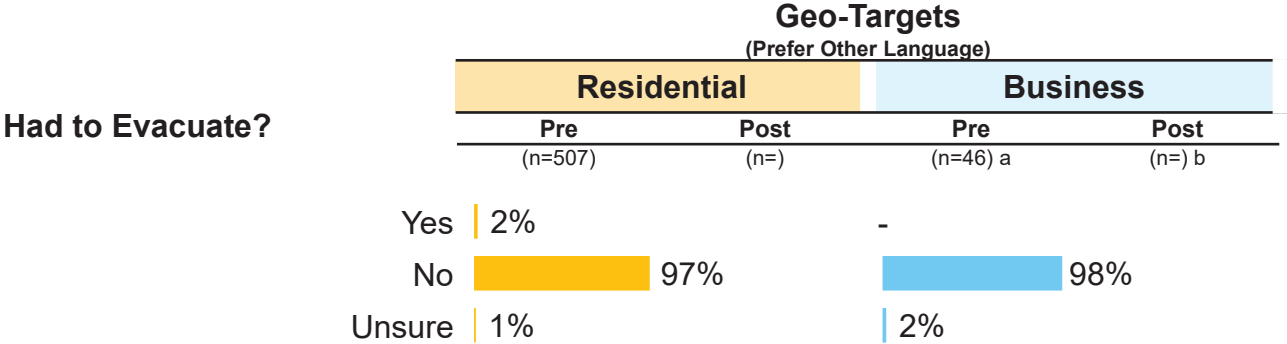


Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

Letters indicate a significant difference at the 90% confidence level

Evacuation Experience – Prefer Other Languages

- As with all other survey results, very few GEO customers have recent evacuation experience.



Q23. In the past few months, have you had to evacuate due to wildfires in your area?

Letters indicate a significant difference at the 90% confidence level

Suggested Improvements to WF Comms

Among All GEO-Targeted Customers

Suggested Improvements to WF Comms

Specific Suggestions

Easy to understand English. Send a communication to several languages.

If you can use the most familiar words, you can absorb all the information in a matter of seconds

To be published at least twice daily fire situation

These community organizations

Send flyers, letters to home and should advertise on YouTube or SoundCloud

SCE can play add to picturesque illustration of how to prevent or cope with wildfires so people pay attention to the information.

WEEKLY NOTIFICATION fast and notifications (alerts) on the phone, in email, on TV

Announced on local radio and on social networks more often. Propaganda and education of the people on fire prevention and forest protection more often.

Accompanying video

Cartoon'd like to give your figure a way to deal with the situation.

The need for more photos or pictures

Preferred phone text alarm

It requires actively promote the local press

Posters What do not you stick to. To get an easy to understand format cartoons.

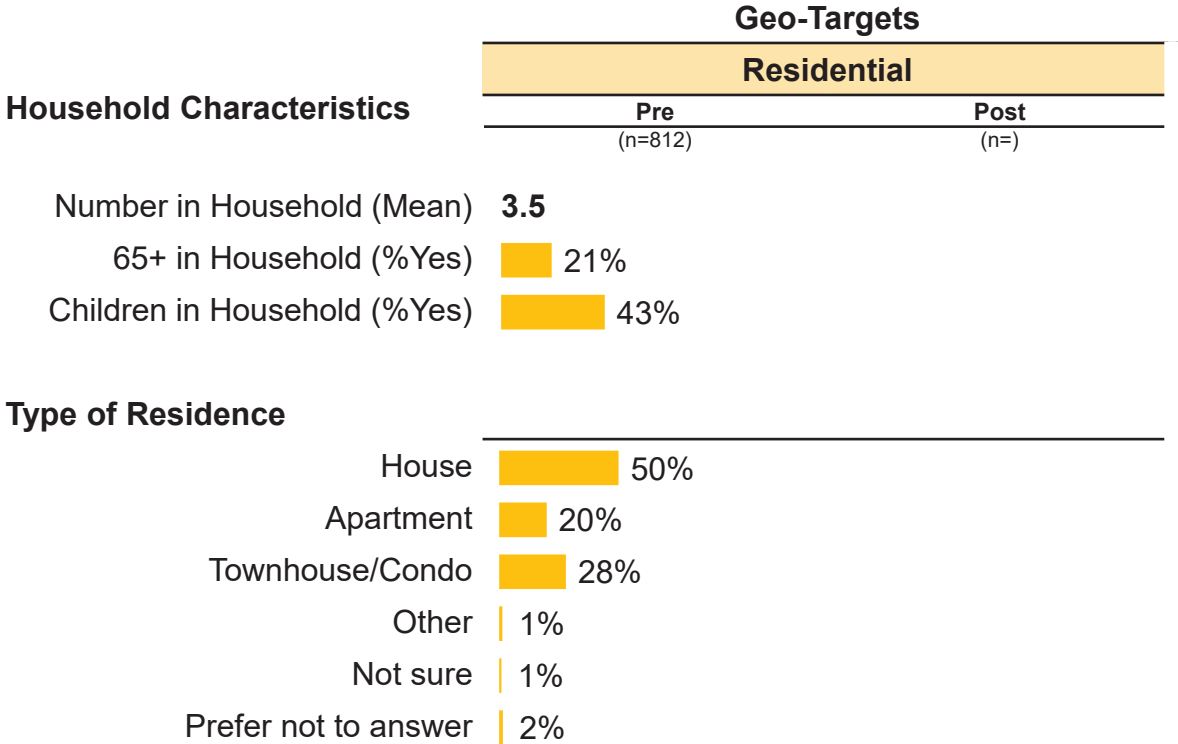
YOU'VE DONE VERY GOOD, ALL INFORMATION MAY BE NECESSARY INFORMATION THROUGH MESSAGES IN MY PHONE, I CAN READ IMMEDIATELY, OR AFTER WORK. OR EMERGENCY INFORMATION LIKE A. VERY GOOD THANKS served. Thank you so much.

