BEFORE THE PUBLIC UTILITIES COMMISSION OF THE

STATE OF CALIFORNIA

Order Instituting Rulemaking to Examine Electric Utility De-Energization of Power Lines in Dangerous Conditions.	Rulemaking 18-12-005

SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E)
2023 PSPS POST-SEASON REPORT

ANNA VALDBERG
R. OLIVIA SAMAD

Attorneys for
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue
Post Office Box 800
Rosemead, California 91770
Telephone: (626) 302-3477
E-mail: Olivia.Samad@sce.com

Dated: **March 1, 2024**

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Pursuant to the California Public Utilities Commission's Decisions (D.) 21-06-014,

Ordering Paragraph 66, and D.21-06-034, Appendix A, Southern California Edison Company

(SCE) files its 2023 PSPS Post-Season Report (Attachment 1 hereto). SCE also provides the

following link to access and download the 2023 PSPS Post-Season Report and Appendices A

and B thereto: https://on.sce.com/PSPSPostSeasonReporting

Appendix B thereto will be filed via mixed media with the Commission's Docket Office.

Respectfully submitted,

ANNA VALDBERG
R. OLIVIA SAMAD

/s/ R. Olivia Samad

By: R. Olivia Samad

Attorneys for
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue
Post Office Box 800
Rosemead, California 91770
Telephone: (626) 302-3447
E-mail: Olivia.Samad@sce.com

March 1, 2024

Attachment 1
SCE's 2023 PSPS Post-Season Report

Instructions

1. Requirements in italics apply to PG&E, SCE and SDG&E only.

2. Respond to all applicable questions in the template in a single document.

3. Response to each question should be no longer than two pages and as brief as possible.

4. Follow the section heading and subheading organization used in the template in your response.

5. Submit your response in a Word and a PDF format. Both files should follow the file name convention and syntax below:

   a. **syntax:** *<Utility Abbreviation>_ POSTSR1_<Submission Date>*

   b. **examples:**

   PGE_POSTSR1_3-1-2023
   PacifiCorp_POSTSR1_3-1-2023

   PGE_POSTSR1_CONF_3-1-2023
   PacifiCorp_POSTSR1_CONF_3-1-2023

6. Responses must be filed to the service list of R.18-12-005 no later than March 1, 2023.

Section I. Background: Overarching Regulation

1. **Each electric investor-owned utility must file a comprehensive [prior year] Post-Season Report, no later than March 1 of each year, in R.18-12-005 or its successor proceeding. The report must follow a template provided by SED no later than 60 days after SED posts a [prior year] Post-Season Report template on the Commission's website. Parties may file comments on these reports within 20 days after they are filed, and reply comments within 10 days after the final date to file comments.**

   [Authority: Decision (D.) 21-06-034; Guidelines at p. A15, Section K-3]

2. **The [prior year] Post-Season Report must include but will not be limited to:**
   f. Annual report, as applicable, required by Ordering Paragraph 66 of D.21-06-014.

   [Authority: D.21-06-034; Guidelines at p. A15, Section K-3.f]

3. **To the extent a required item of information is also required to be included in the electric investor-owned utility's Wildfire Mitigation Plan, the [prior year] Post-Season Report may refer to the electric investor-owned utility's Wildfire Mitigation Plan rather than repeat the same information; such reference must specify, at minimum, the page and line number(s) for**

where the required information is contained within the electric investor-owned utility's Wildfire Mitigation Plan. In cases where this reference is to data, a summary table of the data shall be provided in the report.

[Authority: D.21-06-034; Guidelines at p. A17, Section K-3]

Section II: Amendments to Post-Event Reports

A. *Regulatory Requirements*

1. *Pacific Gas and Electric Company, Southern California Edison Company, and San Diego Gas & Electric Company must provide aggregate data, as identified above [D.21-06-014, Ordering Paragraph (OP) 65], in an annual report, including aggregate data that may not have been available at the time the utility filed the 10-day post-event report and must contact the Commission's Safety and Enforcement Division if the utility requires additional guidance to ensure adequate reporting on the requirement to provide information on affected customers in the 10-day post-event reports.*

   [Authority: D.21-06-014; OPs 65 and 66]

2. *Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), and San Diego Gas & Electric Company (SDG&E) must address, among other things, each element of Resolution ESRB-8 reporting requirements, as clarified herein, in the 10-day post-event reports, including the below [OP 65] and, if no information is available, PG&E, SCE, and SDG&E must respond to these Resolution ESRB-8 reporting requirements by indicating the reason this information is not available.*

   [Authority: D.21-06-014; OPs 65 and 66]

B. *Direction*

1. *Provide any information missing [including, but not limited to the specific topics listed below] from any Post-Event Report for Public Safety Power Shutoffs (PSPS) in 2022 by:*

   a. *Identify the date name of the PSPS.*
   b. *Identify the Section of the Post-Event Report template for which the missing information will be added.*
   c. *Provide the missing information under that heading.*

   [Authority: D.21-06-014; OPs 65 and 66]

Response: SCE has not identified any missing information in any of its Post-Event Report for Public Safety Power Shutoffs (PSPS) in 2023. SCE is currently conducting additional validation and review of PSPS metrics included in its 2023 reports. SCE will provide those updates in amended post event reports.

2. *Community Resource Centers:*

Provide aggregate data, including aggregate data that may not have been available at the time the utility filed the 10-day post-event report:

a. *Address and describe each Community Resource Center during a de-energization event.*

[Authority: D.21-06-014, OPs 65 and 66]

Response: In 2023, SCE activated Community Resource Center (CRC) sites 43 times for 84 days and deployed Community Crew Vehicles (CCVs) to 9 sites for 12 days in multiple counties. Only some communities that the CRCs and CCVs served were ultimately de-energized. All CRCs and CCVs offer similar resources and services regardless of the energization status of each community served. Each CRC and CCV was operated by SCE staff who provided visitors with event-specific information, such as SCE's resiliency programs and opportunities for customers to update customer contact information and enroll in outage alert notifications. Each CRC and CCV also had available bottled water and light snacks, ice or ice vouchers, access to a restroom, a power source to charge personal mobile or medical devices, and resiliency kits for customers. These kits have preparedness information, a solar phone battery, and a flashlight or battery-backed LED lightbulb. Also available at CRCs are one wheelchair and one privacy screen. Please see 2023 Post Event Reports[1] for detailed information regarding CRC/CCV operating hours.

Table 1 provides aggregated data on CRCs activated and CCVs deployed to communities in 2023.

Table 1: CRC & CCV Locations in 2023

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
CCV	Santa Barbara	10/11/23	1	2:00 PM to 10:00 PM	Franklin Community Center	1136 East Montecito St.	Santa Barbara	93103
CRC	Los Angeles	10/11/23	1	8:00 AM to 1:30PM	Acton Community Center	3748 Nickels Ave.	Acton	93510
CCV	San Bernardino	10/12/23	1	8:00 AM to 1:30PM	Cal State San Bernardino University -	5500 University Parkway parking Lot D	San Bernardino	92407
CRC	Los Angeles	10/12/23	1	8:00 AM to 1:30PM	College of the Canyons - Canyon	17200 Sierra Hwy. map, CCC2-202	Santa Clarita	91351

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
					Country Campus			
CCV	Los Angeles	10/29/23	1	8:00 AM to 10:00 PM	Mayor's Discovery Park	1800 Foothill Blvd.	La Canada	91011
CCV	Orange	10/29/23	1	8:00 AM to 10:00 PM	El Modena High School parking lot	3920 E. Spring St.	Orange	92869
CRC	Los Angeles	10/29/23	3	8:00 AM to 10:00 PM	Acton Community Center	3748 Nickels St.	Acton	93510
CRC	Los Angeles	10/29/23	3	8:00 AM to 10:00 PM	Las Palmas Park	505 S Huntington St.	San Fernando	91340
CCV	Orange	10/29/23	.5	8:00 AM to 12:30 pm	Library of the Canyons	7531 E. Santiago Canyon Rd.	Silverado	92676
CRC	Orange	10/29/23	.5	12:30 PM to 10:00 pm	Library of the Canyons	7531 E. Santiago Canyon Rd.	Silverado	92676
CRC	Orange	10/29/23	2	8:00 AM to 10:00 PM	Library of the Canyons	7531 E. Santiago Canyon Rd.	Silverado	92676
CRC	Riverside	10/29/23	3	8:00 AM to 10:00 PM	Holiday Inn Express & Suites	1864 Oak Valley Village Cir.	Beaumont	92223
CRC	San Bernardino	10/29/23	3	8:00 AM to 10:00 PM	Jessie Turner Health & Fitness Community Center	15556 Summit Ave.	Fontana	92336
CRC	San Bernardino	10/29/23	3	10/29/23: 12:30 PM to 10:00 PM 10/30/23: 8:00 AM to 10:00	Rudy C. Hernandez Community Center	222 N. Lugo Ave.	San Bernardino	92411

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
				PM 10/31/23: 8:00 AM to 10:00 PM				
CRC	Ventura	10/29/23	3	8:00 AM to 10:00 PM	Arroyo Vista Recreation Center	4550 Tierra Rejada Rd.	Moorpark	93021
CRC	Ventura	10/29/23	3	8:00 AM to 10:00 PM	Thousand Oaks Inn	75 W. Thousand Oaks Blvd.	Thousand Oaks	91360
CRC	Ventura	10/29/23	3	8:00 AM to 10:00 PM	Fillmore Active Adult and Community Center	533 Santa Clara St.	Fillmore	93015
CCV	Los Angeles	10/30/23	2	8:00 AM to 10:00 PM	Lanterman Auditorium	4491 Cornishon Ave.	La Canada	91011
CRC	Orange	10/30/23	2	10/30/23: 12:00 PM to 10:00 PM 10/31/23: 8:00 AM to 10:00 PM	Residence Inn Irvine	2855 Main St.	Irvine	92614
CCV	Orange	11/08/23	2	11/8/23: 8:00 AM to 10:00 PM 11/9/23: 8:00 AM to 4:00 PM	Library of the Canyons parking lot	7531 Santiago Cyn Rd.	Silverado	92676
CRC	Los Angeles	11/08/23	2	11/8/23: 8:00 AM to 10:00 PM 11/9/23:	Residence Inn	25320 The Old Rd.	Stevenson Ranch	91381

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
				8:00 AM to 7:00 PM				
CRC	Los Angeles	11/08/23	2	11/8/23: 8:00 AM to 10:00 PM 11/9/23: 8:00 AM to 7:00 PM	Juan Bautista de Anza Park Community Center	3701 Lost Hills Rd.	Calabasas	91301
CRC	Riverside	11/08/23	2	11/8/23: 8:00 AM to 10:00 PM 11/9/23: 8:00 AM to 4:00 PM	Jurupa Community Center	4810 Pedley Rd.	Jurupa Valley	92509
CRC	San Bernardino	11/08/23	3	11/8/23: 8:00 AM to 10:00 PM 11/9/23: 8:00 AM to 10:00 PM 11/10/23: 8:00 AM to 11:00 AM	Jessie Turner Health & Fitness Community Center	15556 Summit Ave.	Fontana	92336
CRC	Ventura	11/08/23	2	11/8/23: 8:00 AM to 10:00 PM 11/9/23: 8:00 AM to 4:00 PM	Simi Valley Senior Center	3900 Avenida Simi	Simi Valley	93063
CCV	Riverside	11/20/23	2	11/20/23: 8:00 AM to 10:00 PM	Buena Vista Park Parking Lot	2515 S. Buena Vista Ave.	Corona	92882

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
				11/21/23: 8:00 AM to 1:00 PM				
CRC	Los Angeles	11/20/23	2	11/20/23: 8:00 AM to 10:00 PM 11/21/23: 8:00 AM to 3:30 PM	Michael Landon Community Center	24250 Pacific Coast Hwy.	Malibu	90265
CRC	Los Angeles	11/20/23	1	8:00 AM to 10:00 PM	Catalina Island Service Center	1 Pebbly Beach	Avalon	90704
CRC	Orange	11/20/23	2	11/20/23: 8:00 AM to 10:00 PM 11/21/23: 8:00 AM to 3:30 PM	Library of the Canyons	7531 E. Santiago Canyon Rd.	Silverado	92676
CRC	Ventura	11/20/23	2	11/20/23: 8:00 AM to 10:00 PM 11/21/23: 8:00 AM to 3:30 PM	Fillmore Active Adult and Community Center	533 Santa Clara St.	Fillmore	93015
CRC	Ventura	11/20/23	2	11/20/23: 8:00 AM to 10:00 PM 11/21/23: 8:00 AM to 3:30 PM	Simi Valley Senior Center	3900 Avenida Simi	Simi Valley	93063

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
CRC	Ventura	11/26/23	2	11/26/23: 8:00 AM to 10:00 PM 11/27/23: 8:00 AM to 1:00 PM	Ventura Beach Marriott	2055 Harbor Blvd.	Ventura	93001
CRC	Ventura	11/26/23	2	11/26/23: 8:00 AM to 10:00 PM 11/27/23: 8:00 AM to 1:00 PM	Courtyard by Marriott Simi Valley	191 Cochran St.	Simi Valley	93063
CRC	San Bernardino	12/08/23	3	12/08/23 6:00 PM to 10:00 PM 12/09/23: 8:00 AM to 10:00 PM 12/10/23: 8:00 AM to 8:00 PM	Jessie Turner Health & Fitness Community Center	15556 Summit Ave.	Fontana	92335
CCV	Orange	12/09/23	2	12/09/23: 8:00 AM to 10:00 PM 12/10/23: 8:00 AM to 7:00 PM	Library of the Canyons Community Center	7531 E. Santiago Canyon Rd.	Silverado	92676
CRC	Los Angeles	12/09/23	1	12/9/23: 10:00 AM to 6:00 PM	Acton Agua Dulce Library	33792 Crown Valley Rd.	Acton	93510

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
CRC	Los Angeles	12/09/23	2	12/09/23: 8:00 AM to 10:00 PM 12/10/23: 8:00 AM to 8:00 PM	Las Palmas Park	505 S Huntington St.	San Fernando	91340
CRC	Los Angeles	12/09/23	3	12/09/23: 8:00 AM to 10:00 PM 12/10/23: 8:00 AM to 10:00 PM 12/11/23: 8:00 AM to 11:00 AM	Hampton Inn - Boardroom	25259 The Old Rd.	Stevenson Ranch	91381
CRC	Orange	12/09/23	2	12/09/23: 8:00 AM to 10:00 PM 12/10/23: 9:00 AM to 5:00 PM	Yorba Linda Community Center	4501 Casa Loma Ave.	Yorba Linda	92886
CRC	Riverside	12/09/23	2	12/09/23: 8:00 AM to 10:00 PM 12/10/23: 8:00 AM to 8:00 PM	Holiday Inn Express & Suites	1864 Oak Valley Village Cir.	Beaumont	92223
CRC	Ventura	12/09/23	2	12/09/23: 8:00 AM to 10:00 PM 12/10/23: 8:00 AM	Simi Valley Senior Center	3900 Avenida Simi	Simi Valley	93063

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
				to 8:00 PM				
CRC	Ventura	12/09/23	1	12/09/23: 8:00 AM to 5:30 PM	Santa Paula Community Center	530 W Main St.	Santa Paula	93060
CRC	Ventura	12/09/23	2	12/09/23: 8:00 AM to 10:PM 12/10/23: 8:00 AM to 8:00 PM	Arroyo Vista Recreation Center - Magnolia Room	4550 Tierra Rejada Rd.	Moorpark	93021
CRC	Los Angeles	12/10/23	1	12/10/23: 8:00 AM to 8:00 PM	Acton Community Center	3748 Nickels St.	Acton	93510
CRC	Los Angeles	12/13/23	2	12/13/23: 8:00 AM to 10:00 PM 12/14/23: 8:00 AM to 9:30 AM	Acton Community Center	3748 Nickels St.	Acton	93510
CRC	Los Angeles	12/13/23	1	8:00 AM - 7:00 PM	College of the Canyons - Canyon Country Campus	17200 Sierra Hwy.	Santa Clarita	91351
CRC	San Bernardino	12/13/23	2	12/13/23: 8:00 AM to 10:00 PM 12/14/23: 8:00 AM to 9:30 AM	Jessie Turner Health & Fitness Community Center	15556 Summit Ave.	Fontana	92335

Type	County	Deployment Start Date	Duration (days)	Hours of Operation	Facility Name	Address	City	Zip Code
CRC	Ventura	12/13/23	1	8:00 AM to 7:00 PM	Simi Valley Senior Center	3900 Avenida Simi	Simi Valley	93063
CRC	Kern	12/15/23	1	8:00 AM to 10:00 PM	Stallion Springs Community Center	27850 Stallion Springs Dr.	Tehachapi	93561
CRC	Kern	12/15/23	1	8:00 AM to 10:00 PM	Golden Hills Community Center	21415 Reeves St.	Tehachapi	93561
CRC	Los Angeles	12/15/23	1	8:00 AM to 10:00 PM	Hampton Inn	25259 The Old Rd.	Stevenson Ranch	93510
CRC	Riverside	12/15/23	1	8:00 AM to 10:00 PM	Holiday Inn Express & Suites	1864 Oak Valley Village Cir.	Beaumont	92223

3. *Notification:*

   Provide aggregate data that may not have been available at the time the utility filed the 10-day post-event report:

Response: As indicated in some of SCE's 2023 post event reports, notifications were sent but not received due to unknown delivery failure in some cases. SCE has since engaged its notification vendor to conduct a more thorough review and cause of the unknown delivery failure categories. SCE's vendor provided the following types of notification responses listed in the table below specifically for notifications classified by the vendor as "Not Delivered." In the case of the PSPS activation occurring on 10-29-2023, a majority of SCE undelivered responses were reported as "Not delivered. The call cannot be completed for any number of reasons such as network errors, local congestion, disconnect etc." The vendor is unable to provide a more granular or specific response for failed notifications returned in this status. SCE also received additional failure results in the following categories: bounce, not delivered, no answer, busy, and blocked, and the vendor did not provide a more granular or specific response for failed notifications returned in these statuses. SCE categorized all notification failures, which were returned from the notification vendor as "not delivered" as "notifications were sent using the most up-to-date contact information on file but were not delivered for unknown reasons."

SCE continues to identify the validity of and otherwise improve the quality and availability of customer contact information. SCE performs an annual notification test for customers in all High Fire Risk Areas to evaluate the accuracy and delivery capability of customer contact information and notification systems. This test included notifications to approximately 1.3 million customers that reside in High Fire Risk

Areas. SCE then performed an analysis of the notifications results and in instances where notifications were unsuccessful, SCE has proactively sought to correct and improve contact information through the various efforts including: emergency notification enrollment at sign-up, auto-enrollment into emergency notifications for existing customers, alternative contact information enrollment, opt-out prevention, and email domain correction. SCE remains committed to making all reasonable efforts to provide notifications to all customers affected during PSPS events and will continue similar notification improvement efforts to resolve missing and inaccurate customer contact information for 2024.

Status	Result	Description
Processing	Not Delivered	Sent to carrier, but their delivery status is unknown.
Processed	Not Delivered	Sent to carrier, but their delivery status is unknown.
Deferred	Not Delivered	The receiving server temporarily rejected the message, and the email cannot immediately be delivered. Carrier will retry.
Busy	Not Delivered	The recipient line was busy. Notification vendor will retry once in 30 minutes. If all retries have busy status, this will be final.
No Answer	Not Delivered	No answer from the recipient and we were unable to detect their answering machine. Notification vendor will retry once in 30 minutes.
Bounce	Not Delivered	Not delivered. The receiving server could not or would not accept the message. Users may have settings with their email carrier which will reject future emails.
Blocked	Not Delivered	Not delivered. Users may have settings with their email carrier which will reject future emails.
Not Delivered	Not Delivered	Not delivered. Message delivery failed. There could be multiple reasons. This will not be retried.
Failed	Not Delivered	Not delivered. Message failed to be delivered.
Other	Not Delivered	Not delivered. The call cannot be completed for many reasons such as network errors, local congestion, disconnect, etc.
Sent to Queue	Not Delivered	Initial status

a. *Identify who the utility contacted in the community prior to de-energization and whether the affected areas are classified as High Fire Threat District Tier 1, Tier 2, or Tier 3 (as defined in General Order 95, Rule 21.2-D22);*

Response: SCE does not have any updates to the information included in its 2023 post-event reports on who the utility contacted in the community prior to de-energization.

b. *Explain why notice could not be provided at least two hours prior to a de-energization, if such notice was not provided;*

[Authority: D.21-06-014, OPs 65 and 66]

Response: SCE provides explanations in its 2023 post-event reports for any notifications that could not be provided in accordance with the CPUC's minimum notification timeline or at all prior to de-energization.[2] Please also see SCE's response to Question 8 in Section IV for an explanation of notification challenges SCE experienced in 2023 and how SCE plans to address those challenges.

4. *Restoration:*

Provide aggregate data, as identified in OP 65, in an annual report, including aggregate data that may not have been available at the time the utility filed the 10-day post-event report:

a. *Provide a detailed description of the steps the utility used to restore power.*

[Authority: D.21-06-014, OPs 65 and 66]

Response: Table 2 provides aggregate data on SCE's restoration times for 2023 PSPS de-energization events.

Table 2: Aggregate Restoration Times for 2023

PSPS Event Name	Date/Time of First Circuit Restoration	Date/Time of Last Circuit Restoration
PSPS Incident 07-11-2023	07/13/23 08:23	07/13/23 08:23
PSPS Incident 10-29-2023	10/29/23 06:31	11/02/23 09:08
PSPS Incident 11-09-2023	11/09/23 00:38	11/10/23 09:27
PSPS Incident 11-20-2023	11/20/23 06:18	11/21/23 10:14
PSPS Incident 12-09-2023	12/09/23 06:20	12/11/23 09:28

Restoration planning begins at the outset of the event, even before de-energization. If multiple circuits were de-energized, the restoration plans include prioritization for de-energized circuits (prioritization can include first off, critical facilities and infrastructure customers, medical baseline customers, etc.). The restoration process commences when the POC expires, fire scientist and meteorologists confirm that fire weather conditions have subsided, and it is safe to do so. At this point, the PSPS IMT Incident Commander, issues an All-Clear declaration and authorizes restoration, triggering field patrols of all impacted circuits and segments. In most cases, restoration takes place within eight hours of the All-Clear declaration. However, in some locations, visual inspections of the power lines can require daylight for

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safety. Consequently, patrol and restoration operations may be limited or prolonged during overnight hours including those circuits that require an aerial patrol. SCE strives to restore power to all circuits within 24 hours of receiving the All-Clear declaration.

For multi-day events when there is a sufficient break in the weather and fuel conditions, field crews may attempt to temporarily restore customers if authorized by the Incident Commander, even if this requires a repeat de-energization later in the period of concern.

Section III: Decision-Specified

A. *Education and Outreach*

1. ***Include the results of the most recent education and outreach surveys not yet previously reported on, as an attachment to the Post-Season Report. See D.21-06-034, Sections E-1.1. – E.1.4. for specific requirements on the surveys.***

    [Authority: D.21-06-034, Guidelines at p. A7, Section E-1]

Response: SCE 2023 Pre- and Post- wildfire season survey results are attached. These include an assessment of SCE's performance "before, during, and after" wildfires from the Residential and Business customers' perspective.

As in the prior three years, SCE and the other IOUs administered a common core questionnaire in two phases. Each IOU added custom questions if desired, developed its own sampling plan / approach, and utilized its own preferred research vendor to implement the surveys – and determined which "prevalent" languages to offer the surveys in. SCE's 2023 pre-wildfire season survey with both Residential and Business customers was conducted between June 2 and July 19, and the post-wildfire season survey (including the pre-questions again as well as more detailed PSPS experience-related questions) was conducted from November 14 to December 29, 2023. The primary objective of the research was to measure the effectiveness of communications and outreach prior to and coincident with when wildfire activity is expected to be greatest.

SCE offered the survey to customers in English and 19 other "prevalent" languages. Large systemwide samples of Residential and Business customers throughout our territory completed the survey. Additionally, supplemental surveys were administered to customers in the high fire-risk areas (HFRA) to allow for greater focus and more detailed analysis there – and for extensive comparisons between HFRA and Non-HFRA customers. Systemwide, 14 of the 19 prevalent languages had a least one completed survey, however HFRA respondents only responded in 10 of 19 languages– and of the non-English replies, 67% were in Spanish and 22% in primary Asian languages.

SCE 2023 surveys are included in Appendix A.

B. *Medical Baseline and Access and Functional Needs*

1. ***Describe in detail all programs and/or types of assistance, including:***

    a. ***Free and/or subsidized backup batteries***
    b. ***Self-Generation Incentive Program Equity Resiliency Budget***

c. *Community Microgrid Incentive Program [sic] ["Microgrid Incentive Program" per D.21-01-018]*
d. *Hotel vouchers*
e. *Transportation to CRCs*
f. *Any other applicable programs or pilots to support resiliency for persons with access and functional needs and vulnerable populations.*

2. *Identify and describe the costs and associated funding source(s) for all partnerships, each unique program and form of assistance (e.g., backup batteries as distinct from hotel vouchers), and any other efforts aimed at mitigating the impacts of public safety partners events on persons with access and functional needs and vulnerable populations.*

3. *Funding source(s) shall specify applicable utility balancing accounts or other accounting mechanisms, and non-utility funding sources, if applicable.*

4. *Identify any communities or areas not served by utility partnerships with CBOs that provide assistance to persons with access and functional needs or vulnerable populations in preparation for or during a public safety partners event;*

[Authority: D.21-06-034, Guidelines at p. A16, Sections K-3.d]

Response: Data on each type of assistance provided in 2023 to support resiliency for customers with AFN is n table below.

Table 3: Medical Baseline and Access and Functional Needs Programs and/or Types of Assistance

Program/Service	Description of Program/Service	Cost and Cost Description (in Millions)	Funding Source
Critical Care Backup Battery Program (CCBB)	Provides a free portable back-up battery to eligible customers enrolled in the Medical Baseline (MBL) Program who reside in a HFRA. The program supports customers with AFN who are electricity dependent and rely on electrically operated medical devices.	Total Cost: $12.89 Program expenditures in 2023 represent the costs associated with program administration, procurement and deployment of free portable backup batteries, and creation and implementation of marketing, outreach to increase awareness of the Critical Care Battery Backup program and labor costs. 4,148 free portable backup batteries were deployed in 2023.	SCE did not request funding for this activity in its General Rate Case (GRC) for 2023. Therefore, any incremental amounts associated with this activity are tracked in its Wildfire Mitigation Plan Memorandum Account (WMPMA) for potential future cost recovery.
Portable Power Station Rebates	To support individuals impacted by PSPS, Residential customers who live in an area designated as a Tier 2 or Tier 3 high fire risk area can receive up to five (5) $150 rebates	Total Cost: $0.708	SCE did not request funding for this activity in its 2023 GRC. Therefore, any incremental

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Program/Service	Description of Program/Service	Cost and Cost Description (in Millions)	Funding Source
	for purchasing qualified portable batteries per residential address.	Total number of Portable Power Station Rebates (2,529)[3] Program expenditures in 2023 represent the costs associated with site host operations, program administration, incentive expenditure, and implementation of marketing and outreach to increase awareness of SCE Marketplace, and labor costs.	amounts associated with this activity are tracked in its WMPMA for potential future cost recovery.
Portable Generator Rebates	Customers who live in an area designated as Tier 2 or Tier 3 high fire risk area can receive a $200 rebate towards the purchase of a portable generator. Customers that reside in HFRA and are enrolled in MBL or income qualified program such as CARE or FERA could receive a $600 rebate towards the purchase of a portable generator.	Total Costs: $0.514 Total number of Portable Generator Rebates (585) Program expenditures in 2023 represent the costs associated with site host operations, program administration, incentive expenditure, and implementation of marketing and outreach to increase awareness of SCE Marketplace, and labor costs.	SCE did not request funding for this activity in its 2023 GRC. Therefore, any incremental amounts associated with this activity are tracked in its WMPMA for potential future cost recovery.
Self-Generation Incentive Program (SGIP) Resiliency Equity Budget	Statewide program that provides eligible customers with financial incentives for the installation of new qualifying technologies installed to meet all, or a portion of, the electric energy needs of a facility. To help address the need for resiliency and better prepare our customers for outages and PSPS, SGIP offers incentives for the installation of self-generating energy storage systems designed to offset the customer's energy use and work as back-up battery to provide power when an outage occurs. The incentives for "Resiliency" qualified projects cover close to 100% of residential and roughly 85% of non-residential battery cost. The eligibility requirements to qualify for these incentives differ between	Total Costs in 2023: $66.80

2023 Incentive costs: $62.27

2023 Administrative costs: $4.52

2023 Resiliency Incentives paid: $35.78 which is included in the $62.27 noted above.

Total number of Self-Generation Incentive 642 Equity Resiliency projects were completed in 2023. There is an overall budget for the program which is collected and paid from Public Purpose funds. The assigned budget is used to pay Incentive and Administrative costs. The incentive portion is spread across several subcategories or buckets, one being the Resiliency budget. We do not | Self-Generation Program Incremental Cost Memorandum Account (SGPICMA) |

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[3] Represents total number of rebates. Customers may be eligible to collect more than one rebate per service account.

Program/Service	Description of Program/Service	Cost and Cost Description (in Millions)	Funding Source
	residential and non-residential customers.	track administrative costs at the subcategory level, only at the program level.	
Microgrids	SCE is preparing to launch a new program to help provide clean, local energy to communities that need it most. The Microgrid Incentive Program (MIP) is a competitive grant program providing $200M in funding to communities facing outages, power shutoffs, and other events driven by climate change. Ongoing joint effort with the Rialto Unified School District to facilitate development of a behind-the-meter microgrid project for a school in Fontana as part of SCE's Community Resiliency Pilot. An amended agreement between Rialto USD and the microgrid developer was approved and executed. Construction has been delayed and the project completion date has been pushed to Q2 2024 due to developer's use of equipment that did not meet California and SCE safety requirements. As a result, the developer had to order new equipment designed to meet safety specifications required by the state of California. This date is subject to change due to potential construction delays or other circumstances beyond SCE's control.	N/A	N/A

Program/Service	Description of Program/Service	Cost and Cost Description (in Millions)	Funding Source
211 Partnership (Transportation, hot meal delivery or shelf stable food, and/or shelter)	The partnership with 211 provides transportation, shelter, hot meal deliveries, and shelf stable food to customers with AFN. 211 screens PSPS needs via incoming calls (and texts), outbound efforts, and in-person visits to identify needs of households with AFN before, during and after PSPS activations. Screening efforts also help in identifying households with AFN who may need assistance preparing for emergencies, or Care Coordination. Care Coordination provides households with assistance in emergency safety planning and helps with raising awareness of programs, including utility programs, and connections to local resources. During a PSPS, 211 Care Coordinators will reach out to the individual customer to check whether they require any additional support.	Total Cost: $1.74 Conducted 39,352 needs screenings and identified 12,425 SCE customers and households interested in Care Coordination. Conducted 8,576 appointments for Care Coordination. Made 72 direct phone calls to customers who were in-scope for potential PSPS to perform safety and preparedness check. Delivered 87 meals Provided 8 hotel accommodations 211 did not receive any requests for transportation in 2023.	SCE did not request funding for this activity in its 2021 GRC. Therefore, any incremental amounts associated with this activity are tracked in its Fire Risk Mitigation Memorandum Account for potential future cost recovery
Food Support	SCE partners with foodbanks to offer food support to individuals who have been deenergized by PSPS.	Total Cost: $.402 In 2023, foodbanks distributed 1,860 food boxes or bags to individuals affected by PSPS.	SCE did not request funding for this activity in its 2021 GRC. Therefore, any incremental amounts associated with this activity are tracked in its Fire Risk Mitigation Memorandum Account for potential future cost recovery
Hotel Discounts	SCE provides additional assistance to customers by encouraging local hotels to provide discounts to customers experiencing a PSPS activation or an unplanned outage. Customers can review a list of	Total Cost: $0	N/A

Program/Service	Description of Program/Service	Cost and Cost Description (in Millions)	Funding Source
	participating hotels listed on SCE's website and can interact directly with the hotel to book rooms at a discounted rate.		
Disability Disaster Access and Resources (DDAR) Pilot	DDAR provides assistance to individuals who may not qualify for MBL but have developmental disabilities, physical disabilities, chronic conditions, injuries, limited English proficiencies, who are non-English speakers, older adults, children, people living in institutional settings, or those who are low income, homeless, or transportation disadvantaged, including but not limited to, those who are dependent on public transit and those who are pregnant. DDAR is administered by the California Foundation of Independent Living Centers (CFILC) and is provided in response to D.21-06-034,12 SCE.	Total Cost: $.678 Outside of PSPS events, education and outreach are conducted to develop or enhance customer resiliency plans and to enroll customers in eligible programs including Medical Baseline Allowance. Through this service, SCE educated approximately 150 customers in MBL and enrolled 30 customers into MBL. In addition, SCE held 14 community outreach and education events with a combined total of over 2,000 participants. During PSPS events, DDAR Contractors made 989 check-in calls to customers. Although DDAR provides customers support with portable battery backup, food, accessible transportation, and accessible hotel accommodations, customers did not request these services at the time of the check in call.	Funding source is provided through the Fire Risk Mitigation Memorandum Account (FRMMA) for potential future cost recovery.

In accordance with CPUC D.21-06-034 Phase 3 OIR Decision Guidelines, SCE, along with SDG&E, and PG&E, leveraged the Federal Emergency Management Administration's (FEMA) Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide (CPG) 101 6 Step Planning Process to develop each IOU's respective Access and Functional Needs (AFN) Plan for Public Safety Power Shutoff Support (2024 AFN PSPS Plan).[4] Following the FEMA 6 Step Planning Process, SCE collaborated with external stakeholders from the Statewide Joint IOU AFN Advisory Council and identified a gap in providing accessible communications for individuals who are Deaf, Blind, Deaf-Blind,

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[4] *See* SCE's 2024 Access and Functional Needs Plan for Public Safety Power Shutoff Support Pursuant to Commission Decision in Phase Two and Phase Three of R.18-12-005 filed on January 30, 2023, *available at* https://docs.cpuc.ca.gov/PublishedDocs/Efile/G000/M525/K982/525982428.PDF.

and Hard-of-Hearing. In 2023, SCE engaged a third-party vendor to prepare PSPS customer notifications and educational outreach materials in American Sign Language, accompanied by English voiceover and Text (in refresh Braille reader format). In addition, SCE has increased its number of CBO partners that represent AFN communities to be part of SCE's CBO Education and Outreach Effort. The objective of this CBO effort is to educate and create awareness with constituents around Wildfire and Safety Preparedness, before, during, and after a wildfire.

C. *Mitigation*

1. *For each proactive de-energization event that occurred during the prior calendar year:*

   a. *i. Circuit-by-circuit analysis of mitigation provided from backup power and microgrid pilots.*

   [Authority: D.21-06-034, Guidelines at p. A15, Section K-3.a.i.]

Response: SCE used backup generation across a variety of use cases.

SCE deployed temporary mobile generators for critical facilities and for one customer upon request as authorized by the Incident Commander to assist maintaining electric service for essential life safety and public service emergencies. These case-by-case decisions were made by the IMT in coordination with county emergency management offices, based on the unique circumstances associated with each event.

SCE also prepared eight resiliency zones and two CRCs with backup generation capability to enable uninterrupted supply of goods and services to communities during PSPS de-energizations. The table below contains details for SCE's 2023 deployment of backup generation.

Table 4: Generators Deployed During PSPS Events

Event Date	Circuit	Mitigation	Approximate Customer Count
10/29/2023	Davenport	Resiliency Zone Backup Generator	1 meter - unknown visitors served
10/29/2023	Davenport	Resiliency Zone Backup Generator	1 meter - unknown visitors served
10/29/2023	Davenport	Resiliency Zone Backup Generator	1 meter - unknown visitors served
10/29/2023	Pick	Resiliency Zone Backup Generator	1 meter - unknown visitors served
10/29/2023	Fingal	Resiliency Zone Backup Generator	1 meter - unknown visitors served
10/29/2023	Patriot	Residential Customer connected to generator	1 customer
12/08/2023	Tanager	Resiliency Zone Backup Generator	1 meter - unknown visitors served

D. *Public Safety Partners*

1. *Identification of all requests for selective re-energization made by public safety partners during a de-energization event, whether each such request was granted or denied, and the reason for granting or denying each such request.*

   [Authority: D.21-06-034, Guidelines at p. A16, Section K-3.c.]

Response: SCE did not receive requests for selective re-energization by public safety partners during de-energization events in 2023.

E. Transmission

1. Description of the impact of de-energization on transmission.

Response: SCE did not de-energize transmission lines during 2023 PSPS de-energization events.

2. Evaluation of how to mitigate and prepare for those impacts in future potential de-energization events.

Response: If bulk transmission lines are in scope for potential de-energization for PSPS, SCE begins its evaluation upon the sooner of 4-7 days-prior to the event, or immediately after weather modeling determines that these lines could be impacted. Transmission lines are in scope if the forecast windspeeds and Fire Potential Index (FPI exceed PSPS thresholds. SCE also take circuit health conditions into account to determine the likelihood of de-energization. SCE then develops various scenarios of these potential de-energized transmission line(s). For example, those transmission lines with the highest forecasted windspeeds and highest forecasted FPI would be grouped into one scenario, while others that traverse a corridor in the same county may be grouped into another scenario. After defining these scenarios, SCE determines what transmission equipment outages are planned during the PSPS event. SCE then performs contingency analysis based on forecasted load during the PSPS event with the planned transmission equipment outages and transmission line de-energization scenarios, in order to determine potential impacts. If potential impacts can be mitigated by rescheduling planned transmission equipment outage(s), then those will be evaluated for reschedule potential. Once rescheduling of planned transmission outages are determined, SCE then performs contingency analysis again to evaluate any potential unmitigated impacts. The PSPS Operations group then communicates any potential thermal and voltage violations and discusses mitigating action plans with the Grid Control Center (GCC) real-time personnel, as well as with the CAISO. Mitigating actions will then be discussed amongst PSPS Operations, GCC, and CAISO—and implemented prior to the start of the PSPS event, when required.

3. Identify and describe all studies that are part of such analysis and evaluation.

Response: PSPS load flow studies are performed with an off-line and/or real-time study. Typically, PSPS Operations uses SCE's State Estimator Real-Time Contingency Analysis (RTCA) tool to perform studies pre- and during-event. The State Estimator RTCA tool takes a snapshot of the grid, and then modifies it off-line to model planned outages, load, and generation adjustments, as well as intertie flow adjustments. Additionally, this tool is used to extract data (using a data historian) to trend all necessary real-time data points including load, MW/MVAR flows, voltages, CB status, etc., in order to accurately simulate scenarios for the PSPS event. Once all necessary modeling and adjustments have been made, the RTCA function is enabled to perform all contingencies. Once all contingencies have been simulated, all thermal and voltage violations are evaluated. PSPS Operations then summarizes those violations that are not automatically mitigated for (such as from Remedial Action Schemes, etc.), and shares the results with GCC and CAISO, when applicable.

4. *Identify all efforts to work with publicly owned utilities and cooperatives to evaluate the impacts of de-energization on transmission.*

   [Authority: D.21-06-034, Guidelines at pp. A15-A16, Section K-3.b.]

Response: PSPS Operations will advise potentially impacted neighboring entities, up to 7 days in advance of an event, depending on the confidence level of the forecast. Leading to the PSPS event, PSPS Operations will communicate to SCE's Outage Coordination group within the GCC) any "high likelihood" of de-energizing based on forecast windspeeds at/near wind speed thresholds of those transmission lines. The Outage Coordination group will in turn submit this information as potential PSPS transmission outages to the CAISO and any publicly owned utilities and cooperatives, typically 3 days in advance of the PSPS event for their awareness and to plan for mitigating actions. The GCC will also schedule a call with the CAISO and PSPS Operations to ensure all outage submittals have been received and mitigations will be in place prior to the start of the event.

Section IV: Safety and Enforcement Division-Specified

Brief response no longer than two pages.

1. *Discuss how your meteorology and fire science predictive models performed over the year. What changes will you make to improve performance?*

Response:

Weather Modeling:

In 2023, SCE focused its weather modeling improvement efforts on expanding machine learning model forecast locations. SCE implemented 619 new locations in 2023, bringing the total number of locations to 1183. Accuracy statistics for all in-house model forecasts for sustained wind speed and wind gust speed are provided in Table 20 as a summary of predictive model performance. All in-house predictive weather models run by SCE are prefixed by "SCE" in Table 20. Additionally, the NOAA National Blend of Models (NBM) and NOAA North American Mesoscale Model (NAM) rows are provided for comparison to SCE's in-house weather model accuracy. All SCE in-house weather model forecasts have better accuracy (lower mean absolute error) than the public weather models for 2023. Additionally, SCE's machine learning forecast accuracy has up to 27% lower mean absolute error (higher accuracy) than traditional weather models being run in house. All models show relatively small biases. These results show the efficacy of SCE's in-house weather model system over public options and show the benefits of continuing to focus on developing machine learning models to augment traditional weather model output.

Table 5: Forecast verification statistics for daily day-of forecasts by raw meteorology predictive models spanning 1/1/2023 through 12/31/2023. Bias is defined as Forecasts – Observations.

Forecast System (Day-of forecast)	Sustained Bias (MPH)	Gust Bias (MPH)	Sustained MAE (MPH)	Gust MAE (MPH)
SCE 2-km Deterministic	-0.68	-1.60	2.83	4.07
SCE 2-km NAM Ensemble	0.12	-0.37	2.82	4.03
SCE 1-km GFS Ensemble	-0.25	1.05	2.74	3.82
SCE 1-km EC Ensemble	-0.05	0.27	2.74	3.57
SCE 1-km EC/GFS Ensemble	-0.15	0.64	2.67	3.54
SCE Machine Learning	-0.91	-0.94	2.06	2.93
NOAA National Blend of Models (NBM)	0.62	-0.64	3.82	5.03
NOAA North American Mesoscale Model (NAM)	-0.14	-2.09	2.97	5.16

In 2024, SCE will continue to improve our machine learning approach by developing new machine learning models at up to 300 new weather station locations and adding additional meteorology variables to improve humidity forecasting. We will also implement a second machine learning model forecast system driven by SCE's in-house ensemble forecasts in 2024

Fire Spread Modeling:

SCE's fire spread modeling capabilities provide risk and consequence information, projecting how much a wildfire will impact a community. SCE uses fire simulation applications, FireCast, FireSim, and the Wildfire Risk Reduction Model (WRRM) from Technosylva, to identify the impact wildfires may have on downstream communities. FireCast and FireSim use real-time weather forecasts to calculate actual risk while WRRM uses historical data to measure relative risk to help with the prioritization of grid hardening activities. Some wildfires will be more impactful, regardless of size, due to the presence of such factors as populations, buildings, and utility assets in the area.

During 2023, fire spread modeling continued at the same level as in 2022. Fire spread modeling has inherent, multiple limitations, and thus the advancement towards improved accuracy is slow. SCE is working with Technosylva[5] to help improve outputs and metrics. For example, an Initial Attack Assessment (IAA) metric was developed in 2023 to help account for wildfire suppression, but it is still in the testing phase and will take multiple years to determine its efficacy.

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[5] Technosylva is a vendor that provides multiple weather forecast models, fuels forecasting as well as fire simulation and consequence modeling.

In 2023, SCE worked with Technosylva to obtain historical consequence data for the year 2022 for conducting an in-depth analysis, as well as for developing a strategic plan to address the implementation of consequence information into the PSPS decision-making process.

2. What were the challenges in quantifying risks and benefits in terms of determining the scope (size and duration) of the PSPS you conducted?

