

Southern California Edison
**WSD-001 – Resolution WSD-001 to Establish Procedures for the Wildfire Safety Division's
Review of 2020 Wildfire Mitigation Plans Pursuant to PUC Sections 8386 and 8386.3**

DATA REQUEST SET W S D - S C E - 0 0 2

To: WSD
Prepared by: Kim Scherer
Job Title: Senior Manager
Received Date: 3/5/2020

Response Date: 3/10/2020

Question 025 (SCE-43895-L-346):

A. Item Index [For CPUC tracking purposes. Please reference this item index with the response provided.]

SCE-43895-L-346

B. Request Type

Request for additional specificity or clarification regarding information submitted in WMP or maturity survey

C. Relevant section of WMP (if applicable)

5.3.10 Stakeholder Cooperation and Community Engagement

D. Relevant question in Maturity Survey (if applicable)

NA

E. Relevant meeting or call (if applicable)

NA

F. Specific Data request

In section 5.3.10.1, SCE states that the forums held with the general public "allow SCE to obtain up-to-date customer information that is critical for outreach and notification during events."

a. How does SCE ensure customer information is up-to-date if customers are not in attendance at the forum?

b. How does SCE inform the public of forum locations and times?

c. How does SCE receive feedback and input from the general public?

d. How does SCE track such input to ensure it is actively incorporated into SCE's procedures?

Response to Question 025 (SCE-43895-L-346):

a. In addition to SCE's community meetings where representatives can update customer contact information in-person, SCE continues to encourage customers to update their contact information via multiple customer touchpoints including mailed notifications, digital notifications, traditional media, social media and SCE.com. SCE participated in a statewide advertising campaign to encourage customers to update information and a reminder is prominently placed on sce.com. Account Managers continue to have one-on-one meetings with their customers and are continuously requesting updated contact information. Communications are being sent annually via the "Dear Neighbor Letter" which provides customers links to update their information. SCE also provides support for customers to update their contact information at the hundreds of informational sessions, workshops, and community-based events throughout our service territory on a yearly basis. Finally, SCE monitors all messages sent

before, during, and after an event to ensure our critical care customers received the notifications they need.

SCE procedures include monitoring the “failed to deliver” responses received during PSPS notification and then seeks updated contact information.

SCEs contact center procedures require confirmation and updating customer contact information when speaking with our customers. SCE’s website, www.sce.com, has been enabled with a persistent pop-up that reminds customers to update their contact information with a link that quickly navigates them to the page where updates can be made, and our assigned business customers go through an annual review that requests them to ensure contact information is up to date.

For non-SCE customers, SCE has made continuous improvements to its outreach strategy. In late 2019, SCE implemented zip code alerts and Nextdoor alerts, and is implementing other online alerts such as Nixle. These offerings are supplemental solutions that allow non-SCE customers to receive communications regarding PSPS. For more information about these alerts, please refer to page 10 in “SCE’s Second Progress Report on the Implementation of De-energization Guidelines set forth in Appendix A of Decision 19-05-042” filed on March 4, 2020.

- b. For the twelve community meetings that SCE hosted throughout its service area from June through November 2019, SCE mailed invitations to nearly 260,000 customers in SCE’s HFRA, sent emails, and/or utilized social media to invite customers to attend the community meetings.

Additionally, SCE requests local government agencies to help publicize the event utilizing their social media channels. In several cases, state elected officials also publicized the community meetings through their communication channels.

- c. To help evaluate the success of community meetings, SCE provides a post-meeting questionnaire to meeting attendees to request feedback on PSPS. In addition, SCE staff immediately debriefs for lessons learned and corrective actions after the meetings. SCE uses the feedback from the surveys and debrief meetings to improve future strategies related to PSPS.
- d. SCE is developing procedures to track input and document responses, including incorporation into SCE’s PSPS procedures.