May be notified by the alarm

Demographics

Household Characteristics

- GEO RES customers have more HH members (3.5) than the Gen Pop (2.9)
- Townhomes/Condos are more frequent than in the Gen Pop (28% vs. 13%)

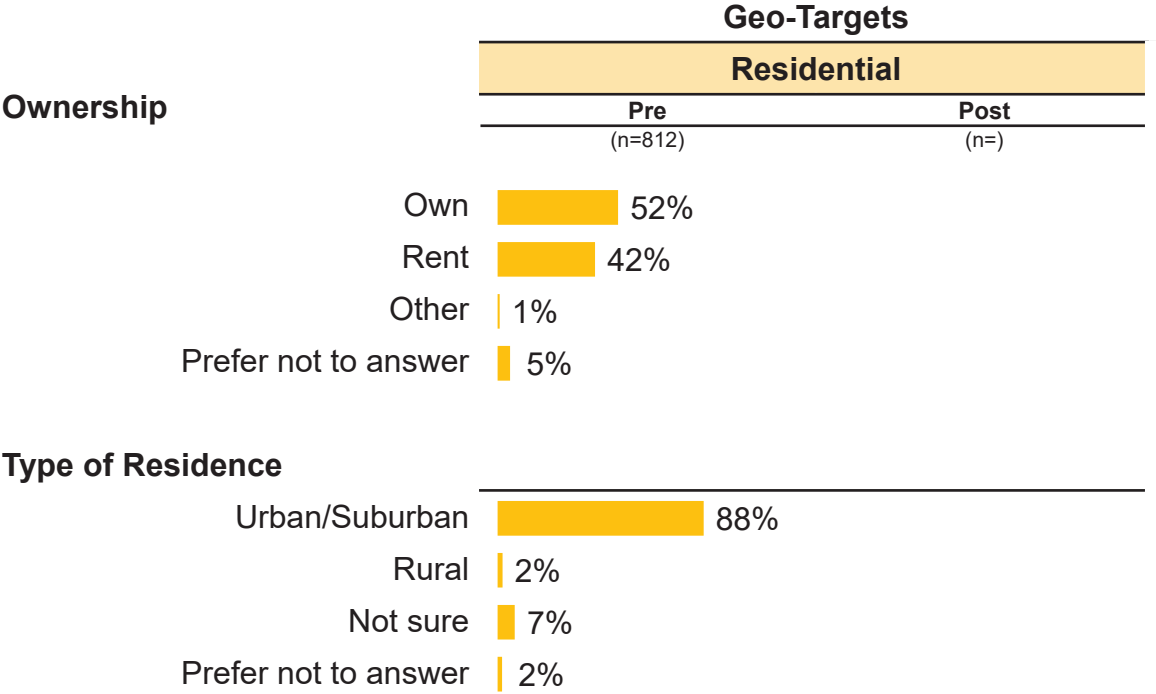


D1. Including you, how many people live in your household?
 D3. Is anyone in your household 65 or older?
 D4. Do you have children in your household under the age of 18?
 D7. In what type of residence to you currently live?