Response: The main challenge SCE experienced in 2023 (in addition to limitations described above) was the timely availability of FireCast model information for circuits that were not originally forecast in scope for potential de-energization. These circuits were brought into scope based on emergent weather conditions. FireCast modeling inputs are based on information provided as part of SCE's initial PSPS forecast. Therefore, some circuits not originally identified in scope for a PSPS event could not be included in the FireCast Model inputs. SCE continues to refine and update its forecasting models through the addition of new models and machine learning algorithms, which are expected to further improve forecasting for PSPS event scope to address this challenge.

3. Explain your communication to customers about the cost/benefit analysis you perform to determine whether to utilize protective equipment and device settings or PSPS during a weather event.

Response: SCE interprets "protective equipment and device settings" to refer to Fast Curve settings. Although both PSPS and Fast Curve settings are wildfire mitigation tools, they should not be viewed as alternatives, and SCE does not choose to use one over the other when responding to fire weather conditions. PSPS and Fast Curve settings operate independently, with separate implementation criteria and cost/benefit analyses.

Fast Curve is a setting on protective relays that opens circuit breakers ("CBs") at the substation and/or remote-controlled automatic reclosers ("RARs") to stop the flow of electricity when an electrical fault unexpectedly occurs on a portion of a distribution line. Fast Curve settings act to promptly reduce the amount of energy that runs through the fault location (e.g., lightning strike or car hit pole incident), thus reducing the likelihood of the fault turning into an ignition. Fast Curve is an advanced iteration of protective devices that utilities have used for decades, such as fuses, and are installed throughout utility territories across the country.

SCE enables Fast Curve settings during certain fire weather conditions. The criteria for these conditions include Red Flag Warnings (RFW) declared by the National Weather Service and/or a Fire Weather Threat (FWT), Fire Climate Zones (FCZ) Threat (typically when there are dry fuel conditions in certain zones),[6] Thunderstorm Threats (TT) or other factors declared by SCE's weather services team. These criteria have evolved based on lessons learned from historical conditions (e.g., addition of FCZ, TT).

During severe fire weather conditions (dry fuels and strong winds), there is a heightened risk of ignitions primarily due to wind-driven foreign objects or airborne vegetation coming into contact with SCE's

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[6]   SCE has a seasonal approach based on zone-specific historical occurrence of fuel-driven fires.

equipment. The deployment of Fast Curve settings, even in combination with other grid hardening measures, may not sufficiently mitigate wildfire and public safety risk, and PSPS is necessary as a last resort to prevent ignitions that may lead to significant wildfires.

Enablement of Fast Curve settings increases device sensitivity to faults. Any outages triggered by Fast Curve settings are unplanned, as they are triggered by a fault on the system, meaning that SCE cannot predict such outages or warn customers prior to the outage. By contrast, PSPS events are proactive, and are usually preceded by some period of forewarning enabling the IOUs to provide advance notifications to customers and stakeholders, and to mobilize customer support resources. As such, these mitigations are not alternatives to one another, and SCE does not consider using one over the other during weather events.

For more information on PSPS and Fast Curve settings, please see SCE's 2023 PSPS post-event reports which include a discussion of wildfire mitigation measures, alternatives considered, and SCE's last resort analysis. SCE's post-event reports are publicly available to customers on SCE's website.[7] Additionally, SCE makes available to its customers via its website fact sheets and other educational materials that describe the use of Fast Curve settings and PSPS.[8]

4. ***Explain how you fully incorporated public safety partners in your exercise planning. How many were invited to, and attended each planning meeting? Describe your communication efforts-dates and methods-to solicit participation.***

Response: SCE promotes and encourages participation in the PSPS readiness activities during our PSPS working group sessions and workshops with local and tribal governments, and critical infrastructure providers.

Invitations to observe or participate in 2023 PSPS exercises were extended to more than 2,500 public safety partner representatives from jurisdictions throughout the service territory including critical infrastructure, tribal nations, and first responder agencies. SCE solicited their input in exercise design and development, and their feedback was considered and incorporated to the extent feasible within established exercise parameters. Feedback and lessons learned from real world events were also incorporated as applicable.

5. ***Recap the lessons learned from all of your de-energization exercises, the resulting action items, their implementation, and observed consequences.***

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[7]   SCE's 2023 Post-Event Reports are *available at* https://on.sce.com/PSPSposteventreports.
[8]   SCE's Fast Grid Protection Settings fact sheet is available at https://download.newsroom.edison.com/create_memory_file/?f_id=6324ab2eb3aed325b3014c59&content_verified=True and SCE's PSPS decision-making technical paper, Quantitative and Qualitative Factors for PSPS Decision-Making is *available at* https://download.newsroom.edison.com/create_memory_file/?f_id=609d61cbb3aed37d0f3d5f6a&content_verified=True.

Response:

Table 6: 2023 Lessons Learned

Lessons Learned/Corrective Actions	
OBSERVATION	**CORRECTION ACTION**
Identified gaps and discrepancies in customer data (not unique to PSPS) impacting notifications and reporting	SCE is developing an engagement strategy to address missing/incorrect customer contact information and ensure customers are enrolled in PSPS alerts. SCE is also validating customer-to-circuit mapping to ensure proper assignment
Approved protocol for dispatching temporary mobile backup generators to support essential service providers who were unable to sustain critical life/safety operations during the exercise scenario was not followed	Provide additional training on intake protocols for backup generation
During larger PSPS events, many high-traffic CRCs/CCVs are overwhelmed with customers and have trouble maintaining consistent supply replenishment.	Evaluated current supply management process to uncover potential gaps and enhance based on findings, complete with supporting data and triggers, to better anticipate resource needs and better allocate additional CRC/CCV staff into high traffic sites to effectively manage the increased customer traffic during larger events. Please note this was not an issue during the 2023 PSPS activations.

6. *Discuss how you fully implemented the whole community approach into your de-energization exercises.*

Response: SCE utilizes objectives and scenarios in exercises that touch upon whole community concerns. In particular, the exercise scenarios help to ensure that personnel are being tested on a wide range of potential issues and concerns from customers and community members of every type. Furthermore, SCE invited stakeholders from public safety partner agencies to participate in the exercise design, development, and execution. Please also see response to Question 4 above.

7. *Discuss the complaints you received (as documented in POSTSR4) and any lessons learned and implementation of changed business practices.*

Response: SCE initially reported 411 complaints in its 2023 post-event reports. SCE conducted additional data validation of the preliminary complaint data and determined that some complaints did not meet the CPUC definition of PSPS complaints found in D.21-06-014 or were miscategorized as a non-PSPS complaint. With these clarifications, the complaints for 2023 total 407 complaints. SCE will provide the updates in amended post event reports. While SCE is enhancing and automating its complaint tracking system, most of the comments incorrectly filed as complaints were received through the Social Media channel. This channel will continue to have a manual process for downloading and reviewing

complaints. SCE will continue to train staff to more accurately identify the number of comments reported as complaints in future post-event reports.

Approximately 302 of the total 407 complaints reported in this post season report came through social media channels such as Facebook, Instagram, and X (formerly Twitter). These complaints tended to come from customers generally dissatisfied with PSPS, such as expressing frustration related to PSPS in general, duration, frequency of PSPS events, restoration time, lack of notifications, food loss, and/or comments regarding dissatisfaction with SCE generally. The remaining complaints were received through SCE's Call Center, Consumer Affairs, Customer Engagement, Local Public Affairs or at an activated CRC or CCV location during a PSPS event. Complaints received through these channels were similar to the complaints received through social media and tended to focus on timing and duration of the event, timely delivery of event notifications, restoration time, food loss and general dissatisfaction. Where appropriate, SCE worked to resolve customer complaints by providing information such as customer support programs and resources available, information on SCE's claims process and addressing system issues.

8. ***How did your PSPS notifications, to both customers and public safety partners/local governments, perform over the year? What changes will you make to improve performance?***

Response: In the 2023 season, SCE experienced notification challenges due to system errors, data transfer issues, and process/functionality failures and latency, some of which were exacerbated by emergent grid conditions that occurred during some of the events, particularly during the October 29, 2023 PSPS event. The October 29, 2023 event was the largest in scope and duration that SCE has experienced since 2021 and was the first large event managed with its newly implemented Central Data Platform (CDP). The scope of the event, coupled with unforeseen and emergent grid conditions, stressed the new CDP tool and resulted in in some functionality failures and errors. The functionality failures and errors caused missed notifications across all notification types for customers. The PSPS Notification Specialists had to rely on manual processes to override system errors and dispatch notification campaigns, with some being missed completely and others being sent late or outside of the required timeframe This strained available staffing resources, who were not able to meet the high notification demand associated with a large complex event. Furthermore, these errors and inconsistencies were then, in some cases, published to external resources such as sce.com and the Public Safety Partner portal.

To address these issues, SCE has already developed solutions for less complex system issues to mitigate reoccurrence in potential future PSPS events. For example, SCE improved the capacity and performance of the CDP application to meet the data demands of large PSPS events, and further enhancements are in development to handle emergent grid conditions that may impact PSPS operations and planned switching mitigations. SCE also corrected programming errors that caused circuits to be incorrectly included in event scope, and SCE is working to develop data pipeline health checks to ensure the resiliency and quality of data transfer between operational systems. Since the completion of the 2023 PSPS season, SCE has been extensively examining and conducting root cause analysis to remediate larger and more complex system issues. Additionally, SCE will conduct end-to-end stress testing of operational systems using worst-case events and emergent grid anomalies from prior years to validate system corrections and confirm system performance under these more strenuous conditions. SCE plans

to continue conducting year-round system testing and drills with increased scope, complexity and situations requiring the use of back-up processes to maintain readiness and identify potential system issues ahead of real-world activations. SCE will use these system tests and drills to validate resolution of identified issues.

SCE remains committed to making all reasonable efforts to provide notifications to all customers affected during PSPS events.

9. *How did your Public Safety Specialists and Public Affairs Representatives deconflict and synchronize operational direction given to local governments' Office of Emergency Services? What lessons did they learn in 2022 and what corrective actions are planned?*

Response: SCE does not have Public Safety Specialist positions. Instead, a similar function is performed by SCE's Fire Management staff. These staff serve as Cooperators in the field in the fire incident management structure. They maintain close working relations with fire and emergency management agencies throughout the service area and serve as consultants and subject matter experts on fire risk management. SCE's Fire Management staff are the conduit into the incident command post during active wildfire incidents serving as the on-scene SCE Agency Representative. In this capacity, SCE's Fire Management staff enable two-way flow of information for safe and efficient response and recovery efforts. Fire Management staff assist in coordinating SCE's response to fires by providing information to repair and restore the bulk electric system and provide safe access to begin restoration work.

In addition to the Fire Management staff described above, when SCE activates an Incident Management Team (IMT) for a PSPS event, a Liaison Officer (LNO) also gets activated. The primary responsibility of the Liaison Officer is to coordinate and resolve issues between SCE's IMT and local and tribal government officials. These issues also may be addressed by SCE's Government Relation Managers and Customer Service Account Managers. Agency Representative (AREP) are assigned to County Operational Areas as needed. Over the past several years, it is very rare for a county to activate their EOC to respond to PSPS events. County and State Offices of Emergency Management coordinate directly with SCE's Business Resiliency duty managers. Local and tribal governments are provided a dedicated phone number and email to contact SCE's Liaison Officer and Business Resiliency staff.

To coordinate operational matters, during activations. Fire Management staff and other SCE IMT personnel are actively engaged with local and tribal government.

In 2023, SCE continued to enhance its relationships with the emergency management community. SCE actively engages with and participates in fire community associations and fire safe councils. In 2024, SCE will continue to collaborate and engage with the fire community through active participation in these associations and councils. SCE will also continue to support the local fire community by providing its Electrical Safety for First Responders awareness presentations to fire agency personnel.

SCE regularly meets with local and tribal governments to increase their awareness of PSPS protocols so that they can prepare for potential PSPS events. Additionally, SCE invites local and tribal government officials to participate in PSPS and Full-Scale exercises.

10. *What process did your Public Safety Specialists follow to provide situational awareness and ground truth to your EOC? How did the EOC incorporate their input?*

Response: Please see response to Question 9.

Appendix A
In-Language Wildfire Mitigation Communications and Outreach Effectiveness Survey
2023 Pre-/Post- Final Report – Business
February 8, 2024
and
In-Language Wildfire Mitigation / PSPS Communications and Outreach Effectiveness Survey
2023 Pre-/Post- Final Report – Residential
February 2, 2024

Business

In-Language Wildfire Mitigation Communications and Outreach Effectiveness Survey
2023 Pre-/Post- Report

Business

February 8, 2024

Background & Objectives

Starting in 2020, the California IOUs began conducting an annual pre-/post-survey to assess the effectiveness of utility communications and outreach for wildfire safety/preparedness and PSPS activities.

- Core questions are administered by all three IOUs via their individual surveys, allowing some comparisons across IOUs, while each IOU may also incorporate custom questions. Most of the pre-questions are repeated in the post- survey along with additional unique post-questions.

- Each IOU determines its own methodology for optimizing the survey implementation and utilized their own preferred research partners.

- SCE administered the wildfire season pre-and post- surveys to the general public (Residential and Business customers) systemwide and in high fire risk areas (HRFAs).

Methodology

- Survey invitations were delivered to Residential and Business customers via email (to a self-administered web survey) <u>or</u> phone (to an interviewer-administered telephone survey).
  - Via email: 70%
  - Via phone: 30%
- All Residential & Business Post- surveys were completed between November 14 and December 29, 2023

2023	Residential Systemwide		Residential HFRA	
Interviewing	Pre	Post	Pre	Post
Number Completed	2,321	2,383	2,182 (1,483+699 from Systemwide)	2,119 (1,360+759 from Systemwide)
Survey Length (min)	16.9	20.4	17.7	21.8

2023	Business Systemwide		Business HFRA	
Interviewing	Pre	Post	Pre	Post
Number Completed	749	767	612 (515+97 from Systemwide)	650 (518+132 from Systemwide)
Survey Length (min)	9.1	11.9	9.5	12.6

Methodology (cont.)

- Incentives: All participants were offered entry to a sweepstakes. Prizes for the sweepstakes (each wave) included:
  - Two grand prize winners of $500 (1 each for RES and BIZ)
  - Fifty-four (54) other winners of $100 (38 for RES and 13 for BIZ) – enough winners to make the odds of winning about 1:100

- Each IOU selects the "prevalent" languages in which to offer the survey. SCE included 19 languages plus English in 2023.

1. English	11. Korean
2. Arabic	12. Punjabi
3. Armenian	13. Russian
4. Chinese - Cantonese	14. Spanish
5. Chinese - Mandarin	15. Tagalog
6. Farsi	16. Vietnamese
7. French	17. Hindi
8. German	18. Hmong
9. Japanese	19. Portuguese
10. Khmer	20. Thai

Methodology (cont.)

- Email invitations greeted potential respondents in all 20 languages with a jump link in the email to a web survey in that language.

- The CATI phone center has staff proficient in the various languages, but all are not always available at the time of the interview. Upon encountering a language barrier, the interviewer attempts to identify the language and stores the record for re-contact later. If the language cannot be identified, a surname-based, pre-coded flag is used to assign the record for re-contact.

- **10.4% of Systemwide RES and 8.7% of Systemwide BIZ customers** completed their surveys in a language other than English (7.4% and 9.3% in the 2023 Pre-).

<u>**2023 PRE-**</u>

- ➢ **7.4%** of RES Systemwide
  - 5.8% of Phone (n=658)
  - 8.0% of Email (n=1663)
- ➢ **4.4%** of RES in HFRA
  - 3.7% of Phone (n=438)
  - 4.7% of Email (n=1086)

- ➢ **9.3%** of BIZ Systemwide
  - 1.9% of Phone (n=216)
  - 12.4% of Email (n=533)
- ➢ **4.7%** of BIZ in HFRA
  - 0.7% of Phone (n=141)
  - 6.1% of Email (n=374)

<u>**2023 POST-**</u>

- ➢ **10.4%** of RES Systemwide
  - 14.3% of Phone (n=678)
  - 8.9% of Email (n=1705)
- ➢ **6.5%** of RES in HFRA
  - 9.3% of Phone (n=451)
  - 5.3% of Email (n=1078)

- ➢ **8.7%** of BIZ Systemwide
  - 4.0% of Phone (n=225)
  - 10.7% of Email (n=542)
- ➢ **2.3%** of BIZ in HFRA
  - 0.0% of Phone (n=151)
  - 3.3% of Email (n=367)

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Methodology (cont.)

Below are the number of <u>Business</u> interviews conducted in each language.

Language of Interview	Business Systemwide (Including HFRAs)		Business HFRA (Not including Systemwide)	
	2023 Pre	2023 Post	2023 Pre	2023 Post
English	**679**	**700**	**491**	**506**
Non-English (total)	**70**	**67**	**24**	**12**
Chinese - Mandarin	12	19	9	2
Korean	23	14	8	7
Chinese – Cantonese	7	4		
Spanish	16	19	3	2
Thai	2			
Japanese	3	2		
Vietnamese	5	6	2	1
Tagalog	1			
Khmer		1		
French	1			
Arabic		1	1	
Hindi			1	
German		1		
Russian, German, Punjabi, Armenian, Farsi, Hmong, Portuguese				
TOTAL	**749**	**767**	**515**	**518**

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Executive Summary

Need for Wildfire comms in languages other than English

Since 2020, SCE has completed **31,061** "in-language" Wildfire / PSPS Communications Effectiveness surveys with Residential customers and **9,142** with Business customers. The surveys are offered to customers in 19 "prevalent" languages plus English (25 + English in 2020). Survey invitations are extended by email (with an in-language survey link to an in-language version of the questionnaire for all offered languages) and/or by phone (where all potential respondents with language barriers were either transferred live to a bi-lingual interviewer or were grouped by likely language and recontacted later by a bi-lingual interviewer fluent in that language).

Given these options, just **6.3%** of Residential customers and **6.8%** of Business customers chose to take the survey in a non-English language (RES: 1,966 of 31,061; BIZ: 619 of 9,142).

- Spanish accounts for more than half of these in-language surveys.

In the 2023 Post- survey, when asked to choose their preferred language for wildfire communications from SCE, **11%** of Residential customers and **7%** of Business customers indicated a preference for a language other than English. All these customers were asked: "How do you feel about receiving wildfire communications from SCE in English only?"

- At least **2/3s** of these customers report they can understand English well enough for WF communications
  - Residential: 33% of the 11% who prefer another language report they cannot understand English and need wildfire communications in some other language – or **3.6%** of all Residential customers.
  - Business: 25% of the 7% who prefer another language report they cannot understand English and need wildfire communications in some other language – or **1.8%** of all Business customers
- Spanish is the required "other" preferred language for **64%** of both Residential and Business customers.
- The remainder – those who do not understand English OR Spanish – equals **1.3%** of all Residential customers and **0.65%** of all Business customers.

After four survey years now, it appears that non-English language dependency for Residential and Business customers is a relatively minor concern across SCE's territory (and even less so in the HFRAs) in reaching customers with wildfire-related communications – and it is especially not critical for WF comms to be offered in such a wide array of "prevalent" languages beyond English and Spanish (and perhaps a few prominent Asian languages).

Executive Summary (cont.)

SUMMARY OF FINDINGS – 2023

Results for PSPS metrics among Business customers systemwide and in HFRAs between the Pre- and Post-surveys in 2023 are <u>largely consistent</u> with previous years. Overall recall of SCE's wildfire communications, ratings of SCE's communications, and satisfaction with its WF communications efforts are <u>unchanged</u>. Perceptions of being prepared <u>increased</u> Pre- to Post-, driven primarily by Non-HFRA Businesses – and now are at a <u>comparable</u> level with Residential customers.

<u>Need for Wildfire comms in languages other than English – Post- 2023 (cont.)</u>

- The 2023 Post- survey interviewed **767** Business customers territory-wide and another **650** in HFRAs.
  - **8.7%** systemwide and **2.3%** in HFRAs completed the surveys in a non-English language.
- **Territory-wide**
  - When asked directly to select their preferred language for wildfire communications, <u>7% indicated a preference for a language other than English</u>. Most of these customers (3%) prefer Spanish (3%) or Mandarin Chinese (2%). The remaining 2% of all Business customers prefer another language.
  - This **7%** divides into **5%** who say they have some understanding of English and **2%** who say, "I need it in my preferred language – I do not understand English."
- **HFRAs**
  - <u>3% indicated a preference for a language other than English</u> for wildfire communications – split across Spanish, Korean, and Vietnamese.
  - This **3%** divides into **2%** who have some understanding of English and **1%** who say, "I need it in my preferred language – I do not understand English."

Executive Summary (cont.)

Recall of SCE WF Communications

- The 2023 post-fire season share of all Business customers who recall SCE WF communications (46%) is <u>unchanged</u> from the Pre- survey. Business customer recall is <u>higher</u> in HFRAs (56%, <u>unchanged</u>) than in non-HFRAs (45%, <u>unchanged</u>).

    - Recall among those who "prefer other languages" for WF communications (regardless of what language they saw the communications in) was also <u>unchanged</u> (57%).

- In 2022, the Post- survey found half of all Business customers (49%) recalled seeing SCE WF communications – <u>unchanged</u> from the Pre- survey. Recall among customers in HFRAs was also <u>unchanged</u> (56%).

SCE WF Communications Sources

- Emails (56%, <u>unchanged</u>) and letters (40%, <u>decreased, especially in HFRAs</u>) are the most common sources of WF information from SCE. Other sources include SCE.com (14%, <u>decreased</u>), SCE advertising on TV, radio, or online (21%, <u>increased</u>), and <u>texts from SCE</u> (11%, <u>increased</u> systemwide and <u>in HFRAs</u> to 18%).

- Source usefulness for the most common SCE sources ranges from 55% (letters) to 76% (SCE.com).

- Satisfaction with SCE.com, among those who cite it as a source of WF communications (14% of all Businesses), is <u>unchanged</u> from the Pre- at 85%, but <u>higher</u> than in 2022 Post- (73%).

Other WF Communications Sources

- Nearly two-thirds (63%) of Business customers cite any of a wide variety of "other" sources of WF comms. Local news reports (31%, <u>unchanged</u>), City/County government (26%, <u>unchanged</u>), and CalFire (18%, <u>unchanged</u>).

- Among those few Businesses that prefer to get such communications in a language other than English, half report having seen no WF communications from other (non-SCE) sources.

- The most useful "other" information sources are CalFire and local fire departments.

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Executive Summary (cont.)

Ratings of SCE's WF Efforts
- Ratings of SCE's WF efforts have been <u>consistent</u> and <u>unchanged</u> Pre- to Post- among Business customers since 2020.
    – Satisfaction with SCE's overall wildfire safety and preparedness efforts at the end of each fire season: 59%, 56%, 56%, and 58% in 2020, 2021, 2022, and 2023.
    – Agreement with 9 statements about SCE's WF efforts has also been <u>consistent for the last two years</u>: little change between Pre- to Post- – and agreement ranges from 47% to 66% in 2021, 47% to 68% in 2022, and 46% to 69% in 2023.

Wildfire Preparedness
- Self-reported preparedness levels <u>rose</u>, as did reports for several preparedness actions.
    – Net preparedness (completely plus somewhat) <u>rose</u> Systemwide (from 53% to 60%) and in Non-HFRAs (from 52% to 60%). However, preparedness in HFRAs is <u>unchanged</u> at 65% in the Post-.
    – Preparedness actions overall are <u>unchanged</u> with the top three actions being purchased fire extinguisher (23%), purchased new lanterns or flashlights (21%), and purchased a several-day supply of water (20%).
    – <u>More</u> Business customers signed up for notifications from SCE in the Post- (17% vs. 13%).
    – <u>More</u> Businesses in the Post- reported taking <u>no actions to prepare</u>, <u>up</u> to 43% from 32%.

PSPS Awareness and Satisfaction
- Awareness of "PSPS" among Business customers in <u>unchanged</u> throughout 2023 (65%), but is <u>slightly lower</u> than last year (70% in 2022)
- Systemwide satisfaction with SCE.com for PSPS information at the end of the 2023 fire season is <u>unchanged</u> from the Pre- survey (70% vs. 69%) – and <u>unchanged</u> from last year.
- Satisfaction with SCE.com among HFRA customers was <u>unchanged</u> at 51%, but <u>improved</u> for Non-HFRAs from 51% to 58%.

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Executive Summary (cont.)

PSPS Notifications and Events – 2023 Post- versus 2022 Post-

- Overall satisfaction with SCE's PSPS communications generally held steady (58% Systemwide, 60% in HFRAs, and 56% in Non-HFRAs).
- Just 28% report having received an alert in 2023 (45% in HFRAs received an alert)
    - More Businesses reported being unsure if they received an alert than last year, especially in non-HFRAs
- Emails and texts from SCE are the most common sources for alerts – and are unchanged from last year
    - Use of local news declined from last year (8% vs. 19% in 2022)
    - In HFRAs recall of a recorded phone message from SCE increased to 30% in 2023
- Systemwide, 15% of Businesses reported a PSPS event, compared to 28% in HFRAs – both consistent with last year. On average, Businesses experienced 2.5 shutoffs systemwide and 3.2 in HFRAs.
- Most Business customers checked for updates during PSPS outages (just 20% said they did not check). SCE.com is the most widely used update source, with 41% using it systemwide and 46% in HFRAs, both unchanged from 2022. Those who called the SCE phone center (17%), watched local news (10%), and checked social media (9%) were unchanged.
- Source usefulness of SCE.com regarding update information in 2023 is 52% which is unchanged from previous years.
- Satisfaction with SCE.com for information provided during events remained unchanged from last year at 58%, and was consistent year-over-year among HFRAs (57%) and non-HFRAs (62%). Satisfaction with SCE.com after events is similarly unchanged from previous years at 53% systemwide.
- More Business customers received power restoration notices than in previous years (up to 74% in 2023, compared to 66% in 2022 and 53% in 2021). They are considered useful to 62% systemwide.

Executive Summary: Total Sample

- Recall of recent SCE WF communications is about 10% pts. <u>higher</u> in HFRAs than Non-HFRAs, but <u>unchanged</u> from 2022.
- Recognition of the term "Public Safety Power Shutoffs" grew to 79% among HFRAs in the Post- and is 17% pts. higher overall in HFRAs than in Non-HFRAs.
- As in 2022, positive opinions of SCE's PSPS program and preparedness both <u>rose</u> between the start and end of the fire season, while satisfaction with SCE's WF preparedness efforts remains <u>unchanged</u>.

	System Wide				HFRA				Non-HFRA			
	2022 Pre	**2022 Post**	**2023 Pre**	**2023 Post**	**2022 Pre**	**2022 Post**	**2023 Pre**	**2023 Post**	**2022 Pre**	**2022 Post**	**2023 Pre**	**2023 Post**
Recall Wildfire Communications (% Yes)	46%	49%	43%	46%	53%	54%	58%	56%	43%	46%	40%	43%
SCE Sources Considered Useful (Top 2 Box avg.)	58%	58%	60%	64%	56%	61%	56%	57%	60%	57%	61%	63%
Heard of Public Safety Shutoff Program (%Yes)	65%	70%	62%	65%	74%	78%	74%	79%	61%	66%	59%	62%
Preferred Language For Public Safety Information												
English	93%	93%	91%	93%	96%	96%	96%	97%	92%	92%	90%	92%
Spanish	3%	4%	3%	3%	1%	2%	1%	1%	4%	4%	3%	3%
Korean	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	2%
(Among those who prefer comms in other language) Understand English (% Yes)	85%	84%	78%	75%	94%	91%	81%	67%	83%	81%	78%	75%
Satisfaction with Communication Efforts												
Opinion of SCEs PSPS program (Top 2 Box/Positive)	50%	56%	50%	57%	46%	50%	48%	51%	51%	57%	51%	58%
Satisfaction w/ SCE's WF Preparedness Efforts (Top 2 Box/Satisfied)	53%	56%	58%	58%	53%	51%	56%	54%	54%	58%	59%	59%
Personal Level of Preparedness (Completely/Somewhat)	53%	61%	53%	60%	56%	66%	62%	65%	51%	59%	52%	60%

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Executive Summary: Total Sample

- Attitudes among Business customers toward SCE's WF-related efforts have <u>changed little</u> between the start and end of the wildfire seasons in 2022 and 2023.
- Among HFRA customers, opinions of SCE <u>declined slightly</u> during 2023 on a few attributes, though <u>still consistent</u> with 2022 ratings

SCE Attributes (Top 2 Box)	System Wide				HFRA				Non-HFRA			
	2022 Pre	2022 Post	2023 Pre	2023 Post	2022 Pre	2022 Post	2023 Pre	2023 Post	2022 Pre	2022 Post	2023 Pre	2023 Post
Is committed to restoring power to customers affected by wildfires	66%	68%	66%	69%	66%	64%	68%	65%	67%	70%	67%	70%
Is working to keep my community safe	60%	58%	62%	65%	58%	60%	63%	58%	61%	58%	62%	66%
Shows care and concern for customers	55%	58%	58%	59%	52%	55%	55%	51%	57%	60%	60%	61%
Is committed to wildfire safety	60%	61%	60%	62%	60%	59%	64%	59%	61%	63%	61%	63%
Takes proactive measures to protect the electricity grid from wildfires	57%	58%	58%	58%	56%	58%	61%	57%	58%	60%	58%	59%
Makes an effort to communicate with all customers about wildfires	55%	61%	60%	60%	58%	59%	62%	59%	55%	64%	61%	60%
Is proactive in taking steps to address wildfire risks	57%	60%	55%	60%	57%	56%	61%	56%	58%	61%	56%	60%
Is a company I trust to act in the best interest of its customers	52%	52%	51%	53%	46%	48%	50%	45%	54%	54%	53%	55%
Is helping me prepare for wildfire season	45%	47%	46%	50%	44%	43%	47%	44%	46%	49%	46%	51%
AVERAGE	56.3%	58.2%	57.4%	59.5%	55.3%	55.7%	59.1%	54.9%	57.5%	59.9%	58.2%	60.5%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE…

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Languages Used / Preferred

Languages Used at Business

- **Nearly all Business customers throughout SCE's territory (97%) report using English in their businesses – and language use is <u>virtually the same</u> in HFRAs and Non-HFRAs.**

- **Spanish is also common (29%), followed at a much lower level by Mandarin Chinese (5%) and other Asian languages.**

Business
(All Customers)

	Systemwide		HFRA		Non-HFRA	
	2023 Pre	2023 Post	2023 Pre	2023 Post	2023 Pre	2023 Post
	(n=749)	(n=767)	(n=612)	(n=650)	(n=652)	(n=635)

Languages Used in Business

English	97%	97%	98%	99%	97%	97%
Spanish	31%	29%	25%	25%	31%	29%
Chinese Mandarin	6%	5%	3%	2%	7%	6%
Chinese Cantonese	2%	2%	1%	1%	2%	2%
Korean	3%	3%	3%	2%	3%	3%
Tagalog	1%	<1%	<1%	<1%	1%	<1%
Vietnamese	1%	2%	1%	<1%	2%	2%
Arabic	<1%	<1%	<1%	<1%	<1%	<1%
Japanese	1%	1%	1%	<1%	1%	1%
Farsi	1%	<1%	<1%	<1%	1%	<1%
Armenian	1%	1%	1%	<1%	<1%	1%
French	1%	-	<1%	<1%	1%	-
Russian	-	<1%	1%	<1%	-	<1%
German	<1%	<1%	1%	<1%	<1%	<1%
Punjabi	<1%	<1%	<1%	<1%	<1%	<1%
Hindi	<1%	<1%	<1%	-	<1%	<1%
Thai	1%	-	<1%	<1%	<1%	-
Hmong	<1%	<1%	<1%	<1%	<1%	<1%
Other	1%	1%	1%	<1%	1%	1%

Q2. "What languages are often used in your home/business?"

Shading indicates a significant difference at the 90% confidence level from the prior year

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Language Preferred for Public Safety Information

- **When asked for the language preferred for public safety information like WF communications, 7% of businesses systemwide select a language other than English.**
  - **This proportion is <u>much smaller</u> in HFRAs (3%).**
- **The 2023 preference for a language other than English is <u>identical</u> to that found in 2022 (7%).**

Business
(All Customers)

Preferred Language for <u>Public Safety Information</u>	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
English	91%	93%	96%	97%	90%	92%
Korean	2%	<1%	1%	1%	2%	<1%
Spanish	3%	3%	1%	1%	3%	3%
Chinese Mandarin	1%	2%	1%	<1%	2%	2%
Japanese	<1%	1%	<1%	-	1%	1%
Chinese Cantonese	1%	1%	-	-	1%	1%
Vietnamese	1%	1%	<1%	1%	1%	1%
Other	1%	1%	1%	1%	-	1%

Q3. What is your preferred language for receiving public safety information like this from SCE?

Shading indicates a significant difference at the 90% confidence level from the prior year

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Strength of Language Preference

- **Among the 7% systemwide who said they prefer WF communications in some other non-English language, 75% report they can at least understand English.**
  - **The balance (25% of the 7% – or 1.8% systemwide) report they do <u>not</u> understand English.**
  - **In HFRAs, it is <u>much lower</u>: 33% of 3% – or 1.0% who do <u>not</u> understand English.**
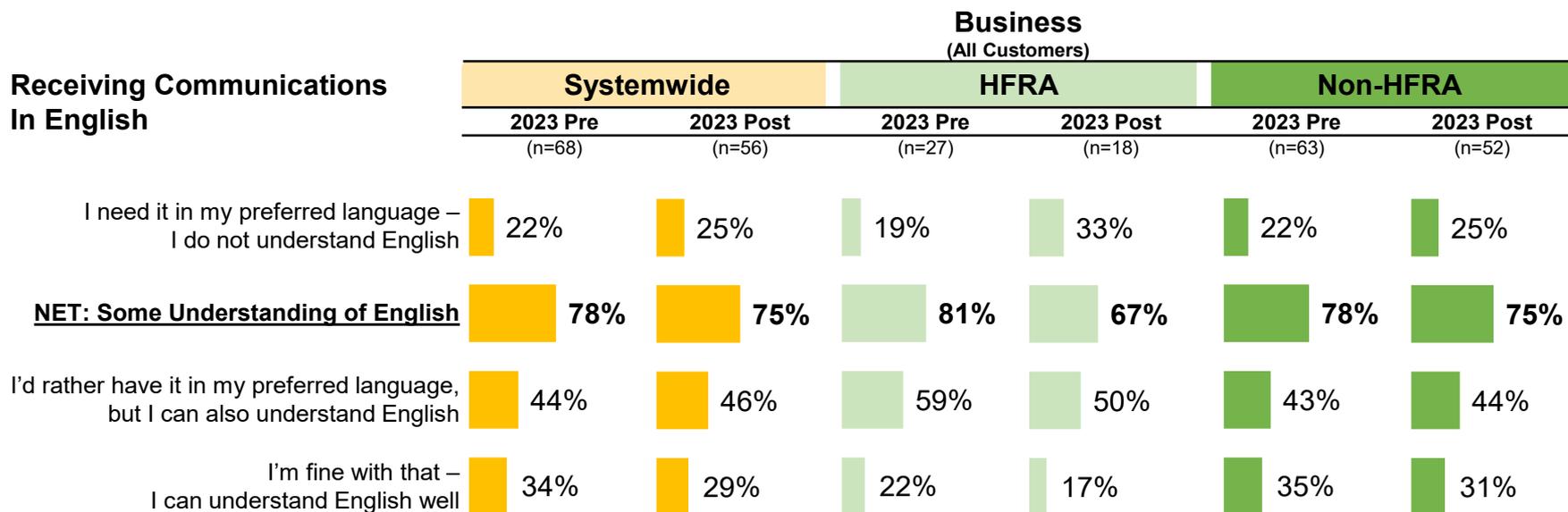
Business
(All Customers)

Receiving Communications In English	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	2023 Post (n=56)	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)
I need it in my preferred language – I do not understand English	22%	25%	19%	33%	22%	25%
NET: Some Understanding of English	**78%**	**75%**	**81%**	**67%**	**78%**	**75%**
I'd rather have it in my preferred language, but I can also understand English	44%	46%	59%	50%	43%	44%
I'm fine with that – I can understand English well	34%	29%	22%	17%	35%	31%

Q4. [PREFER LANGUAGE OTHER THAN ENGLISH] How do you feel about receiving wildfire communications from SCE in English only?

Shading indicates a significant difference at the 90% confidence level from the prior year

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SCE Wildfire Communications
Among **All** Business Customers

SCE WF Communications Recall – All Customers

- **The Post- wildfire season share of all Business customers who recall SCE WF communications (46%) is <u>slightly higher</u> but not statistically different from the Pre- (43%).**

- **Recall of such communications is <u>13% pts. higher in HFRAs</u> than in Non-HFRAs.**

Business
(All Customers)

Recall Wildfire Communication	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
Yes	43%	46%	58%	56%	40%	43%
No	41%	40%	29%	30%	43%	41%
Not Sure	15%	15%	13%	13%	16%	16%

Q1. "In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?"

Shading indicates a significant difference at the 90% confidence level from the prior year

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Language of SCE WF Comms – All Customers

- Among the 46% systemwide who recall recent SCE WF Comms, 21% recall a version in a language other than English (Spanish mostly).
- These proportions are <u>comparable</u> in HFRAs and non-HFRAs.

Language of Wildfire Safety Communication	Business (All Customers)					
	Systemwide		**HFRA**		**Non-HFRA**	
	2023 Pre	**2023 Post**	**2023 Pre**	**2023 Post**	**2023 Pre**	**2023 Post**
	(n=323)	(n=350)	(n=357)	(n=365)	(n=264)	(n=275)
English	98%	97%	99%	98%	98%	97%
NET: Non-English	**22%**	**21%**	**21%**	**19%**	**23%**	**22%**
Spanish	21%	19%	20%	17%	22%	20%
Chinese Mandarin	1%	2%	1%	1%	2%	2%
Chinese Cantonese	<1%	2%	1%	1%	<1%	2%
Korean	1%	1%	<1%	1%	1%	1%
Vietnamese	<1%	1%	1%	1%	-	1%
Other	1%	1%	<1%	1%	1%	1%

Q5. [RECALL COMMUNICATION] In what language(s) was the wildfire safety and preparedness information that you recall seeing or hearing from SCE?

Shading indicates a significant difference at the 90% confidence level from the prior year

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SCE Sources – All Customers

- **Among the 46% who recall WF communications from SCE, emails (56%) and letters (40%) continue to be the <u>most common</u> sources in all areas.**
  - Other oft-mentioned SCE sources: SCE advertising on TV, radio, or online (21%, <u>up</u>); SCE.com (14%, <u>down</u>).
  - In HFRAs, those citing a text message <u>rose</u> from 5% to 18%, while letters in the mail were <u>less often cited</u> when compared to the start of the 2023 wildfire season.

Business
(All Customers)

Source of Communication	Systemwide 2023 Pre (n=323)	Systemwide 2023 Post (n=350)	HFRA 2023 Pre (n=357)	HFRA 2023 Post (n=365)	Non-HFRA 2023 Pre (n=264)	Non-HFRA 2023 Post (n=275)
An email from SCE	50%	56%	53%	61%	47%	57%
A letter in the mail from SCE	46%	40%	59%	45%	46%	40%
SCE website	20%	14%	11%	12%	21%	13%
Advertising on TV, radio, or online	15%	21%	10%	13%	17%	23%
A telephone call from SCE	2%	5%	3%	9%	3%	2%
A text message from SCE	7%	11%	5%	18%	5%	7%
Informational videos on TV	5%	6%	4%	4%	6%	6%
Social media post	4%	5%	3%	4%	5%	6%
Informational videos on web and social media	3%	3%	1%	3%	3%	4%
SCE representative or employee	1%	0%	1%	1%	-	-
Billboards	2%	3%	1%	1%	2%	4%
SCE's PSPS newsletter	3%	3%	6%	6%	3%	2%
SCE wildfire preparedness webinar/online meeting	2%	1%	1%	1%	1%	<1%
SCE Community meetings	1%	0%	1%	1%	1%	<1%
Other	4%	1%	4%	1%	4%	<1%
Don't recall	6%	5%	4%	3%	5%	5%

Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?
Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Usefulness of SCE Sources – All Customers

- **Source usefulness in 2023 Post- is generally <u>consistent</u> with the 2023 Pre-.**
  (caution: some very small bases)

- **Of the most common sources (highlighted), SCE.com is <u>most often rated</u> as useful (76%).**
  - The bases size varies widely (from 1 to 185). "Usefulness" is defined as rating top 2 on a 5-point scale.

Usefulness of Communication Source (Top 2 Box)

Business
(All Customers)

	Systemwide		HFRA		Non-HFRA	
n	**2023 Pre** (n=1-158)	**2023 Post** (n=1-185)	**2023 Pre** (n=1-208)	**2023 Post** (n=2-215)	**2023 Pre** (n=1-122)	**2023 Post** (n=1-145)
SCE wildfire preparedness webinar or online meeting	60%	100%	50%	50%	67%	100%
SCE representative or employee	100%	100%	75%	100%	-`	-
SCE Community meetings	-	100%	-	100%	-	100%
Informational videos on TV	73%	82%	44%	62%	69%	92%
SCE website	75%	76%	75%	79%	74%	77%
A text message from SCE	65%	74%	50%	68%	69%	71%
Informational videos on web and social media	63%	70%	60%	78%	57%	78%
Advertising on TV, radio, or online	62%	70%	53%	72%	60%	71%
Social media post	86%	65%	55%	71%	83%	57%
Billboards	67%	64%	25%	100%	67%	60%
An email from SCE	59%	63%	59%	54%	61%	63%
A letter in the mail from SCE	56%	55%	54%	48%	55%	53%
SCE's PSPS newsletter	75%	55%	71%	60%	71%	50%
A telephone call from SCE	50%	47%	45%	35%	43%	60%

Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?
Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Satisfaction with SCE.com – All Customers

- **After filtering respondents to those who recalled SCE WF communications from SCE.com, the sample sizes range from 35 to 65.**
- **Satisfaction with SCE.com remains <u>consistently high</u> among HFRA and Non-HFRA businesses.**

Business
(All Customers)

Satisfaction with Communication on SCE.com	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=65)	2023 Post (n=46)	2023 Pre (n=40)	2023 Post (n=43)	2023 Pre (n=55)	2023 Post (n=35)
NET: Satisfied (Top 2 Box)	85%	85%	83%	81%	84%	89%
Extremely Satisfied - 5	48%	48%	50%	51%	45%	43%
4	37%	37%	33%	30%	38%	46%
3	12%	11%	18%	9%	13%	11%
2	-	2%	-	2%	-	-
1	3%	2%	-	7%	4%	-

Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

SCE Wildfire Communications
Among Customers Who Prefer Other Languages

SCE WF Communications Recall – Prefer Other

- Recall results here are filtered to the 7% who prefer communications in a language other than English.
- Among these "Prefer other language" Business customers, recall of SCE WF communications is reported by about half (57%), <u>unchanged</u> from the 2023 Pre-survey.
  - This is generally <u>comparable</u> to recall of WF communications among all Business respondents (46%).
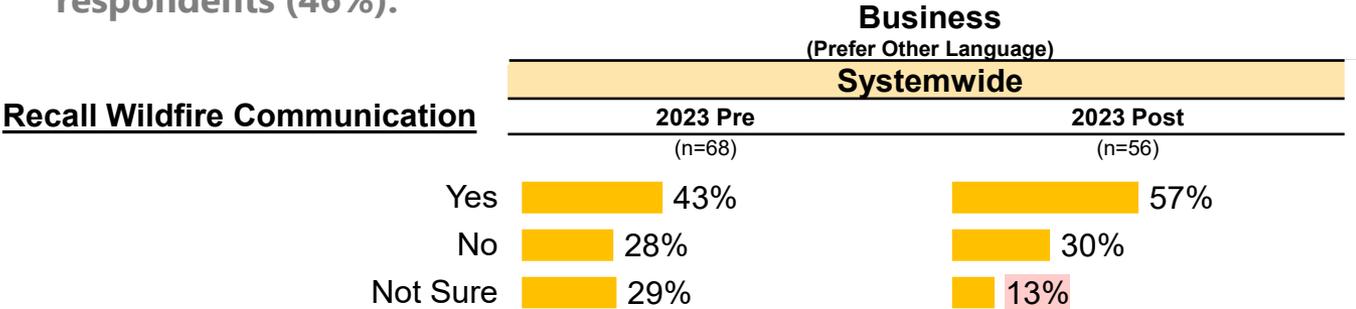
Business
(Prefer Other Language)

Recall Wildfire Communication	**Systemwide**	
	2023 Pre (n=68)	**2023 Post** (n=56)
Yes	43%	57%
No	28%	30%
Not Sure	29%	13%

Q1. "In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?"

