

Southern California Edison
2023-WMPs – 2023-WMPs

DATA REQUEST SET SPD - SCE - 2023 - 004

To: SPD

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Job Title: Senior Advisor

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Response Date: 6/7/2023

Question 03:

Section 8.5.6, WMP page 609, discusses Engagement with AFN and Socially Vulnerable Populations. Regarding AFN/Medical Baseline, if data is lacking due to ineffective or inefficient community outreach/engagement, why are enhancing specific outreach/engagement methods chosen, as detailed in Table SCE 8-17, and believed to be effective? What are the forecast improvements in metrics and values?

Response to Question 03:

Given that the Maturity Model recognizes opportunities to obtain targeted feedback from community partners representing individuals with AFN, SCE chose to enhance working relationships with at least one community partner for each of the key AFN, medical baseline, and socially vulnerable groups at the County and/or City level within SCE's service area. These relationships provide valuable insight regarding each county's AFN population, facilitates the distribution of information through these community partners, and increases the awareness of SCE's programs and services available to individuals with AFN. The improvements identified in this space will allow SCE to improve maturity in these sub-capabilities over the next few years.

SCE clarifies that it does not view our current Access and Function Needs (AFN) and Medical Baseline (MBL) data as lacking. SCE currently utilizes customer sourced data (e.g., CARE, FERA and MBL program enrollment data, customer preferences such as large font, etc.) and is supplementing this data through direct outreach to residential customers in the form of a survey. In Q4 2022, SCE launched the Access & Functional Needs Self-Identification (Self ID) survey pilot to learn more about customers living in High Fire Risk Areas (HFRA). The pilot concluded in Q1 2023 and resulted in nearly a 20% response rate. Using insights from the pilot, SCE will continue to conduct the AFN Self-Identification survey to obtain additional data on households with AFN living in a HFRA.

The forecast improvements are utilizing customer response data from the AFN Self ID survey to target marketing, outreach, and education to customers who have indicated that there is an Access or Functional Need in the household but are not currently enrolled in one or more of SCE's customer support programs. The increase in customer awareness will be measured through our annual In-Language Pre & Post Wildfire Communications Survey.