

Southern California Edison
2023-WMPs – 2023-WMPs

DATA REQUEST SET SPD - SCE - 2023 - 004

To: SPD
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Response Date: 6/7/2023

Question 02:

In Section 8.4.2.1, WMP page 536, EONS is the primary tool used to communicate with customers regarding PSPS events. To help ensure customer safety, does SCE have data about notice effectiveness? For example, if 100 customers were sent communications, how does SCE know if all received the information and do data exist about how many of those confirmed were AFN/medical baseline?

Response to Question 02:

- *Does SCE have data about notice effectiveness?*

SCE interprets the term “notice effectiveness” to refer to whether a PSPS notice reached a customer through at least one channel of communication such as e-mail, text, phone. Yes, SCE has notification response data indicating whether a PSPS notice was successfully delivered to a customer. This data is maintained in SCE’s notification system.

- *How does SCE know if all customers received the information?*

Notification system response data can be analyzed against notification origination data to determine if notifications have been delivered to customers in scope for PSPS. Pursuant to the CPUC’s PSPS notification guidelines, SCE confirms notification delivery and includes in the PSPS post-event reports positive notification information for Medical Baseline customers and self-certified vulnerable customers.¹ Although the CPUC does not require positive notification for other types of customers, SCE has recently developed a capability to integrate EONS and the Centralized Data Platform, allowing SCE to report in the Missed Notification Table of its PSPS post-event reports instances where notifications were sent to customers but not successfully delivered.

- *Does data exist about how many of those confirmed were AFN/medical baseline?*

Yes, please see response above regarding Medical Baseline and self-certified customers (both types are considered AFN customers). SCE’s data collection process for notifications includes customer profiles and metadata such as whether a customer is enrolled in the Medical Baseline program.

¹ See, e.g., Positive Notification Table in SCE’s post-event reports for 2022 PSPS events: “Notification attempts include secondary verification by Consumer Affairs and escalated contact attempts, up to and including door knocks if necessary, to confirm successful delivery of notifications to Medical Baseline and Self-Certified customers.”