Letters indicate a significant difference at the 90% confidence level

Household Characteristics

- Home ownership is less common than in the Gen Pop (52% vs. 66%)

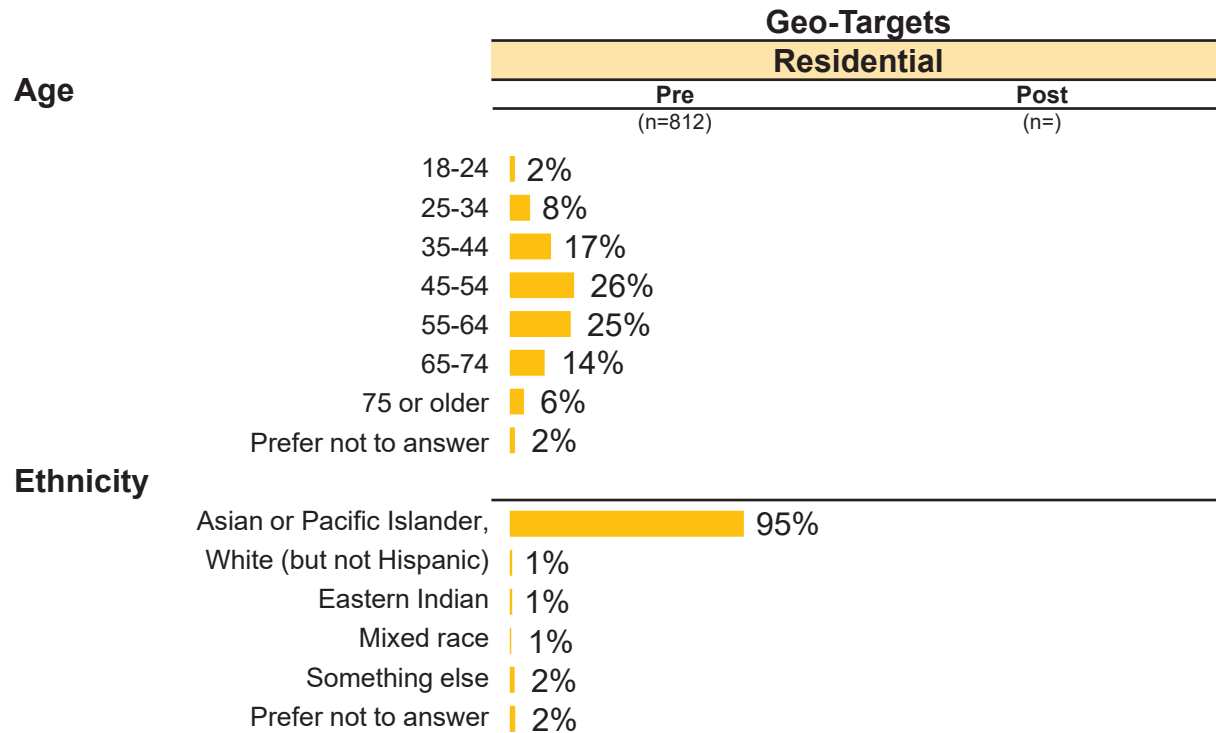


D8. Do you currently own or rent your residence?
 D6. Which of the following best describes the area in which you live?

Letters indicate a significant difference at the 90% confidence level

Age & Ethnicity

- The age profile of RES customers in GEO areas includes more middle-aged than in the Gen Pop (26% vs. 16% aged 45-54) and fewer over 65 (20% vs. 30%).



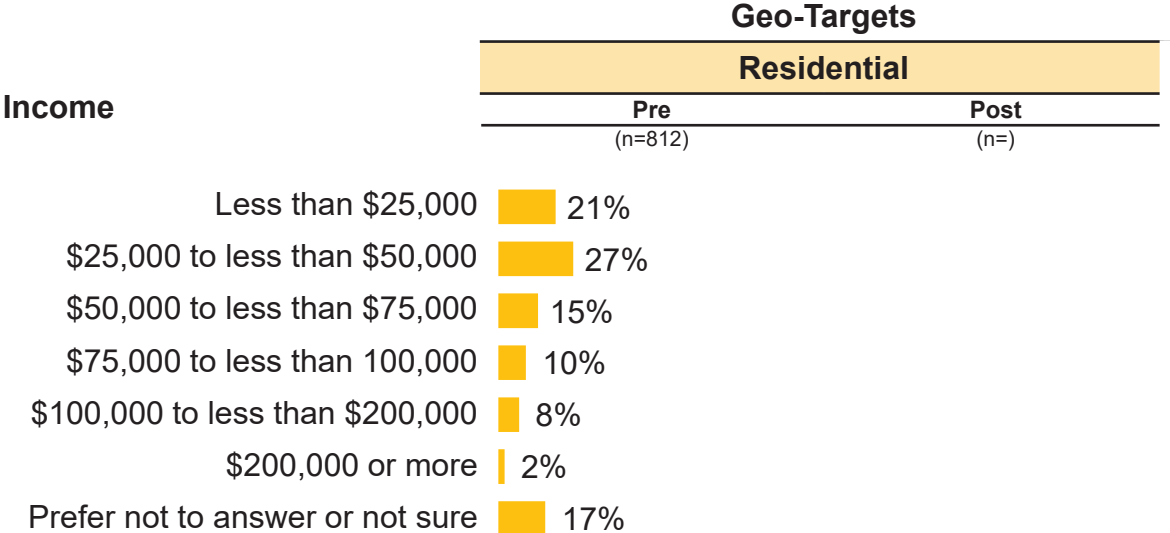
D2. What is your age?