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

SCE WF Communications Recall – Prefer Other

- **Recall of SCE WF communications among "Prefer other language" Business customers appears to be <u>consistent</u> in HFRAs and Non-HFRAs** (caution: small bases).
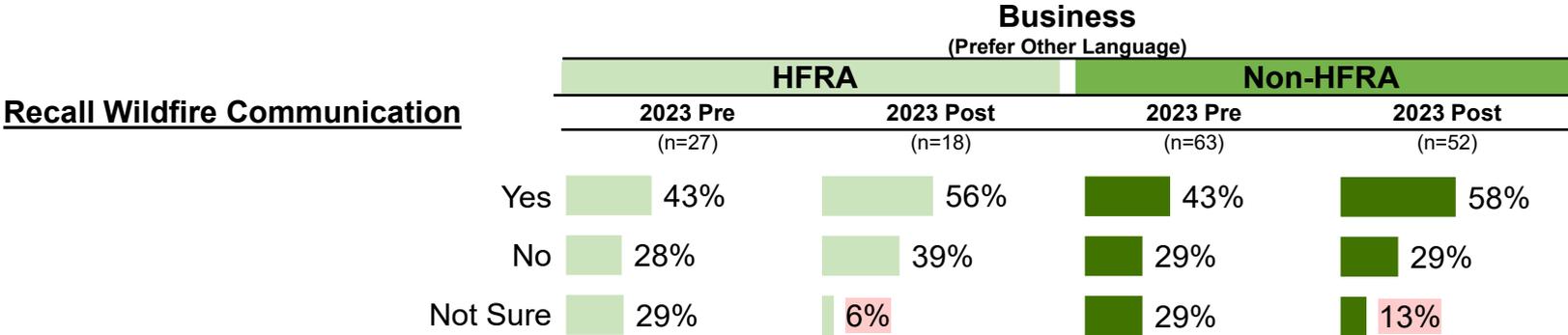
Business
(Prefer Other Language)

Recall Wildfire Communication	HFRA		Non-HFRA	
	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)
Yes	43%	56%	43%	58%
No	28%	39%	29%	29%
Not Sure	29%	6%	29%	13%

Q1. "In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?"

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

SCE Sources – Prefer Other Languages

- **Among Business customers who prefer other languages <u>and</u> recall SCE WF communications, about 72% recall <u>at least one source</u> in their preferred language** (100% minus those who said none)**.**

- **Sources cited for these in-language communications are spread across letters, emails, informational videos, and advertising.** (Caution: very small bases)
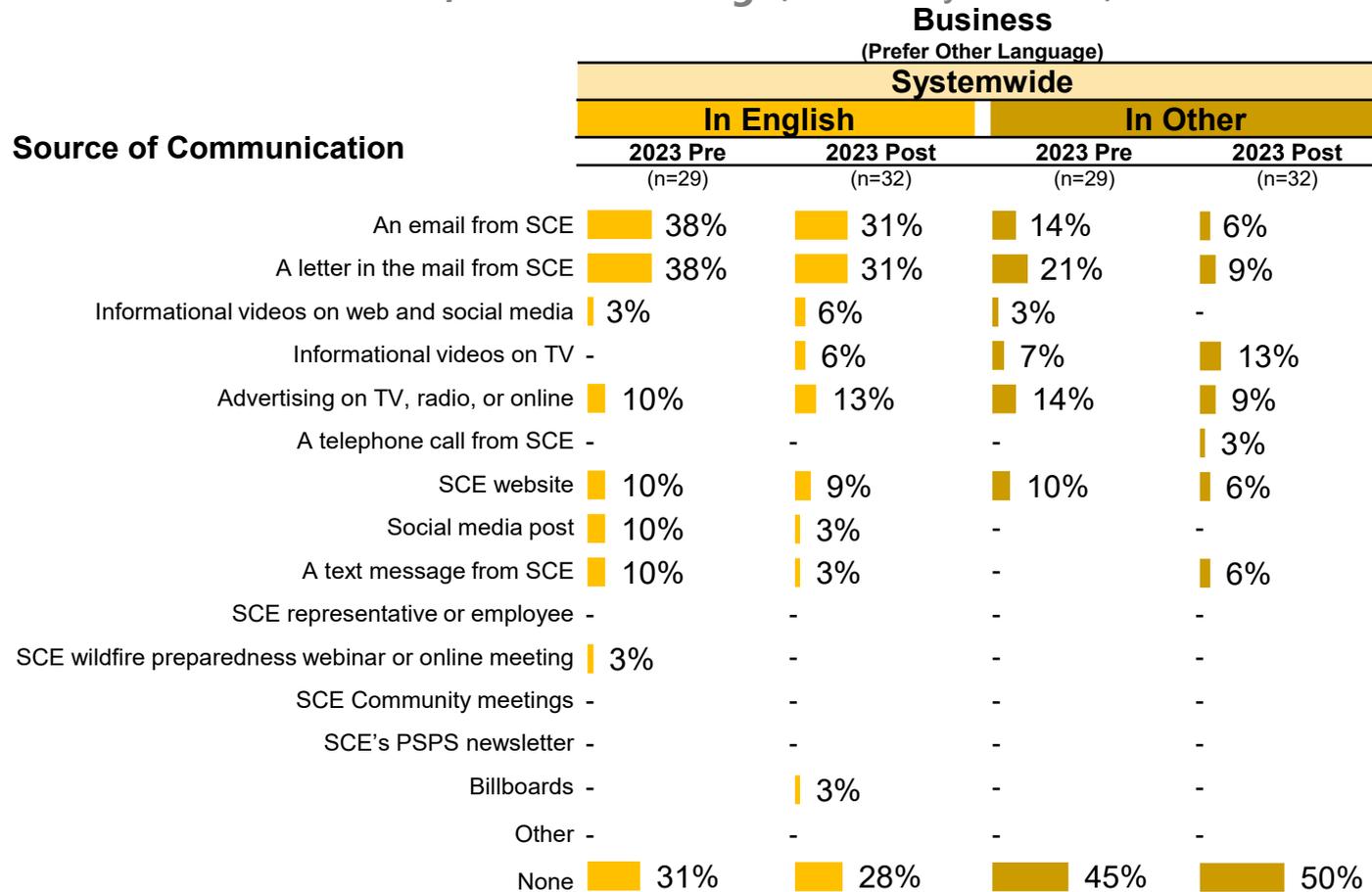
	Business (Prefer Other Language)			
	Systemwide			
Source of Communication	**In English**		**In Other**	
	2023 Pre (n=29)	**2023 Post** (n=32)	**2023 Pre** (n=29)	**2023 Post** (n=32)
An email from SCE	38%	31%	14%	6%
A letter in the mail from SCE	38%	31%	21%	9%
Informational videos on web and social media	3%	6%	3%	-
Informational videos on TV	-	6%	7%	13%
Advertising on TV, radio, or online	10%	13%	14%	9%
A telephone call from SCE	-	-	-	3%
SCE website	10%	9%	10%	6%
Social media post	10%	3%	-	-
A text message from SCE	10%	3%	-	6%
SCE representative or employee	-	-	-	-
SCE wildfire preparedness webinar or online meeting	3%	-	-	-
SCE Community meetings	-	-	-	-
SCE's PSPS newsletter	-	-	-	-
Billboards	-	3%	-	-
Other	-	-	-	-
None	31%	28%	45%	50%

Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?
Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

SCE Sources – Prefer Other Languages

- **The 40 respondents who both prefer a language other than English <u>and</u> recall SCE's WF communications are further divided between HFRA and non-HFRA below.**
- **These sample sizes are too small for meaningful analysis.**

Business
(Prefer Other Language)

Source of Communication	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2023 Pre (n=11)	2023 Post (n=10)	2023 Pre (n=11)	2023 Post (n=10)	2023 Pre (n=27)	2023 Post (n=30)	2023 Pre (n=27)	2023 Post (n=30)
An email from SCE	64%	10%	9%	20%	37%	33%	15%	7%
A letter in the mail from SCE	45%	50%	27%	30%	37%	30%	19%	7%
Informational videos on web and social media	-	20%	-	10%	4%	7%	4%	-
Informational videos on TV	18%	10%	9%	10%	-	3%	7%	13%
Advertising on TV, radio, or online	-	20%	-	10%	11%	13%	15%	10%
A telephone call from SCE	-	-	-	-	-	-	-	3%
SCE website	9%	20%	-	30%	11%	7%	11%	3%
Social media post	-	-	-	-	11%	3%	-	-
A text message from SCE	9%	-	9%	-	11%	3%	-	7%
SCE representative or employee	-	-	-	-	-	-	-	-
SCE wildfire preparedness webinar/online meeting	-	-	-	-	4%	-	-	-
SCE Community meetings	-	-	-	-	-	-	-	-
SCE's PSPS newsletter	-	-	-	-	-	-	-	-
Billboards	-	-	-	-	-	3%	-	-
Other	-	-	-	-	-	-	-	-
None	-	30%	55%	20%	33%	27%	44%	53%

Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?
Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Usefulness of SCE Sources – Prefer Other

- **Small sample sizes prevent any meaningful analysis.**

Business
(Prefer Other Language)

Usefulness of Communication Source … (Top 2 Box)	Systemwide			
	In English		In Other	
	2023 Pre (n=1-11)	2023 Post (n=1-9)	2023 Pre (n=1-6)	2023 Post (n=1-4)
Informational videos on web and social media	100%	100%	-	-
Billboards	-	100%	-	-
Advertising on TV, radio, or online	33%	100%	100%	67%
A text message from SCE	67%	100%	-	100%
Social media post	67%	100%	-	-
An email from SCE	73%	67%	100%	50%
Informational videos on TV	-	50%	100%	100%
A letter in the mail from SCE	73%	44%	67%	67%
SCE website	67%	33%	100%	50%
A telephone call from SCE	-	-	-	100%
SCE representative or employee	-	-	-	-
SCE wildfire preparedness webinar or online meeting	-	-	-	-
SCE Community meetings	-	-	-	-
SCE's PSPS newsletter	-	-	-	-

Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via…?
Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via…?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Usefulness of SCE Sources – Prefer Other

- **Small sample sizes prevent any meaningful analysis.**

Business
(Prefer Other Language)

Usefulness of Communication Source … (Top 2 Box)	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2023 Pre (n=1-7)	2023 Post (n=1-5)	2023 Pre (n=1-2)	2023 Post (n=1-3)	2023 Pre (n=1-10)	2023 Post (n=1-9)	2023 Pre (n=1-5)	2023 Post (n=1-4)
Informational videos on web and social media								
Billboards								
Advertising on TV, radio, or online								
A text message from SCE								
Social media post		Not Shown Due to Small Sample Size				Not Shown Due to Small Sample Size		
An email from SCE								
Informational videos on TV								
A letter in the mail from SCE								
SCE website								
A telephone call from SCE								
SCE representative or employee								
SCE wildfire preparedness webinar or online meeting								
SCE Community meetings								
SCE's PSPS newsletter								

Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via…?
Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via…?   * Sample Size < 10   Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Satisfaction with SCE.com – Prefer Other

- **Small sample sizes prevent any meaningful analysis.**

	Business (Prefer Other Language)					
Satisfaction with Communication on SCE.com	**Systemwide**		**HFRA**		**Non-HFRA**	
	2023 Pre (n=5)	**2023 Post** (n=3)	**2023 Pre** (n=1)	**2023 Post** (n=3)	**2023 Pre** (n=5)	**2023 Post** (n=2)
NET: Satisfied (Top 2 Box)						
Extremely Satisfied – 5						
4						
3			Not Shown Due to Small Sample Size			
2						
1						

Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Other WF Communications
Among All Business Customers

Energy for What's Ahead℠

Other WF Sources – All Customers

- **Other (non-SCE) sources of WF information are cited by about 2/3s of Business customers** (100% minus 26% none minus 11% don't recall)**. In comparison, SCE is cited as a source by 56%.**

- **Local news (31%), city or county government (26%), CalFire (18%), and the local fire department (14%) are <u>most often</u> cited, and in <u>comparable</u> proportions in HFRAs and Non-HFRAs.**

Business
(All Customers)

Other Communication Sources	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
Local news reports	32%	31%	29%	28%	32%	33%
City or county government	25%	26%	33%	32%	23%	25%
CalFire	17%	18%	22%	27%	17%	16%
State government	12%	10%	12%	13%	12%	10%
Local fire department	14%	14%	24%	23%	12%	13%
Local community organizations	3%	4%	5%	5%	3%	4%
Non-profit organizations	2%	2%	2%	3%	1%	1%
Healthcare/medical device suppliers	1%	1%	2%	1%	1%	1%
Other	11%	10%	12%	14%	11%	9%
None of the above	26%	26%	23%	22%	27%	26%
Don't recall	11%	11%	9%	10%	12%	12%

Q10. Other than SCE's communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Usefulness of Other WF Sources – All Customers

- **Two oft-cited non-SCE sources are considered <u>highly useful</u>: CalFire (79%, <u>up</u>) and the local fire department (77%).**

- **The two other oft-cited sources – local new reports and city/county government – are <u>considered useful</u> (61% / 63%) by about as many Business customers as consider SCE letters, emails and advertising useful (56% to 62%).**

Usefulness of Wildfire Communication Sources (Top 2 Box)

Business
(All Customers)

	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=10-229)	**2023 Post** (n=6-232)	**2023 Pre** (n=11-197)	**2023 Post** (n=4-204)	**2023 Pre** (n=8-145)	**2023 Post** (n=6-204)
n						
CalFire	70%	79%	75%	78%	70%	75%
Local fire department	77%	77%	78%	80%	71%	77%
Non-profit organizations	58%	55%	83%	88%	38%	38%
Local community organizations	83%	68%	93%	74%	73%	71%
Local news reports	58%	61%	61%	55%	56%	63%
City or county government	57%	63%	61%	65%	56%	62%
State government	54%	55%	55%	55%	52%	53%
Healthcare providers/medical device suppliers	60%	67%	55%	75%	50%	67%

Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from …?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Other Wildfire Communications Sources
Among Customers Who Prefer Other Languages

Other WF Sources – Prefer Other Languages

- **With so few Business customers (7%) preferring other languages, analysis of their responses in isolation is rarely worthwhile.**

- **Systemwide, half (54%) of the 56 Business respondents who prefer other languages report having seen <u>no</u> WF communications (even in English) from these other sources.**

- **Those who do recall such communications <u>most often</u> cite local news reports as an in-language source (25%).**

Business
(Prefer Other Language)

Other Communication Sources	Systemwide			
	In English		**In Other**	
	2023 Pre (n=68)	**2023 Post** (n=56)	**2023 Pre** (n=68)	**2023 Post** (n=56)
City or county government	19%	16%	9%	11%
CalFire	6%	4%	3%	4%
Local news reports	28%	25%	22%	20%
State government	6%	7%	1%	4%
Local fire department	7%	5%	1%	5%
Local community organizations	3%	2%	7%	4%
Non-profit organizations	-	-	-	2%
Other	4%	5%	4%	7%
None of the above	57%	54%	57%	59%

Q10. Other than SCE's communications, what other sources have you used to obtain information about wildfire safety and preparedness?
Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Aheadᔆᴹ

Other WF Sources – Prefer Other Languages

- **Caution: Small sample sizes**
- **It appears that recall of in-language communications from Other WF sources fares <u>poorly</u> in HFRAs (39% saw none) and in Non-HFRAs (62% saw none).**

Business
(Prefer Other Language)

Other Communication Sources	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)	2023 Pre (n=63)	2023 Post (n=52)
City or county government	11%	22%	15%	11%	17%	17%	6%	10%
CalFire	-	-	-	11%	6%	4%	3%	2%
Local news reports	19%	6%	15%	11%	27%	27%	24%	21%
State government	-	22%	-	6%	6%	6%	2%	2%
Local fire department	-	22%	4%	17%	8%	4%	2%	4%
Local community organizations	-	-	-	-	3%	2%	8%	4%
Non-profit organizations	-	-	-	-	-	-	-	2%
Other	7%	6%	7%		5%	6%	5%	8%
None of the above	63%	39%	63%	61%	60%	54%	57%	62%

Q10. [BASE: RECALL COMMUNICATION] Other than SCE's communications, what other sources have you used to obtain information about wildfire safety and preparedness?
Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?
* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Usefulness of Other Sources – Prefer Other

- **Small sample sizes prevent any meaningful analysis.**

	Business (Prefer Other Language)			
	Systemwide			
Usefulness of Communication Source … (Top 2 Box)	In English		In Other	
	2023 Pre (n=2-18)	2023 Post (n=1-14)	2023 Pre (n=1-15)	2023 Post (n=1-11)
Local fire department	80%	100%	-	100%
CalFire	100%	50%	100%	100%
Local news reports	61%	86%	73%	82%
Healthcare providers or medical device suppliers	-	-	-	-
State government	75%	75%	100%	50%
City or county government	77%	89%	100%	83%
Local community organizations	100%	100%	100%	100%
Non-profit organizations	-	-	-	100%
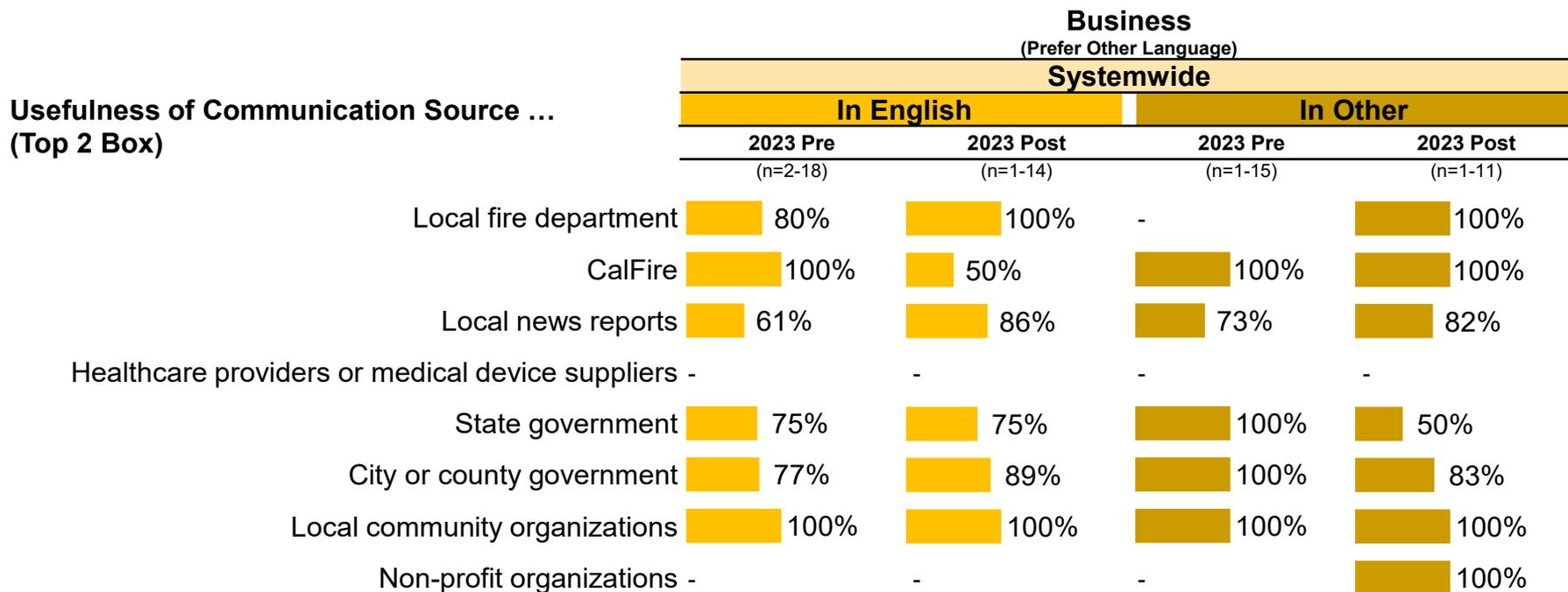
Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from …?
Q12B2. And using the same 1 to 5 scale, how useful was the wildfire information in [PREFERRED LANGUAGE] from…?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's AheadSM

PSPS Communications
Among All Business Customers

PSPS Awareness – All Customers

- **Recognition of the term "Public Safety Power Shutoff" remained <u>consistent</u> at 65% of all Businesses.**
  - **For reference, recognition of the term among Residential customers systemwide is 66%.**
- **Business recognition of the term is substantially <u>higher</u> in HFRAs (79%) than in Non-HFRAs (62%).**
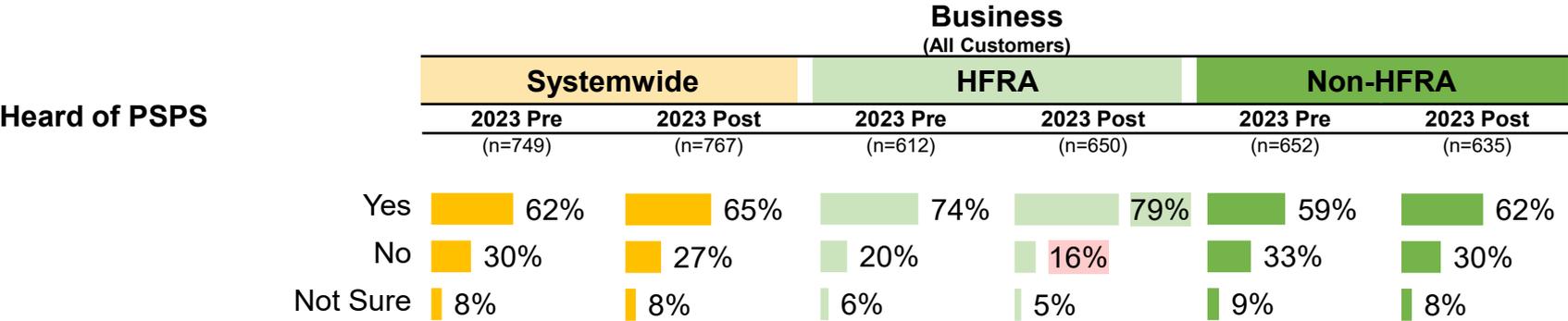
Business
(All Customers)

Heard of PSPS	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
Yes	62%	65%	74%	79%	59%	62%
No	30%	27%	20%	16%	33%	30%
Not Sure	8%	8%	6%	5%	9%	8%

Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

PSPS Sources – All Customers

- SCE is the primary source of PSPS awareness (emails and letters) in addition to non-SCE TV / radio news reports. SCE texts (17%) and emails (41%) increased versus 2023 Pre-.
- In HFRAs, emails from SCE rose and led the way (49%).

Business
(All Customers)

PSPS Source	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=464)	2023 Post (n=498)	2023 Pre (n=452)	2023 Post (n=514)	2023 Pre (n=384)	2023 Post (n=395)
TV or radio news report	40%	39%	29%	29%	42%	42%
An email from SCE	33%	41%	42%	49%	31%	38%
A letter in the mail from SCE	32%	33%	46%	41%	30%	31%
SCE website	17%	16%	19%	16%	15%	16%
Online news report	15%	15%	13%	11%	17%	16%
Advertising on TV, radio, or online	12%	11%	8%	8%	11%	12%
A text message from SCE	11%	17%	20%	32%	8%	13%
Social media post	8%	8%	8%	8%	7%	7%
A telephone call from SCE	7%	11%	11%	17%	5%	8%
Word of mouth (such as friends or family)	6%	7%	10%	8%	6%	6%
CalFire or local fire department	6%	3%	5%	5%	5%	3%
My power was shut off	4%	5%	15%	13%	3%	3%
Local city or county government	3%	4%	6%	6%	3%	4%
Informational videos on TV	2%	2%	2%	2%	2%	2%
Billboards	2%	1%	1%	0%	2%	1%
Community-based organization	2%	2%	1%	4%	2%	1%
Informational videos on web and social media	1%	2%	1%	2%	1%	2%
SCE wildfire preparedness webinar or online meeting	1%	1%	1%	1%	1%	1%
SCE community meetings	1%	1%	1%	1%	1%	1%
SCE representative or employee	0%	2%	<2%	2%	0%	1%
Healthcare provider or medical device supplier	0%	-	<1%	0%	-	-
Other	6%	7%	6%	6%	7%	7%
Not sure	6%	3%	7%	4%	7%	3%

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs? Shading indicates a significant difference at the 90% confidence level from the prior year

Usefulness of PSPS Sources – All Customers

- Usefulness of the <u>most often</u> cited PSPS information sources (highlighted rows) are fairly <u>comparable</u>: 67% for SCE letters, 72% for SCE.com, 72% for SCE emails, and 65% for TV or radio news reports.

- The 5th most often cited source scored the <u>highest source usefulness</u> rating: 83% for texts from SCE.

PSPS Communication Source Usefulness (Top 2 Box)

Business
(All Customers)

	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=1-176)	**2023 Post** (n=4-199)	**2023 Pre** (n=4-208)	**2023 Post** (n=1-251)	**2023 Pre** (n=1-151)	**2023 Post** (n=1-160)
Community-based organization	83%	100%	100%	94%	80%	100%
CalFire or local fire department	82%	94%	86%	88%	85%	100%
A text message from SCE	73%	83%	78%	73%	76%	84%
Local city or county government	94%	82%	82%	80%	92%	79%
SCE representative or employee	50%	78%	56%	64%	100%	100%
Social media post	69%	76%	72%	70%	65%	83%
SCE wildfire preparedness webinar or online meeting	83%	75%	100%	100%	75%	67%
An email from SCE	65%	72%	69%	62%	67%	76%
SCE website	66%	72%	65%	69%	70%	73%
Advertising on TV, radio, or online	63%	71%	56%	65%	62%	73%
Online news report	64%	68%	63%	57%	66%	71%
A letter in the mail from SCE	71%	67%	68%	61%	74%	70%
SCE community meetings	33%	67%	67%	60%	50%	67%
TV or radio news report	63%	65%	60%	57%	64%	69%
Billboards	22%	60%	-	50%	25%	60%
Word of mouth (such as friends or family)	77%	58%	73%	54%	76%	57%
Informational videos on TV	71%	57%	78%	88%	71%	57%
A telephone call from SCE	72%	56%	67%	59%	76%	54%
Informational videos on web and social media	83%	50%	75%	67%	100%	60%
Healthcare provider or medical device supplier	100%	-	75%	100%	-	-
My power was shut off	-	-	-	-	-	-

Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from …?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Satisfaction w/ SCE.com PSPS Info – All Customers

- **Systemwide, 7 in 10 Business customers (70%) who used SCE.com for PSPS information report being <u>satisfied</u> with it.**
- **Satisfaction with SCE.com among HFRA businesses is <u>somewhat lower</u> than that among Non-HFRA businesses.**

Business
(All Customers)

Satisfaction with PSPS Information on SCE.com	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=80)	2023 Post (n=79)	2023 Pre (n=84)	2023 Post (n=80)	2023 Pre (n=58)	2023 Post (n=63)
NET: Satisfied (Top 2 Box)	**69%**	**70%**	**65%**	**65%**	**74%**	**71%**
Extremely Satisfied - 5	26%	28%	24%	31%	29%	29%
4	43%	42%	42%	34%	45%	43%
3	26%	24%	23%	21%	24%	25%
2	3%	5%	8%	11%	-	2%
1	3%	1%	4%	3%	2%	2%
Mean	**3.9**	**3.9**	**3.7**	**3.8**	**4.0**	**4.0**

Q18b. [PSPS SOURCE = SCE Website] How satisfied were you with the Public Safety Power Shutoff information provided on the SCE website?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Opinion of SCE's PSPS Program – All Customers

- **Positive opinions of SCE's PSPS Program have <u>increased</u> since the the Pre- 2023 survey (57%).**
- **Ratings are <u>comparable</u> in HFRAs and Non-HFRAs.**
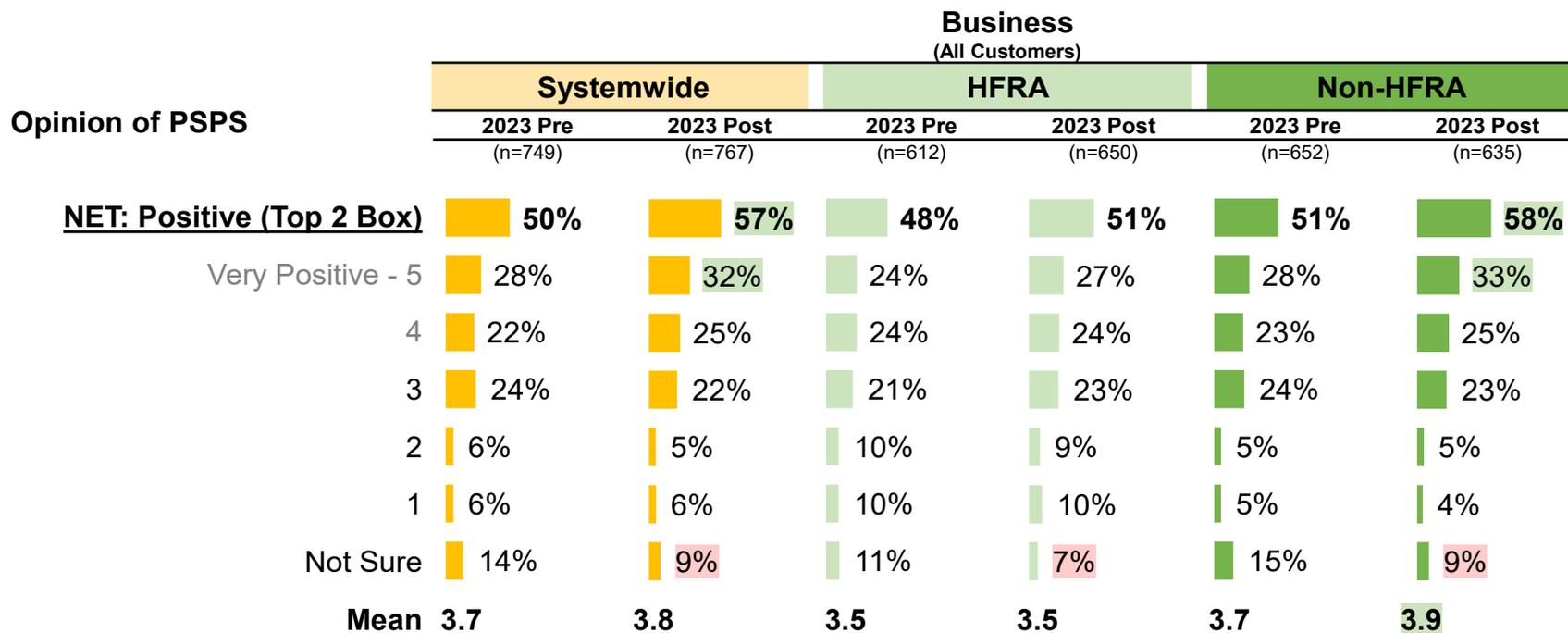
Business
(All Customers)

Opinion of PSPS	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
NET: Positive (Top 2 Box)	50%	57%	48%	51%	51%	58%
Very Positive - 5	28%	32%	24%	27%	28%	33%
4	22%	25%	24%	24%	23%	25%
3	24%	22%	21%	23%	24%	23%
2	6%	5%	10%	9%	5%	5%
1	6%	6%	10%	10%	5%	4%
Not Sure	14%	9%	11%	7%	15%	9%
Mean	3.7	3.8	3.5	3.5	3.7	3.9

Q22. Overall, what is your opinion of SCE's Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

PSPS Communications

Among Customers Who Prefer Other Languages

PSPS Awareness – Prefer Other Languages

- **With so few Business customers (7%) preferring other languages, when their numbers are filtered to those who have heard of PSPS, the sample sizes often prevent meaningful analysis.**

- **That said, the incidence of PSPS awareness among all Business customers systemwide (65%) is <u>only slightly higher</u> than it is among those who prefer other languages (59%).**

Business
(Prefer Other Language)

Heard of PSPS	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	2023 Post (n=56)	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)
Yes	53%	59%	48%	72%	54%	60%
No	25%	29%	22%	17%	24%	27%
Unsure	22%	13%	30%	11%	22%	13%

Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

PSPS Sources – Prefer Other Languages

- **Small sample sizes prevent any meaningful analysis.**

Business
(Prefer Other Language)

PSPS Communication Sources	Systemwide			
	In English		In Other	
	2023 Pre (n=36)	2023 Post (n=33)	2023 Pre (n=36)	2023 Post (n=33)
An email from SCE	22%	30%	19%	12%
TV or radio news report	17%	30%	22%	21%
A letter in the mail from SCE	31%	18%	14%	6%
Online news report	8%	15%	6%	12%
A text message from SCE	8%	12%	6%	6%
Advertising on TV, radio, or online	8%	12%	14%	12%
SCE website	8%	9%	11%	3%
A telephone call from SCE	3%	3%	-	6%
Social media post	6%	3%	6%	6%
Informational videos on web and social media	-	3%	-	3%
Local city or county government	3%	3%	-	-
Billboards	-	3%	-	3%
Informational videos on TV	6%	3%	3%	3%
SCE representative or employee	-	-	-	-
Community-based organization	3%	-	8%	3%
SCE wildfire preparedness webinar or online meeting	-	-	-	-
Healthcare provider or medical device supplier	-	-	-	-
Word of mouth (such as friends or family)	-	-	8%	3%
SCE community meetings	-	-	-	-
CalFire or local fire department	3%	-	-	-
My power was shut off	-	-	-	-
Other	-	3%	-	3%
None	36%	18%	31%	48%

Shading indicates a significant difference at the 90% confidence level from the prior year

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs?
Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Energy for What's Ahead℠

PSPS Sources – Prefer Other Languages

- **Small sample sizes prevent any meaningful analysis.**

Business
(Prefer Other Language)

PSPS Communication Sources	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2023 Pre (n=13)	2023 Post (n=13)	2023 Pre (n=13)	2023 Post (n=13)	2023 Pre (n=34)	2023 Post (n=31)	2023 Pre (n=34)	2023 Post (n=31)
An email from SCE	31%	31%	8%	8%	24%	29%	21%	13%
TV or radio news report	8%	8%	-	8%	18%	32%	24%	19%
A letter in the mail from SCE	31%	23%	38%	15%	29%	16%	12%	6%
Online news report	-	-	23%	8%	9%	16%	6%	13%
A text message from SCE	15%	8%	8%	31%	9%	10%	6%	3%
Advertising on TV, radio, or online	8%	8%	-	-	9%	13%	15%	13%
SCE website	15%	-	8%	-	6%	10%	9%	3%
A telephone call from SCE	-	8%	-	8%	3%	3%	-	6%
Social media post	-	8%	8%	8%	6%	3%	6%	3%
Informational videos on web and social media	-	8%	-	8%	-	3%	-	3%
Local city or county government	-	-	-	-	3%	3%	-	-
Billboards	-	-	-	-	-	3%	-	3%
Informational videos on TV	-	-	-	15%	6%	3%	3%	3%
SCE representative or employee	-	-	-	-	-	-	-	-
Community-based organization	-	-	-	-	3%	-	9%	3%
SCE wildfire preparedness webinar or online meeting	-	-	-	-	-	-	-	-
Healthcare provider or medical device supplier	-	-	-	-	-	-	-	-
Word of mouth (such as friends or family)	-	-	-	-	-	-	9%	3%
SCE community meetings	-	-	-	-	-	-	-	-
CalFire or local fire department	-	-	-	-	3%	-	-	-
My power was shut off	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	3%	-	3%
None	15%	31%	38%	38%	38%	19%	32%	48%

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs? Shading indicates a significant difference at the 90% confidence level from the prior year
Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Energy for What's Ahead℠

Opinion of SCE's PSPS Program – Prefer Other

- **Four in five (80%) Business customers who prefer other languages have a <u>positive opinion </u> of SCE's PSPS program – which is <u>higher</u> than for all Businesses systemwide (57%).**
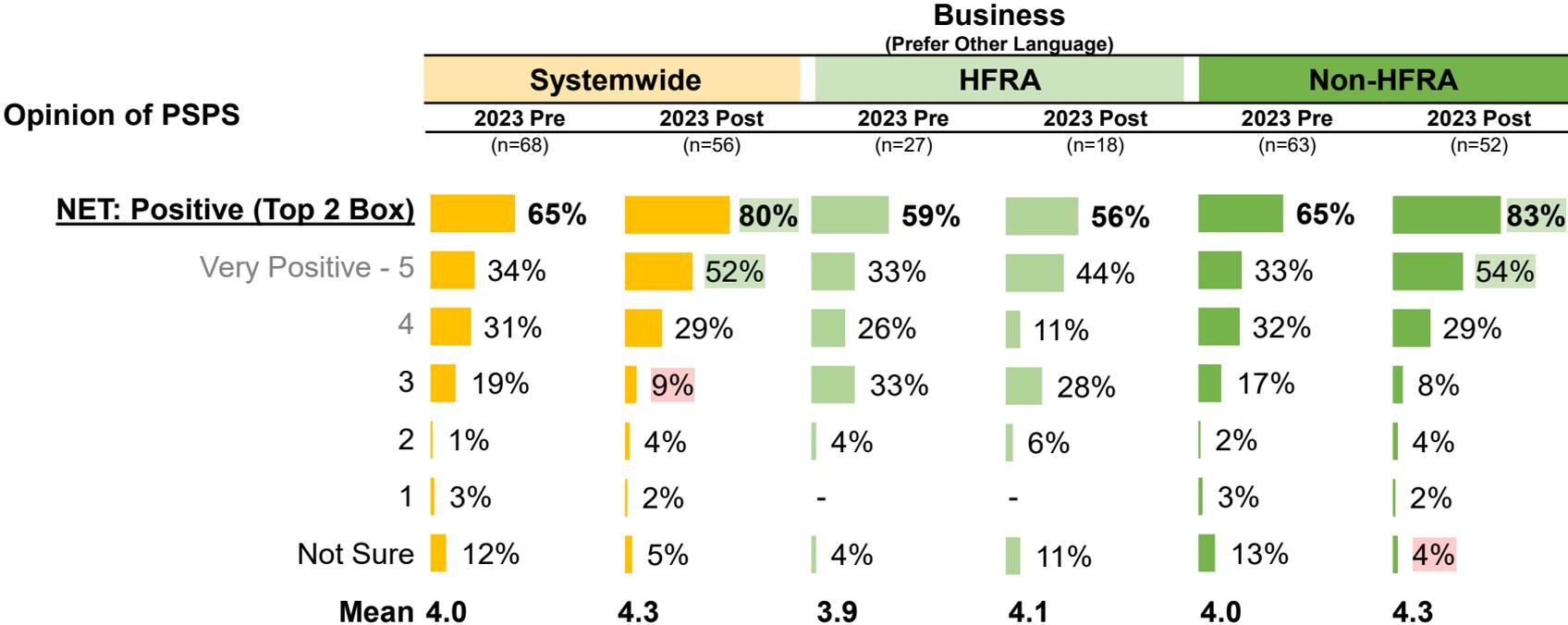
Business
(Prefer Other Language)

Opinion of PSPS	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	2023 Post (n=56)	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)
NET: Positive (Top 2 Box)	65%	80%	59%	56%	65%	83%
Very Positive - 5	34%	52%	33%	44%	33%	54%
4	31%	29%	26%	11%	32%	29%
3	19%	9%	33%	28%	17%	8%
2	1%	4%	4%	6%	2%	4%
1	3%	2%	-	-	3%	2%
Not Sure	12%	5%	4%	11%	13%	4%
Mean	**4.0**	**4.3**	**3.9**	**4.1**	**4.0**	**4.3**

Q22. Overall, what is your opinion of SCE's Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Ratings of SCE's WF Efforts

Among All Business Customers and Prefer Others

Satisfaction w/ SCE's WF Efforts – All Customers

- **Satisfaction with SCE's overall wildfire safety and preparedness efforts remained <u>consistent</u> among both HFRAs and Non-HFRAs.**

Business
(All Customers)

Satisfaction with Efforts	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
NET: Satisfied (Top 2 Box)	**58%**	**58%**	**56%**	**54%**	**59%**	**59%**
Extremely Satisfied - 5	26%	29%	25%	27%	27%	29%
4	32%	30%	31%	27%	32%	30%
3	32%	31%	31%	32%	33%	31%
2	6%	7%	8%	10%	5%	6%
1	4%	4%	5%	5%	4%	3%
Mean	3.7	3.7	3.6	3.6	3.7	3.8

Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Ratings of SCE Attributes – All Customers

- **With just one increase, ratings of SCE on WF-related attributes among Business customers systemwide <u>did not change</u> between 2023 Pre- and 2023 Post-.**
  - However, three important attributes <u>declined</u> Pre- to Post- among HFRAs.
- **50% to 69% agree with these statements – whether in HFRAs or not.**

Business
(All Customers)

% Agree (Top 2 Box) SCE…	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
Is committed to restoring power to customers affected by wildfires	66%	69%	68%	65%	67%	70%
Is working to keep my community safe	62%	65%	63%	58%	62%	66%
Is committed to wildfire safety	60%	62%	64%	59%	61%	63%
Makes an effort to communicate with all customers about wildfires	60%	60%	62%	59%	61%	60%
Is proactive in taking steps to address wildfire risks	55%	60%	61%	56%	56%	60%
Shows care and concern for customers	58%	59%	55%	51%	60%	61%
Takes proactive measures to protect the electricity grid from wildfires	58%	58%	61%	57%	58%	59%
Is a company I trust to act in the best interest of its customers	51%	53%	50%	45%	53%	55%
Is helping me prepare for wildfire season	46%	50%	47%	44%	46%	51%
Average (Top 2 Box)	**57.4%**	**59.5%**	**59.1%**	**54.9%**	**58.2%**	**60.5%**

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Shading indicates a significant difference at the 90% confidence level from the prior year

Satisfaction w/ SCE's WF Efforts – Prefer Other

- **Satisfaction with SCE's overall wildfire safety and preparedness efforts <u>increased</u> in non-HFRAs among those who Prefer Other Languages.**

Business
(Prefer Other Language)

Satisfaction with Efforts	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	**2023 Post** (n=56)	**2023 Pre** (n=27)	**2023 Post** (n=18)	**2023 Pre** (n=63)	**2023 Post** (n=52)
NET: Satisfied (Top 2 Box)	**57%**	**80%**	**59%**	**72%**	**60%**	**81%**
Extremely Satisfied - 5	32%	46%	37%	44%	33%	48%
4	25%	34%	22%	28%	27%	33%
3	35%	14%	30%	22%	32%	13%
2	6%	4%	-	6%	6%	4%
1	1%	2%	11%		2%	2%
Mean	**3.8**	**4.2**	**3.7**	**4.1**	**3.8**	**4.2**
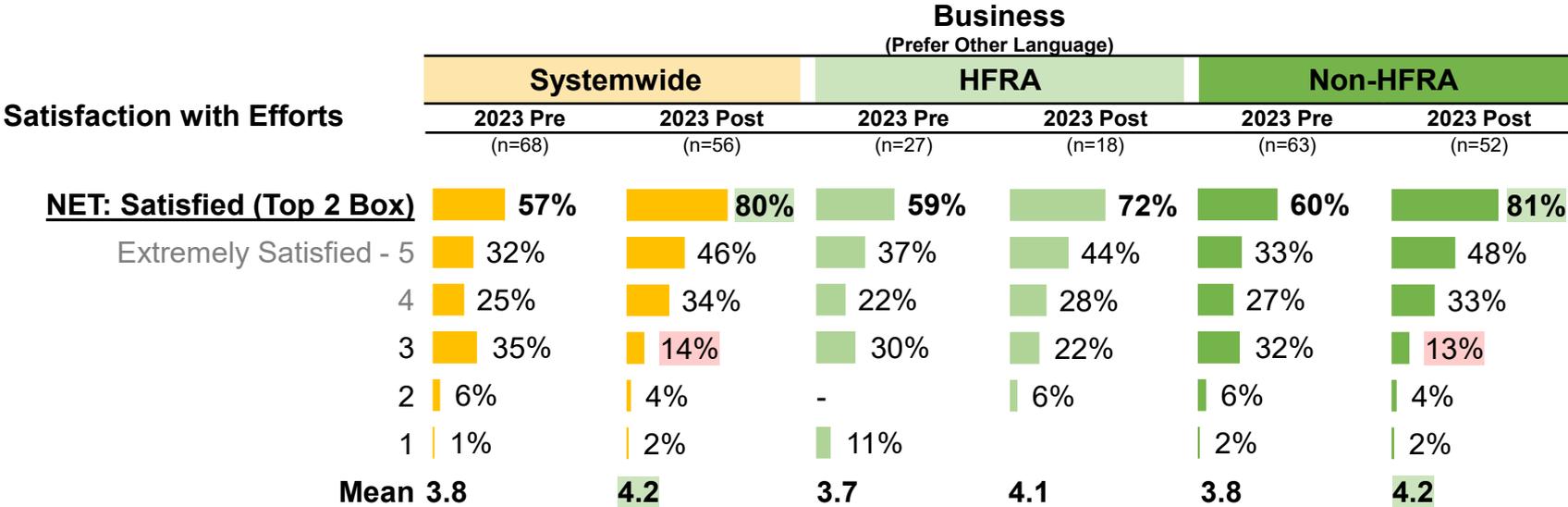
Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Ratings of SCE Attributes – Prefer Other Languages

- There were **a few increases** in the ratings of SCE on these WF-related attributes among Businesses who Prefer Other Languages.
- **68% to 82% agree** with these statements – whether in HFRAs or not.

