

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 C E J A - S C E - 0 0 1

To: CEJA

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Received Date: 2/25/2020

Response Date: 2/27/2020

Question 006:

Do you measure customer understanding of your outreach? How do you measure it? Did you measure awareness and understanding of linguistically isolated customers?

Response to Question 006:

SCE conducts Customer Attitude Tracking (CAT) online surveys with customers every month in English, Spanish, Chinese, Korean and Vietnamese. Survey questions are designed to elicit public feedback about the effectiveness of public awareness efforts.

In May 2019, the question on customer awareness of PSPS was added to SCE's monthly CAT survey with an initial measurement of 39%, as measured by SCE's monthly customer awareness survey. Awareness surged in October (75%) and November (73%) 2019, coinciding with SCE's largest PSPS events.

To help evaluate the success of community meetings, SCE provide a post-meeting questionnaire requesting feedback from attendees. In addition, SCE immediately debriefs for lessons learned and corrective actions after its community meetings. The input from the surveys and debrief meetings are used to improve future engagements. In addition to community outreach efforts to inform its customers, SCE increased efforts to obtain direct feedback from customers about their outage experiences and their recommendations to better prepare customers for such events. The information gathered from these activities have led to focused efforts to address customer needs based on unique customer profiles. The information is also used in the implementation of long-term solutions that promote self-sufficiency and resiliency. SCE will continue to develop and implement various feedback activities that gauge customer awareness, preparedness for, and satisfaction with outage experiences. These activities include, but are not limited to:

- Town hall meetings in areas that have been impacted by PSPS outages
- Online and telephone surveys of both residential and business customers who have had PSPS outages
- Focus groups with key populations to identify how outages impact their day-to-day activities and how they manage during PSPS outages
- Assessments of programs and services that have been designed to better prepare customers before outages and provide support during these outage events

SCE also recognizes the growing indigenous language-speaking population and is partnering with trusted CBOs that serve this population. SCE is partnering with the Mixteco Indigena Community

Organizing Project (MICOP) to develop and deliver public service announcements (PSAs), and to conduct outreach efforts targeting Mixtec community members about emergency preparedness (including wildfires and PSPS) utilizing their local radio station and through events such as MICOP's monthly community meetings, health fairs, and local school events. Specifically, at the end of 2020, MICOP will have:

- Educated approximately 7,000 indigenous immigrants on public safety via Radio Indigena 94.1FM, online, app and Facebook Live streaming
- Outreached to a minimum 600 indigenous, immigrant and farmworkers via hard touch, in-person interactions and education
- Provided follow-up to approximately 100 families that require additional safety education and assistance