

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

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

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

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

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**Question 07:**

In response to the Key Finding “Awareness of AFN resources provided by SCE during PSPS events remains generally low among AFN customers. Of those aware, rebate programs and Community Resource Centers are most known,” your 2024 AFN Plan at p. 25 states Beginning in 2022, SCE launched the AFN [Self Identification (Self-ID)] Survey to better identify customers and households with AFN in HFRA. Data collected from the survey will broaden and improve targeted and tailored outreach via email, text message and other outreach channels.

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

**Response to Question 07:**

*a) If you have identified any actions or follow-up activities to do based on the AFN Self-ID Survey, please provide a list of the aforementioned actions or follow-up activities with estimated completion dates.*

The primary goal of the AFN Self-ID survey was to identify customers and households with AFN in SCE’s High Fire Risk Areas beyond those enrolled in utility programs. With this information, SCE is now able to update outreach and messaging to specifically target this population, ensuring they have information about programs and services that will assist with PSPS preparedness and/or in-event support.

As referenced in question 8, the AFN Marketing Nurture campaign is one of the targeted follow-up activities that resulted from the AFN Self-ID campaign. As a result of the additional information provided by customers in the AFN Self-ID survey, as well as their consent to receive marketing, SCE has devised personalized outreach to these customers to help them prepare for PSPS activations. As described on page 25 of SCE’s 2024 AFN Plan, the AFN Marketing Nurture campaign was a pilot that will be expanded in 2024 after results of initial marketing efforts are

collected.

SCE currently plans to continue the AFN Self-ID survey for customers that move into HFRAAs and offer better self-service through online options through the end of 2024 and beyond. SCE will continue to assess and respond to feedback regarding awareness levels of our programs and services. The AFN Nurture Campaign may be updated and refined in 2024 as additional information becomes available through the AFN Self-ID survey, as well as additional survey instruments such as the PSPS Pre/Post In-Language survey, PSPS Tracker survey and PSPS program participation surveys.

*b) If you have not identified any actions or follow-up activities to do based on the AFN Self-ID Survey, please explain why not.*

Not applicable, please see part (a)

*c) Please explain what metrics SCE plans to use to track awareness among its AFN customers regarding its AFN resources, based on the AFN Self-ID Survey.*

Metrics to track awareness among customers with AFN regarding AFN PSPS resources will continue to be part of the PSPS Pre-/Post In-Language survey<sup>1</sup> and the PSPS Tracker survey<sup>2</sup>. The AFN Self-ID survey is designed to voluntarily capture customer information and needs which will help inform population characteristics and targeted marketing and outreach. The AFN Self-ID Survey is not a tool utilized to capture metrics regarding awareness of resource.

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

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