D5. What do you consider your ethnicity to be?

Letters indicate a significant difference at the 90% confidence level

Income

- Household income is lower among GEO RES customers (48% under \$50k vs. 30% among Gen Pop)

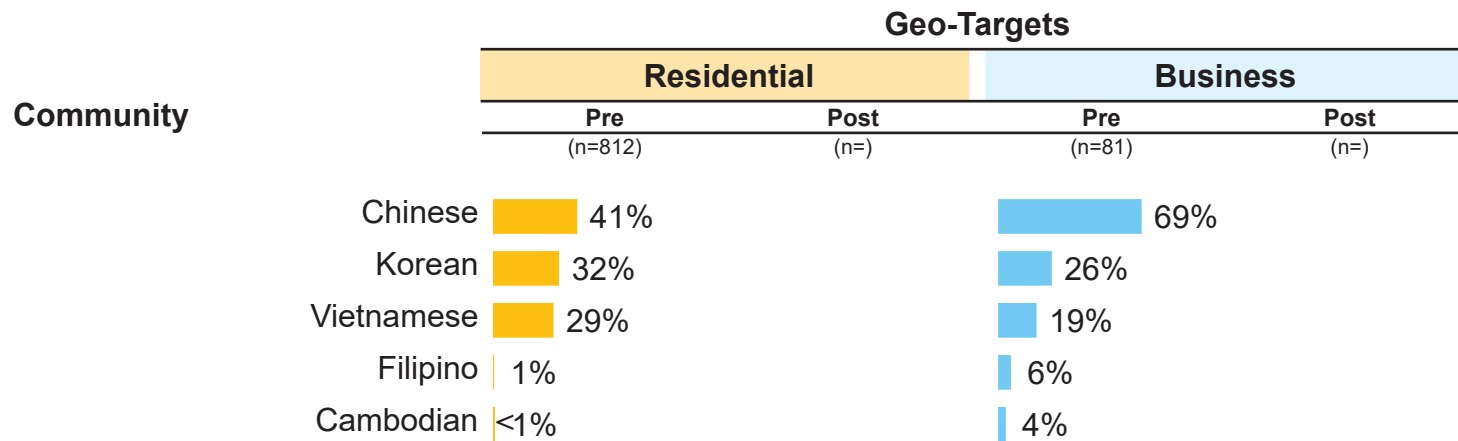


D9. What is your annual household income before taxes?

Letters indicate a significant difference at the 90% confidence level

Community Membership

- By definition, this sample intentionally has a high proportion of Chinese, Korean, and Vietnamese community members.