Business
(Prefer Other Language)

% Agree (Top 2 Box) SCE…	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	2023 Post (n=56)	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)
Is working to keep my community safe	62%	82%	74%	67%	63%	83%
Is committed to restoring power to customers affected by wildfires	66%	80%	63%	67%	68%	81%
Is committed to wildfire safety	62%	75%	67%	61%	65%	75%
Takes proactive measures to protect the electricity grid from wildfires	71%	73%	81%	61%	71%	73%
Shows care and concern for customers	71%	73%	78%	61%	73%	73%
Is proactive in taking steps to address wildfire risks	56%	73%	67%	56%	59%	73%
Makes an effort to communicate with all customers about wildfires	62%	70%	74%	50%	63%	69%
Is a company I trust to act in the best interest of its customers	65%	68%	70%	56%	67%	67%
Is helping me prepare for wildfire season	57%	68%	74%	56%	60%	69%
Average (Top 2 Box)	**63.4%**	**73.6%**	**72.0%**	**59.3%**	**65.6%**	**73.7%**

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE…

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

PSPS Preparedness
Among All Business Customers

Preparedness – All Customers

- **Business customers who say they are prepared (60%) – either somewhat (46%) or completely (14%) – were <u>up significantly</u> from the Pre- 2023 survey.**
  - **The increase is <u>driven primarily</u> by Non-HFRA Businesses.**
  - **The incidence of being prepared among Businesses is <u>comparable</u> to that found among Residential customers (systemwide: 58%).**
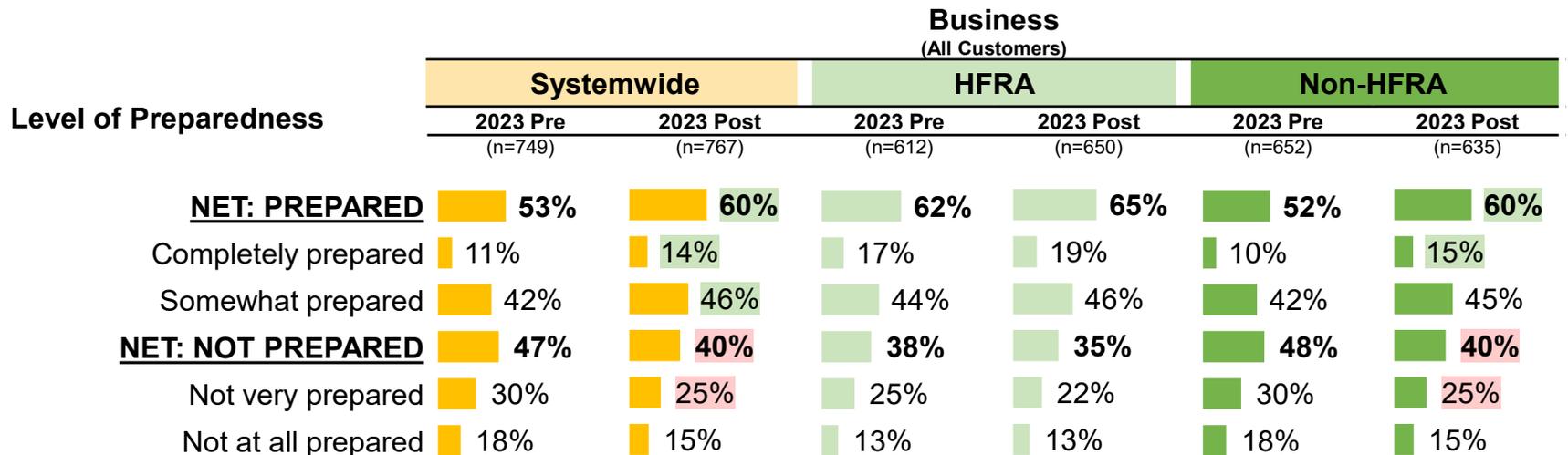
Business
(All Customers)

Level of Preparedness	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
NET: PREPARED	53%	**60%**	62%	**65%**	52%	**60%**
Completely prepared	11%	14%	17%	19%	10%	15%
Somewhat prepared	42%	46%	44%	46%	42%	45%
NET: NOT PREPARED	47%	**40%**	38%	**35%**	48%	**40%**
Not very prepared	30%	25%	25%	22%	30%	25%
Not at all prepared	18%	15%	13%	13%	18%	15%

Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Preparedness – All Customers

- **The reasons for feeling prepared varied, but having a generator (26%) was the <u>largest contributor</u>.**
- **For those who felt unprepared, <u>not having</u> a generator (27%) or a plan in general (30%) were the biggest factors.**

Business
(All Customers)

	Systemwide		HFRA		Non-HFRA	
Reasons for Being PREPARED	**2023 Pre** (n=394)	**2023 Post** (n=451)	**2023 Pre** (n=376)	**2023 Post** (n=418)	**2023 Pre** (n=341)	**2023 Post** (n=371)
I have a generator	24%	26%	32%	32%	24%	25%
I know what to do/have a plan	15%	20%	13%	14%	13%	18%
I have candles/flashlights	12%	15%	10%	14%	13%	15%
I have food/water stored	10%	12%	11%	12%	11%	13%
I have supplies (general)	9%	7%	5%	5%	9%	8%
I have solar	5%	9%	6%	9%	4%	9%
We receive enough notice	2%	2%	2%	5%	2%	2%
Reasons for NOT Being Prepared	(n=354)	(n=293)	(n=235)	(n=223)	(n=311)	(n=243)
I don't have a generator	25%	27%	31%	32%	25%	26%
I don't know what to do/no plan	20%	30%	14%	20%	21%	31%
I don't have solar	13%	3%	11%	5%	13%	3%
We don't receive notice	5%	3%	3%	6%	5%	3%
I don't have anything/need supplies	3%	9%	3%	10%	3%	9%
I don't have candles/flashlights	3%	3%	3%	3%	3%	3%

Q20b. What makes you say you are [PREPARED/PREPARED]?

Shading indicates a significant difference at the 90% confidence level from the prior year

Preparedness Actions Taken – All Customers

- **On this and the next slide is a list of potential preparedness actions.**
- **Systemwide, 57% reported taking <u>at least one action</u>. The <u>most often</u> cited actions are purchasing fire extinguishers, flashlights, water for several days, preparing an emergency kit, and buying non-refrigerated food.**

Business
(All Customers)

Actions Taken	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
Purchased fire extinguishers	25%	23%	28%	27%	25%	23%
Purchased new lanterns or flashlights	22%	21%	23%	28%	22%	20%
Purchased enough water to last for several days without power	21%	20%	25%	22%	20%	20%
Prepared an emergency kit with food, water or medicine	18%	17%	19%	20%	17%	17%
Signed up for notifications from SCE	13%	17%	18%	23%	12%	14%
Acquired a back-up generator	14%	15%	20%	22%	13%	13%
Purchased enough non-refrigerated food to last for several days without power	17%	14%	17%	18%	17%	14%
Removed vegetation from around your home	12%	13%	22%	24%	12%	10%
Have a place to go if without power for a prolonged period	12%	12%	17%	15%	12%	11%
Planned an evacuation route	11%	12%	15%	16%	10%	11%
Developed an emergency plan	13%	11%	13%	16%	12%	11%
Signed up for emergency alerts from the country/state	9%	10%	15%	16%	8%	8%
Purchased/used a battery powered radio	11%	9%	13%	12%	12%	9%
Prepared for multiple-day outage	8%	8%	10%	11%	8%	9%
Went to SCE website	7%	8%	7%	10%	6%	8%
Allowed access to property for SCE to trim trees	9%	8%	15%	16%	8%	6%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2023?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Aheadᔆᴹ

Preparedness Actions Taken (cont.) – All Customers

- **The actions taken were about evenly spread across HFRA and Non-HFRA Businesses.**
- **Eleven of the actions offered for selection were taken by 5% or fewer.**
- **Despite higher perceptions of being prepared, Business customers taking <u>no</u> preparedness actions <u>increased</u> Pre- to Post-.**

Business
(All Customers)

Actions Taken (continued)	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
Acquired battery storage technology	7%	8%	8%	10%	7%	7%
Signed up for emergency alerts from the Fire Department	6%	7%	8%	11%	6%	6%
Identified my company's energy needs in an emergency	7%	6%	8%	9%	7%	6%
Performed a safety check on your generator for your home	6%	6%	7%	11%	5%	5%
Identified someone/people in my company to coordinate efforts	5%	6%	7%	8%	5%	6%
Activated your emergency plan	5%	4%	5%	4%	5%	4%
Notified others in area about potential power shutoff	6%	4%	6%	8%	6%	4%
Checked the SCE mobile app	5%	2%	6%	4%	4%	3%
Attended a community-based organization event	2%	2%	1%	4%	1%	1%
Went SCE's social media	1%	1%	2%	1%	1%	1%
Followed SCE on Twitter	1%	1%	1%	1%	1%	1%
Followed SCE on Facebook	2%	1%	2%	2%	2%	1%
Visited SCE Community Resource Center	0%	1%	2%	1%	0%	1%
Signed up for Medical Baseline Program	1%	1%	2%	1%	1%	0%
Attended SCE Community meeting	1%	1%	1%	1%	1%	0%
Received Critical Care Backup Battery from SCE	0%	1%	1%	0%	0%	1%
Other	7%	14%	10%	19%	7%	14%
I have not taken any action	32%	43%	26%	40%	34%	43%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Evacuation Experience – All Customers

- **Experience with wildfire evacuations remained <u>consistently low</u> at 2% at the end of wildfire season.**
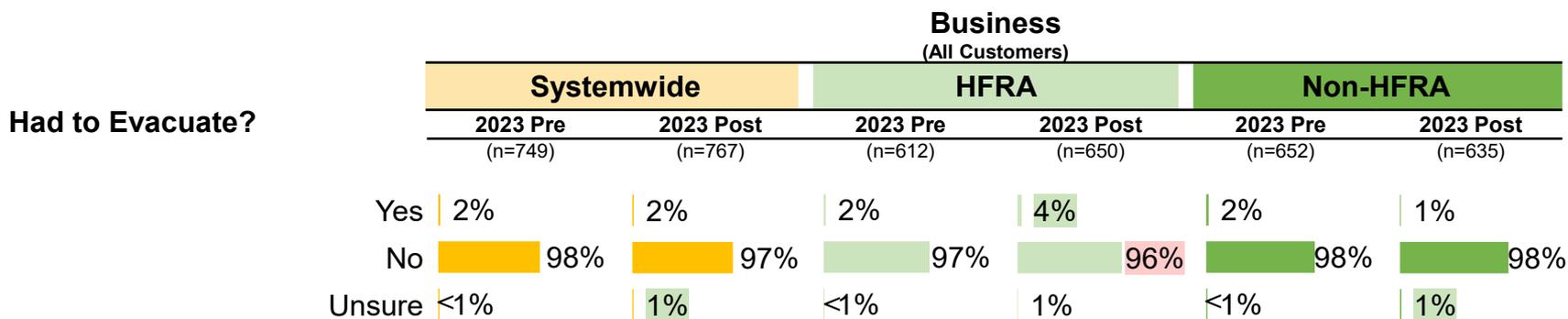
Business
(All Customers)

Had to Evacuate?

	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	**2023 Post** (n=767)	**2023 Pre** (n=612)	**2023 Post** (n=650)	**2023 Pre** (n=652)	**2023 Post** (n=635)
Yes	2%	2%	2%	4%	2%	1%
No	98%	97%	97%	96%	98%	98%
Unsure	<1%	1%	<1%	1%	<1%	1%

Q23. In the past few months, have you had to evacuate due to wildfires in your area?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Aheadᴿ

PSPS Advertising – All Customers

- **<u>Half</u> of all Business customers recall seeing PSPS advertising from SCE.**
  - **HFRAs recall seeing <u>more</u> advertising than Non-HFRAs.**
- **Most customers rank "communicating SCE's efforts in mitigating the risk of wildfires" as the <u>most effective</u> advertising.**

Business
(All Customers)

Seen PSPS Advertising?	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
Yes	47%	50%	55%	55%	46%	48%
No	37%	34%	29%	29%	38%	35%
Unsure	16%	16%	16%	16%	17%	17%

Effectiveness of Advertising

	Systemwide		HFRA		Non-HFRA	
Communicating their efforts to mitigate the risk of wildfires	61%	61%	61%	55%	62%	63%
Signing up or updating your preferences for outage alerts	55%	58%	60%	56%	53%	58%
Informing you about what customer programs and resources are available	52%	52%	50%	46%	52%	54%
Helping you and your family create an emergency preparedness plan	45%	46%	41%	39%	45%	46%

Q24. Have you ever seen or heard any advertising from Southern California Edison about Public Safety Power Shutoffs and being prepared for emergencies?
Q25. How effective has Southern California Edison's advertising been for...

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

PSPS Preparedness
Among Customers Who Prefer Other Languages

Energy for What's AheadSM

Preparedness – Prefer Other Languages

- **With so few Business customers (7%) preferring other languages, the sample sizes prevent meaningful analysis.**

- **That said, the level of preparedness among all Prefer Other BIZ customers systemwide was <u>higher</u> in the 2023 Post- than the 2023 Pre- wildfire season (46%) survey – and also in HRFAs and Non-HFRAs.**
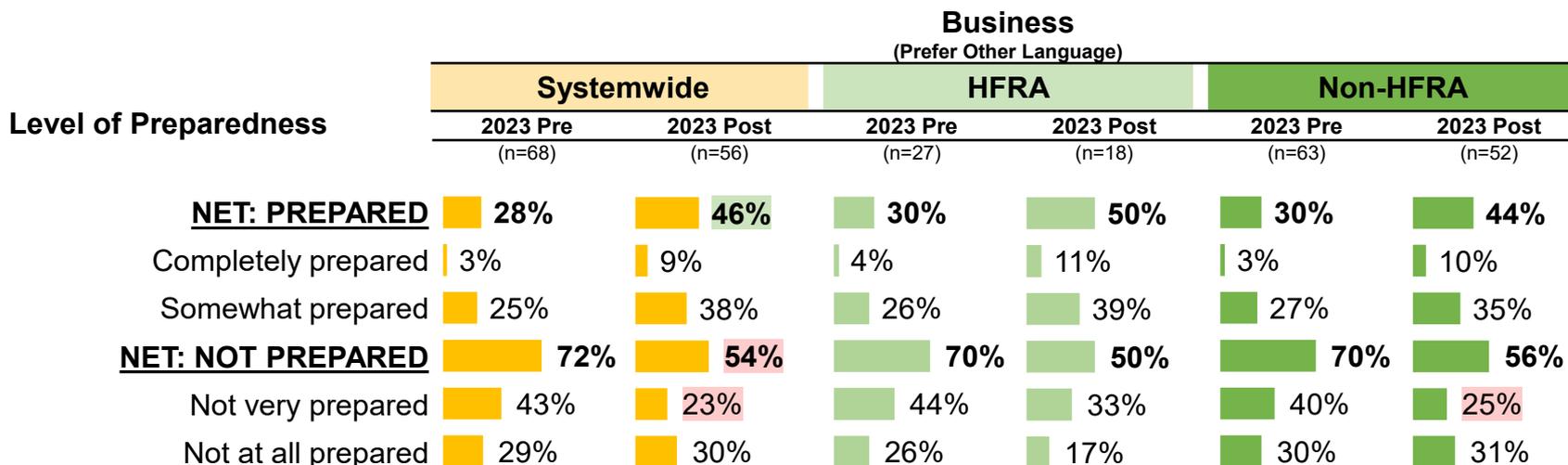
Business
(Prefer Other Language)

Level of Preparedness	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	2023 Post (n=56)	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)
NET: PREPARED	28%	**46%**	30%	**50%**	30%	44%
Completely prepared	3%	9%	4%	11%	3%	10%
Somewhat prepared	25%	38%	26%	39%	27%	35%
NET: NOT PREPARED	72%	**54%**	70%	**50%**	70%	56%
Not very prepared	43%	23%	44%	33%	40%	25%
Not at all prepared	29%	30%	26%	17%	30%	31%

Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Preparedness Actions Taken – Prefer Other

- **The small sample sizes limit meaningful analysis.**
- **Despite that, there is a significant <u>increase</u> in those who purchased a battery powered radio.**

Business
(Prefer Other Language)

Actions Taken	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	2023 Post (n=56)	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)
Purchased fire extinguishers	26%	25%	33%	56%	27%	27%
Prepared an emergency kit with food, water or medicine	25%	20%	11%	17%	25%	27%
Purchased new lanterns or flashlights	24%	20%	22%	22%	25%	19%
Purchased enough water to last for several days without power	21%	7%	7%	22%	21%	19%
Allowed access to property for SCE to trim trees	13%	5%	7%	11%	14%	8%
Removed vegetation from around your home	12%	7%	7%	6%	13%	6%
Purchased/used a battery powered radio	12%	23%	-	22%	13%	6%
Purchased enough non-refrigerated food to last for several days without power	12%	9%	7%	17%	13%	23%
Planned an evacuation route	12%	9%	4%	6%	11%	10%
Signed up for notifications from SCE	10%	7%	11%	11%	8%	10%
Checked the SCE mobile app	9%	11%	-	17%	10%	6%
Prepared for multiple-day outage	9%	11%	4%	-	10%	12%
Went to SCE website	7%	4%	7%	22%	6%	12%
Developed an emergency plan	7%	7%	4%	17%	8%	4%
Have a place to go if without power for a prolonged period	7%	4%	4%	6%	6%	8%
Activated your emergency plan	7%	7%	-	11%	8%	4%
Performed a safety check on your generator for your home	7%	7%	4%	6%	8%	8%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Preparedness Actions Taken – Prefer Other

- **As with the Systemwide sample, the proportion of Prefer Other Business customers taking <u>no</u> preparedness actions <u>increased</u> Pre- to Post- among HFRAs and Non-HFRAs.**

Business
(Prefer Other Language)

Actions Taken	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	2023 Post (n=56)	2023 Pre (n=27)	2023 Post (n=18)	2023 Pre (n=63)	2023 Post (n=52)
Acquired battery storage technology	6%	9%	4%	11%	6%	8%
Went SCE's social media	6%	-	4%	-	5%	-
Notified others in area about potential power shutoff	6%	5%	-	6%	6%	6%
Acquired a back-up generator	6%	7%	15%	6%	5%	8%
Signed up for emergency alerts from the country/state	6%	7%	-	6%	6%	8%
Followed SCE on Facebook	4%	4%	7%	6%	3%	4%
Followed SCE on Twitter	4%	4%	4%	-	3%	4%
Attended a community-based organization event	4%	2%	-	-	5%	2%
Signed up for emergency alerts from the Fire Department	4%	4%	4%	6%	5%	4%
Signed up for Medical Baseline Program	3%	-	-	-	3%	-
Identified my company's energy needs in an emergency	3%	2%	4%	-	2%	2%
Attended SCE Community meeting, wildfire preparedness webinar or online meeting	1%	-	-	-	2%	-
Received Critical Care Backup Battery from SCE	1%	2%	-	-	2%	2%
Identified someone/people in my company to coordinate efforts	1%	5%	4%	6%	-	6%
Visited SCE Community Resource Center	-	4%	-	6%	-	4%
Other	3%	9%	15%	-	3%	10%
I have not taken any action	28%	38%	22%	28%	29%	38%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2020?
* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Evacuation Experience – Prefer Other Languages

- **2% of Business customers who Prefer Other Languages report having experienced an evacuation in 2023 Post- wildfire season survey.**

Business
(Prefer Other Language)

Had to Evacuate?	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=68)	**2023 Post** (n=56)	**2023 Pre** (n=27)	**2023 Post** (n=18)	**2023 Pre** (n=63)	**2023 Post** (n=52)
Yes	3%	2%	4%	6%	2%	2%
No	96%	95%	93%	89%	97%	96%
Unsure	1%	4%	4%	6%	2%	2%

Q23. In the past few months, have you had to evacuate due to wildfires in your area?

* Sample Size < 10

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Suggested Improvements to WF Comms
Among All Customers

Suggested Improvements to WF Comms

- **Word clouds are a way of summarizing the responses to open-ended questions. The size and position of words in the graphic reflect the frequency with which the words were used across the comments.**

- **Among customers both in and out of the HFRAs, the sentiment is clear: more communications via email to inform Business customers.**

- **Selected verbatims on the next slide provide more concrete suggestions.**

Systemwide Business

2023 Pre

2023 Post

Q13. [RECALL COMMUNICATION] In what ways could SCE improve their communications about wildfire preparedness?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Aheadˢᴹ

Suggested Improvements to WF Comms

Some illustrative comments – full verbatims available upon request.

Specific Suggestions – 2023 Pre-	Specific Suggestions – 2023 Post-
Show us how you are investing profits in infrastructure. Detail the stock purchases and movements by Board members of SCE. More transparency as we know the wildfires have been exacerbated by SCE's (and other for-profit power companies') lack of investment in upgrading the infrastructure,.	Communication is fine. Spend the $ on repair and maintenance on the lines and transformers, backburning the forests, and do actual prevention. Quit waiting until its too late. Lives, property and life is changed forever due to not maintaining & prevention.
Emailing or mailing out something we could print out and put next to our other safety compliance items for employees.	Do more ads on local Radio, Spanish Radio would be better for me.
Have a map showing all the active wildfires that are burning	Area targeting would be helpful because a lot was not applicable to our area.
For me e-mail is great. That's what I relay on and our representative. Maybe social media or Facebook.	Having pre-recorded phone calls as a more prominent way to get the news out.
Keep at communication in all ways! People don't listen unless it is presented to them multiple times in varied ways.	Create a consistent message and have a weekly or monthly post regarding some important piece of information regarding wildfires.
Make information either more visible or readily available at public parks and other areas where the general public is allowed.	I think I opened the email and it was a little too generic let's just say, it had useful information it just didn't, it felt more generic than having useful information for myself or even local ways for preventing, I don't know it felt like it didn't have useful information specifically for my area.
Make sure that you call it "Wildfire Preparedness" - otherwise it may not be read.	If they use push notifications it can be geographically focused based on your phone's location.
Publish a comprehensive fire prevention plan that is understandable by the customer. Also, develop, implement, and fund a fire prevention and wild land interface plan for your personnel to perform to mitigate wild land threats and causes.	Maybe an explanation as to why power shut-offs happen during the wildfire season. Perhaps also link to CalFire.
Wildfires are really dangerous on hot, windy days. Warning customers a few days in advance of forecasted windy hot days would be very useful.	More interactive measures in neighborhoods and bigger punishments for those that disobey city ordinance regarding fire prevention.
They could pay me to listen to them talk about wildfire safety and preparedness. They could throw in chocolate and money.	Sending single topic emails instead of combining the information with other newsletter topics
Offer in-person training to businesses at no cost, but already included in their Edison account (for either business & residential locations)	The email is good, I forward to the owner and managers.

Q13. [RECALL COMMUNICATION] In what ways could SCE improve their communications about wildfire preparedness?

Energy for What's Ahead℠

Recent PSPS Notifications

Among All Customers

Received PSPS Alert – All Customers

- **Little changed** in the incidence of customers saying they had "in the past few months" received a PSPS alert.
- This incidence actually **declined** among Businesses in HFRAs.
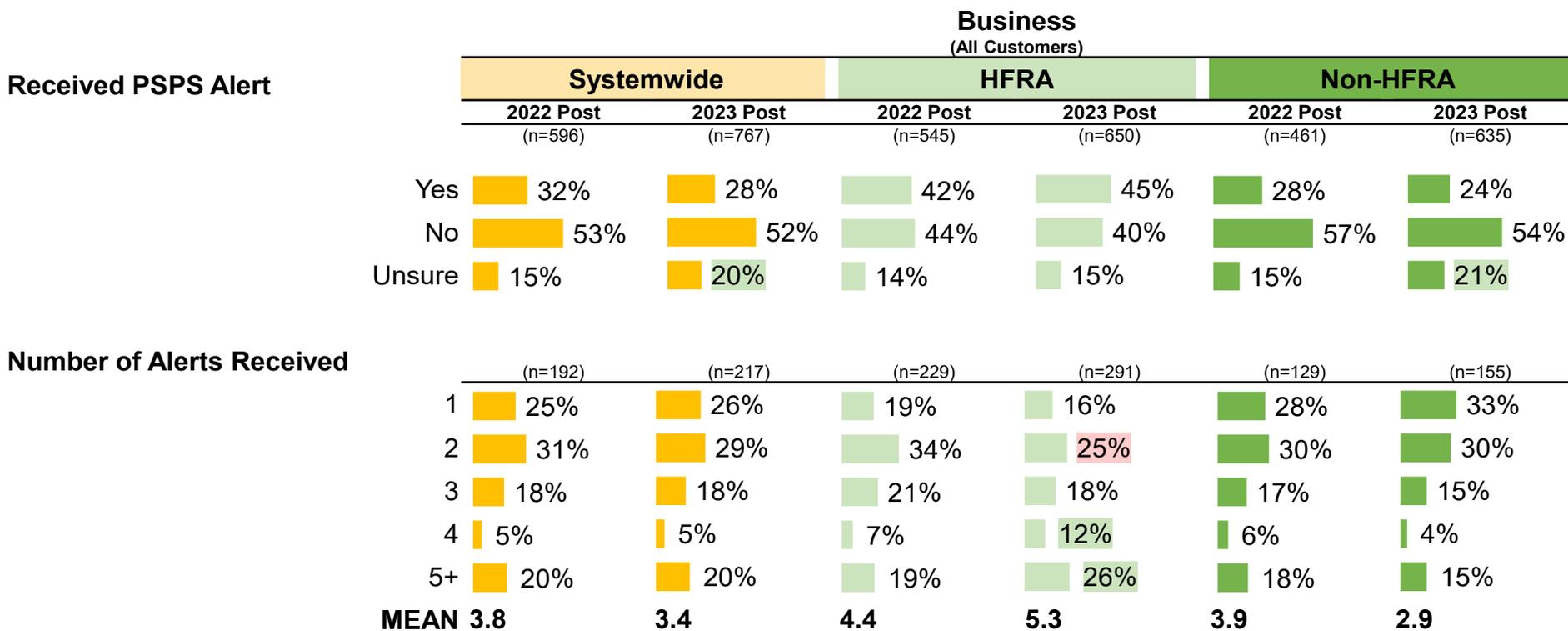
Business
(All Customers)

Received PSPS Alert

	Systemwide		HFRA		Non-HFRA	
	2022 Post	2023 Post	2022 Post	2023 Post	2022 Post	2023 Post
	(n=596)	(n=767)	(n=545)	(n=650)	(n=461)	(n=635)
Yes	32%	28%	42%	45%	28%	24%
No	53%	52%	44%	40%	57%	54%
Unsure	15%	20%	14%	15%	15%	21%

Number of Alerts Received

	(n=192)	(n=217)	(n=229)	(n=291)	(n=129)	(n=155)
1	25%	26%	19%	16%	28%	33%
2	31%	29%	34%	25%	30%	30%
3	18%	18%	21%	18%	17%	15%
4	5%	5%	7%	12%	6%	4%
5+	20%	20%	19%	26%	18%	15%
MEAN	**3.8**	**3.4**	**4.4**	**5.3**	**3.9**	**2.9**

QPQ1 - Did you receive any Public Safety Power Shutoff (PSPS) alerts or notifications in the past few months?
QPQ2 – [RECEIVED ALERT] How many alerts did you receive?

Language of PSPS Alert – All Customers

- **Business customers report seeing alerts in 5 languages other than English (vs. 16 among Residential customers).**

Language of PSPS Notification	Business (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=192)	2023 Post (n=217)	2022 Post (n=229)	2023 Post (n=291)	2022 Post (n=129)	2023 Post (n=155)
English	99%	98%	100%	99%	99%	98%
Spanish	16%	11%	11%	9%	17%	12%
Chinese Mandarin	1%	2%	1%	1%	1%	3%
Korean	1%	<1%	<1%	1%	1%	1%
Chinese Cantonese	1%	2%	1%	1%	1%	2%
Vietnamese	2%	<1%	<1%	-	2%	1%
Tagalog	1%	-	-	-	1%	-
Russian	1%	-	<1%	-	1%	-
Urdu	1%	-	-	1%	1%	-

QPQ3 - [RECEIVED ALERT] In what language(s) was/were the Public Safety Power Shutoff notification(s)?

Energy for What's AheadSM

Alert Sources – All Customers

- **An email (60%) from SCE is the <u>most frequently</u> mentioned channel for the alerts received, but SCE texts (45%) and recorded phone messages from SCE (22%) are also common.**
- **Non-SCE sources were mentioned <u>less</u> often in the Post- fire season survey (8%).**

Business
(All Customers)

Notification Sources	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=192)	**2023 Post** (n=217)	**2022 Post** (n=229)	**2023 Post** (n=291)	**2022 Post** (n=129)	**2023 Post** (n=155)
Email from SCE	58%	60%	64%	64%	50%	60%
Text message from SCE	49%	45%	51%	55%	45%	44%
Recorded phone message from SCE	24%	22%	23%	30%	24%	17%
Local news	19%	8%	10%	7%	18%	8%
SCE website	6%	4%	5%	4%	6%	4%
Friends/neighbors	4%	3%	3%	4%	3%	2%
Social Media (Facebook, Twitter, Nextdoor, etc.)	4%	4%	5%	2%	4%	5%
SCE representative or employee	-	2%	-	1%	-	3%
Community-based organization	1%	2%	1%	1%	1%	2%
Other	11%	7%	7%	7%	15%	6%
I don't remember	3%	1%	3%	1%	4%	1%

QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

Energy for What's Ahead^{SM}

Usefulness of Alert Sources– All Customers

- **Caution: Sample sizes are very small.**
- **Customers in HFRAs consider just about all the alert channels <u>less useful</u> than do their non-HFRA counterparts, <u>except for texts from SCE which are highly useful to both.</u>**

Usefulness of PSPS Notification Sources <u>BEFORE</u> Shutoff (Top 2 Box)

Business (All Customers)

	n	Systemwide		HFRA		Non-HFRA	
		2022 Post (n=1-110)	**2023 Post** (n=3-130)	**2022 Post** (n=2-147)	**2023 Post** (n=3-186)	**2022 Post** (n=1-62)	**2023 Post** (n=2-92)
SCE website		75%	83%	73%	83%	88%	75%
Friends/neighbors		71%	83%	57%	73%	75%	100%
Local news		67%	80%	52%	61%	74%	82%
SCE representative or employee		-	75%	-	67%	-	75%
Text message from SCE		71%	74%	71%	66%	74%	73%
Email from SCE		76%	72%	72%	66%	77%	72%
Social Media (Facebook, Twitter, Nextdoor, etc.)		75%	71%	55%	57%	100%	67%
Recorded phone message from SCE		72%	68%	74%	55%	71%	76%
Community-based organization		100%	67%	100%	100%	100%	50%

QP6A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE <u>before</u> the Public Safety Power Shutoff via…?

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Experienced PSPS Event – All Customers

- **Experience with PSPS events is not uncommon in HFRAs, but this incidence was <u>sustained</u> at 28% this fire season. One in 7 Business customers in non-HFRAs (13%) also report having had a PSPS power shut-off (though this is likely overstated).**
- **As expected, Businesses in HFRAs report a <u>higher</u> number of PSPS Events (3.2 vs 2.2).**
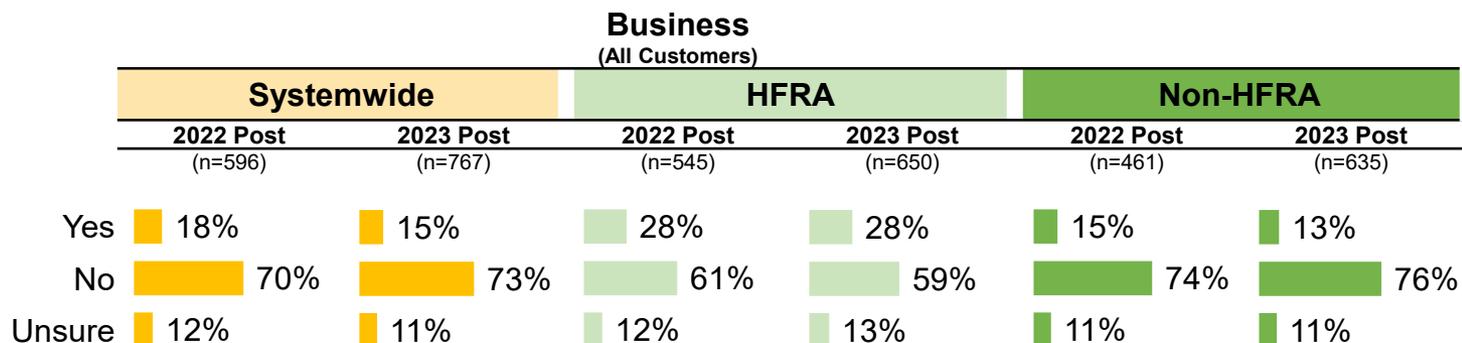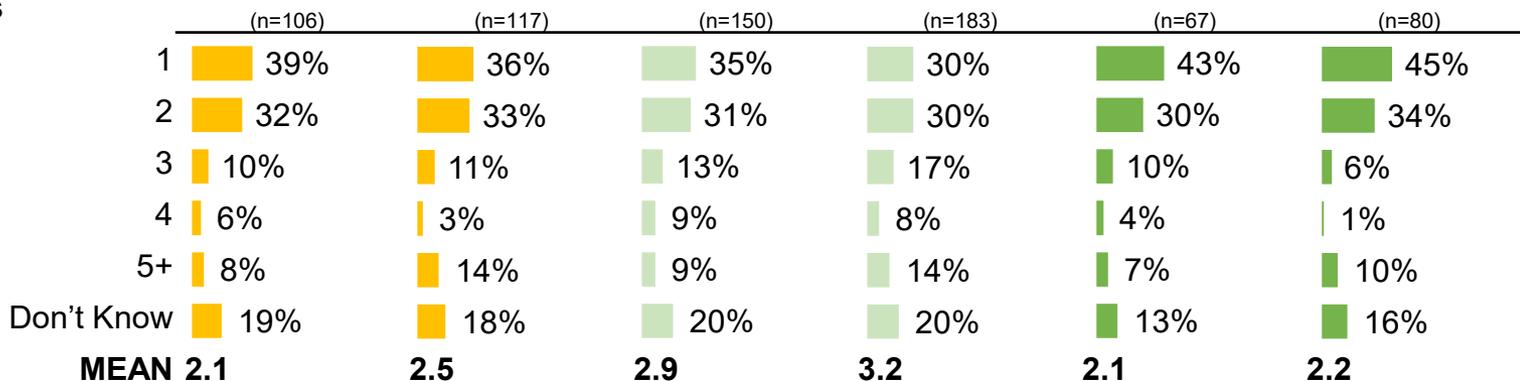
Business
(All Customers)

Had Power Shut Off as Part of PSPS

	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=596)	2023 Post (n=767)	2022 Post (n=545)	2023 Post (n=650)	2022 Post (n=461)	2023 Post (n=635)
Yes	18%	15%	28%	28%	15%	13%
No	70%	73%	61%	59%	74%	76%
Unsure	12%	11%	12%	13%	11%	11%

Number of Shut Offs

	(n=106)	(n=117)	(n=150)	(n=183)	(n=67)	(n=80)
1	39%	36%	35%	30%	43%	45%
2	32%	33%	31%	30%	30%	34%
3	10%	11%	13%	17%	10%	6%
4	6%	3%	9%	8%	4%	1%
5+	8%	14%	9%	14%	7%	10%
Don't Know	19%	18%	20%	20%	13%	16%
MEAN	**2.1**	**2.5**	**2.9**	**3.2**	**2.1**	**2.2**

QPQ7. Did you personally have your power shut off at your residence/business by SCE as part of a Public Safety Power Shutoff (PSPS) in 2020--that is, was your power proactively shutoff by SCE due to a high risk of wildfire??
QPQ8. [EXPERIENCED SHUT OFF] How many times was your power shut off due to a PSPS?

Energy for What's Ahead℠

Update Sources – All Customers

- **Those who experience a PSPS event certainly <u>do</u> seek updates <u>during</u> the events. Only 17% report <u>not</u> doing so.**
- **The source used <u>most often</u> was SCE.com – both for those in HFRAs (45%) and not in HFRAs (36%). About 1 in 5 call the SCE phone center.**

Business
(All Customers)

Sources for Status Update on Outage	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=106)	**2023 Post** (n=117)	**2022 Post** (n=150)	**2023 Post** (n=183)	**2022 Post** (n=67)	**2023 Post** (n=80)
Checked SCE.com	38%	41%	45%	46%	36%	46%
Called the SCE phone center	21%	17%	19%	20%	16%	18%
Local news station	15%	10%	7%	11%	16%	11%
Social media	13%	9%	11%	10%	12%	10%
SCE representative or employee	2%	1%	1%	1%	3%	1%
Community-based organization	1%	3%	2%	1%	-	4%
Other	14%	17%	15%	17%	16%	16%
I don't remember	8%	5%	6%	7%	9%	6%
I didn't check any resources for updates	17%	20%	18%	17%	18%	16%

QPQ9. [EXPERIENCED SHUT OFF] When you experienced a Public Safety Power Shutoff, where did you go to check for updates on the status of your outage?

Energy for What's Ahead℠

Usefulness of Update Sources – All Customers

- **Caution: Very small sample sizes.**
- **In 2022, 65% of those who used SCE.com for updates rate the website as useful (top 2 box) versus fewer (52%) considering it useful for updates in 2023.**
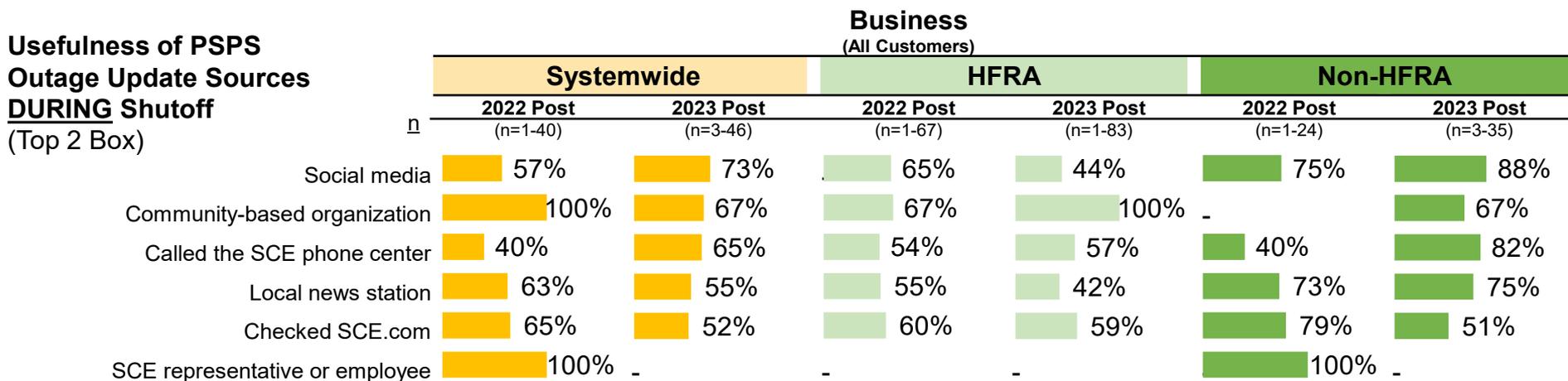
Business
(All Customers)

Usefulness of PSPS Outage Update Sources DURING Shutoff (Top 2 Box)	Systemwide		HFRA		Non-HFRA	
n	2022 Post (n=1-40)	2023 Post (n=3-46)	2022 Post (n=1-67)	2023 Post (n=1-83)	2022 Post (n=1-24)	2023 Post (n=3-35)
Social media	57%	73%	65%	44%	75%	88%
Community-based organization	100%	67%	67%	100%	-	67%
Called the SCE phone center	40%	65%	54%	57%	40%	82%
Local news station	63%	55%	55%	42%	73%	75%
Checked SCE.com	65%	52%	60%	59%	79%	51%
SCE representative or employee	100%	-	-	-	100%	-

QPQ11A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE during the Public Safety Power Shutoff via…?

