

*Southern California Edison*  
*R.18-10-007 – SB 901*

**DATA REQUEST SET C E J A - S C E - 0 0 2**

**To: CEJA**  
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**Job Title: Senior Advisor**  
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**Response Date: 3/5/2019**

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**Question 2:** With your enhanced outreach in the last couple of years, what percentage of customers in Tier 2 and Tier 3 have you reached?

**Response to Question 2:**

SCE has deployed a variety of methods in order to reach its 1.5 million customer accounts in HFRA because no singular method of outreach is optimal for all customers. These methods include messages on bills and stand-alone letters to all customer accounts in HFRA as well as phone calls to major and essential customers, in-person community meetings, interviews with media outlets, social media updates, and information on our website. There is not a mechanism to track how many customers have actually read the provided material.