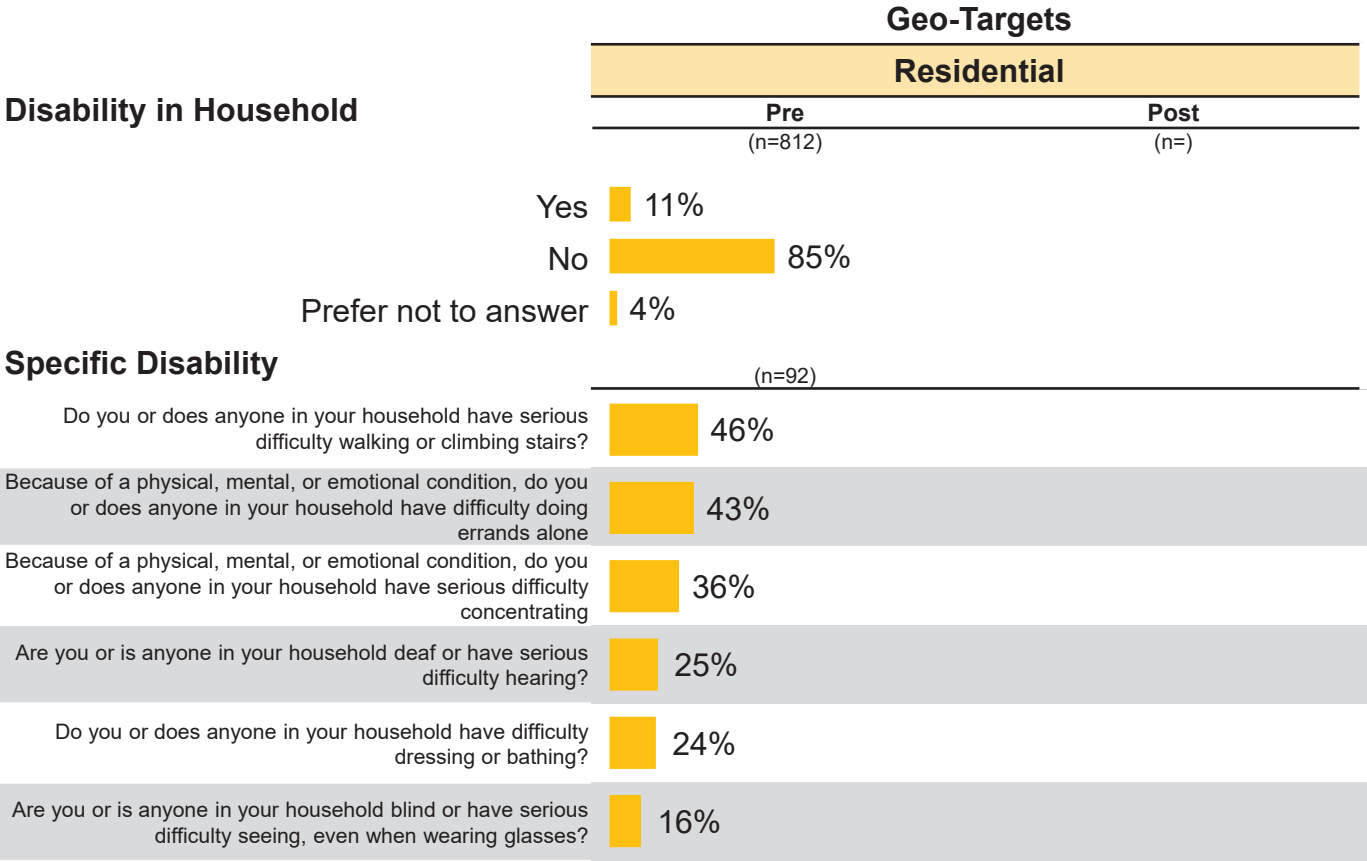


QD5a. Do you consider yourself a member of any of the following communities?

Letters indicate a significant difference at the 90% confidence level

Disabilities

- The incidence of disabilities in GEO RES households is lower than that found in the Gen Pop (11% vs. 23%).

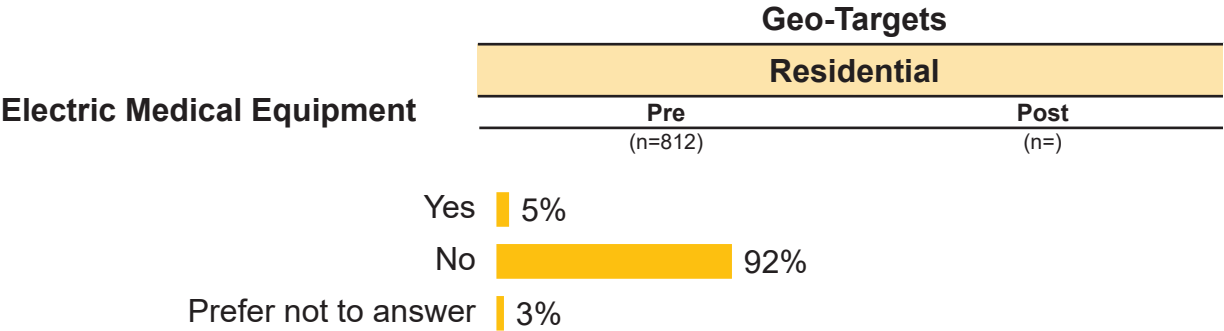


D10. Do you or does anyone in your household have a permanent disability, related to mobility, hearing, vision, cognitive, psychological, or chronic disease?
D11. [IF YES] Please answer yes or no regarding the specific type of disability for you or anyone in your household.

Letters indicate a significant difference at the 90% confidence level

Medical Equipment

- Fewer households use medical equipment than occurs in the Gen Pop (5% vs. 14%).