Energy for What's AheadSM

SCE.com Satisfaction <u>During</u> Events – All Customers

- **Those who used SCE.com during a PSPS event are generally satisfied (58%) – and a bit higher among businesses in Non-HFRAs (62%).**
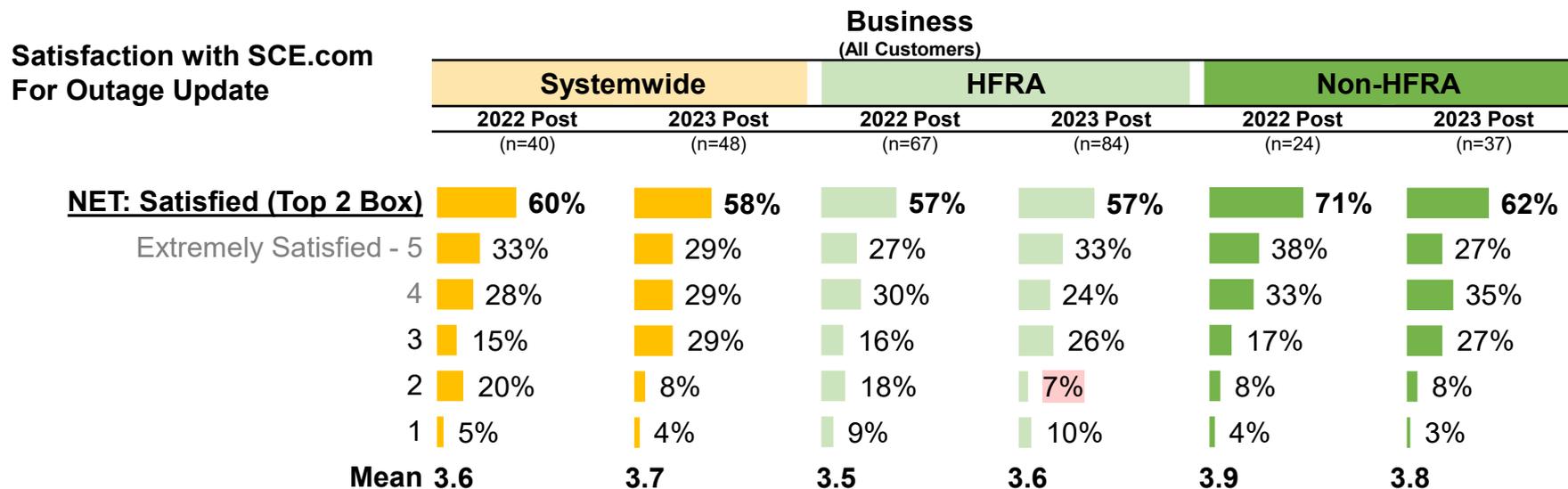
Business
(All Customers)

Satisfaction with SCE.com For Outage Update	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=40)	2023 Post (n=48)	2022 Post (n=67)	2023 Post (n=84)	2022 Post (n=24)	2023 Post (n=37)
NET: Satisfied (Top 2 Box)	**60%**	**58%**	**57%**	**57%**	**71%**	**62%**
Extremely Satisfied - 5	33%	29%	27%	33%	38%	27%
4	28%	29%	30%	24%	33%	35%
3	15%	29%	16%	26%	17%	27%
2	20%	8%	18%	7%	8%	8%
1	5%	4%	9%	10%	4%	3%
Mean	3.6	3.7	3.5	3.6	3.9	3.8

QPQ12. [USED SCE.COM FOR OUTAGE UPDATE] How satisfied were you with the information provided by the website <u>during</u> the Public Safety Power Shutoff?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

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Power Restoration Notices – All Customers

- **Systemwide, about three in four (74%) report receiving a restoration notice <u>after</u> their PSPS event.**
- **Among those who do recall receiving such a notice, the <u>usefulness rating</u> of such a notice was <u>unchanged</u> (62%).**
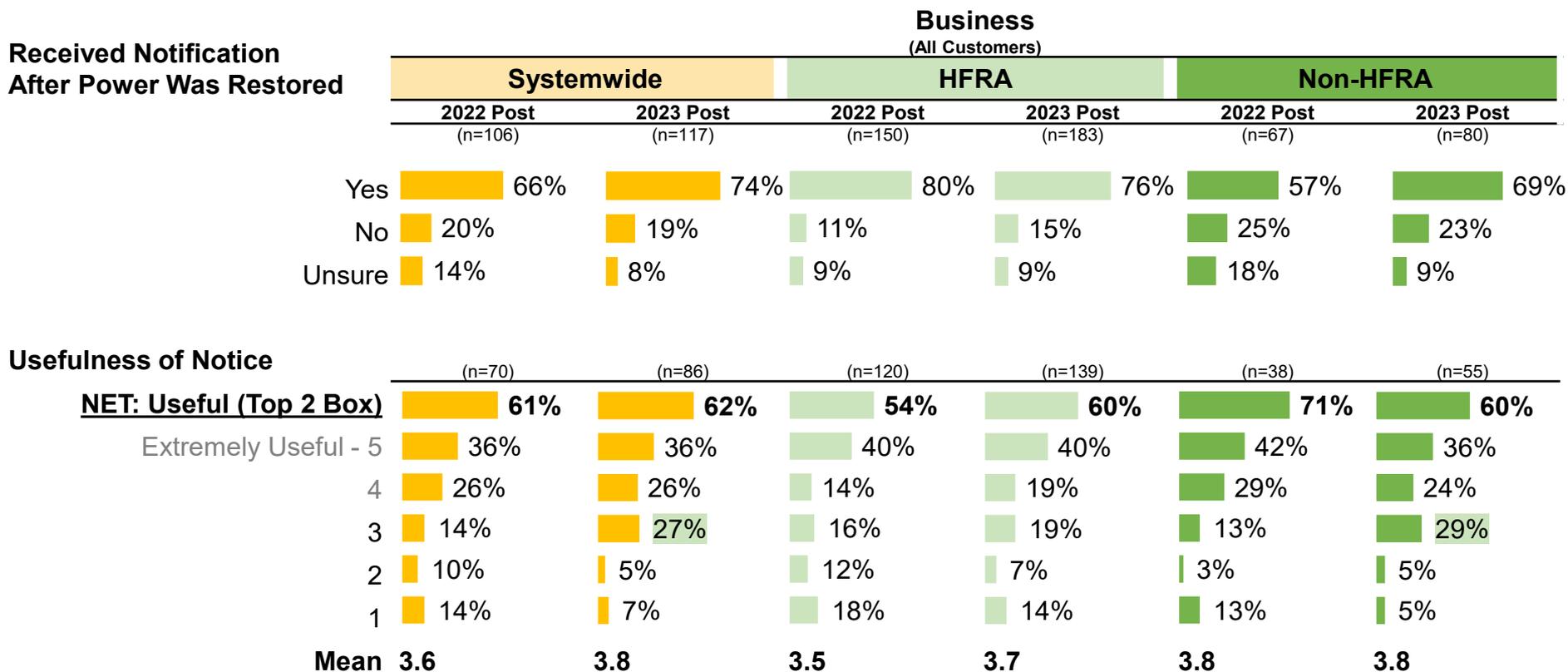
Business
(All Customers)

Received Notification After Power Was Restored	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=106)	**2023 Post** (n=117)	**2022 Post** (n=150)	**2023 Post** (n=183)	**2022 Post** (n=67)	**2023 Post** (n=80)
Yes	66%	74%	80%	76%	57%	69%
No	20%	19%	11%	15%	25%	23%
Unsure	14%	8%	9%	9%	18%	9%

Usefulness of Notice						
	(n=70)	(n=86)	(n=120)	(n=139)	(n=38)	(n=55)
NET: Useful (Top 2 Box)	**61%**	**62%**	**54%**	**60%**	**71%**	**60%**
Extremely Useful - 5	36%	36%	40%	40%	42%	36%
4	26%	26%	14%	19%	29%	24%
3	14%	27%	16%	19%	13%	29%
2	10%	5%	12%	7%	3%	5%
1	14%	7%	18%	14%	13%	5%
Mean	**3.6**	**3.8**	**3.5**	**3.7**	**3.8**	**3.8**

QPQ13. [EXPERIENCED SHUTOFF] Do you recall receiving a notification when your power was fully restored after the PSPS event?
QPQ14. [RECEIVED RESTORATION NOTICE] How useful was the information you received from SCE after the Public Safety Power Shutoff ended and your power was restored?

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SCE.com Satisfaction <u>After</u> Events – All Customers

- **Satisfaction with the information provided by SCE.com <u>after</u> the PSPS event is <u>unchanged</u> (53%) – and is consistent among HFRA and non-HFRA customers (55%).**
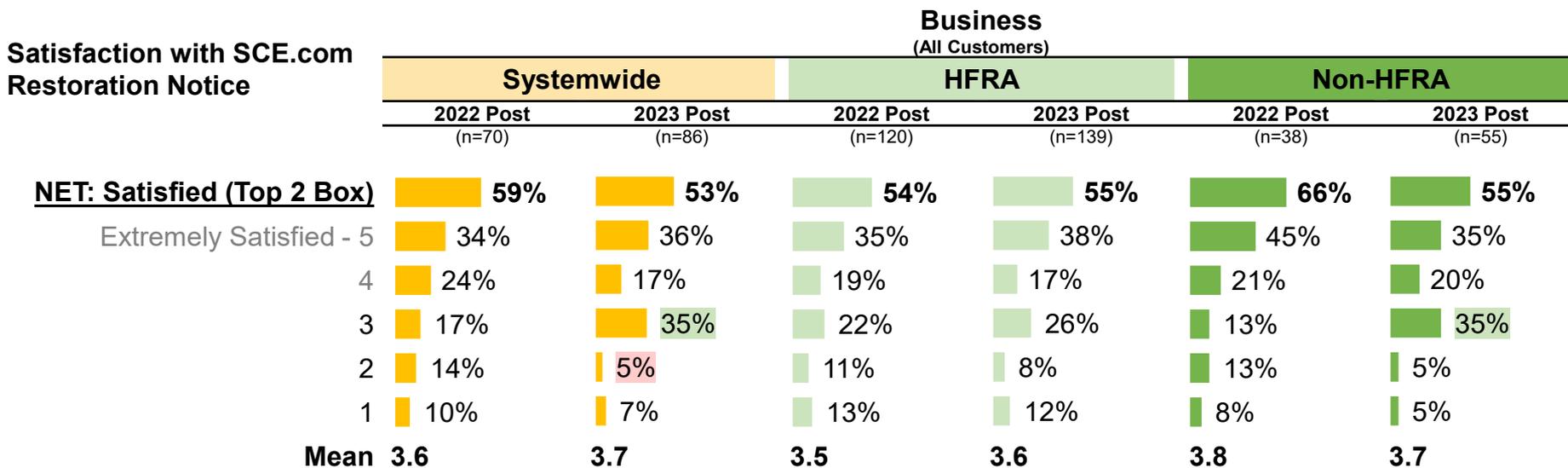
Business
(All Customers)

Satisfaction with SCE.com Restoration Notice	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=70)	**2023 Post** (n=86)	**2022 Post** (n=120)	**2023 Post** (n=139)	**2022 Post** (n=38)	**2023 Post** (n=55)
NET: Satisfied (Top 2 Box)	**59%**	**53%**	**54%**	**55%**	**66%**	**55%**
Extremely Satisfied - 5	34%	36%	35%	38%	45%	35%
4	24%	17%	19%	17%	21%	20%
3	17%	35%	22%	26%	13%	35%
2	14%	5%	11%	8%	13%	5%
1	10%	7%	13%	12%	8%	5%
Mean	**3.6**	**3.7**	**3.5**	**3.6**	**3.8**	**3.7**

QPQ15 - [RECALL RESTORATION NOTICE] How satisfied were you with the information provided by the SCE website after the Public Safety Power Shutoff?

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All PSPS Comms Satisfaction – All Customers

- **Customers who did check for outage updates from at least one source were asked about their overall satisfaction with SCE's PSPS communications.**
- **Satisfaction with SCE's PSPS communications is <u>unchanged</u> (58%) – and is comparable in HFRAs (60%) and non-HFRAs (56%).**

Business
(All Customers)

Overall Satisfaction with <u>ALL</u> SCE PSPS Communications	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=79)	**2023 Post** (n=88)	**2022 Post** (n=114)	**2023 Post** (n=139)	**2022 Post** (n=49)	**2023 Post** (n=62)
<u>NET</u>: Satisfied (Top 2 Box)	**53%**	**58%**	**53%**	**60%**	**61%**	**56%**
Extremely Satisfied - 5	23%	32%	31%	34%	27%	29%
4	30%	26%	22%	27%	35%	27%
3	27%	25%	24%	18%	22%	26%
2	13%	9%	13%	12%	10%	11%
1	8%	8%	11%	10%	6%	6%
Mean	3.5	3.6	3.5	3.6	3.7	3.6

QPQ17. [CHECKED FOR STATUS UPDATES] How satisfied are you OVERALL with <u>all</u> of the Public Safety Power Shutoff communications that you received from SCE?

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SCE PSPS Attribute Ratings – All Customers

- **All Business customers – whether they had experienced an outage / shutoff or not – were asked to rate SCE on a list of PSPS-related attributes.**

- **Ratings improved on several of these attributes, but only among Non-HFRA Businesses.**

  - Notification of a shutoff is SCE's highest-rated attribute overall (58%).

  - The lowest rating is given to: Provides resources near me that I can visit during an outage event (35%).

Business
(All Customers)

PSPS Attributes	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=596)	**2023 Post** (n=767)	**2022 Post** (n=545)	**2023 Post** (n=650)	**2022 Post** (n=461)	**2023 Post** (n=635)
Notifying me when my power might be shut off	60%	58%	55%	58%	62%	57%
Restoring power in a reasonable amount of time	54%	53%	47%	51%	57%	53%
Notifying me when my power would be restored	55%	52%	48%	49%	57%	52%
Providing an accurate estimate of when the power would be restored	49%	50%	46%	45%	52%	49%
Reducing the risk of wildfires	54%	50%	48%	46%	56%	49%
Keeping me updated about the status of the PSPS shutoff	50%	48%	44%	46%	53%	48%
Reaching out to those with medical or other critical needs	42%	41%	34%	34%	43%	42%
Providing resources near me that I can visit during an outage event	40%	35%	30%	28%	42%	36%

QPQ18. How would you rate SCE's Public Safety Power Shutoff (PSPS) program on each of the following?

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SCE PSPS Improvement Suggestions – All Customers

- **All customers – whether they had experienced an outage / shutoff or not – were asked to provide suggestions regarding SCE's PSPS communications.**
- **As seen in the word clouds, "more" communications, along with better, advanced, and proactive <u>top</u> the lists. The popularity of text alerts is <u>high</u>.**

Business
(All Customers)

Suggestions to Improve	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=596)	2023 Post (n=767)	2022 Post (n=545)	2023 Post (n=650)	2022 Post (n=461)	2023 Post (n=635)
Notification alerts on phone/mobile	15%	20%	19%	16%	15%	21%
Notification alerts online/email	8%	13%	9%	9%	9%	14%
Clear, accurate, quick and conscise communication	1%	5%	1%	9%	1%	5%
Traditional print notification	5%	5%	4%	4%	6%	5%
Notification alerts by TV, radio	2%	4%	2%	3%	3%	4%
Advance notification	7%	4%	10%	4%	6%	4%
Social Media updates	3%	3%	2%	1%	3%	3%
More frequent, regular notifications and updates	5%	3%	5%	3%	5%	3%
Proactive maintenance, monitoring, checks and upgrades	1%	3%	2%	6%	2%	3%
Provide back up to households with disability	0%	3%	1%	3%	1%	3%
Guide/create awareness/action resources	7%	2%	7%	3%	7%	2%
Provide maps/grids of outages	5%	1%	6%	2%	5%	1%
Home inspection, door to door	1%	1%	-	1%	1%	1%
Partner with various local community, govt, fire	1%	1%	2%	1%	1%	1%
Notifications/alerts in different languages	1%	1%	1%	1%	1%	1%
Other	10%	14%	12%	15%	10%	12%
Don't Know / No Opinion	45%	30%	38%	25%	45%	31%

QPQ19. In your opinion, what can SCE do to improve their communications regarding Public Safety Power Shutoffs?

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Firmographics

Business Characteristics

- **The 2023 Pre- and Post- surveys have <u>comparable</u> sample compositions with few exceptions.**

- **Owning the location and gross revenue are somewhat <u>higher</u> in the Post- 2023 sample compared to Pre- 2023 (driven by HFRA Businesses).**

Business

	Systemwide		HFRA		Non-HFRA	
Own or Lease	**2023 Pre** (n=749)	**2023 Post** (n=767)	**2023 Pre** (n=612)	**2023 Post** (n=650)	**2023 Pre** (n=652)	**2023 Post** (n=635)
Own	40%	45%	48%	56%	39%	42%
Lease	51%	48%	45%	40%	53%	50%
Don't Know	9%	7%	7%	4%	9%	7%

# of Full Time Employees						
1	27%	31%	30%	33%	26%	30%
2-5	36%	35%	36%	35%	38%	35%
6-10	11%	11%	16%	12%	10%	12%
11-50	19%	17%	14%	15%	19%	18%
51+	7%	6%	4%	5%	7%	6%
Mean	**23.9**	**24.3**	**32.3**	**31.5**	**24.8**	**26.0**

QBD1. Do you own or lease the location(s) for which you are responsible for the energy management decisions?
QBD4. How many full-time employees does your company have at the location(s) for which you are responsible for the energy management decisions?

Shading indicates a significant difference at the 90% confidence level from the prior year

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Gross Revenue

Revenue	Business					
	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=749)	2023 Post (n=767)	2023 Pre (n=612)	2023 Post (n=650)	2023 Pre (n=652)	2023 Post (n=635)
Less than $100,000	17%	17%	20%	20%	17%	17%
$100,000 to less than $250,000	11%	12%	12%	12%	11%	12%
$250,000 to less than $500,000	10%	9%	10%	9%	9%	9%
$500,000 to less than $1 million	13%	10%	10%	11%	13%	10%
$1 million to less than $2 million	7%	9%	8%	7%	7%	9%
$2 million to less than $5 million	7%	6%	7%	7%	7%	6%
$5 million to less than $10 million	4%	4%	2%	3%	5%	5%
$10 million to less than $100 million	4%	5%	2%	3%	4%	5%
$100 million to less than $1 billion	<1%	1%	<1%	1%	<1%	1%
$1 billion or more	<1%	0%	1%	0%	<1%	0%
Not applicable, Government agency	1%	1%	1%	1%	1%	0%
Prefer not to answer	26%	25%	26%	25%	26%	25%

QBD2 - What is your business's annual gross revenue?

Shading indicates a significant difference at the 90% confidence level from the prior year

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Gender of Respondent

Gender	Business					
	Systemwide		**HFRA**		**Non-HFRA**	
	2023 Pre (n=749)	**2023 Post** (n=767)	**2023 Pre** (n=612)	**2023 Post** (n=650)	**2023 Pre** (n=652)	**2023 Post** (n=635)
Male	49%	49%	48%	48%	48%	49%
Female	42%	43%	43%	42%	43%	43%
Non-binary or Other	<1%	<1%	<1%	<1%	<1%	<1%
Prefer not to answer	8%	8%	9%	10%	8%	8%
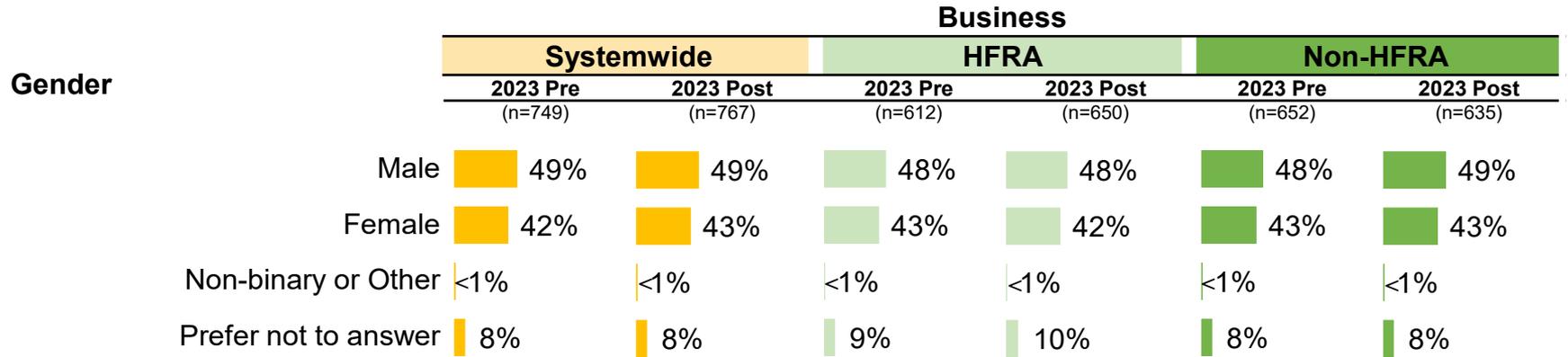
QBD3. What is your gender?

Shading indicates a significant difference at the 90% confidence level from the prior year

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Residential

In-Language Wildfire Mitigation / PSPS Communications and Outreach Effectiveness Survey
2023 Pre-/Post- Report

Residential

February 2, 2024

Energy for What's Ahead℠

Background & Objectives

Starting in 2020, the California IOUs began conducting an annual pre-/post-survey to assess the effectiveness of utility communications and outreach for wildfire safety/preparedness and PSPS activities.

- Core questions are administered by all three IOUs via their individual surveys, allowing some comparisons across IOUs, while each IOU may also incorporate custom questions. Most of the pre-questions are repeated in the post- survey along with additional unique post-questions.

- Each IOU determines its own methodology for optimizing the survey implementation and utilized their own preferred research partners.

- SCE administered the wildfire season pre-and post- surveys to the general public (Residential and Business customers) systemwide and in high fire risk areas (HRFAs).

Methodology

- Survey invitations were delivered to Residential and Business customers via email (to a self-administered web survey) <u>or</u> phone (to an interviewer-administered telephone survey).
  - Via email: 70%
  - Via phone: 30%
- All Residential & Business Pre- surveys were completed between November 14 and December 29, 2023

2023	Residential Systemwide		Residential HFRA	
Interviewing	**Pre**	**Post**	**Pre**	**Post**
Number Completed	2,321	2,383	2,182 (1,483+699 from Systemwide)	2,119 (1,360+759 from Systemwide)
Survey Length (min)	16.9	20.4	17.7	21.8

2023	Business Systemwide		Business HFRA	
Interviewing	**Pre**	**Post**	**Pre**	**Post**
Number Completed	749	767	612 (515+97 from Systemwide)	650 (518+132 from Systemwide)
Survey Length (min)	9.1	11.9	9.5	12.6

Methodology (cont.)

- Incentives: All participants were offered entry to a sweepstakes. Prizes for the sweepstakes (each wave) included:
  - Two grand prize winners of $500 (1 each for RES and BIZ)
  - Fifty-four (54) other winners of $100 (38 for RES and 13 for BIZ) – enough winners to make the odds of winning about 1:100

- Each IOU selects the "prevalent" languages in which to offer the survey. As in the prior two years, SCE included 19 languages plus English in 2023.

1. English
2. Arabic
3. Armenian
4. Chinese - Cantonese
5. Chinese - Mandarin
6. Farsi
7. French
8. German
9. Japanese
10. Khmer
11. Korean
12. Punjabi
13. Russian
14. Spanish
15. Tagalog
16. Vietnamese
17. Hindi
18. Hmong
19. Portuguese
20. Thai

Methodology (cont.)

- Email invitations greeted potential respondents in all 20 languages with a jump link in the email to a web survey in that language.

- The CATI phone center has staff proficient in the various languages, but all are not always available at the time of the interview. Upon encountering a language barrier, the interviewer attempts to identify the language and stores the record for re-contact later. If the language cannot be identified, a surname-based, pre-coded flag is used to assign the record for re-contact.

- **10.4% of Systemwide RES and 8.7% of Systemwide BIZ customers** completed 2023 Post- surveys in a language other than English (7.4% and 9.3% in 2023 Pre-).

<table>
<tr><td>2023 PRE-</td><td>2023 POST-</td></tr>
<tr><td>➢ 7.4% of RES Systemwide</td><td>➢ 10.4% of RES Systemwide</td></tr>
<tr><td>• 5.8% of Phone (n=658)</td><td>• 14.3% of Phone (n=678)</td></tr>
<tr><td>• 8.0% of Email (n=1663)</td><td>• 8.9% of Email (n=1705)</td></tr>
<tr><td>➢ 4.4% of RES in HFRA</td><td>➢ 6.5% of RES in HFRA</td></tr>
<tr><td>• 3.7% of Phone (n=438)</td><td>• 9.3% of Phone (n=451)</td></tr>
<tr><td>• 4.7% of Email (n=1086)</td><td>• 5.3% of Email (n=1078)</td></tr>
<tr><td>➢ 9.3% of BIZ Systemwide</td><td>➢ 8.7% of BIZ Systemwide</td></tr>
<tr><td>• 1.9% of Phone (n=216)</td><td>• 4.0% of Phone (n=225)</td></tr>
<tr><td>• 12.4% of Email (n=533)</td><td>• 10.7% of Email (n=542)</td></tr>
<tr><td>➢ 4.7% of BIZ in HFRA</td><td>➢ 2.3% of BIZ in HFRA</td></tr>
<tr><td>• 0.7% of Phone (n=141)</td><td>• 0.0% of Phone (n=151)</td></tr>
<tr><td>• 6.1% of Email (n=374)</td><td>• 3.3% of Email (n=367)</td></tr>
</table>

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Methodology (cont.)

Below are the number of <u>Residential</u> interviews conducted in each language.

Language of Interview	Residential Systemwide (Including HFRAs)		Residential HFRA (Not including Systemwide)	
	2023 Pre	**2023 Post**	**2023 Pre**	**2023 Post**
English	**2,150**	**2,135**	**1,420**	**1,270**
Non-English (total)	**171**	**248**	**63**	**90**
Spanish	73	148	32	60
Chinese - Mandarin	37	44	9	11
Korean	22	19	9	8
Vietnamese	7	8	2	-
Chinese - Cantonese	10	9	3	1
Arabic	3	2	-	1
Japanese	7	8	3	5
Farsi	3	1	1	1
Armenian	-	2	-	-
German	2	1	2	1
Tagalog	2	1	-	-
Russian	2	3	2	-
Portuguese	1	1	-	1
Thai	-	1	-	-
French	1	-	-	1
Hindi	-	-	-	-
Punjabi	1	-	-	-
Khmer	-	-	-	-
TOTAL	**2,321**	**2,383**	**1,483**	**1,360**

Executive Summary

Need for Wildfire comms in languages other than English

Since 2020, SCE has completed **31,061** "in-language" Wildfire / PSPS Communications Effectiveness surveys with Residential customers and **9,142** with Business customers. The surveys are offered to customers in 19 "prevalent" languages plus English (25 + English in 2020). Survey invitations are extended by email (with an in-language survey link to an in-language version of the questionnaire for all offered languages) and/or by phone (where all potential respondents with language barriers were either transferred live to a bi-lingual interviewer or were grouped by likely language and recontacted later by a bi-lingual interviewer fluent in that language).

Given these options, just **6.3%** of Residential customers and **6.8%** of Business customers chose to take the survey in a non-English language (RES: 1,966 of 31,061; BIZ: 619 of 9,142).

- Spanish accounts for more than half of these in-language surveys.

In the 2023 Post- survey, when asked to choose their preferred language for wildfire communications from SCE, **11%** of Residential customers and **7%** of Business customers indicated a preference for a language other than English. All these customers were asked: "How do you feel about receiving wildfire communications from SCE in English only?"

- At least **2/3s** of these customers report they can understand English well enough for WF communications
    - Residential: 33% of the 11% who prefer another language report they cannot understand English and need wildfire communications in some other language – or **3.6%** of all Residential customers.
    - Business: 25% of the 7% who prefer another language report they cannot understand English and need wildfire communications in some other language – or **1.8%** of all Business customers

- Spanish is the required "other" preferred language for **64%** of both Residential and Business customers.

- The remainder – those who do not understand English OR Spanish – equals **1.3%** of all Residential customers and **0.65%** of all Business customers.

After four survey years now, it appears that non-English language dependency for Residential and Business customers is a relatively minor concern across SCE's territory (and even less so in the HFRAs) in reaching customers with wildfire-related communications – and it is especially not critical for WF comms to be offered in such a wide array of "prevalent" languages beyond English and Spanish (and perhaps a few prominent Asian languages).

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Executive Summary (cont.)

SUMMARY OF FINDINGS – 2023

WF communications from SCE appear to have had a positive impact on the community. Overall preparedness of Residential customers systemwide and in HFRAs has <u>improved</u> over the past year, <u>up</u> significantly from 2022 – and a <u>higher</u> proportion of customers recall receiving an alert. Furthermore, overall satisfaction with the PSPS communications from SCE has <u>improved</u>.

<u>Need for Wildfire comms in languages other than English – Post- 2023 (cont.)</u>

- The **2023 Post- survey** interviewed **2,383** Residential customers territory-wide and another **2,119** in HFRAs.
    - **10.4%** systemwide and **6.5%** in HFRAs <u>completed the surveys in a non-English language</u>.

  - **Territory-wide**
    - When asked directly to select their preferred language for wildfire communications, **<u>11% of Residential customers indicated a preference for a language other than English</u>**. Most of these customers (7%) prefer Spanish, with the balance (4%) selecting a language other than English or Spanish.
    - This **11%** divides into **7.5%** who say they have some understanding of English and **3.5%** who say, "I need it in my preferred language – I do not understand English." Of those who do not speak English, approximately half are Spanish speakers

  - **HFRAs**
    - **<u>5%</u>** <u>indicated a preference for a language other than English</u> for wildfire communications. Most of these (4%) prefer Spanish, leaving 1% who prefer a language other than English or Spanish.
    - This **5%** divides into **3.5%** who have some understanding of English and **1.5%** who say, "I need it in my preferred language – I do not understand English." Spanish speakers also account for half of the 1.5% of the HFRA population who do not understand English

Executive Summary (cont.)

Recall of SCE WF Communications

- The 2023 Post- survey found that nearly half of all Residential customers (47%) recall seeing SCE's recent WF communications – increased from 42% in the Pre- survey. Recall among customers in HFRAs, however, was unchanged from the Pre- survey (59% vs. 58% in Pre-).
    - As is typical, the Post- recall proportion is much higher in HFRAs (59% vs. 41% in Non-HFRAs).
    - Among customers who prefer a language other than English, recall of WF communications remained high versus 2022 at 51% in the 2023 Post- – and unchanged from the 2023 Pre- survey at 49%.
- Recall of SCE's WF communications overall remained consistent with 2022.

SCE WF Communications Sources

- Emails (55%) and letters (39%) from SCE continue to be the most common sources of WF communications for Residential customers.
- Recall of messages from texts, SCE website, and social media posts grew between the 2023 Pre- and Post- surveys. Among HFRAs: email, texts, and advertising increased, while recall of letters declined.
- Overall source usefulness is unchanged systemwide and between HFRA/Non-HFRA in the 2023 Pre-and Post- surveys: SCE representatives, social media videos, and SCE website are the leading "useful" sources. Emails and letters from SCE are rated among the least useful sources of information, despite being the most widely recalled sources.
- For the 14% who used it, satisfaction with SCE.com as a source of information about preparing for wildfires remained high at 84% (unchanged from 2023 Pre- survey). Among HFRAs, satisfaction with SCE.com declined in the 2023 Post- survey.

Other WF Communications Sources

- Among a wide variety of "other" sources of WF comms, the most common are local news reports (36%), followed by city/county government (24%), CalFire (18%), and local fire department (12%), all unchanged from the 2023 Pre-. Of these, CalFire (75%) and local fire departments (75%) are considered most useful.
- Among Prefer Other Language customers, the incidence for local news is just 13% in English and 19% in their preferred language. City/county governments are the next most common source in English at 12% and just 7% in preferred language.

Executive Summary (cont.)

Ratings of SCE's WF Efforts

- Ratings of SCE on WF matters <u>improved</u> in the 2023 Post- survey – and remained <u>consistent</u> with 2022 Post- levels.
    - By the end of 2023, little has changed overall versus 2022: 56% of customers systemwide and 53% of customers in HFRAs (57% in Non-HFRAs) were satisfied with SCE's overall wildfire safety and preparedness efforts. Prefer Other Language customers are much more positive (79%, also consistent with 2022).
- Systemwide, the level of top two-box agreement with a list of 9 statements used to rate SCE's wildfire safety and preparedness efforts ranges from 47% to 68%. Four statements <u>improved</u> systemwide between the Pre- and Post- this year: *Is working to keep my community safe; Makes an effort to communicate with all customers about WF; Takes proactive measures to protect the grid from WF (also improved during 2022); and Is proactive in taking steps to address WF risks.*
    - All attributes were <u>unchanged</u> 2023 Pre- to Post- for HFRAs, while nearly all were <u>improved</u> for non-HFRAs.
    - Prefer Other Language customers are much more likely to agree (79% to 82% agreement).

Wildfire Preparedness

- Overall, preparedness levels are <u>improving</u> over time, growing to 58% in the 2023 Post- – and <u>up</u> significantly from the 2023 Pre- and from 2022 levels.
    - Preparedness <u>improved</u> systemwide from 55% to 58% in 2023, as well as improving for HFRAs and non-HFRAs from 2023 Pre- to Post- and also compared to 2022.
    - Customers who prefer other languages feel slightly less prepared at 51% than other customers, though also improved over the 2023 Pre- and vs. 2022.
- While reported preparedness has improved, the proportion of Residential customers who said they have not taken any actions has <u>increased</u> over 2022 (23% in 2022 vs. 28% this year) – and <u>no change</u> was seen between the 2023 Pre- and Post-.
    - Incidence of taking no actions was better among HFRAs (21%) than non-HFRAs (31%).
- The two most common actions – *Purchased new lanterns or flashlights* (33%) and *Purchased enough water to last for several days* (28%) – both <u>increased</u> between the 2023 Pre- and Post- surveys.

Executive Summary (cont.)

PSPS Awareness and Satisfaction

- Awareness of "PSPS" <u>rose</u> in 2023 (from 63% Pre- to 66% Post-), supported by an <u>increase in HFRAs</u> (to 78%) but no change in Non-HFRAs (59%).
    - Overall, 2023 results are comparable to 2022, though <u>directionally lower</u> than last year.
    - Customers who prefer other languages are <u>less aware</u> of PSPS than other customers (54% vs. 66%)
- Customers have a <u>more positive</u> overall opinion of SCE's PSPS program systemwide in the 2023 Post- than Pre- (56% vs. 46% in Pre-), with similar results found in both HFRAs and non-HFRAs.
    - Prefer Other Language customers have consistently had a much higher opinion of SCE's PSPS program – and that is the case again this year where ratings rose from 68% to 77% systemwide.
- Systemwide, text messages as source of PSPS information <u>increased</u> from 14% to 20% (up to 32% in HFRAs); TV/radio news and letters from SCE both <u>decreased</u> systemwide, while emails from SCE <u>increased</u> to 47% in HFRAs.
- Among the 16% who used SCE.com, satisfaction with the PSPS information was <u>unchanged</u>.

PSPS Notifications and Events – 2023 Post- versus 2022 Post-

- Overall satisfaction with SCE's PSPS communications was <u>higher</u> than last year, with 64% satisfied systemwide. Among HFRA customers, 61% are satisfied with PSPS communications, <u>significantly above</u> the 2022 level.
- Customers who recall receiving an alert is <u>unchanged</u> from last year at 29% systemwide and 44% in HFRAs. On average, customers systemwide say they received 3.0 alerts and 3.5 in HFRAs.
- Texts from SCE remained the <u>most common</u> source of alerts (58% systemwide) and <u>increased</u> to 67% in HFRAs.
- <u>Fewer</u> customers in HFRAs experienced a PSPS event, continuing a 2-year trend (21% in 2023, <u>down</u> from 25% in 2022 and 33% in 2021). Average number of power shutoffs in HFRAs was 2.5.
- Among those who experienced a PSPS event, SCE.com remains the <u>most often-mentioned source</u> for <u>updates</u> – 44% in HFRAs (<u>down</u> from 50%) and 42% systemwide (<u>unchanged</u>). Notably, 22% of customers experiencing an event in HFRAs did not check any resources for updates (<u>up</u> from 17% in 2022)
- Usefulness of SCE.com is high at 64%, though statistically <u>unchanged</u> from 2022.
- Satisfaction with SCE.com for information provided both <u>during</u> and <u>after</u> events is <u>unchanged</u> at 61% and 60%, though directionally lower compared to last year. In HFRAs, satisfaction with the website <u>improved</u> as a source <u>during</u> an event from 45% last year to 53% in 2023.
- For those who experienced an event, power restoration notices were recalled by 75% of customers systemwide, with 64% rating them as useful. Both metrics are <u>unchanged</u> from 2022.

Executive Summary (cont.)

Awareness of PSPS Resources

- Awareness, Familiarity, Interest and Experience with each of 12 PSPS resources were measured.
- Awareness ranged from 9% (Hotels) to 29% (PSPS Alert Language Preferences). More than half of all Residential customers systemwide have heard of at least one of these resources (55%) – and <u>higher</u> at 63% in HFRAs.
  - Compared to the 2023 Pre-, awareness <u>improved</u> for 4 resources, two of which improved across both HFRA and non-HFRAs: *PSPS Alert Language Preferences* (up to 29% systemwide, 33% HFRAs, 26% non-HFRAs) and *Critical Care Backup Battery Program* (17% systemwide, 24% HFRAs, 13% non-HFRAs)

- Familiarity (percent saying Very or Somewhat Familiar with the resource) was <u>just slightly lower</u> than awareness ranging from 6% (Hotels) to 22% (PSPS Alert Language Preferences).
  - More than two in five reported being familiar with at least one of these resources (42%, consistent with 2022 and 2023 Pre-).

- Interest (percent saying Very or Somewhat Interested in using the resource during a PSPS) was <u>quite high</u>, ranging from 41% (CCVs) to 78% (Address Level Alerts). Interest tends to be consistent across HFRAs and non-HFRAs.
  - Nearly everyone (90%) expressed interest in at least one of these resources.

- Experience using a PSPS resource remains low, ranging from 1% (Hotels) to 13% (Address Level Alerts). Combining all resources, one in five (21%) systemwide have experience with at least one – and 30% in HFRAs.
  - HFRA customers are more likely to have used Address Level Alerts (20%) than other customers, but usage of other resources is comparable across HFRA and non-HFRA customers

Executive Summary: Total Sample

- **Note**: With large sample sizes, a difference of a few percentage points is often statistically significant.
- Systemwide recall and evaluations of WF communications are largely consistent between the 2022 and 2023 Post-surveys, while improvements were made between the 2023 Pre- and Post- surveys
- Satisfaction with the PSPS program is improved between the 2023 Pre- and Post- surveys – and is directionally higher in 2023 than last year across customer groups

	System Wide				HFRA				Non-HFRA			
	2022 Pre	2022 Post	2023 Pre	2023 Post	2022 Pre	2022 Post	2023 Pre	2023 Post	2022 Pre	2022 Post	2023 Pre	2023 Post
Recall SCE Wildfire Communications (% Yes)	46%	48%	42%	47%	52%	56%	58%	59%	44%	44%	36%	41%
SCE Sources Considered Useful (Top 2 Box – avg.)	63%	65%	63%	65%	62%	64%	60%	63%	63%	67%	64%	65%
Heard of Public Safety Power Shutoffs (%Yes)	64%	67%	63%	66%	77%	80%	75%	78%	59%	61%	57%	59%
Preferred Language For Public Safety Information												
English	92%	91%	92%	89%	96%	96%	95%	95%	90%	88%	91%	87%
Spanish	5%	5%	4%	7%	2%	2%	3%	4%	6%	7%	4%	9%
Other	3%	4%	4%	4%	1%	2%	2%	2%	4%	5%	5%	5%
(Among those who prefer comms in other language) Understand English (% Yes)	69%	69%	74%	67%	69%	76%	73%	70%	68%	69%	75%	68%
Satisfaction with Communication Efforts												
Opinion of SCE's PSPS program (Top 2 Box/Positive)	49%	54%	46%	56%	45%	51%	46%	54%	51%	57%	47%	57%
Satisfaction w/ SCE's WF Preparedness Efforts (Top 2 Box/Satisfied)	54%	55%	52%	56%	51%	53%	55%	55%	56%	57%	51%	57%
Personal Level of Preparedness (Completely/Somewhat)	52%	55%	55%	58%	60%	62%	62%	66%	48%	53%	51%	56%

Executive Summary: Total Sample (cont.)

- Systemwide perceptions of SCE are consistent from 2022 to 2023.
- While HFRA residents had higher scores in the Pre- survey in 2023 than last year, the same level of increase was not seen in the Post- survey this year. Scores for HFRA remained consistent between the 2023 Pre- and Post-
- Scores from non-HFRA residents improved across the board in the 2023 Post-, though consistent with 2022

SCE Attributes (Top 2 Box)	System Wide				HFRA				Non-HFRA			
	2022 Pre	2022 Post	2023 Pre	2023 Post	2022 Pre	2022 Post	2023 Pre	2023 Post	2022 Pre	2022 Post	2023 Pre	2023 Post
Is committed to restoring power to customers affected by wildfires	65%	68%	66%	68%	62%	65%	66%	65%	67%	70%	67%	70%
Is committed to wildfire safety	60%	62%	60%	62%	57%	60%	62%	62%	62%	63%	59%	62%
Is working to keep my community safe	59%	61%	59%	62%	57%	59%	59%	60%	61%	62%	59%	63%
Shows care and concern for customers	57%	57%	55%	58%	51%	52%	54%	54%	60%	60%	56%	60%
Takes proactive measures to protect the electricity grid from wildfires	55%	58%	55%	59%	54%	57%	57%	59%	58%	59%	53%	58%
Is proactive in taking steps to address wildfire risks	55%	57%	55%	58%	54%	55%	58%	58%	57%	59%	53%	58%
Makes an effort to communicate with all customers about wildfires	56%	57%	55%	60%	55%	58%	60%	61%	57%	58%	53%	60%
Is a company I trust to act in the best interest of its customers	53%	53%	51%	53%	46%	47%	48%	47%	57%	58%	53%	56%
Is helping me prepare for wildfire season	44%	47%	45%	47%	42%	45%	48%	48%	46%	49%	44%	47%
AVERAGE	**56%**	**58%**	**56%**	**58%**	**53%**	**55%**	**57%**	**57%**	**58%**	**60%**	**55%**	**59%**

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Stat testing compares Pre to Post.
Green is significantly higher. Pink is significantly lower.

Executive Summary: Critical Segments

2021 Pre- & Post- Results

- Recall of WF communications is highest among Seniors and Rural segments (which are also more often HFRAs)
- Preparedness rose among the Rural segment.

	2021 System Wide Residential									
	Non-English		**CARE/FERA**		**Disabled**		**Seniors**		**Rural**	
	Pre (n=205)	**Post** (n=191)	**Pre** (n=747)	**Post** (n=720)	**Pre** (n=552)	**Post** (n=556)	**Pre** (n=730)	**Post** (n=820)	**Pre** (n=278)	**Post** (n=287)
Recall SCE Wildfire Communications (% Yes)	53%	54%	48%	49%	51%	50%	48%	53%	53%	63%
SCE Sources Considered Useful (Top 2 Box – avg.)	86%	77%	75%	73%	65%	65%	65%	56%	66%	60%
Heard of Public Safety Power Shutoffs (%Yes)	60%	57%	58%	58%	70%	70%	76%	76%	77%	83%
Preferred Language For Public Safety Information										
English	-	-	81%	84%	93%	93%	95%	95%	94%	96%
Spanish	63%	53%	14%	10%	5%	4%	3%	2%	5%	2%
Other	37%	47%	5%	6%	2%	3%	2%	3%	1%	2%
(Among those who prefer comms in other language) Understand English (% Yes)	64%	69%	62%	64%	50%	67%	55%	76%	59%	55%
Satisfaction										
Opinion of SCE's PSPS program (Top 2 Box/Positive)	75%	79%	59%	62%	50%	54%	54%	53%	50%	52%
Satisfaction w/ SCE's WF Preparedness Efforts (Top 2 Box/Satisfied)	82%	79%	68%	66%	60%	55%	63%	56%	59%	55%
Personal Level of Preparedness (Completely/Somewhat)	46%	46%	51%	49%	53%	56%	61%	63%	63%	71%

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Energy for What's Ahead℠

Executive Summary: Critical Segments

2022 Pre- & Post- Results

- Recall of WF communications is highest among Rural customers (55%), though recall is near 50% for all segments.
- Little changed pre- to post- among the Critical Segments except for an improvement in preparedness among customers with disabilities.