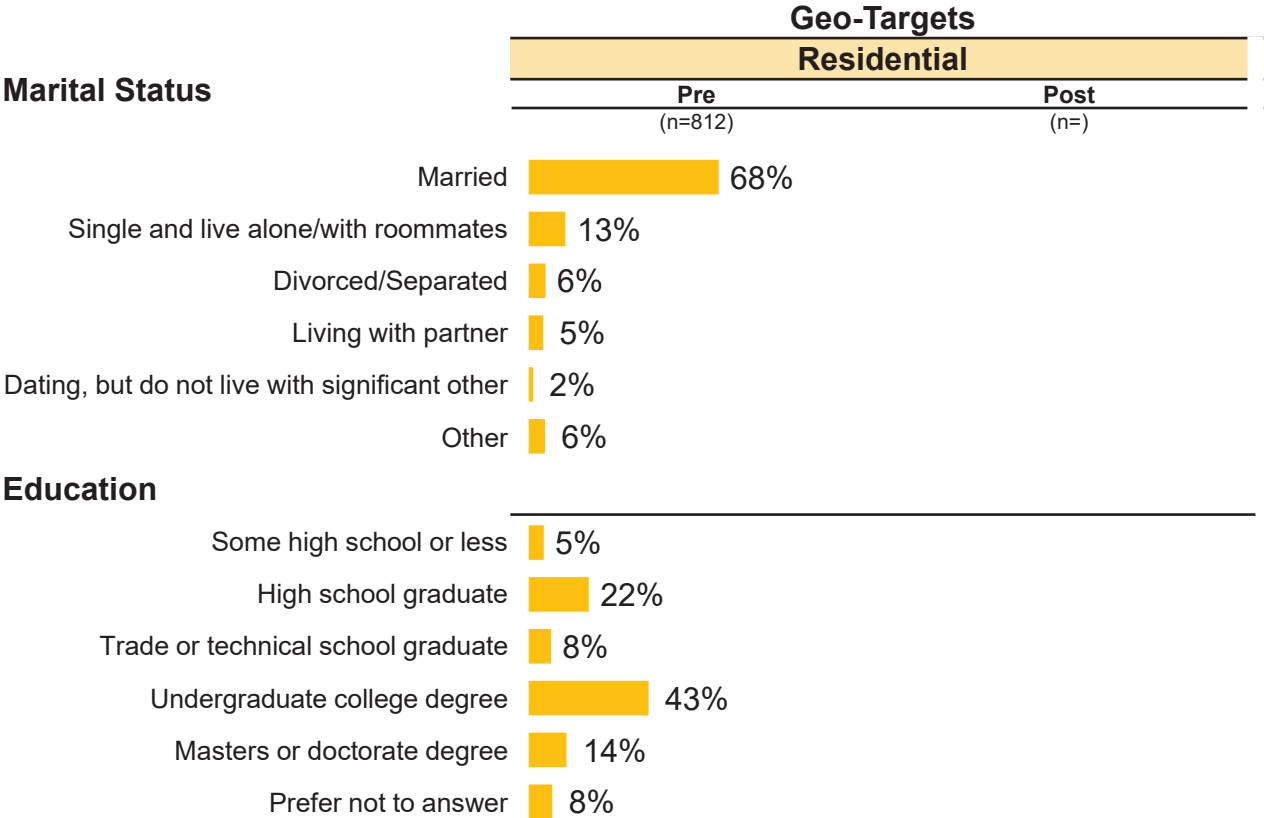


D11b. Do you or does anyone in your household rely on electrical equipment that is required or needed for medical reasons?

Letters indicate a significant difference at the 90% confidence level

Marital Status & Education

- More GEO RES customers are married (68% vs. 55%), but education levels are comparable (57% each with undergraduate or higher degree).

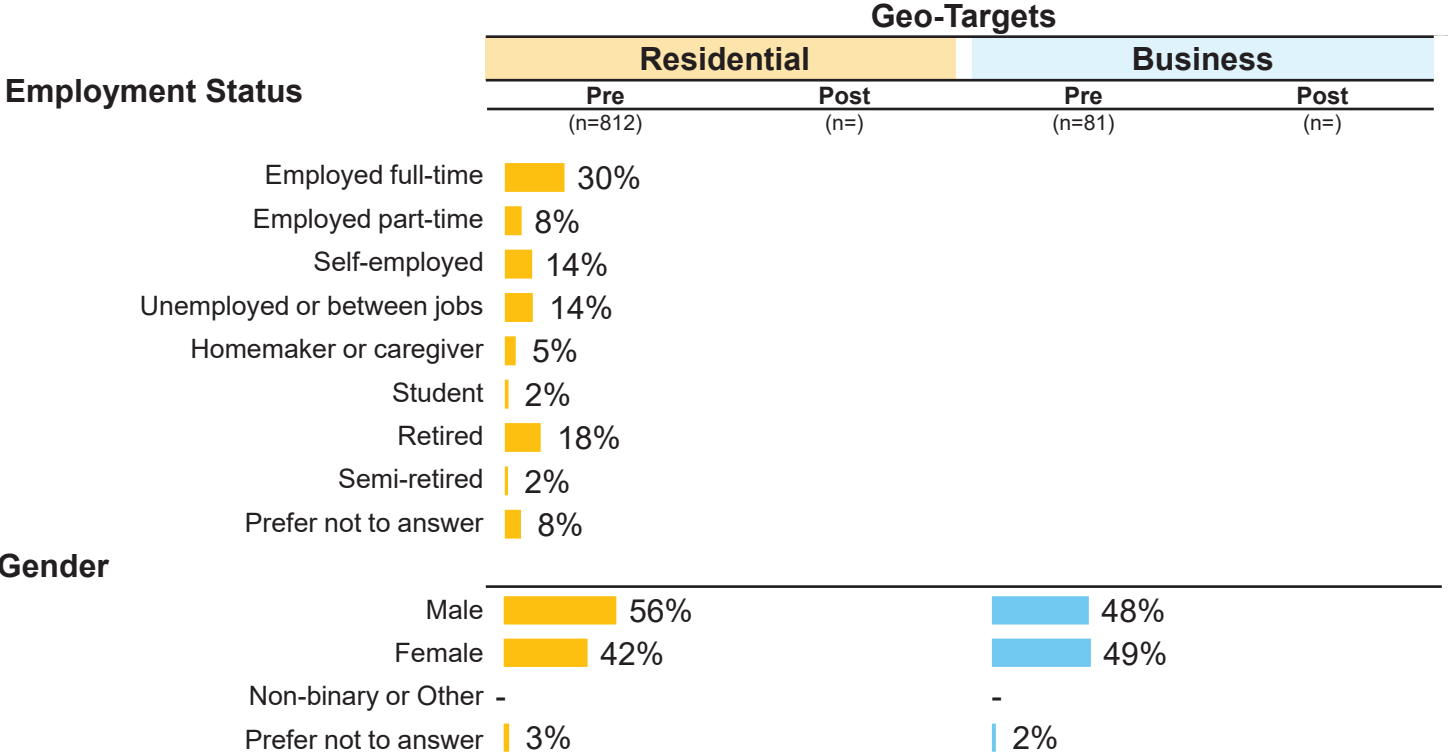


D12. What is your current marital status?
 D13. What is the last year of school you completed?

Letters indicate a significant difference at the 90% confidence level

Employment Status & Gender

- Fewer GEO RES customers are retired (18% vs. 29%) – and more are unemployed or between jobs (14% vs. 7%) relative to the Gen Pop.
- Also, more are self-employed (14% vs. 7%) among Geo RES customers.
- Respondents to this survey (electricity decision-makers) are much more often male (56% vs. 43%) compared to the Gen Pop.



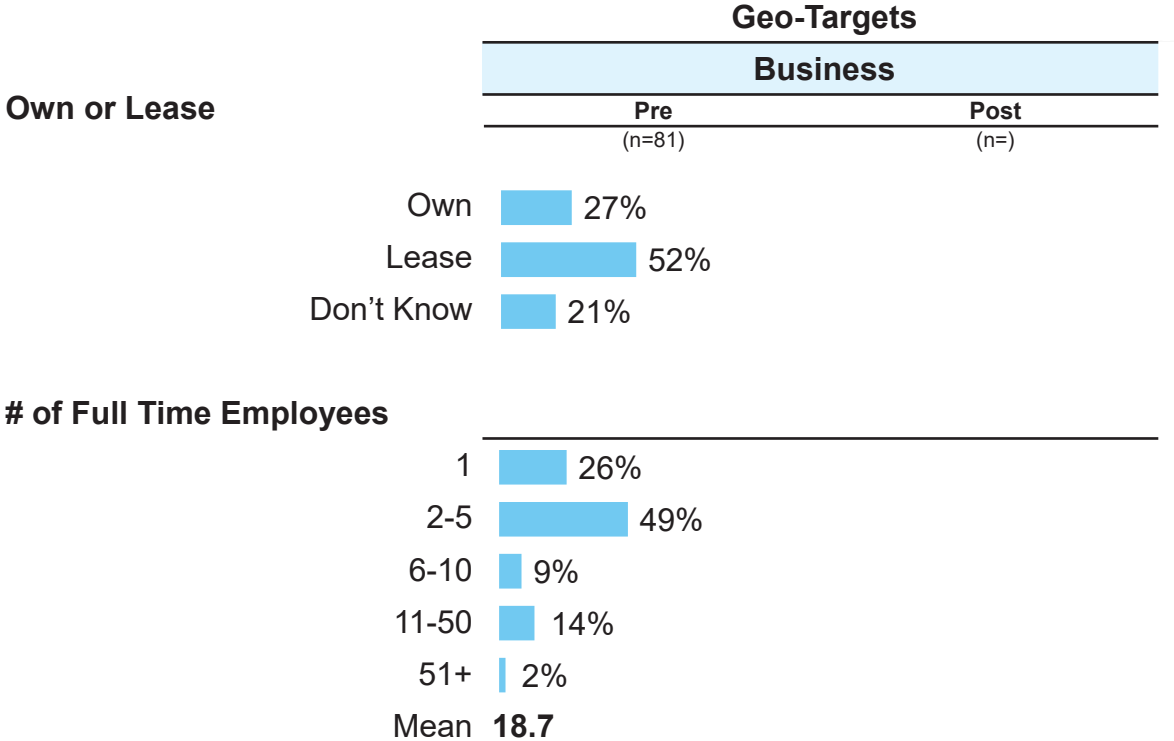
D14. What is your current employment status?
 D15. What is your gender?