	2022 System Wide Residential									
	Non-English		**CARE/FERA**		**Disabled**		**Seniors**		**Rural**	
	Pre (n=174)	**Post** (n=209)	**Pre** (n=560)	**Post** (n=624)	**Pre** (n=522)	**Post** (n=544)	**Pre** (n=772)	**Post** (n=710)	**Pre** (n=277)	**Post** (n=261)
Recall SCE Wildfire Communications (% Yes)	38%	47%	47%	48%	51%	51%	52%	51%	52%	55%
SCE Sources Considered Useful (Top 2 Box – avg.)	82%	85%	70%	74%	68%	65%	62%	61%	61%	61%
Heard of Public Safety Power Shutoffs (%Yes)	50%	56%	57%	62%	64%	71%	76%	79%	75%	79%
Preferred Language For Public Safety Information										
English	-	-	84%	82%	95%	92%	97%	94%	95%	95%
Spanish	60%	57%	11%	12%	3%	5%	2%	3%	5%	3%
Other	40%	43%	5%	6%	2%	3%	1%	3%	-	2%
(Among those who prefer comms in other language) Understand English (% Yes)	69%	69%	60%	65%	65%	71%	61%	60%	67%	54%
Satisfaction										
Opinion of SCE's PSPS program (Top 2 Box/Positive)	71%	79%	58%	62%	49%	52%	51%	55%	48%	52%
Satisfaction w/ SCE's WF Preparedness Efforts (Top 2 Box/Satisfied)	76%	79%	62%	64%	55%	53%	56%	56%	52%	54%
Personal Level of Preparedness (Completely/Somewhat)	41%	47%	51%	48%	50%	57%	59%	63%	63%	62%

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Executive Summary: Critical Segments

2023 Pre- & Post- Results

- Satisfaction with SCE's PSPS program is improved across segments in the Post- survey. Likewise, personal level of preparedness is higher in the Post- wave for most critical segments.

	2023 System Wide Residential									
	Non-English		**CARE/FERA**		**Disabled**		**Seniors**		**Rural**	
	Pre (n=189)	**Post** (n=252)	**Pre** (n=607)	**Post** (n=690)	**Pre** (n=573)	**Post** (n=624)	**Pre** (n=911)	**Post** (n=909)	**Pre** (n=227)	**Post** (n=274)
Recall SCE Wildfire Communications (% Yes)	49%	51%	43%	44%	46%	48%	46%	49%	52%	54%
SCE Sources Considered Useful (Top 2 Box – avg.)	74%	79%	69%	75%	61%	67%	65%	65%	60%	56%
Heard of Public Safety Power Shutoffs (%Yes)	54%	54%	55%	58%	64%	67%	70%	71%	75%	79%
Preferred Language For Public Safety Information										
English	-	-	84%	81%	94%	91%	93%	92%	96%	92%
Spanish	49%	63%	9%	15%	3%	7%	2%	3%	4%	7%
Other	51%	37%	7%	4%	2%	2%	4%	4%	0%	0%
(Among those who prefer comms in other language) Understand English (% Yes)	74%	67%	69%	59%	66%	57%	72%	77%	44%	38%
Satisfaction										
Opinion of SCE's PSPS program (Top 2 Box/Positive)	68%	77%	52%	65%	48%	55%	49%	55%	46%	56%
Satisfaction w/ SCE's WF Preparedness Efforts (Top 2 Box/Satisfied)	75%	79%	60%	68%	51%	57%	54%	56%	57%	62%
Personal Level of Preparedness (Completely/Somewhat)	42%	51%	52%	58%	51%	59%	59%	63%	63%	68%

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Executive Summary: Critical Segments (cont.)

2021 Pre- & Post- Results

- Unlike the 2020 Pre- and Post- results where attitudes about SCE improved or were flat, in 2021 such attitudes <u>declined</u> for several segments.

SCE Attributes (Top 2 Box)	Non-English		CARE/FERA		Disabled		Seniors		Rural	
	Pre (n=205)	Post (n=191)	Pre (n=747)	Post (n=720)	Pre (n=552)	Post (n=556)	Pre (n=730)	Post (n=820)	Pre (n=278)	Post (n=287)
Takes proactive measures to protect the electricity grid from wildfires	87%	81%	72%	65%	61%	54%	64%	54%	63%	55%
Is working to keep my community safe	84%	86%	73%	73%	64%	63%	69%	61%	63%	57%
Is a company I trust to act in the best interest of its customers	84%	82%	72%	67%	59%	52%	62%	53%	56%	50%
Shows care and concern for customers	83%	81%	73%	70%	61%	57%	63%	58%	58%	56%
Is committed to wildfire safety	82%	81%	73%	69%	65%	60%	69%	60%	67%	61%
Makes an effort to communicate with all customers about wildfires	81%	81%	66%	63%	59%	57%	62%	56%	59%	57%
Is committed to restoring power to customers affected by wildfires	80%	84%	75%	72%	67%	66%	73%	65%	65%	65%
Is proactive in taking steps to address wildfire risks	80%	80%	68%	64%	61%	56%	64%	57%	63%	58%
Is helping me prepare for wildfire season	80%	76%	62%	58%	49%	45%	50%	46%	51%	46%
AVERAGE	82.3%	81.3%	70.4%	66.8%	60.7%	56.7%	65.0%	56.7%	60.6%	56.1%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Executive Summary: Critical Segments (cont.)

2022 Pre- & Post- Results

- Unlike 2021, when ratings of SCE slipped pre- to post-, in 2022, ratings of SCE were flat pre- to post-.
- The average rating on nine SCE attributes is highest among Non-English households (78%-79%), followed by those on CAREFERA (65%). Average ratings are well above 50% for all segments.

SCE Attributes (Top 2 Box)	Non-English Pre (n=174)	Non-English Post (n=209)	CARE/FERA Pre (n=560)	CARE/FERA Post (n=624)	Disabled Pre (n=522)	Disabled Post (n=544)	Seniors Pre (n=772)	Seniors Post (n=710)	Rural Pre (n=277)	Rural Post (n=261)
Takes proactive measures to protect the electricity grid from wildfires	80%	79%	63%	66%	56%	55%	56%	59%	54%	60%
Is working to keep my community safe	79%	82%	68%	67%	59%	58%	60%	60%	56%	61%
Is a company I trust to act in the best interest of its customers	80%	79%	65%	65%	52%	49%	51%	51%	44%	47%
Shows care and concern for customers	78%	79%	68%	66%	59%	54%	59%	56%	53%	49%
Is committed to wildfire safety	76%	81%	68%	67%	62%	59%	63%	65%	58%	62%
Makes an effort to communicate with all customers about wildfires	75%	77%	63%	62%	56%	59%	58%	59%	53%	54%
Is committed to restoring power to customers affected by wildfires	76%	82%	68%	72%	62%	67%	63%	70%	58%	65%
Is proactive in taking steps to address wildfire risks	80%	77%	63%	65%	54%	56%	56%	59%	56%	59%
Is helping me prepare for wildfire season	72%	77%	53%	54%	43%	47%	44%	47%	40%	44%
AVERAGE	77.8%	79.3%	64.6%	64.8%	56.1%	55.9%	57.3%	58.5%	52.8%	55.6%

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Executive Summary: Critical Segments (cont.)

2023 Pre- & Post- Results

- Average agreement is highest among Non-English-speaking residents, followed by CARE/FERA.

SCE Attributes (Top 2 Box)	Non-English Pre (n=189)	Post (n=252)	CARE/FERA Pre (n=607)	Post (n=690)	Disabled Pre (n=573)	Post (n=624)	Seniors Pre (n=911)	Post (n=909)	Rural Pre (n=227)	Post (n=274)
Is committed to restoring power to customers affected by wildfires	82%	83%	72%	73%	64%	67%	68%	69%	67%	64%
Is committed to wildfire safety	83%	81%	68%	70%	58%	63%	62%	64%	65%	66%
Is working to keep my community safe	80%	81%	66%	72%	56%	63%	59%	63%	62%	64%
Shows care and concern for customers	80%	82%	65%	70%	53%	58%	55%	58%	56%	57%
Takes proactive measures to protect the electricity grid from wildfires	79%	82%	63%	68%	55%	60%	55%	60%	59%	60%
Is proactive in taking steps to address wildfire risks	77%	81%	62%	67%	54%	57%	56%	59%	59%	61%
Makes an effort to communicate with all customers about wildfires	77%	79%	61%	67%	51%	60%	57%	62%	55%	59%
Is a company I trust to act in the best interest of its customers	79%	82%	64%	67%	51%	52%	52%	53%	50%	49%
Is helping me prepare for wildfire season	75%	80%	56%	58%	43%	46%	45%	46%	46%	48%
AVERAGE	**79.0%**	**81.3%**	**64.2%**	**68.1%**	**54.0%**	**58.5%**	**56.6%**	**59.4%**	**57.6%**	**58.6%**

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE...

Languages Used / Preferred

Languages Used at Home

Receptivity to English for WF Communications has been quite stable.

- **92% of Residential households systemwide report using English in their home – and even more do so in HFRAs (96%).**

Residential
(All Customers)

Languages Used in Home	Systemwide		HFRA		Non-HFRA	
	2023 Pre	**2023 Post**	**2023 Pre**	**2023 Post**	**2023 Pre**	**2023 Post**
	(n=2,321)	(n=2,383)	(n=2,182)	(n=2,119)	(n=1,622)	(n=1,624)
English	94%	92%	97%	96%	93%	91%
Spanish	15%	17%	11%	12%	17%	20%
Chinese Mandarin	3%	4%	2%	2%	4%	4%
Korean	2%	1%	1%	1%	2%	2%
Tagalog	1%	1%	1%	1%	1%	1%
Vietnamese	1%	1%	<1%	<1%	1%	1%
Chinese Cantonese	1%	1%	<1%	1%	1%	1%
Japanese	1%	1%	1%	1%	1%	1%
Farsi	<1%	<1%	<1%	<1%	<1%	<1%
German	<1%	<1%	1%	<1%	<1%	<1%
Hmong	<1%	<1%	<1%	<1%	1%	<1%
French	<1%	<1%	1%	1%	<1%	<1%
Hindi	<1%	<1%	<1%	<1%	<1%	<1%
Arabic	<1%	<1%	<1%	<1%	<1%	<1%
Russian	<1%	1%	<1%	1%	<1%	<1%
Khmer	<1%	-	<1%	-	<1%	-
Armenian	<1%	<1%	<1%	<1%	<1%	<1%
Punjabi	<1%	<1%	<1%	<1%	<1%	<1%
Thai	<1%	<1%	<1%	<1%	<1%	<1%
Portuguese	-	-	-	-	-	-
Other	1%	2%	2%	2%	1%	1%

Q2. "What languages are often used in your home/business?"

Shading indicates a significant difference at the 90% confidence level from the prior year

Languages Preferred for Public Safety Information

- **When asked for the language preferred for public safety information like WF communications, 11% systemwide select a language other than English.**
  - **This proportion is much smaller in HFRAs (5%).**
  - **The preference for a language other than English has increased since the Pre- survey (8%).**

Residential
(All Customers)

Preferred Language for Public Safety Information	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	**2023 Post** (n=2,383)	**2023 Pre** (n=2,182)	**2023 Post** (n=2,119)	**2023 Pre** (n=1,622)	**2023 Post** (n=1,624)
English	92%	89%	95%	95%	91%	87%
Spanish	4%	7%	3%	4%	4%	9%
Chinese Mandarin	2%	2%	1%	1%	2%	2%
Korean	1%	1%	<1%	1%	1%	1%
Vietnamese	<1%	<1%	<1%	-	1%	1%
Chinese Cantonese	<1%	<1%	<1%	<1%	<1%	<1%
Japanese	<1%	<1%	<1%	<1%	<1%	<1%
Armenian	-	<1%	<1%	-	-	<1%
Farsi	<1%	<1%	<1%	<1%	<1%	<1%
Tagalog	-	-	-	<1%	-	-
Russian	<1%	<1%	<1%	<1%	<1%	<1%
Other	<1%	<1%	<1%	<1%	<1%	<1%

Q3. What is your preferred language for receiving public safety information like this from SCE?

Shading indicates a significant difference at the 90% confidence level from the prior year

Strength of Language Preference

- **Among the 11% systemwide (5% in HFRAs) who said they prefer WF communications in some other language, 67% report they can at least understand English (70% in HFRAs).**

- **That leaves 33% of the 11%, or 3.5% of the Gen Pop (1.6% in HFRAs) who do not understand English. In 2022, this proportion was lower at 2.5% (1.2% in HFRAs).**
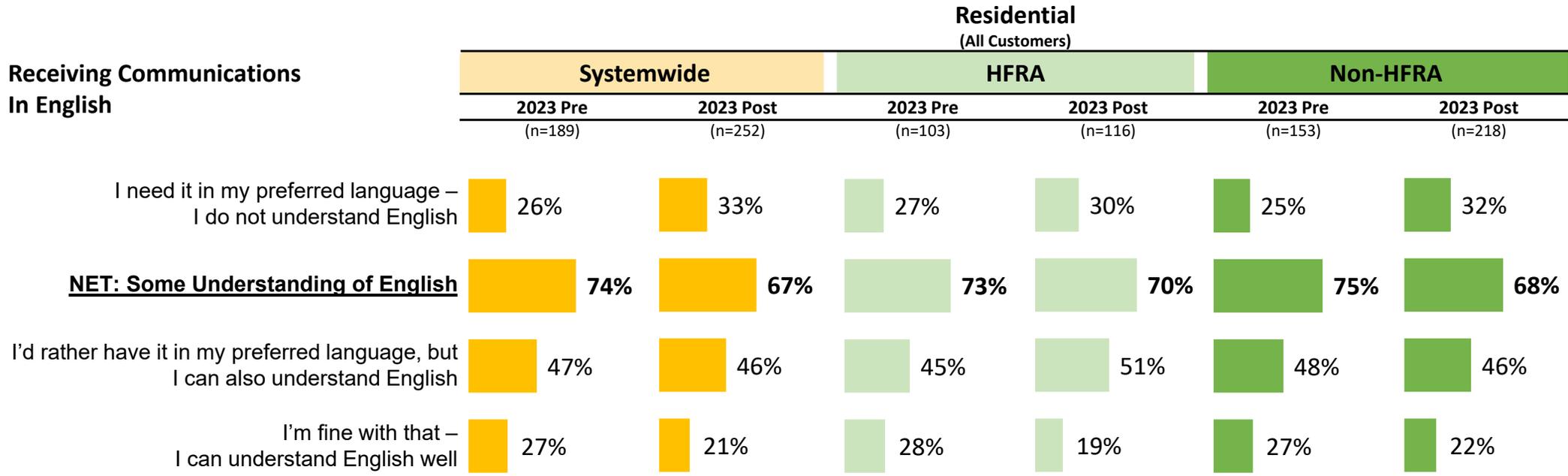
	Residential (All Customers)					
Receiving Communications In English	**Systemwide**		**HFRA**		**Non-HFRA**	
	2023 Pre (n=189)	**2023 Post** (n=252)	**2023 Pre** (n=103)	**2023 Post** (n=116)	**2023 Pre** (n=153)	**2023 Post** (n=218)
I need it in my preferred language – I do not understand English	26%	33%	27%	30%	25%	32%
NET: Some Understanding of English	**74%**	**67%**	**73%**	**70%**	**75%**	**68%**
I'd rather have it in my preferred language, but I can also understand English	47%	46%	45%	51%	48%	46%
I'm fine with that – I can understand English well	27%	21%	28%	19%	27%	22%

Q4. [PREFER LANGUAGE OTHER THAN ENGLISH] How do you feel about receiving wildfire communications from SCE in English only?

Shading indicates a significant difference at the 90% confidence level from the prior year

SCE Wildfire Communications
Among **All** Residential Customers

SCE WF Communications Recall – All Customers

- **The share of all Residential customers systemwide who recall SCE WF communications increased in 2023 Post- (47% vs. 42% in the Pre-), mostly due to an increase in the Non-HFRAs (+5% pts. to 41%).**
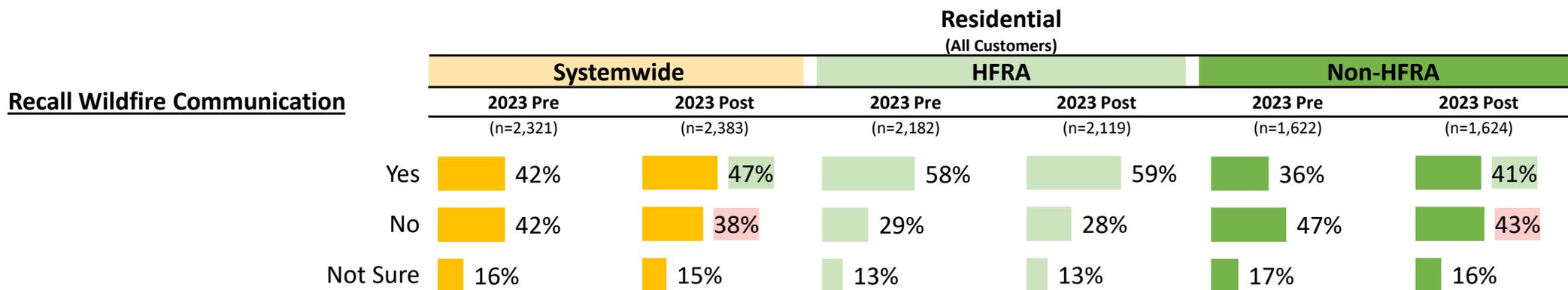
Residential
(All Customers)

Recall Wildfire Communication	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
Yes	42%	47%	58%	59%	36%	41%
No	42%	38%	29%	28%	47%	43%
Not Sure	16%	15%	13%	13%	17%	16%

Q1. "In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?"

Shading indicates a significant difference at the 90% confidence level from the prior year

Language of SCE WF Comms – All Customers

- **Among the 47% systemwide who recall SCE WF comms, 21% recall a version in a language other than English (Spanish mostly).**
- **In HFRAs, among the 59% who recall WF Comms, 17% recall a non-English version (unchanged from the 2023 Pre-).**

Residential
(All Customers)

Language of Wildfire Safety Communication	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=971)	**2023 Post** (n=1,113)	**2023 Pre** (n=1,255)	**2023 Post** (n=1,246)	**2023 Pre** (n=575)	**2023 Post** (n=664)
English	97%	95%	98%	98%	97%	94%
NET: Non-English	18%	21%	17%	17%	19%	23%
Spanish	15%	19%	16%	17%	15%	21%
Chinese Mandarin	2%	2%	1%	1%	3%	2%
Chinese Cantonese	1%	1%	1%	1%	2%	1%
Korean	<1%	1%	<1%	1%	1%	<1%
Vietnamese	1%	1%	<1%	1%	1%	2%
Tagalog	<1%	<1%	<1%	<1%	<1%	<1%
Russian	<1%	-	<1%	<1%	<1%	-
Khmer	<1%	<1%	-	<1%	<1%	<1%
Arabic	-	<1%	<1%	<1%	-	<1%
Armenian	-	<1%	<1%	<1%	-	<1%
Farsi	-	<1%	-	<1%	-	<1%
French	-	<1%	-	<1%	-	<1%
German	-	<1%	-	<1%	-	<1%
Japanese	<1%	<1%	<1%	<1%	<1%	<1%
Hindi	<1%	<1%	-	<1%	<1%	<1%
Punjabi	-	<1%	-	-	-	<1%

Q5. [RECALL COMMUNICATION] In what language(s) was the wildfire safety and preparedness information that you recall seeing or hearing from SCE?

Shading indicates a significant difference at the 90% confidence level from the prior year

SCE Sources – All Customers

- Among the 47% who recall WF communications from SCE, emails (55%) and letters (39%) are most often cited, followed by advertising (17%), SCE.com (14%), and SCE texts (12%).
- Citations of SCE.com, texts, and social media posts are up in the 2023 Post- compared to the 2023 Pre-. The uptick in recall among HFRA residents appears to be due to emails and texts.

Residential
(All Customers)

Source of Communication	Systemwide 2023 Pre (n=972)	Systemwide 2023 Post (n=1,066)	HFRA 2023 Pre (n=1,259)	HFRA 2023 Post (n=1,199)	Non-HFRA 2023 Pre (n=576)	Non-HFRA 2023 Post (n=635)
An email from SCE	53%	55%	56%	61%	50%	49%
A letter in the mail from SCE	42%	39%	54%	44%	36%	37%
SCE website	12%	14%	10%	12%	13%	14%
Advertising on TV, radio, or online	15%	17%	8%	13%	19%	20%
Informational videos on TV	7%	9%	4%	6%	9%	12%
Social media post	5%	7%	4%	6%	6%	6%
A text message from SCE	6%	12%	8%	21%	4%	7%
Informational videos on web and social media	4%	4%	2%	3%	5%	5%
A telephone call from SCE	1%	3%	2%	6%	1%	0%
Billboards	2%	3%	2%	2%	3%	3%
SCE's PSPS newsletter	2%	3%	3%	4%	2%	2%
SCE representative or employee	1%	1%	1%	1%	1%	1%
SCE wildfire preparedness webinar/online meeting	1%	1%	1%	1%	1%	0%
SCE Community meetings	1%	1%	1%	1%	<1%	1%
Other	3%	1%	4%	1%	3%	1%
Don't recall	5%	4%	4%	4%	5%	5%

Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?

Shading indicates a significant difference at the 90% confidence level from the prior year

Usefulness of SCE Sources – All Customers

- **Source usefulness <u>held steady</u> systemwide except for a few infrequently cited sources. (Caution: some very small bases). In HFRAs, source usefulness of SCE.com <u>dropped</u>, while social media videos <u>rose</u>.**
  - Base sizes vary widely (from 8 to 569). "Usefulness" is defined as rating top 2 box on a 5-point scale.
  - The base includes those who saw/heard the communications from this source in English regardless of their preferred language.

Usefulness of Communication Source (Top 2 Box)

Residential
(All Customers)

	Systemwide		HFRA		Non-HFRA	
	2023 Pre	2023 Post	2023 Pre	2023 Post	2023 Pre	2023 Post
n	(n=5--503)	(n=8-569)	(n=7-693)	(n=8-722)	(n=3-277)	(n=2-298)
SCE representative or employee	60%	88%	86%	88%	50%	75%
Informational videos on web and social media	55%	86%	52%	82%	63%	86%
SCE website	83%	82%	86%	72%	81%	81%
SCE's PSPS newsletter	82%	79%	65%	80%	91%	70%
Informational videos on TV	65%	76%	59%	67%	68%	76%
SCE Community meetings	100%	75%	63%	88%	100%	50%
SCE wildfire preparedness webinar or online meeting	50%	75%	73%	80%	50%	50%
Social media post	65%	73%	56%	63%	75%	78%
A text message from SCE	76%	73%	75%	73%	83%	70%
Advertising on TV, radio, or online	69%	65%	61%	60%	68%	66%
An email from SCE	64%	61%	61%	60%	67%	60%
A telephone call from SCE	63%	59%	73%	66%	67%	67%
A letter in the mail from SCE	59%	58%	57%	57%	59%	57%
Billboards	59%	53%	59%	60%	54%	53%
Average Usefulness	**63%**	**65%**	**60%**	**63%**	**64%**	**65%**

Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via...?
Shading indicates a significant difference at the 90% confidence level from the prior year

Satisfaction with SCE.com – All Customers

- **Among users of SCE.com systemwide, a high level of net satisfaction (top 2 box on a 5-point scale) was <u>unchanged</u> 2023 Pre- to Post-, but satisfaction with SCE.com among HFRA respondents <u>declined</u>.**
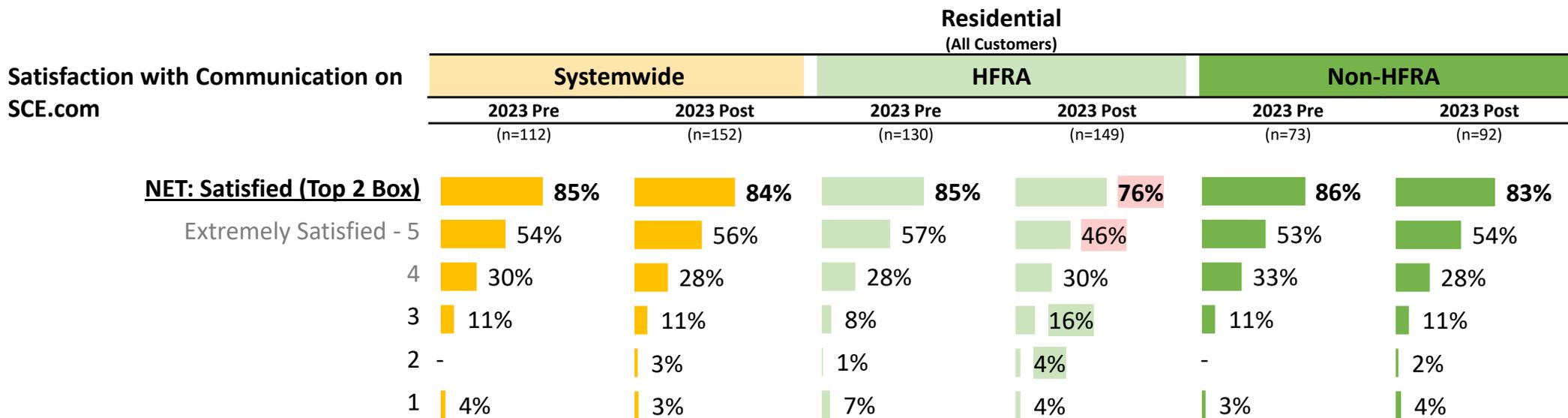
Residential
(All Customers)

Satisfaction with Communication on SCE.com	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=112)	2023 Post (n=152)	2023 Pre (n=130)	2023 Post (n=149)	2023 Pre (n=73)	2023 Post (n=92)
NET: Satisfied (Top 2 Box)	85%	84%	85%	76%	86%	83%
Extremely Satisfied - 5	54%	56%	57%	46%	53%	54%
4	30%	28%	28%	30%	33%	28%
3	11%	11%	8%	16%	11%	11%
2	-	3%	1%	4%	-	2%
1	4%	3%	7%	4%	3%	4%

Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

Shading indicates a significant difference at the 90% confidence level from the prior year

SCE Wildfire Communications
Among Customers Who **Prefer Other** Languages

SCE WF Communications Recall – Prefer Other

- **About half (51%) of the 11% systemwide who prefer WF comms in a language other than English (the "Prefer Others") recall recent SCE WF comms (regardless of language).**

- **This incidence is <u>substantially higher</u> at the end of the 2023 wildfire season compared to 2023 Pre-. This is true for both HFRA and Non-HFRA customers.**
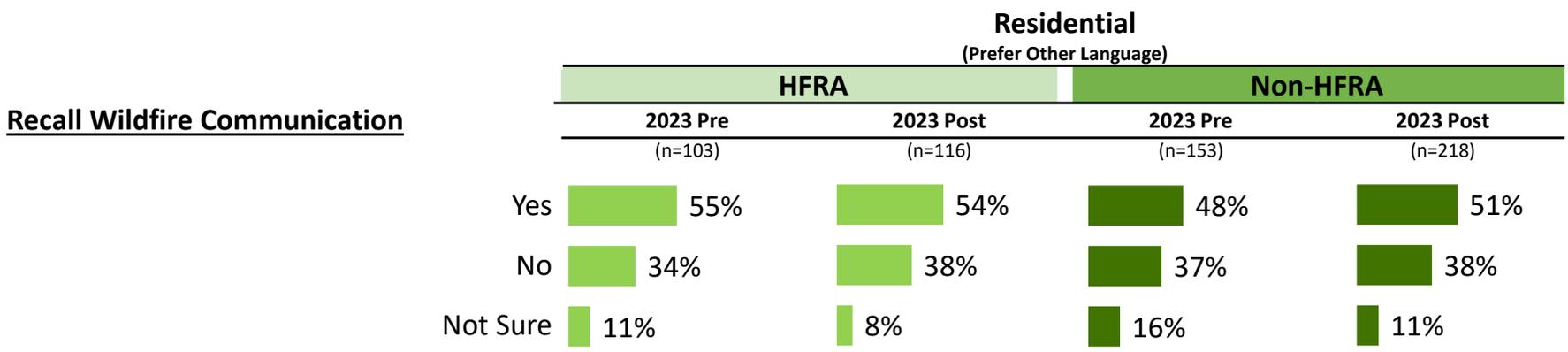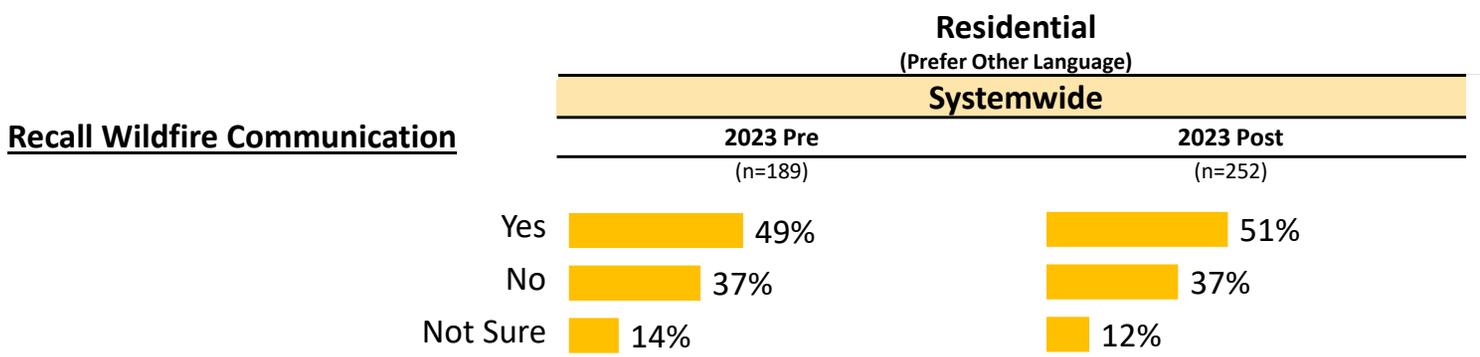
Residential
(Prefer Other Language)

Recall Wildfire Communication

Systemwide		
2023 Pre		**2023 Post**
(n=189)		(n=252)

	2023 Pre	2023 Post
Yes	49%	51%
No	37%	37%
Not Sure	14%	12%

Residential
(Prefer Other Language)

Recall Wildfire Communication

HFRA		Non-HFRA	
2023 Pre	**2023 Post**	**2023 Pre**	**2023 Post**
(n=103)	(n=116)	(n=153)	(n=218)

	HFRA 2023 Pre	HFRA 2023 Post	Non-HFRA 2023 Pre	Non-HFRA 2023 Post
Yes	55%	54%	48%	51%
No	34%	38%	37%	38%
Not Sure	11%	8%	16%	11%

Q1. "In the past few months do you recall any communications of any type (i.e., mail, TV, radio, social media, etc.) from SCE about the threat of wildfires and how you can prepare for them?"

Shading indicates a significant difference at the 90% confidence level from the prior year

SCE Sources – Prefer Other Languages

- **The rise in recall of WF comms among the Prefer Others appears to have most often come in the form of emails in English.**

Residential
(Prefer Other Language)

Source of Communication	Systemwide			
	In English		In Other	
	2023 Pre (n=92)	2023 Post (n=129)	2023 Pre (n=92)	2023 Post (n=129)
An email from SCE	28%	34%	16%	16%
A letter in the mail from SCE	22%	16%	11%	13%
SCE website	9%	5%	10%	4%
Advertising on TV, radio, or online	9%	14%	21%	19%
Social media post	9%	5%	5%	4%
Informational videos on TV	7%	12%	16%	14%
A text message from SCE	5%	6%	4%	3%
Informational videos on web and social media	3%	3%	4%	2%
A telephone call from SCE	2%		2%	
SCE Community meetings	2%		1%	
Billboards	2%	1%	2%	2%
SCE's PSPS newsletter	1%		2%	
SCE representative or employee	-		-	
SCE wildfire preparedness webinar or online meeting	-		-	1%
Other	1%		1%	
None	37%	35%	34%	40%

Shading indicates a significant difference at the 90% confidence level from the prior year

Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?
Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

SCE Sources – Prefer Other Languages

Residential

- **The Prefer Others who recall SCE WF communications are further divided here by HFRA and Non-HFRA, making for some small bases.**
  - In HFRAs, 70% cite a source in English and 59% cite a source in their preferred language (subtract from 100% those who said "none"). Both are <u>unchanged</u>.
  - In Non-HFRAs, 64% cite a source in English and 61% cite a source in their preferred language.

Residential
(Prefer Other Language)

Source of Communication	HFRA – In English 2023 Pre (n=57)	HFRA – In English 2023 Post (n=63)	HFRA – In Other 2023 Pre (n=57)	HFRA – In Other 2023 Post (n=63)	Non-HFRA – In English 2023 Pre (n=73)	Non-HFRA – In English 2023 Post (n=111)	Non-HFRA – In Other 2023 Pre (n=73)	Non-HFRA – In Other 2023 Post (n=111)
An email from SCE	33%	25%	11%	11%	25%	32%	19%	19%
A letter in the mail from SCE	35%	25%	23%	16%	18%	13%	10%	13%
Informational videos on TV	16%	10%	11%	5%	8%	5%	10%	4%
SCE website	4%	11%	12%	14%	10%	13%	23%	20%
Advertising on TV, radio, or online	2%	3%	2%	2%	11%	5%	7%	4%
A telephone call from SCE	7%	8%	11%	14%	5%	12%	18%	14%
Informational videos on web and social media	5%	19%	5%	10%	4%	4%	5%	2%
Social media post	7%	3%	2%	2%	3%	3%	5%	3%
A text message from SCE	5%	2%	4%	3%	-	-	1%	-
Billboards	2%	-	2%	-	1%	-	-	-
SCE's PSPS newsletter	2%	2%	-	2%	3%	1%	3%	1%
SCE Community meetings	-	2%	-	-	1%	-	3%	-
SCE representative or employee	-	-	-	-	-	-	-	-
SCE wildfire preparedness webinar/online meeting	-	-	-	-	-	-	-	1%
Other	4%	-	2%	-	1%	-	1%	-
None	25%	30%	40%	41%	40%	36%	29%	39%

Q6. [BASE: RECALL COMMUNICATION] Where did you see or hear SCE's communications about wildfire season safety and preparedness?
Q7. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level from the prior year

Usefulness of SCE Sources – Prefer Other

- **The Prefer Others who used these SCE sources rated their usefulness, when it was in English or in their preferred language.**
  - The sample sizes are quite small (ranging from 1 to 43) which makes assessments unreliable.

Usefulness of Communication Source ... (Top 2 Box)	Residential (Prefer Other Language) Systemwide			
	In English		In Other	
	2023 Pre (n=1-26)	2023 Post (n=1-43)	2023 Pre (n=1-18)	2023 Post (n=)
A text message from SCE	100%	75%	100%	100%
SCE Community meetings	100%	-	100%	-
SCE's PSPS newsletter	100%	-	50%	-
Billboards	100%	100%	100%	100%
SCE website	88%	100%	100%	100%
Social media post	88%	100%	100%	75%
Informational videos on TV	83%	87%	100%	89%
Advertising on TV, radio, or online	75%	82%	100%	92%
An email from SCE	73%	70%	77%	89%
Informational videos on web and social media	67%	100%	100%	100%
A letter in the mail from SCE	55%	74%	100%	88%
A telephone call from SCE	50%	-	50%	-
SCE representative or employee	-	-	-	-
SCE wildfire preparedness webinar or online meeting	-	-	-	100%

Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via…?
Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via…?

Shading indicates a significant difference at the 90% confidence level from the prior year

Usefulness of SCE Sources – Prefer Other

- **The same few respondents from the previous slide are here further divided between those living in HFRAs and Non-HFRAs.**
  – Small sample sizes, now ranging 1 to 20, make assessments unreliable.

Residential
(Prefer Other Language)

Usefulness of Communication Source … (Top 2 Box)	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2023 Pre (n=1-20)	2023 Post (n=1-16)	2023 Pre (n=1-13)	2023 Post (n=1-9)	2023 Pre (n=1-13)	2023 Post (n=1-35)	2023 Pre (n=1-16)	2023 Post (n=1-22)
A text message from SCE	100%	75%	100%	100%	100%	100%	100%	100%
SCE Community meetings	100%	-	100%	-	100%	-	-	-
SCE's PSPS newsletter	-	100%	-	-	-	100%	50%	-
Billboards	100%	100%	-	100%	100%	100%	100%	100%
SCE website	100%	83%	100%	100%	83%	100%	100%	100%
Social media post	-	100%	100%	100%	88%	100%	100%	67%
Informational videos on TV	50%	100%	100%	89%	100%	85%	100%	87%
Advertising on TV, radio, or online	50%	86%	100%	100%	86%	85%	100%	91%
An email from SCE	74%	81%	100%	100%	78%	71%	75%	89%
Informational videos on web and social media	50%	100%	100%	100%	100%	100%	100%	100%
A letter in the mail from SCE	75%	75%	92%	100%	54%	85%	100%	86%
A telephone call from SCE	33%	-	100%	100%	-	-	-	-
SCE representative or employee	-	-	-	-	-	-	-	-
SCE wildfire preparedness webinar or online meeting	-	-	-	-	-	-	-	100%

Q9A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful were the wildfire communications that you saw or heard from SCE via…?
Q9B2. [BASE: ALL WHO USED THAT SOURCE IN PREFERRED LANGUAGE] How useful were the wildfire communications in LANGUAGE that you saw or heard from SCE via…?
Shading indicates a significant difference at the 90% confidence level from the prior year

Satisfaction with SCE.com – Prefer Other

- **Too few respondents (10) both prefer a language other than English <u>and</u> used SCE.com, making ratings of their satisfaction with the website <u>not</u> meaningful.**
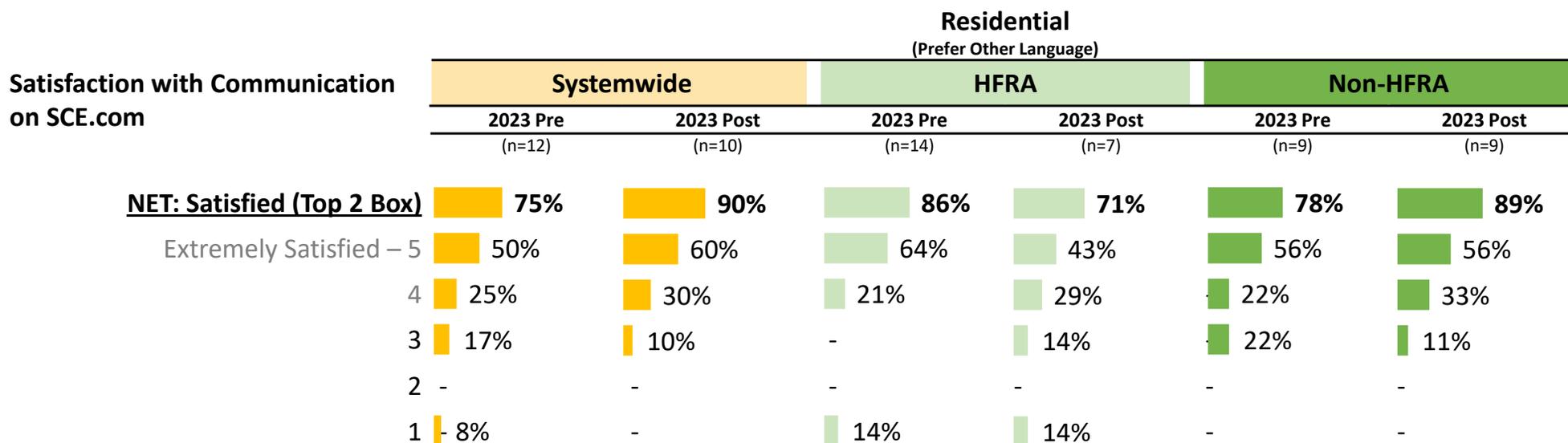
|	Residential (Prefer Other Language)					
Satisfaction with Communication on SCE.com	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=12)	2023 Post (n=10)	2023 Pre (n=14)	2023 Post (n=7)	2023 Pre (n=9)	2023 Post (n=9)
NET: Satisfied (Top 2 Box)	**75%**	**90%**	**86%**	**71%**	**78%**	**89%**
Extremely Satisfied – 5	50%	60%	64%	43%	56%	56%
4	25%	30%	21%	29%	22%	33%
3	17%	10%	-	14%	22%	11%
2	-	-	-	-	-	-
1	8%	-	14%	14%	-	-

Q8. [RECALLED COMMUNICATION FROM SCE WEBSITE] How satisfied were you with the information provided on the SCE website about preparing for wildfires?

Shading indicates a significant difference at the 90% confidence level from the prior year

Other WF Communications Sources
Among **All** Residential Customers

Other WF Sources – All Customers

- **All customers were asked about other WF sources (in the previous section, just those who recalled SCE WF sources were asked about those sources).**

- **Local news reports continue to slide as a source (44% in the Post- 2020 survey; 39% in 2022, and 36% in 2023), but still remain the most often cited source.**

- **Other commonly cited sources, *especially in HFRAs,* are city/county government, CalFire, and local FDs.**

Other Communication Sources	Residential (All Customers)					
	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	2023 Post (n=2383)	2023 Pre (n=2182)	2023 Post (n=2119)	2023 Pre (n=1622)	2023 Post (n=1624)
Local news reports	34%	36%	29%	32%	36%	36%
City or county government	23%	24%	26%	28%	22%	22%
CalFire	17%	18%	21%	22%	15%	15%
State government	11%	11%	9%	10%	12%	11%
Local fire department	11%	12%	16%	16%	10%	9%
Local community organizations	4%	4%	4%	6%	3%	4%
Non-profit organizations	1%	2%	2%	2%	1%	1%
Healthcare/medical device suppliers	2%	1%	1%	1%	2%	1%
Other	14%	14%	15%	16%	14%	13%
None of the above	24%	22%	23%	20%	26%	25%
Don't recall	9%	10%	10%	10%	9%	10%

Q10. ASKED OF ALL Other than SCE's communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Shading indicates a significant difference at the 90% confidence level from the prior year

Usefulness of Other WF Sources – All Customers

- Among the varying number of customers who say they used these sources, usefulness is broadly consistent (58% to 80% systemwide).
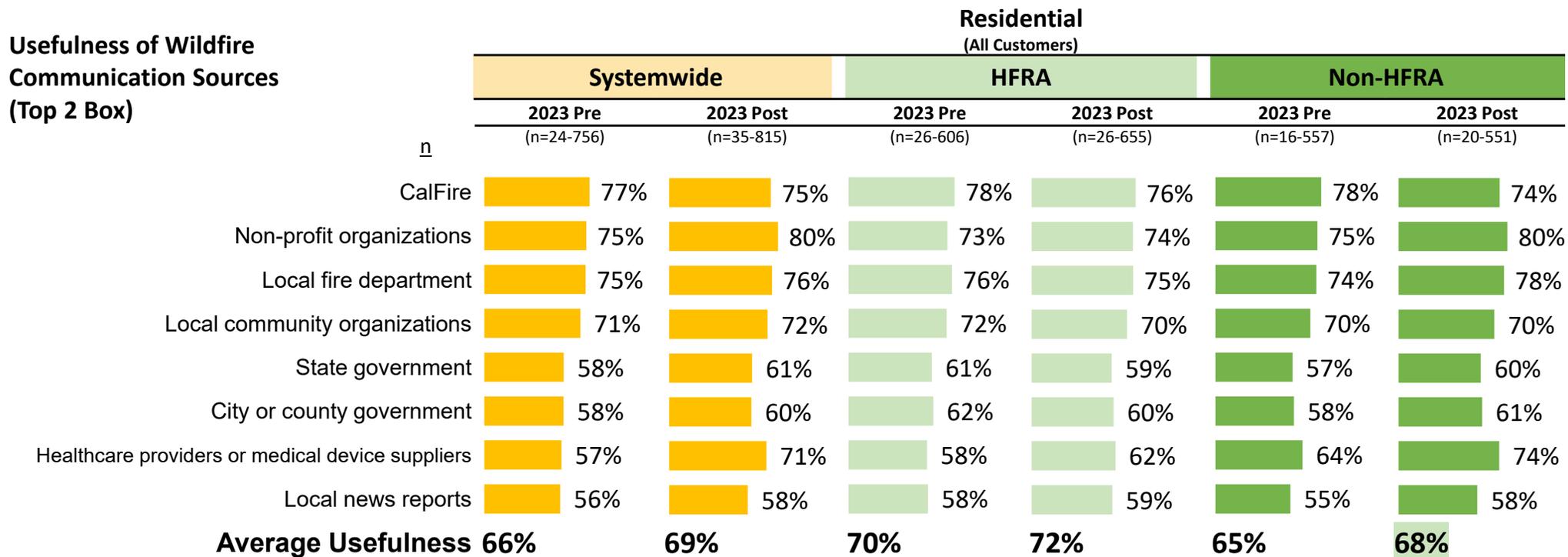
Residential
(All Customers)

Usefulness of Wildfire Communication Sources (Top 2 Box)	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=24-756)	2023 Post (n=35-815)	2023 Pre (n=26-606)	2023 Post (n=26-655)	2023 Pre (n=16-557)	2023 Post (n=20-551)
CalFire	77%	75%	78%	76%	78%	74%
Non-profit organizations	75%	80%	73%	74%	75%	80%
Local fire department	75%	76%	76%	75%	74%	78%
Local community organizations	71%	72%	72%	70%	70%	70%
State government	58%	61%	61%	59%	57%	60%
City or county government	58%	60%	62%	60%	58%	61%
Healthcare providers or medical device suppliers	57%	71%	58%	62%	64%	74%
Local news reports	56%	58%	58%	59%	55%	58%
Average Usefulness	**66%**	**69%**	**70%**	**72%**	**65%**	**68%**

Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?

Shading indicates a significant difference at the 90% confidence level from the prior year

Other Wildfire Communications Sources
Among Customers Who **Prefer Other** Languages

Other WF Sources – Prefer Other Languages

- **Customers who prefer other languages rarely use any of these other sources, and they are only slightly more likely to use them when those sources are in their preferred language: When the sources are in English, the percent saying "<u>none</u>" is 65% – and it is 63% when the sources are in their preferred language.**
- **By contrast, 51% of Prefer Others recall seeing SCE WF communications.**
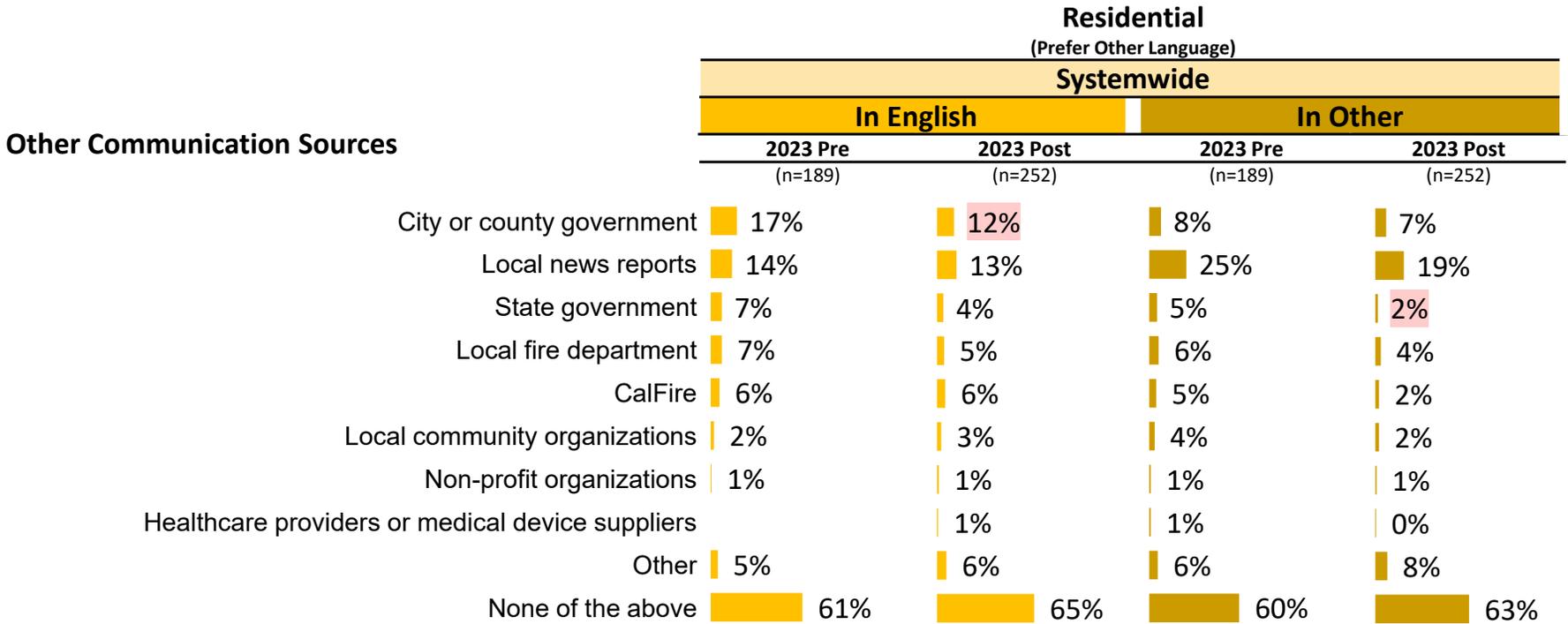
Residential
(Prefer Other Language)

Other Communication Sources	Systemwide			
	In English		In Other	
	2023 Pre (n=189)	2023 Post (n=252)	2023 Pre (n=189)	2023 Post (n=252)
City or county government	17%	12%	8%	7%
Local news reports	14%	13%	25%	19%
State government	7%	4%	5%	2%
Local fire department	7%	5%	6%	4%
CalFire	6%	6%	5%	2%
Local community organizations	2%	3%	4%	2%
Non-profit organizations	1%	1%	1%	1%
Healthcare providers or medical device suppliers		1%	1%	0%
Other	5%	6%	6%	8%
None of the above	61%	65%	60%	63%

Q10. Other than SCE's communications, what other sources have you used to obtain information about wildfire safety and preparedness?
Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level from the prior year

Other Sources – Prefer Other Languages

- **Here, the systemwide respondents on the previous slide (prefer other languages and used one or more of these sources) are divided among HFRA and non-HFRA residents.**

- **As reported on the previous slide, these customers tend not to use these other sources – whether they are in English or their preferred language. Even local news reports are rarely used.**

Residential
(Prefer Other Language)

Other Communication Sources	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2023 Pre (n=103)	2023 Post (n=116)	2023 Pre (n=103)	2023 Post (n=116)	2023 Pre (n=153)	2023 Post (n=218)	2023 Pre (n=153)	2023 Post (n=218)
City or county government	15%	12%	6%	6%	18%	11%	9%	7%
Local news reports	11%	15%	17%	16%	14%	12%	25%	20%
State government	9%	4%	3%	1%	7%	5%	6%	1%
Local fire department	7%	8%	3%	5%	7%	5%	6%	4%
CalFire	9%	6%	4%	3%	5%	6%	5%	3%
Local community organizations	3%	-	6%	2%	3%	3%	4%	3%
Non-profit organizations	1%	-	-	1%	-	1%	1%	1%
Healthcare providers or medical device suppliers	1%	1%	2%	1%	-	1%	1%	0%
Other	3%	6%	6%	10%	5%	6%	7%	8%
None of the above	64%	65%	65%	64%	63%	64%	59%	60%

Q10. [BASE: RECALL COMMUNICATION] Other than SCE's communications, what other sources have you used to obtain information about wildfire safety and preparedness?

Q11. Which, if any, of these sources provided information in English and which provided information in your preferred language?

Shading indicates a significant difference at the 90% confidence level from the prior year

Usefulness of Other Sources – Prefer Other

- **Sample sizes are quite unreliable, but it appears source usefulness increases only slightly when it is provided in the preferred language.**
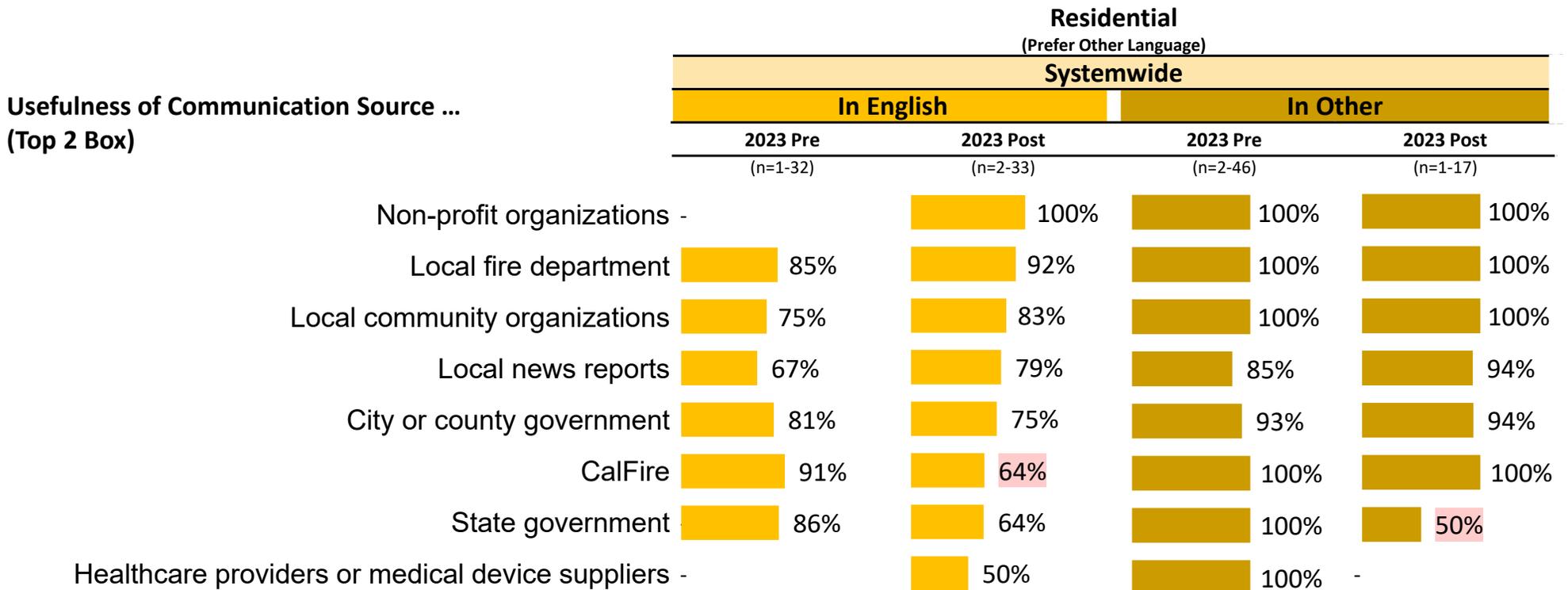
Residential
(Prefer Other Language)

Usefulness of Communication Source …
(Top 2 Box)

Usefulness of Communication Source … (Top 2 Box)	In English		In Other	
	2023 Pre (n=1-32)	**2023 Post** (n=2-33)	**2023 Pre** (n=2-46)	**2023 Post** (n=1-17)
Non-profit organizations	-	100%	100%	100%
Local fire department	85%	92%	100%	100%
Local community organizations	75%	83%	100%	100%
Local news reports	67%	79%	85%	94%
City or county government	81%	75%	93%	94%
CalFire	91%	64%	100%	100%
State government	86%	64%	100%	50%
Healthcare providers or medical device suppliers	-	50%	100%	-

Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from …?
Q12B2. And using the same 1 to 5 scale, how useful was the wildfire information in [PREFERRED LANGUAGE] from…?

Shading indicates a significant difference at the 90% confidence level from the prior year

Usefulness of Other Sources – Prefer Other

- **Sample sizes are even less reliable when they are further divided between HFRA and Non-HFRAs.**
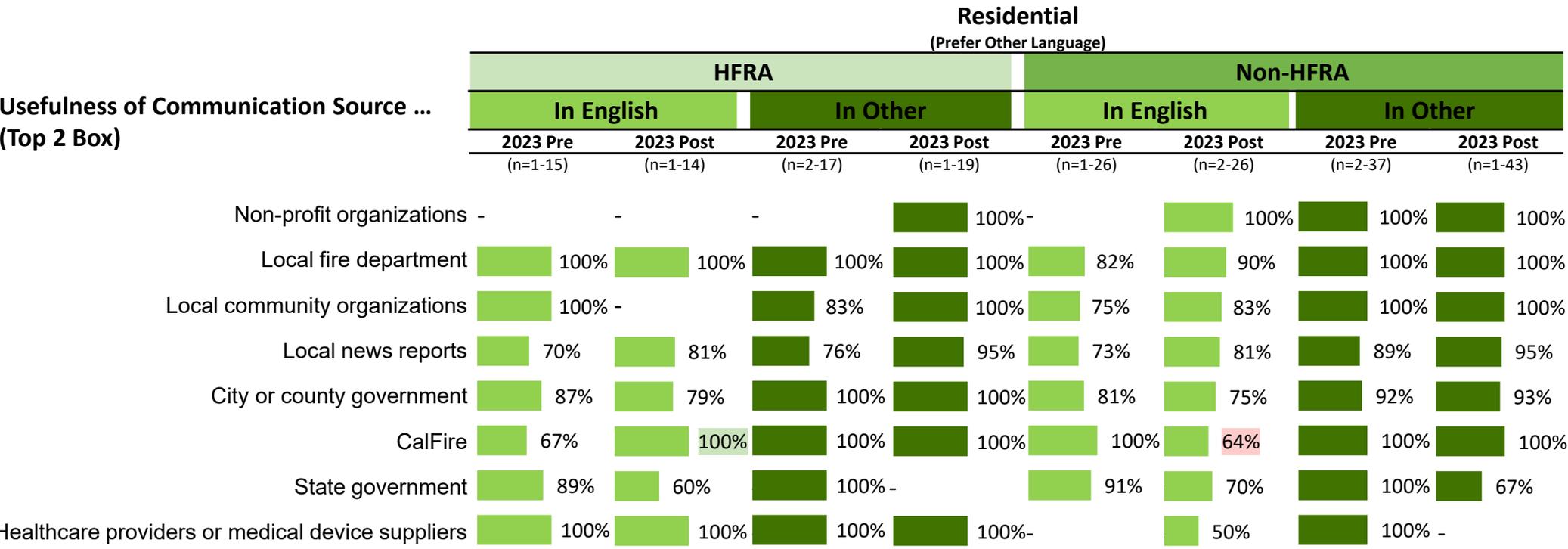
Residential
(Prefer Other Language)

Usefulness of Communication Source ... (Top 2 Box)	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2023 Pre (n=1-15)	2023 Post (n=1-14)	2023 Pre (n=2-17)	2023 Post (n=1-19)	2023 Pre (n=1-26)	2023 Post (n=2-26)	2023 Pre (n=2-37)	2023 Post (n=1-43)
Non-profit organizations	-	-	-	100%	-	100%	100%	100%
Local fire department	100%	100%	100%	100%	82%	90%	100%	100%
Local community organizations	100%	-	83%	100%	75%	83%	100%	100%
Local news reports	70%	81%	76%	95%	73%	81%	89%	95%
City or county government	87%	79%	100%	100%	81%	75%	92%	93%
CalFire	67%	100%	100%	100%	100%	64%	100%	100%
State government	89%	60%	100%	-	91%	70%	100%	67%
Healthcare providers or medical device suppliers	100%	100%	100%	100%	-	50%	100%	-

Q12A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the wildfire information from ...?
Q12B2. And using the same 1 to 5 scale, how useful was the wildfire information in [PREFERRED LANGUAGE] from...?

Shading indicates a significant difference at the 90% confidence level from the prior year

Ratings of SCE's WF Efforts
Among All Residential Customers

Satisfaction w/ SCE's WF Efforts – All Customers

- **The proportion of customers systemwide who are satisfied with SCE's WF efforts (56%) has <u>increased</u> since the 2023 Pre- survey (52%).**
- **This proportion rose primarily among Non-HFRA customers (to 57% from 51%).**

Residential
(All Customers)

Satisfaction with Efforts	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	2023 Post (n=2383)	2023 Pre (n=2182)	2023 Post (n=2119)	2023 Pre (n=1622)	2023 Post (n=1624)
NET: Satisfied (Top 2 Box)	52%	56%	55%	55%	51%	57%
Extremely Satisfied - 5	25%	28%	25%	25%	26%	30%
4	27%	29%	30%	30%	25%	28%
3	37%	32%	33%	31%	38%	32%
2	7%	8%	9%	9%	7%	7%
1	4%	4%	4%	4%	4%	4%
Mean	3.6	3.7	3.6	3.6	3.6	3.7

Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

Shading indicates a significant difference at the 90% confidence level from the prior year

Ratings of SCE Attributes – All Customers

- **In Non-HFRAs, ratings on 9 SCE PSPS-related attributes have improved to levels that are _significantly higher_ than those earned from HFRA residents.**

Residential
(All Customers)

% Agree (Top 2 Box)	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	2023 Post (n=2383)	2023 Pre (n=2182)	2023 Post (n=2119)	2023 Pre (n=1622)	2023 Post (n=1624)
SCE…						
Is committed to restoring power to customers affected by wildfires	66%	68%	66%	65%	67%	70%
Is committed to wildfire safety	60%	62%	62%	62%	59%	62%
Is working to keep my community safe	59%	62%	59%	60%	59%	63%
Shows care and concern for customers	55%	58%	54%	54%	56%	60%
Makes an effort to communicate with all customers about wildfires	55%	60%	60%	61%	53%	60%
Is proactive in taking steps to address wildfire risks	55%	58%	58%	58%	53%	58%
Takes proactive measures to protect the electricity grid from wildfires	55%	59%	57%	59%	53%	58%
Is a company I trust to act in the best interest of its customers	51%	53%	48%	47%	53%	56%
Is helping me prepare for wildfire season	45%	47%	48%	48%	44%	47%
Average Top 2 Box	**55.7%**	**58.4%**	**57.0%**	**57.1%**	**55.2%**	**59.3%**

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE…

Shading indicates a significant difference at the 90% confidence level from the prior year

Satisfaction w/ SCE's WF Efforts – Prefer Other

- There is even <u>higher</u> satisfaction with SCE's overall WF safety and preparedness efforts (79%) among those who prefer other languages compared to all Residential customers (56%).

- Satisfaction is <u>high</u> in both HFRAs (84%) and Non-HFRAs (80%).
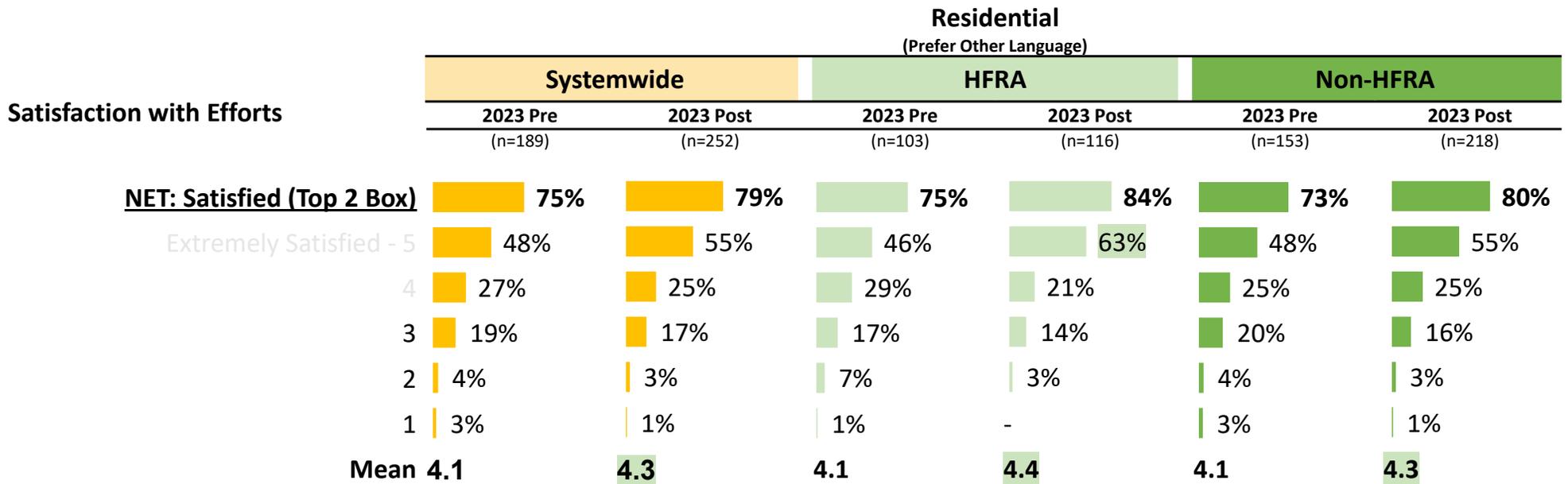
Residential
(Prefer Other Language)

Satisfaction with Efforts	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=189)	2023 Post (n=252)	2023 Pre (n=103)	2023 Post (n=116)	2023 Pre (n=153)	2023 Post (n=218)
<u>NET: Satisfied (Top 2 Box)</u>	75%	79%	75%	84%	73%	80%
Extremely Satisfied - 5	48%	55%	46%	63%	48%	55%
4	27%	25%	29%	21%	25%	25%
3	19%	17%	17%	14%	20%	16%
2	4%	3%	7%	3%	4%	3%
1	3%	1%	1%	-	3%	1%
Mean	**4.1**	**4.3**	**4.1**	**4.4**	**4.1**	**4.3**

Q15. How satisfied are you with SCE's overall wildfire safety and preparedness efforts?

Shading indicates a significant difference at the 90% confidence level from the prior year

Ratings of SCE Attributes – Prefer Other

- **As with the ratings of SCE's PSPS program overall, among the Prefer Other Language customers compared to the General Population, agreement is <u>much higher</u> with 9 statements about SCE's program (79% to 83% of Prefer Others agree vs. 47% to 68% of General Population agree).**

Residential
(Prefer Other Language)

% Agree (Top 2 Box)	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=189)	**2023 Post** (n=252)	**2023 Pre** (n=103)	**2023 Post** (n=116)	**2023 Pre** (n=153)	**2023 Post** (n=218)
SCE…						
Is committed to wildfire safety	83%	81%	84%	82%	83%	82%
Is committed to restoring power to customers affected by wildfires	82%	83%	80%	85%	84%	83%
Is working to keep my community safe	80%	81%	82%	85%	81%	82%
Shows care and concern for customers	80%	82%	78%	85%	81%	81%
Is a company I trust to act in the best interest of its customers	79%	82%	79%	84%	80%	83%
Takes proactive measures to protect the electricity grid from wildfires	79%	82%	77%	86%	80%	82%
Makes an effort to communicate with all customers about wildfires	77%	79%	77%	80%	77%	79%
Is proactive in taking steps to address wildfire risks	77%	81%	81%	81%	77%	81%
Is helping me prepare for wildfire season	75%	80%	74%	84%	76%	79%
Average Top 2 Box	**79.0%**	**81.3**	**78.9%**	**83.7**	**80.0%**	**81.4%**

Q14. Using a scale where 1 means completely disagree and 5 means completely agree, Please indicate how much you agree or disagree with the following statements about SCE. SCE…

Shading indicates a significant difference at the 90% confidence level from the prior year

PSPS Communications
Among All Residential Customers

PSPS Awareness – All Customers

- **Awareness of PSPS <u>increased</u> to 66% (from 63% in 2023 Pre-).**
- **Residents of HFRAs are <u>more likely</u> to have heard of "PSPS" (78% vs. 59% in non-HFRAs).**
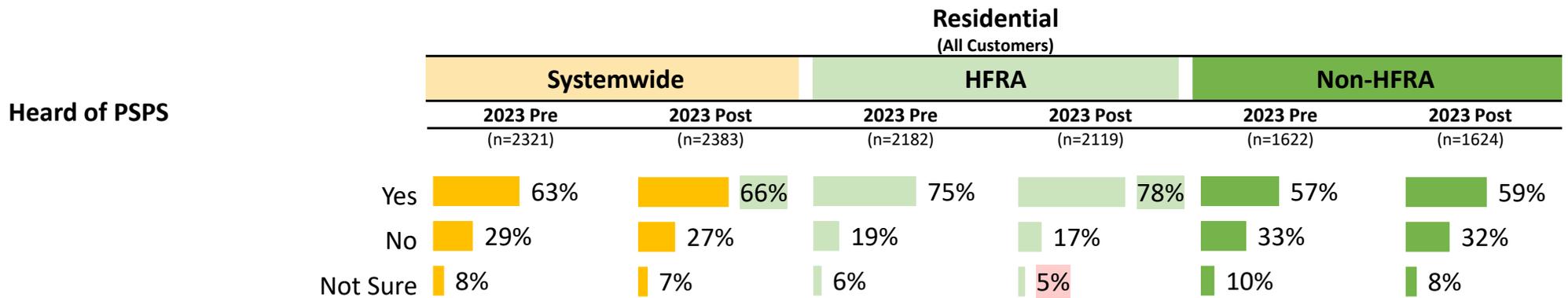
Residential
(All Customers)

Heard of PSPS	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	**2023 Post** (n=2383)	**2023 Pre** (n=2182)	**2023 Post** (n=2119)	**2023 Pre** (n=1622)	**2023 Post** (n=1624)
Yes	63%	66%	75%	78%	57%	59%
No	29%	27%	19%	17%	33%	32%
Not Sure	8%	7%	6%	5%	10%	8%

Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level from the prior year

PSPS Sources – All Customers

- **Among those who do recall PSPS whether in or out of an HFRA, the top sources are SCE emails, SCE letters, and TV or radio news reports.**

- **Text messages saw a large <u>increase</u> (20%) in the 2023 Post- survey.**

Residential (All Customers)

PSPS Source	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=1461)	2023 Post (n=1564)	2023 Pre (n=1637)	2023 Post (n=1663)	2023 Pre (n=927)	2023 Post (n=964)
TV or radio news report	41%	37%	32%	32%	45%	41%
An email from SCE	36%	38%	42%	47%	32%	31%
A letter in the mail from SCE	31%	29%	42%	36%	27%	24%
SCE website	15%	16%	18%	17%	14%	15%
Online news report	14%	16%	13%	14%	15%	17%
A text message from SCE	14%	20%	22%	32%	10%	13%
Advertising on TV, radio, or online	10%	10%	8%	8%	11%	11%
Word of mouth (such as friends or family)	9%	9%	10%	10%	9%	7%
My power was shut off	9%	7%	15%	11%	6%	3%
Social media post	6%	8%	7%	9%	7%	8%
A telephone call from SCE	4%	7%	9%	12%	2%	3%
Local city or county government	4%	5%	5%	6%	3%	4%
CalFire or local fire department	4%	5%	5%	5%	3%	5%
Informational videos on TV	2%	3%	2%	3%	2%	4%
Informational videos on web and social media	2%	2%	1%	1%	2%	2%
Billboards	1%	1%	1%	1%	1%	1%
Local community organization	1%	2%	2%	2%	1%	2%
SCE wildfire preparedness webinar or online meeting	1%	1%	1%	1%	0%	1%
SCE representative or employee	1%	1%	1%	1%	0%	1%
Healthcare provider or medical device supplier	0%	0%	1%	0%	0%	0%
SCE community meetings	0%	1%	1%	1%	0%	0%
Other	7%	7%	7%	7%	8%	7%
Not sure	5%	5%	4%	4%	5%	6%

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs?

Shading indicates a significant difference at the 90% confidence level from the prior year

Usefulness of PSPS Sources – All Customers

- **Compared to the beginning of the 2023 wildfire season, source usefulness ratings for six of SCE's PSPS information sources have <u>declined.</u>**

Residential
(All Customers)

PSPS Communication Source Usefulness (Top 2 Box)	Systemwide		HFRA		Non-HFRA	
	2023 Pre	2023 Post	2023 Pre	2023 Post	2023 Pre	2023 Post
	(n=4-578)	(n=4-577)	(n=8-675)	(n=8-779)	(n=2-402)	(n=1-375)
SCE community meetings	100%	63%	75%	73%	100%	-
Billboards	92%	43%	58%	41%	100%	38%
SCE representative or employee	89%	78%	76%	65%	100%	75%
CalFire or local fire department	87%	87%	84%	84%	79%	87%
Informational videos on web and social media	84%	63%	62%	63%	80%	67%
A text message from SCE	81%	74%	77%	71%	80%	82%
Local community organization	79%	60%	74%	59%	78%	69%
A telephone call from SCE	78%	65%	62%	68%	83%	76%
Healthcare provider or medical device supplier	75%	100%	88%	50%	50%	100%
An email from SCE	74%	67%	70%	67%	77%	68%
SCE website	72%	68%	66%	64%	75%	72%
Local city or county government	72%	67%	70%	65%	71%	71%
Informational videos on TV	70%	76%	60%	61%	71%	83%
A letter in the mail from SCE	70%	65%	64%	63%	74%	68%
Advertising on TV, radio, or online	66%	68%	66%	65%	65%	71%
Social media post	65%	66%	52%	58%	66%	72%
Word of mouth (such as friends or family)	62%	62%	57%	57%	60%	66%
TV or radio news report	61%	64%	58%	61%	63%	65%
SCE wildfire preparedness webinar or online meeting	58%	58%	53%	60%	100%	40%
Online news report	58%	64%	55%	59%	61%	65%

Q19A/B1. [SAW COMMUNICATIONS IN ENGLISH] On a 1 to 5 scale where 1 is not at all useful and 5 is extremely useful, how useful was the PSPS information from …?

Shading indicates a significant difference at the 90% confidence level from the prior year

SCE PSPS Advertising– All Customers

- **Another new question in 2023 asks recall of SCE's PSPS-specific advertising.**
- **About half of all Residential customers say they do recall such advertising. About half of those who recall PSPS advertising rate it as effective – <u>most</u> often for efforts to mitigate WF risks (62%) and outage alert sign-ups (63%) – and <u>least</u> often for helping with preparedness plan creation (46%)**
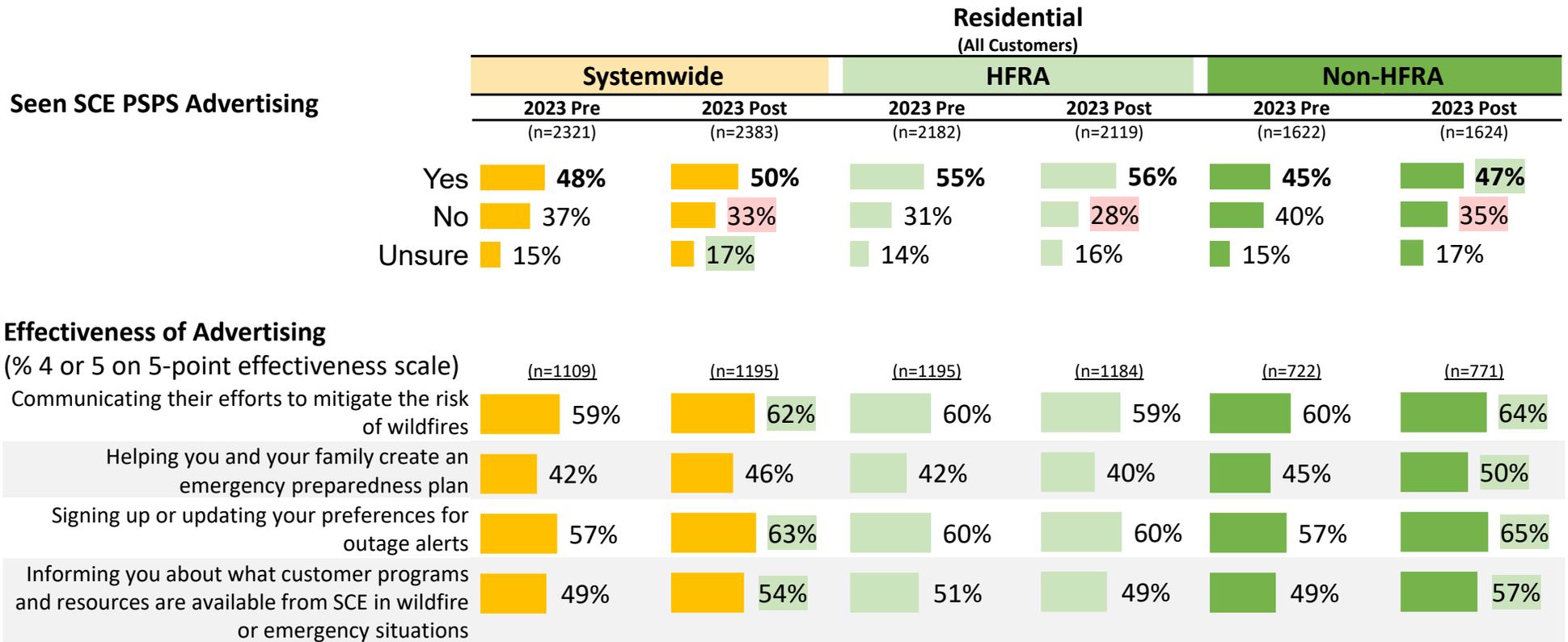
Residential
(All Customers)

	Systemwide		HFRA		Non-HFRA	
Seen SCE PSPS Advertising	**2023 Pre**	**2023 Post**	**2023 Pre**	**2023 Post**	**2023 Pre**	**2023 Post**
	(n=2321)	(n=2383)	(n=2182)	(n=2119)	(n=1622)	(n=1624)
Yes	**48%**	**50%**	**55%**	**56%**	**45%**	**47%**
No	37%	33%	31%	28%	40%	35%
Unsure	15%	17%	14%	16%	15%	17%

Effectiveness of Advertising
(% 4 or 5 on 5-point effectiveness scale)

	(n=1109)	(n=1195)	(n=1195)	(n=1184)	(n=722)	(n=771)
Communicating their efforts to mitigate the risk of wildfires	59%	62%	60%	59%	60%	64%
Helping you and your family create an emergency preparedness plan	42%	46%	42%	40%	45%	50%
Signing up or updating your preferences for outage alerts	57%	63%	60%	60%	57%	65%
Informing you about what customer programs and resources are available from SCE in wildfire or emergency situations	49%	54%	51%	49%	49%	57%

Q24. "Have you ever seen or heard any advertising from Southern California Edison about Public Safety Power Shutoffs and being prepared for emergencies? This could be through television, radio, or on the internet."
Q25. "[IF YES] How effective has Southern California Edison's advertising been for…"

Shading indicates a significant difference at the 90% confidence level from the prior year

Satisfaction w/ SCE.com PSPS Info – All Customers

- **"Top 2 Box" Satisfaction with SCE.com as a source of PSPS information remains <u>unchanged</u> from the beginning of the 2023 wildfire season .**
- **Satisfaction has consistently been <u>higher</u> among customers in Non-HFRAs and remains so.**
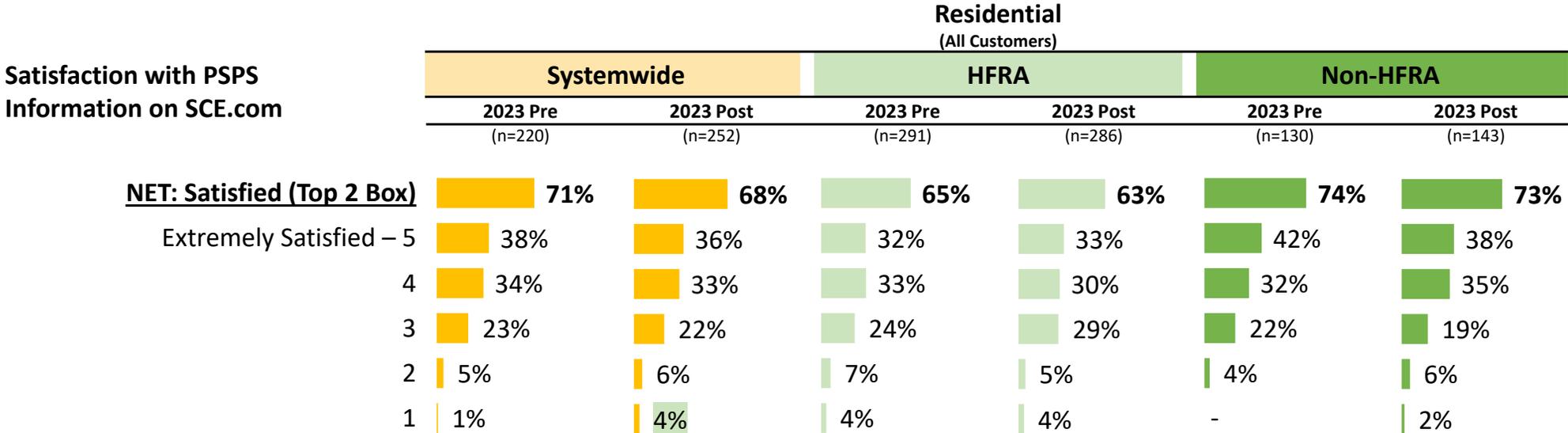
Residential
(All Customers)

Satisfaction with PSPS Information on SCE.com	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=220)	2023 Post (n=252)	2023 Pre (n=291)	2023 Post (n=286)	2023 Pre (n=130)	2023 Post (n=143)
NET: Satisfied (Top 2 Box)	71%	68%	65%	63%	74%	73%
Extremely Satisfied – 5	38%	36%	32%	33%	42%	38%
4	34%	33%	33%	30%	32%	35%
3	23%	22%	24%	29%	22%	19%
2	5%	6%	7%	5%	4%	6%
1	1%	4%	4%	4%	-	2%

Q18b. [PSPS SOURCE = SCE Website] How satisfied were you with the Public Safety Power Shutoff information provided on the SCE website?

Shading indicates a significant difference at the 90% confidence level from the prior year

Opinion of SCE's PSPS Program – All Customers

- **Positive opinions of SCE's PSPS Program are <u>consistent</u> in HFRAs and Non-HFRAs – and are <u>up</u> significantly compared to what they were at the beginning of the 2023 wildfire season.**
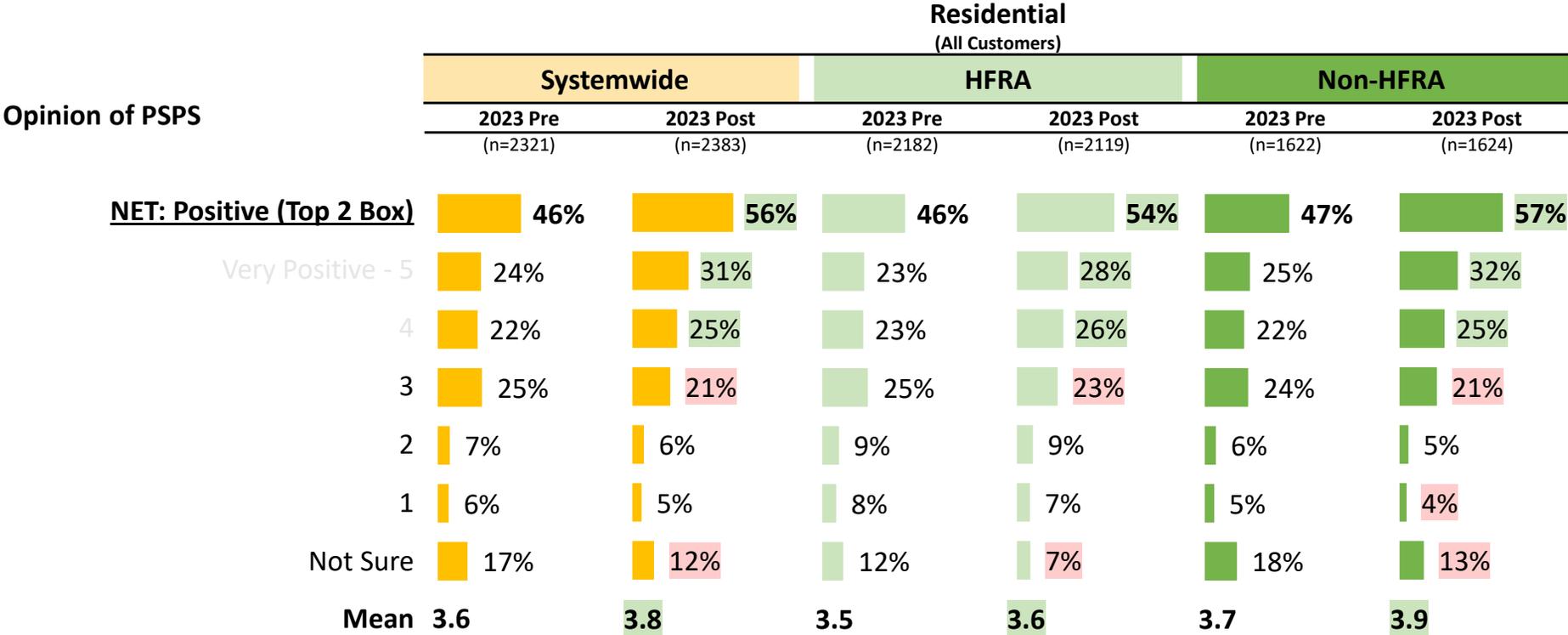
Residential
(All Customers)

Opinion of PSPS	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	**2023 Post** (n=2383)	**2023 Pre** (n=2182)	**2023 Post** (n=2119)	**2023 Pre** (n=1622)	**2023 Post** (n=1624)
NET: Positive (Top 2 Box)	46%	56%	46%	54%	47%	57%
Very Positive - 5	24%	31%	23%	28%	25%	32%
4	22%	25%	23%	26%	22%	25%
3	25%	21%	25%	23%	24%	21%
2	7%	6%	9%	9%	6%	5%
1	6%	5%	8%	7%	5%	4%
Not Sure	17%	12%	12%	7%	18%	13%
Mean	**3.6**	**3.8**	**3.5**	**3.6**	**3.7**	**3.9**

Q22. Overall, what is your opinion of SCE's Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level from the prior year

PSPS Communications
Among Customers Who Prefer Other Languages

PSPS Awareness – Prefer Other Languages

- **Among the "Prefer Others" (those who prefer communications in other languages), awareness of PSPS is <u>lower</u> than that found among all customers systemwide (54% vs. 66%). However, the gap in awareness between those in HFRAs vs. Non-HFRAs (58% vs. 55%) is <u>smaller</u> than that gap among all Residential customers (78% vs. 59%).**
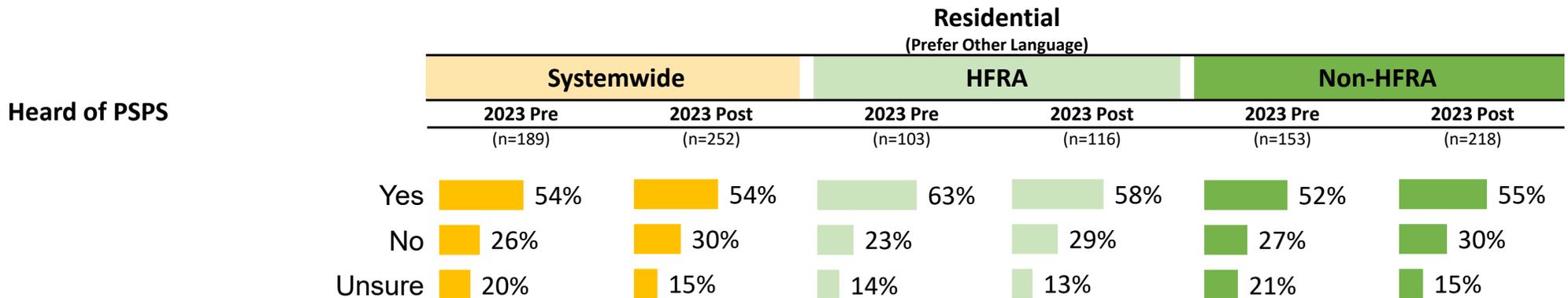
Residential
(Prefer Other Language)

Heard of PSPS	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=189)	2023 Post (n=252)	2023 Pre (n=103)	2023 Post (n=116)	2023 Pre (n=153)	2023 Post (n=218)
Yes	54%	54%	63%	58%	52%	55%
No	26%	30%	23%	29%	27%	30%
Unsure	20%	15%	14%	13%	21%	15%

Q16. Public Safety Power Shutoff, or PSPS, is a precautionary safety measure where SCE may proactively turn off power lines when extreme fire danger conditions are forecasted, in order to reduce the risk of wildfires. Before today, had you ever heard of the Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level from the prior year

PSPS Sources – Prefer Other Languages

- **Systemwide among those who recall PSPS, the main sources are SCE emails (38%), SCE letters (29%), SCE texts (20%), and SCE.com (16%), and TV/Radio (37%), and Online news (16%).**

- **Among customers who Prefer Other, awareness of PSPS is <u>lower</u> and <u>fewer</u> cite sources. Those that do, the most often mentioned sources are emails and letters from SCE (28%/13%) and increasingly, SCE texts (12%).**

Residential
(Prefer Other Language)

PSPS Communication Sources	Systemwide			
	In English		In Other	
	2023 Pre (n=102)	2023 Post (n=137)	2023 Pre (n=102)	2023 Post (n=137)
An email from SCE	24%	28%	17%	22%
A letter in the mail from SCE	19%	13%	19%	14%
A text message from SCE	13%	12%	5%	9%
TV or radio news report	12%	8%	25%	19%
SCE website	9%	7%	6%	5%
Advertising on TV, radio, or online	6%	6%	13%	12%
Social media post	5%	4%	5%	4%
Online news report	4%	3%	7%	4%
Informational videos on web and social media	4%	3%	8%	4%
A telephone call from SCE	3%	3%	2%	4%
Informational videos on TV	3%	5%	6%	8%
Local city or county government	3%	1%	2%	1%
Billboards	2%	1%	4%	1%
CalFire or local fire department	2%	1%	2%	-
Word of mouth (such as friends or family)	1%	1%	6%	1%
SCE representative or employee	-	-	-	-
SCE wildfire preparedness webinar or online meeting		-	-	-
Healthcare provider or medical device supplier	-	1%	-	-
Local community organization	-	1%	1%	1%
SCE community meetings	-	1%	1%	-
My power was shut off	-	-	-	-
Other	3%	4%	2%	6%
None	40%	41%	25%	32%

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs?   Shading indicates a significant difference at the 90% confidence level from the prior year
Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

PSPS Sources – Prefer Other Languages

- **Given the small sample sizes, comparisons are unreliable. But differences in the frequency of using English and non-English PSPS info sources do <u>not</u> appear to be substantial.**

Residential
(Prefer Other Language)

PSPS Communication Sources	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2023 Pre (n=65)	2023 Post (n=67)	2023 Pre (n=65)	2023 Post (n=67)	2023 Pre (n=79)	2023 Post (n=120)	2023 Pre (n=79)	2023 Post (n=120)
An email from SCE	23%	27%	17%	21%	23%	28%	18%	23%
A letter in the mail from SCE	34%	21%	22%	13%	16%	12%	20%	13%
A text message from SCE	12%	24%	11%	18%	14%	11%	5%	9%
TV or radio news report	6%	13%	15%	12%	13%	6%	27%	20%
SCE website	12%	7%	8%	1%	9%	8%	5%	6%
Advertising on TV, radio, or online	6%	4%	11%	7%	6%	6%	13%	12%
Social media post	3%	3%	6%	1%	5%	4%	5%	4%
Online news report	5%	3%	8%	3%	5%	3%	6%	3%
Informational videos on web and social media	2%	-	6%		4%	3%	9%	4%
A telephone call from SCE	6%	12%	3%	15%	1%	3%	1%	3%
Informational videos on TV	5%	3%	6%	4%	4%	5%	6%	8%
Local city or county government	2%	1%	2%	1%	4%	1%	1%	1%
Billboards	-	-	-	-	3%	1%	5%	1%
CalFire or local fire department	-	1%	3%	-	3%	1%	1%	-
Word of mouth (such as friends or family)	2%	-	2%	3%	1%	1%	8%	2%
SCE representative or employee	-	-	-	-	-	-	-	-
SCE wildfire preparedness webinar or online meeting	-	-	-	-	-	-	-	-
Healthcare provider or medical device supplier	-	1%	-	1%	-	1%	-	-
Local community organization	3%	-	2%	-	-	2%	1%	1%
SCE community meetings	-	-	2%	-	-	1%	-	-
My power was shut off	-	-	-	-	-	-	-	-
Other	3%	4%	2%	3%	1%	4%	3%	6%
None	32%	30%	34%	31%	43%	43%	22%	30%

Q17. [RECALL PSPS] Where have you heard about Public Safety Power Shutoffs?   Shading indicates a significant difference at the 90% confidence level from the prior year
Q18. Which, if any, of these sources provided information in English and which provided information in your preferred language?