Letters indicate a significant difference at the 90% confidence level

Firmographics

Business Characteristics

- Far fewer of the GEO BIZ customers own the location of their business (27% vs. 51%) compared to the Gen Pop of all Business customers.
- GEO BIZ customers have many fewer employees (Average: 18.7 vs. 39.9) compared to the Gen Pop.

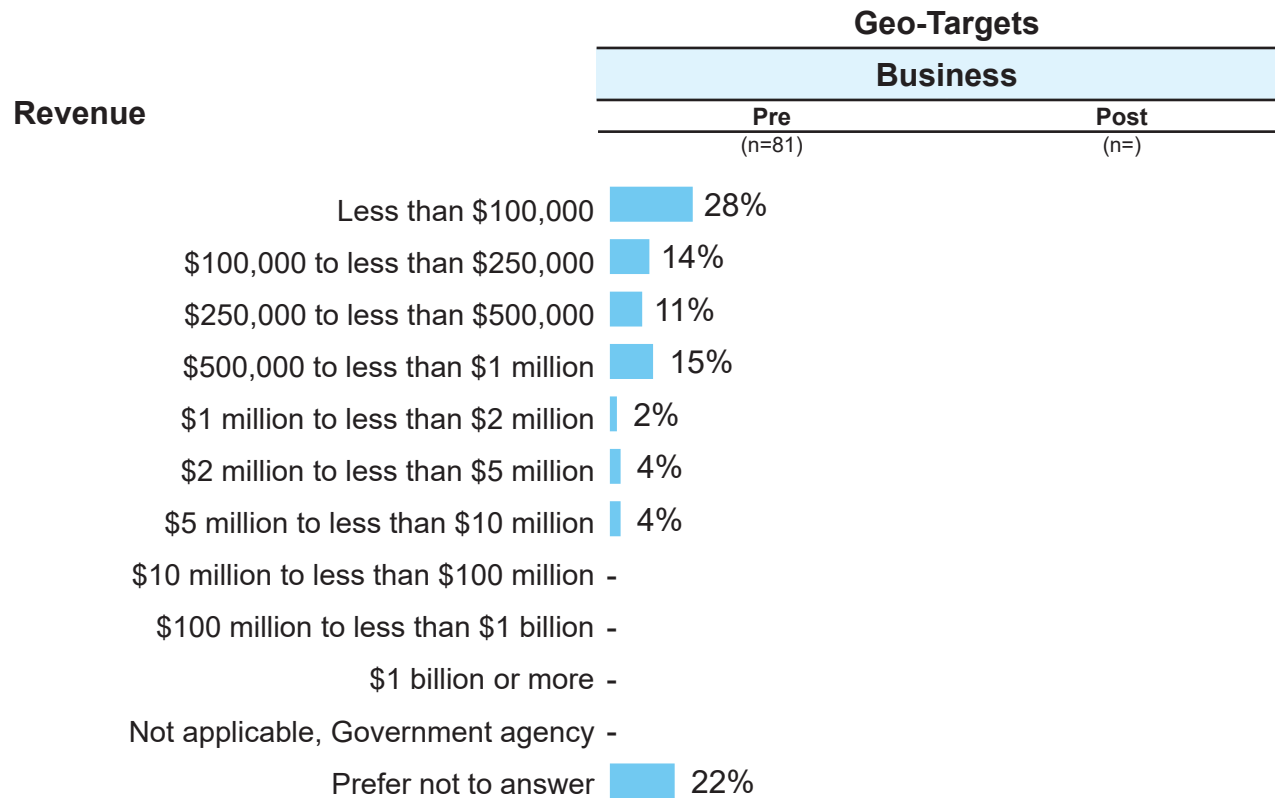


QBD1. Do you own or lease the location(s) for which you are responsible for the energy management decisions?
 QBD4. How many full-time employees does your company have at the location(s) for which you are responsible for the energy management decisions?

Letters indicate a significant difference at the 90% confidence level

Gross Revenue

- The annual gross revenue of GEO BIZ customers is much lower than is reported by Business customers systemwide (42% less than \$250K vs. 23%).



QBD2 - What is your business's annual gross revenue?

Letters indicate a significant difference at the 90% confidence level