SCE PSPS Advertising – Prefer Other

- **Another new question in 2023 asks recall of SCE's PSPS-specific advertising.**
- **Nearly six in ten (57%) Prefer Other customers say they recall such advertising, a significant <u>increase</u> since the beginning of the wildfire season (48%).**
- **Those who do <u>more often</u> rate the ads effective compared to the Gen Pop (80% to 87% vs. 46% to 63%).**
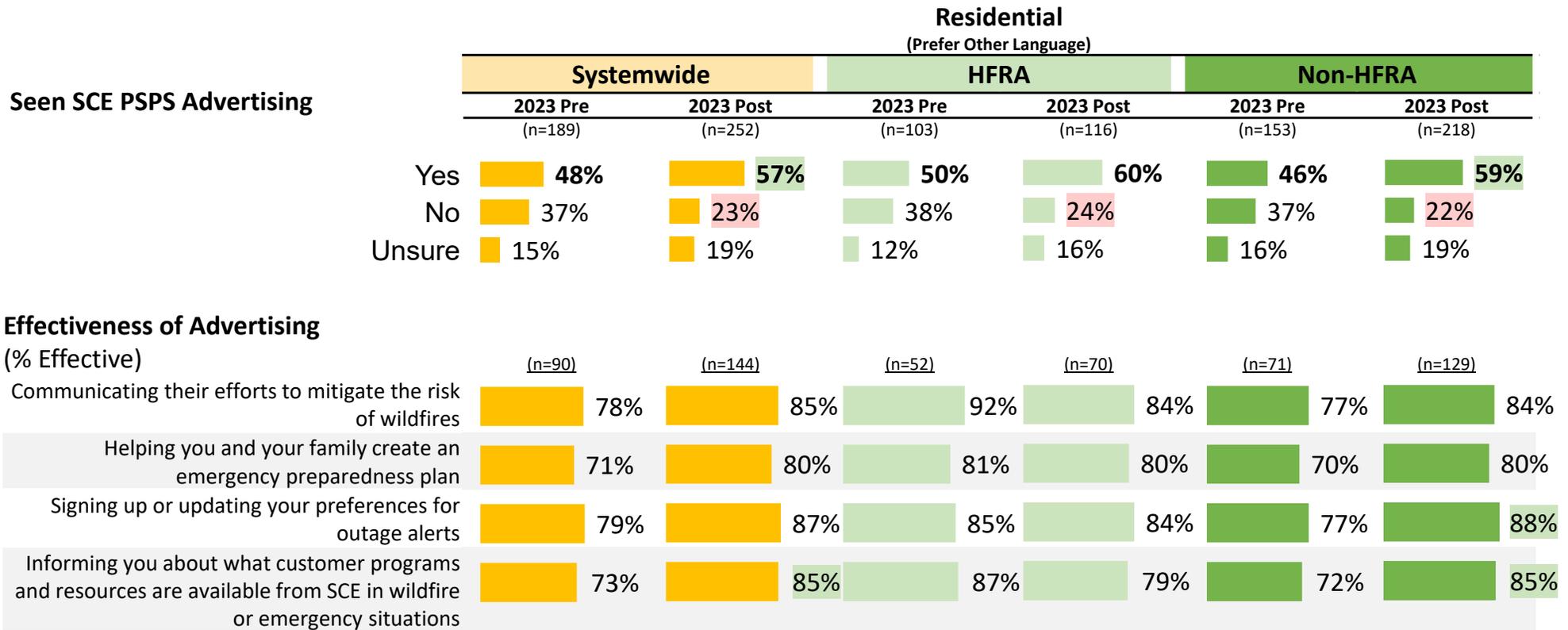
Residential
(Prefer Other Language)

	Systemwide		HFRA		Non-HFRA	
Seen SCE PSPS Advertising	**2023 Pre** (n=189)	**2023 Post** (n=252)	**2023 Pre** (n=103)	**2023 Post** (n=116)	**2023 Pre** (n=153)	**2023 Post** (n=218)
Yes	48%	57%	50%	60%	46%	59%
No	37%	23%	38%	24%	37%	22%
Unsure	15%	19%	12%	16%	16%	19%

Effectiveness of Advertising
(% Effective)

	(n=90)	(n=144)	(n=52)	(n=70)	(n=71)	(n=129)
Communicating their efforts to mitigate the risk of wildfires	78%	85%	92%	84%	77%	84%
Helping you and your family create an emergency preparedness plan	71%	80%	81%	80%	70%	80%
Signing up or updating your preferences for outage alerts	79%	87%	85%	84%	77%	88%
Informing you about what customer programs and resources are available from SCE in wildfire or emergency situations	73%	85%	87%	79%	72%	85%

Q24. "Have you ever seen or heard any advertising from Southern California Edison about Public Safety Power Shutoffs and being prepared for emergencies? This could be through television, radio, or on the internet."
Q25. "[IF YES] How effective has Southern California Edison's advertising been for…"

Shading indicates a significant difference at the 90% confidence level from the prior year

Opinion of SCE's PSPS Program – Prefer Other

- **Customers who prefer other languages are much more positive toward SCE's PSPS program compared to systemwide customers (77% rated 9 or 10 vs. 46% systemwide).**

- **This difference is found in HFRAs (80% vs. 54%) and non-HFRAs (78% vs. 57%) alike.**
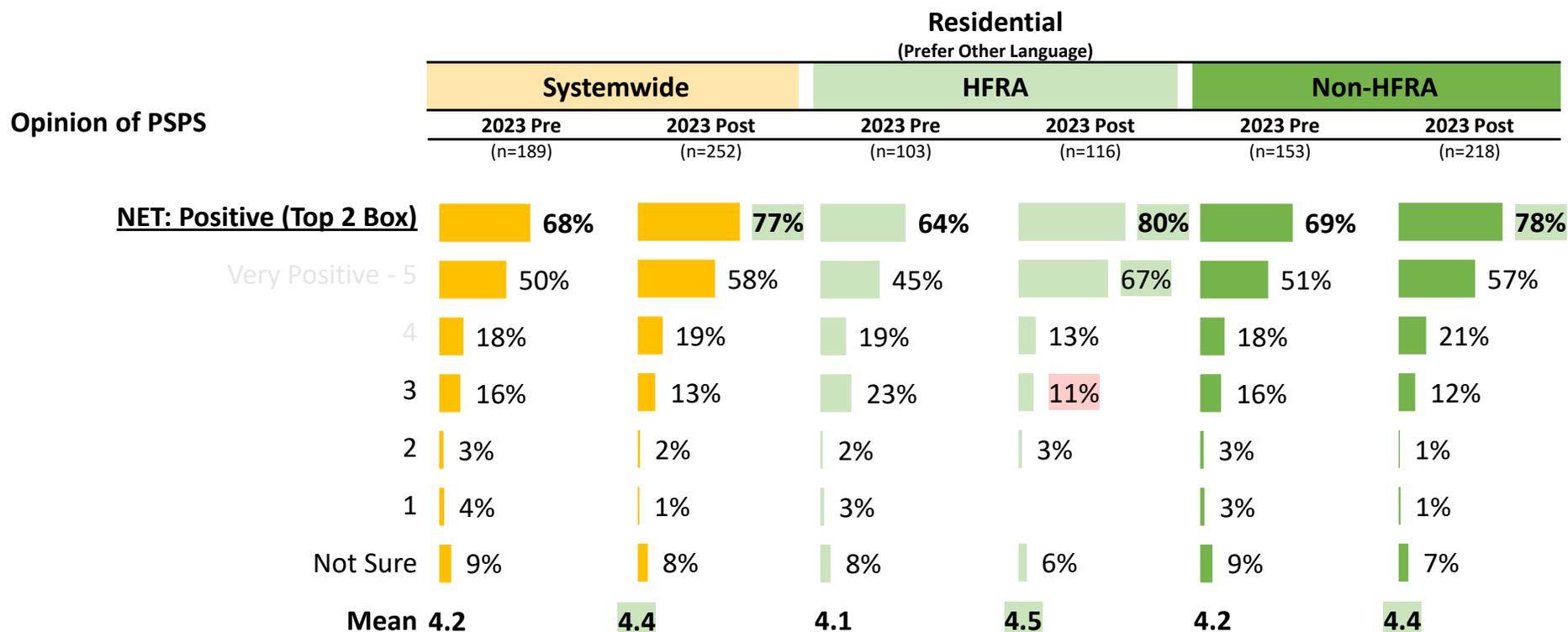
Residential
(Prefer Other Language)

Opinion of PSPS	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=189)	**2023 Post** (n=252)	**2023 Pre** (n=103)	**2023 Post** (n=116)	**2023 Pre** (n=153)	**2023 Post** (n=218)
NET: Positive (Top 2 Box)	68%	77%	64%	80%	69%	78%
Very Positive - 5	50%	58%	45%	67%	51%	57%
4	18%	19%	19%	13%	18%	21%
3	16%	13%	23%	11%	16%	12%
2	3%	2%	2%	3%	3%	1%
1	4%	1%	3%		3%	1%
Not Sure	9%	8%	8%	6%	9%	7%
Mean	4.2	4.4	4.1	4.5	4.2	4.4

Q22. Overall, what is your opinion of SCE's Public Safety Power Shutoff program?

Shading indicates a significant difference at the 90% confidence level from the prior year

PSPS Preparedness
Among All Residential Customers

Preparedness – All Customers

- **Preparedness was virtually <u>unchanged</u> between the 2020, 2021 and 2022 surveys, but saw a significant <u>increase</u> in 2023.**
- **That said, preparedness is consistently <u>higher</u> in HFRAs (66%) compared to Non-HFRAs (56%).**

Residential
(All Customers)

Level of Preparedness	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	2023 Post (n=2383)	2023 Pre (n=2182)	2023 Post (n=2119)	2023 Pre (n=1622)	2023 Post (n=1624)
NET: PREPARED	55%	**58%**	62%	**66%**	51%	**56%**
Completely prepared	11%	13%	16%	17%	9%	13%
Somewhat prepared	44%	45%	46%	49%	42%	44%
NET: NOT PREPARED	45%	**42%**	38%	**34%**	49%	**44%**
Not very prepared	28%	27%	25%	24%	30%	28%
Not at all prepared	17%	15%	12%	10%	19%	16%

Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

Shading indicates a significant difference at the 90% confidence level from the prior year

Preparedness – All Customers

- **Reasons why respondents say they are prepared or not is a new, open-ended question in 2023.**
- **Among those who say they are prepared, candles/flashlights and supplies of food and water are most common. A generator is mentioned by 1 in 5 (up).**
- **Not having a generator or a plan tops the list of how residents say they are not prepared.**

Residential
(All Customers)

	Systemwide		HFRA		Non-HFRA	
	2023 Pre	**2023 Post**	**2023 Pre**	**2023 Post**	**2023 Pre**	**2023 Post**
Reasons for Being PREPARED	(n=1,274)	(n=1,366)	(n=1,357)	(n=1,381)	(n=825)	(n=893)
I have candles/flashlights	**23%**	**24%**	**18%**	**20%**	**26%**	**26%**
I have food/water stored	18%	18%	18%	15%	19%	19%
I have a generator	16%	20%	23%	26%	12%	17%
I have supplies (general)	13%	9%	9%	7%	15%	10%
I know what to do/have a plan	11%	15%	10%	14%	11%	16%
I have solar	8%	14%	11%	17%	8%	13%
I have an RV	4%	5%	4%	5%	4%	5%
Reasons for NOT Being Prepared	(n=1,047)	(n=963)	(n=825)	(n=706)	(n=797)	(n=788)
I don't have a generator	**26%**	**26%**	**29%**	**32%**	**23%**	**23%**
I don't know what to do/no plan	19%	27%	17%	22%	21%	30%
I don't have solar	11%	6%	13%	6%	11%	6%
I don't have anything/need supplies	10%	11%	9%	10%	11%	11%
I don't have candles/flashlights	4%	10%	5%	7%	4%	10%
We don't receive notice	4%	3%	4%	3%	4%	3%
I don't have food or water stored	4%	8%	3%	10%	4%	8%

Q20b. What makes you say you are [PREPARED/PREPARED]?

Shading indicates a significant difference at the 90% confidence level from the prior year

Preparedness Actions Taken – All Customers

- **Seven in 10 Residential customers say they have taken preparedness actions. This incidence is <u>higher</u> in HFRAs (79%) than in non-HFRAs (69%).**
- **Most common are related to lighting, water, non-refrigerated food, and an emergency kit.**
- **One in six (17% Systemwide) have signed up for SCE notifications. The incidence of the latter is <u>higher</u> in HFRAs (23% vs. 13% in non-HFRAs).**

Residential
(All Customers)

Actions Taken	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	2023 Post (n=2383)	2023 Pre (n=2182)	2023 Post (n=2119)	2023 Pre (n=1622)	2023 Post (n=1624)
Purchased new lanterns or flashlights	29%	33%	30%	35%	29%	32%
Purchased enough water to last for several days without power	26%	28%	28%	30%	24%	27%
Purchased enough non-refrigerated food to last for several days without power	25%	25%	28%	27%	23%	24%
Prepared an emergency kit with food, water or medicine	22%	23%	22%	25%	22%	22%
Purchased fire extinguishers	18%	20%	20%	22%	17%	17%
Have a place to go if without power for a prolonged period	17%	17%	19%	19%	15%	15%
Signed up for notifications from SCE	16%	17%	21%	23%	13%	13%
Removed vegetation from around your home	16%	16%	25%	24%	11%	11%
Purchased/used a battery powered radio	16%	15%	17%	16%	15%	14%
Signed up for emergency alerts from the country/state	12%	14%	16%	18%	10%	12%
Acquired a back-up generator	10%	11%	14%	16%	8%	8%
Prepared for multiple-day outage	9%	10%	12%	13%	8%	8%
Allowed access to property for SCE to trim trees	8%	7%	13%	11%	6%	6%
Developed an emergency plan	8%	10%	11%	11%	7%	9%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2023?

Shading indicates a significant difference at the 90% confidence level from the prior year

Preparedness Actions Taken (cont.) – All Customers

- **Offered a long list of potential actions, more than a dozen are selected by fewer than 5% of all Residential customers.**

Residential
(All Customers)

Actions Taken (continued)	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	2023 Post (n=2383)	2023 Pre (n=2182)	2023 Post (n=2119)	2023 Pre (n=1622)	2023 Post (n=1624)
Acquired battery storage technology	8%	8%	9%	11%	7%	7%
Went to SCE website	8%	7%	8%	8%	7%	6%
Signed up for emergency alerts Fire Department	6%	7%	9%	10%	5%	6%
Checked the SCE mobile app	5%	5%	5%	6%	5%	5%
Performed a safety check on your generator	5%	5%	7%	7%	3%	4%
Notified others in area about potential power shutoff	3%	4%	5%	7%	2%	2%
Activated your emergency plan	2%	2%	3%	3%	2%	2%
Signed up for Medical Baseline Program	2%	2%	3%	4%	2%	2%
Went SCE's social media	2%	2%	2%	2%	1%	2%
Followed SCE on Facebook	2%	2%	1%	1%	2%	1%
Attended a Local community organization event	1%	2%	2%	2%	1%	1%
Received Critical Care Backup Battery from SCE	1%	1%	1%	1%	1%	1%
Followed SCE on Twitter	1%	1%	1%	1%	1%	1%
Attended SCE Community meeting	1%	1%	1%	1%	1%	1%
Visited SCE Community Resource Center	1%	1%	1%	1%	0%	0%
Other	10%	8%	11%	11%	9%	8%
I have not taken any action	30%	28%	26%	21%	33%	31%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2023?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

Cost of Preparedness – All Customers

- **Another new question in 2023 asks how much was spent in the past year on preparedness.**
- **Customers spent <u>more</u> money on preparedness <u>after</u> the wildfire season.**
- **The mean $ amount spent is more than <u>double</u> in HFRAs than in non-HFRAs.**

Residential
(All Customers)

Money Spent on Preparedness	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2107)	2023 Post (n=2198)	2023 Pre (n=1971)	2023 Post (n=1882)	2023 Pre (n=1483)	2023 Post (n=1494)
$0	13%	11%	11%	9%	14%	12%
$1-$99	10%	10%	9%	9%	9%	10%
$100-$199	12%	13%	13%	12%	12%	14%
$200-$499	12%	16%	13%	16%	12%	15%
$500+	17%	19%	24%	28%	14%	15%
Unsure	35%	31%	30%	25%	38%	34%
Mean	$772	$944	$1,564	$1,649	$746	$665
Median	$100	$200	$200	$200	$100	$100

Q21b. {TAKEN ACTION in Q21"] How much money would you say you have spent during the past year on making sure your home and family are better prepared for potential wildfires?

Shading indicates a significant difference at the 90% confidence level from the prior year

Evacuation Experience – All Customers

- **Experience with evacuation due to wildfires extremely rare at 1% systemwide.**
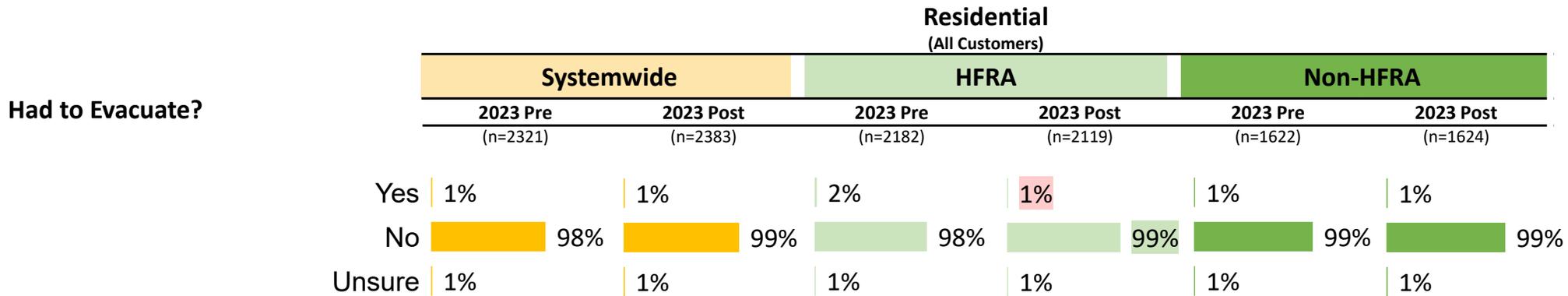
Residential
(All Customers)

Had to Evacuate?	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2321)	2023 Post (n=2383)	2023 Pre (n=2182)	2023 Post (n=2119)	2023 Pre (n=1622)	2023 Post (n=1624)
Yes	1%	1%	2%	1%	1%	1%
No	98%	99%	98%	99%	99%	99%
Unsure	1%	1%	1%	1%	1%	1%

Q23. In the past few months, have you had to evacuate due to wildfires in your area?

Shading indicates a significant difference at the 90% confidence level from the prior year

Energy for What's Ahead℠

PSPS Preparedness
Among Customers Who Prefer Other Languages

Preparedness – Prefer Other Languages

- **Customers who prefer other languages are <u>less likely</u> to say they are prepared for an extended outage than are those in the General Population.**
  - Systemwide: Preparedness among all Residential customers is 58% vs. 51% among Prefer Others
  - HFRAs: 66% vs. 48%
  - Non-HFRAs: 56% vs. 54%
- **Preparedness among the Prefer Others is <u>higher</u> for those in Non-HFRAs vs HFRAs (54% vs. 48%).**
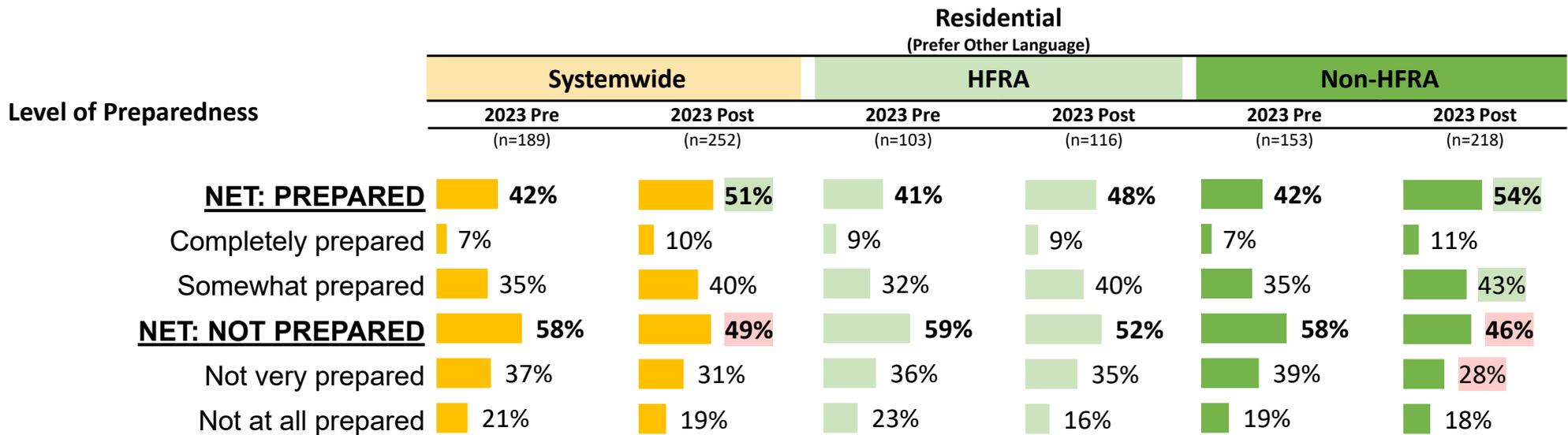
Residential
(Prefer Other Language)

Level of Preparedness	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=189)	2023 Post (n=252)	2023 Pre (n=103)	2023 Post (n=116)	2023 Pre (n=153)	2023 Post (n=218)
NET: PREPARED	42%	51%	41%	48%	42%	54%
Completely prepared	7%	10%	9%	9%	7%	11%
Somewhat prepared	35%	40%	32%	40%	35%	43%
NET: NOT PREPARED	58%	49%	59%	52%	58%	46%
Not very prepared	37%	31%	36%	35%	39%	28%
Not at all prepared	21%	19%	23%	16%	19%	18%

Q20. A Public Safety Power Shutoff event could last anywhere from 24-48 hours, or longer in some cases. How would you rate your level of preparedness for being without electricity for an extended period?

Shading indicates a significant difference at the 90% confidence level from the prior year

Preparedness – Prefer Other

- **Reasons for being prepared / not prepared is a new, open-ended question in 2023.**
- **Small proportions of Prefer Other respondents who say they have prepared cite candles/flashlights, food and water stores, and having a plan. Very few mention having generators.**
- **Not having a plan or a generator lead the reasons Prefer Others give to explain why they believe they are not prepared.**

Residential
(Prefer Other Language)

	Systemwide		HFRA		Non-HFRA	
Reasons for Being PREPARED	**2023 Pre** (n=79)	**2023 Post** (n=115)	**2023 Pre** (n=42)	**2023 Post** (n=51)	**2023 Pre** (n=64)	**2023 Post** (n=105)
I have candles/flashlights	20%	35%	14%	24%	22%	32%
I have food/water stored	15%	15%	10%	8%	16%	15%
I have supplies (general)	15%	8%	10%	10%	16%	9%
I know what to do/have a plan	14%	12%	14%	14%	16%	10%
I have solar	6%	9%	-	10%	8%	9%
We receive notice in advance	6%	9%	12%	14%	5%	8%
I have a generator	4%	8%	2%	10%	5%	9%
Reasons for NOT Being Prepared	(n=110)	(n=97)	(n=61)	(n=44)	(n=89)	(n=80)
I don't know what to do/no plan	14%	35%	13%	36%	15%	34%
I don't have a generator	10%	10%	13%	16%	9%	10%
We don't receive notice	9%	7%	8%	5%	10%	9%
I don't have anything/need supplies	8%	12%	10%	14%	7%	14%
I don't have solar	6%	2%	7%	-	7%	3%
I don't have candles/flashlights	3%	18%	3%	7%	3%	18%
I don't have food or water stored	1%	8%	3%	5%	1%	8%

Q20b. What makes you say you are [PREPARED/PREPARED]?

Shading indicates a significant difference at the 90% confidence level from the prior year

Preparedness Actions Taken – Prefer Other

- **Recent actions taken among the Prefer Others in HFRAs <u>more often</u> include removing vegetation (10% vs. 6% in Non-HFRAs) and preparing an emergency kit (20% vs. 18%).**
- **Non-HFRA residents have <u>more often</u> than HFRA residents recently purchased lighting (37% vs. 33%), purchased non-refrigerated food (19% vs. 9%), and purchased a battery powered radio (12% vs. 7%).**

Residential
(Prefer Other Language)

Actions Taken	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=189)	2023 Post (n=252)	2023 Pre (n=103)	2023 Post (n=116)	2023 Pre (n=153)	2023 Post (n=218)
Purchased new lanterns or flashlights	27%	37%	19%	33%	29%	37%
Prepared an emergency kit with food, water or medicine	23%	18%	17%	20%	24%	18%
Purchased enough water to last for several days without power	19%	21%	13%	17%	20%	20%
Purchased enough non-refrigerated food to last for several days without power	17%	18%	11%	9%	17%	19%
Purchased/used a battery powered radio	15%	12%	11%	7%	13%	12%
Signed up for notifications from SCE	11%	7%	12%	6%	8%	8%
Purchased fire extinguishers	10%	9%	9%	11%	8%	9%
Removed vegetation from around your home	8%	6%	8%	10%	7%	6%
Checked the SCE mobile app	7%	6%	9%	2%	7%	6%
Have a place to go if without power for a prolonged period	7%	6%	5%	4%	8%	6%
Prepared for multiple-day outage	7%	8%	8%	4%	7%	8%
Notified others in area about potential power shutoff	6%	3%	6%	3%	5%	3%
Went to SCE website	5%	6%	9%	3%	5%	7%
Developed an emergency plan	5%	7%	8%	5%	5%	8%
Acquired a back-up generator	5%	7%	4%	6%	6%	7%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2023?

Shading indicates a significant difference at the 90% confidence level from the prior year

Preparedness Actions Taken (cont.) – Prefer Other

- **Among those who prefer other languages, about 1/3 took no recent actions for preparedness.**

Residential
(Prefer Other Language)

Actions Taken (continued)	Systemwide		HFRA		Non-HFRA	
	2023 Pre	**2023 Post**	**2023 Pre**	**2023 Post**	**2023 Pre**	**2023 Post**
	(n=189)	(n=252)	(n=103)	(n=116)	(n=153)	(n=218)
Acquired battery storage technology	5%	6%	4%	5%	5%	6%
Signed up for emergency alerts from the country/state	5%	5%	5%	6%	5%	5%
Followed SCE on Facebook	4%	3%	5%	1%	5%	3%
Activated your emergency plan	4%	2%	3%	3%	5%	2%
Signed up for emergency alerts Fire Department	4%	3%	3%	2%	4%	3%
Allowed access to property for SCE to trim trees	3%	2%	4%	4%	2%	3%
Went SCE's social media	2%	3%	3%	1%	2%	4%
Performed a safety check on your generator	2%	1%	2%	3%	3%	1%
Received Critical Care Backup Battery from SCE	2%	2%	1%	-	2%	2%
Signed up for Medical Baseline Program	2%	0%	-	1%	2%	0%
Attended SCE Community meeting	1%	0%	1%	-	1%	0%
Attended a Local community organization event	1%	0%	-	-	1%	0%
Followed SCE on Twitter	1%	1%	-	-	1%	1%
Visited SCE Community Resource Center	-	1%	1%	-	-	1%
Other	11%	11%	12%	19%	11%	13%
I have not taken any action	33%	33%	36%	29%	33%	32%

Q21. What, if any, actions have you taken to prepare for a Public Safety Power Shutoff (PSPS) in 2023?

Shading indicates a significant difference at the 90% confidence level from the prior year

Cost of Preparedness – Prefer Other

- **The mean $ amount spent by those who did spend on preparedness is <u>slightly higher</u> in HFRAs than in non-HFRAs.**

Residential
(Prefer Other Language)

Money Spent on Preparedness	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=165)	2023 Post (n=219)	2023 Pre (n=91)	2023 Post (n=94)	2023 Pre (n=135)	2023 Post (n=189)
$0	8%	13%	9%	9%	8%	15%
$1-$99	9%	7%	10%	7%	7%	7%
$100-$199	10%	11%	9%	7%	11%	12%
$200-$499	11%	18%	11%	14%	12%	17%
$500+	20%	17%	20%	27%	20%	18%
Unsure	42%	34%	42%	36%	42%	31%
Mean	$465	$375	$519	$517	$508	$377
Median	$200	$200	$200	$275	$200	$200

Q21b. {TAKEN ACTION in Q21"] How much money would you say you have spent during the past year on making sure your home and family are better prepared for potential wildfires?

Shading indicates a significant difference at the 90% confidence level from the prior year

Evacuation Experience – Prefer Other

- **Evacuation experience among Prefer Other Language customers is <u>comparable</u> to that reported by all customers: <u>quite low</u>.**
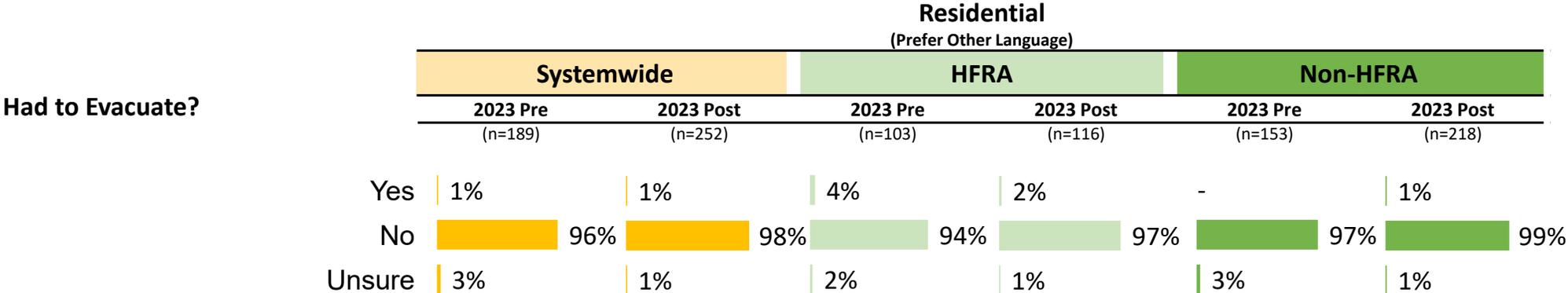
Residential
(Prefer Other Language)

Had to Evacuate?	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=189)	**2023 Post** (n=252)	**2023 Pre** (n=103)	**2023 Post** (n=116)	**2023 Pre** (n=153)	**2023 Post** (n=218)
Yes	1%	1%	4%	2%	-	1%
No	96%	98%	94%	97%	97%	99%
Unsure	3%	1%	2%	1%	3%	1%

Q23. In the past few months, have you had to evacuate due to wildfires in your area?

Shading indicates a significant difference at the 90% confidence level from the prior year

PSPS Resource Persuasion Monitor™
Among All Residential Customers

Resources Monitored

- "Funnel Metrics" were collected on 12 PSPS resources offered by SCE, meaning awareness, familiarity, interest and experience using.

Address Level Alerts:
both accountholders and non-accountholders can sign up for PSPS alerts for any and multiple addresses within SCE service territory

PSPS Alert Language Preferences:
PSPS alerts are available in 23 prevalent languages

Community Resource Centers (CRCs):
SCE has contracted with dozens of sites across high fire risk areas to serve as resource centers during PSPS events to provide customers with basic necessities

Rebates:
SCE offers rebates to customers in high fire risk areas for portable batteries or generators

CRC/CCV Language Preferences:
Translation services are available at CRC and CCV locations in over 120 languages, including American Sign Language

211 Partnership:
SCE partnered with 211 to assist households with disabilities and other access and functional needs with a single source of information and connection to available resources

Critical Care Backup Battery Program:
SCE supplies households located in high fire risk areas, enrolled in Medical Baseline, and enrolled in income-qualified programs, with a free portable battery

Food:
Food support through SCE's partnership with 211

Community Crew Vehicles (CCVs):
SCE sends vehicles to provide basic necessities (like water and light snacks) to customers in more remote areas that cannot be served by Community Resource Centers

Transportation:
Transportation to Community Resource Centers / Community Crew Vehicles, hotels, or other safe locations through SCE's partnership with 211

Hotels:
SCE offers discounted hotel options on its website

Temporary Accommodations:
Temporary Temporary Accommodations services through SCE's partnership with 211

Illustrative Example of Persuasion Monitor^{TM} Analysis

HPI Persuasion Monitor™

The line of inquiry in this survey is designed to guide SCE regarding changes that are most needed to support greater awareness and utilization of company-provided PSPS resources.

Progress to date is determined by establishing the share (or percent) of all targeted customers measured through each of the linear, sequential stages of persuasion which are commonly referred to as: Awareness, Interest, Desire, and Action (AIDA).

Assume these **illustrative** findings:

Awareness – 25%

Familiarity – 22%

High Interest – 18%

Used – 10%

All are tabulated using the same base: Systemwide Gen Pop.

Persuasion of **Address Level Alerts**
Among a Systemwide Sample

■ Aware ■ Familiar ■ High Interest ■ Used
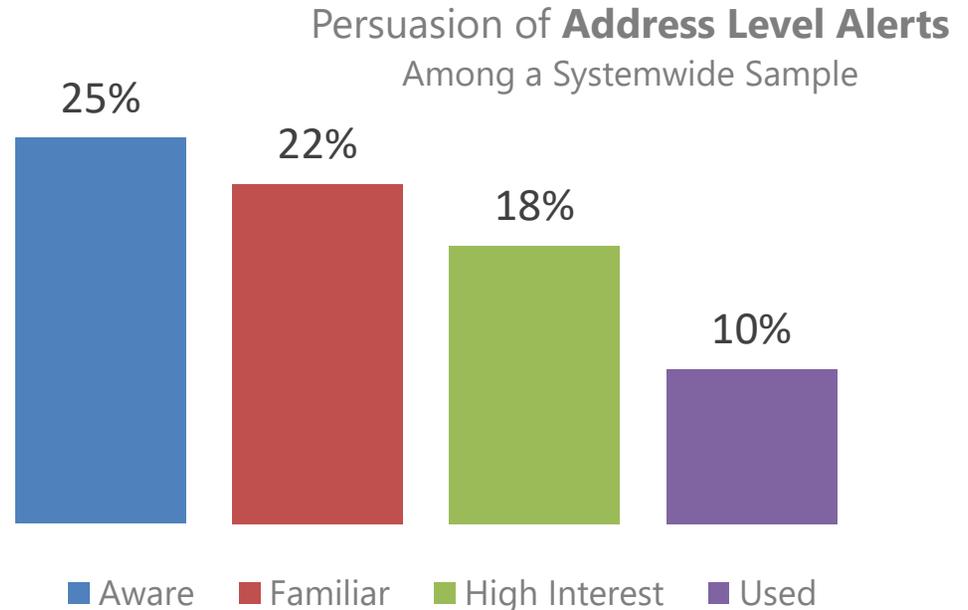
Assuming these findings, the trail-off in converting from interest to use suggests there are barriers in this final step. Using this approach, the recommended steps vary depending on where progress stalls. If awareness is low but all other conversions are good, increase awareness. If awareness is good but familiarity is low, change the content of communications to improve program education, etc.

Actual Findings about PSPS Resources from Persuasion Monitor™

Awareness of PSPS Resources

- Awareness of PSPS resources ranges from **9% to 29%**.
- A **net** of **55%** of **all** systemwide customers are **aware of at least one program** before learning of it in this survey – and is <u>higher</u> in HFRAs (63% vs. 50%).

Residential
(All Customers)

Program Awareness	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	**2023 Post** (n=2,383)	**2023 Pre** (n=2,182)	**2023 Post** (n=2,119)	**2023 Pre** (n=1,622)	**2023 Post** (n=1,624)
NET: ANY PSPS RESOURCE	**54%**	**55%**	**63%**	**63%**	**50%**	**50%**
Address Level Alerts	26%	25%	31%	32%	23%	22%
PSPS Alert Language Preferences	23%	29%	29%	33%	20%	26%
Community Resource Centers (CRCs)	21%	20%	24%	21%	20%	19%
Rebates	19%	19%	22%	22%	18%	18%
CRC/CCV Language Preferences	17%	19%	19%	20%	17%	19%
211 Partnership	15%	14%	15%	14%	14%	14%
Critical Care Backup Battery Program	14%	17%	20%	24%	11%	13%
Food	15%	16%	14%	11%	16%	18%
Temporary Accommodations	13%	13%	11%	11%	14%	14%
Transportation	9%	10%	9%	8%	9%	11%
Hotels	9%	9%	9%	8%	9%	9%
Community Crew Vehicles (CCVs)	11%	11%	11%	9%	10%	11%

QN1: SCE supports a number of resources that are available to the public during a Public Safety Power Shutoff (PSPS). Before today, which of the following resources have you heard of?

Shading indicates a significant difference at the 90% confidence level.

Familiarity with PSPS Resources

- Familiarity with SCE's PSPS resources ranges from **6% to 22%**.
- A **net** of **42%** of **all** systemwide customers are Very or Somewhat **Familiar with at least one program**. Net Familiarity is also <u>higher</u> in HFRAs (50% vs. 38%)

Residential
(All Customers)

Program Familiarity (% Very/Somewhat)	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
NET: ANY PSPS RESOURCE	**42%**	**42%**	**50%**	**50%**	**38%**	**38%**
Address Level Alerts	20%	20%	26%	27%	18%	18%
PSPS Alert Language Preferences	17%	22%	23%	26%	14%	20%
Community Resource Centers (CRCs)	14%	13%	18%	13%	13%	14%
Rebates	15%	14%	17%	16%	14%	13%
CRC/CCV Language Preferences	13%	14%	14%	15%	12%	13%
211 Partnership	10%	10%	10%	9%	10%	10%
Critical Care Backup Battery Program	10%	11%	14%	17%	7%	9%
Food	11%	11%	10%	8%	11%	13%
Temporary Accommodations	8%	9%	8%	8%	9%	9%
Transportation	6%	7%	6%	5%	6%	7%
Hotels	6%	6%	6%	6%	6%	6%
Community Crew Vehicles (CCVs)	7%	7%	7%	6%	7%	8%

QN2: For each of the following resources, please tell us if you are Very Familiar, Somewhat Familiar, or Not Very Familiar with that resource?

Shading indicates a significant difference at the 90% confidence level.

Interest in PSPS Resources

- Interest in these programs far outstrips Awareness and Familiarity – and demonstrates their relevance to customers. A net of **90%** are somewhat or very **interested in at least one**.

- The spike in interest, relative to awareness/familiarity, demonstrates the effectiveness of widely communicating the brief descriptions that accompanied the resource list. This nominal level of education nearly quadrupled awareness.

Residential
(All Customers)

Program Interest	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
NET: ANY PSPS RESOURCE	**91%**	**90%**	**93%**	**92%**	**90%**	**89%**
Address Level Alerts	48% 29% **78%**	48% 30% **78%**	52% 29% **80%**	49% 30% **79%**	47% 30% **77%**	47% 31% **78%**
Rebates	51% 25% **76%**	52% 25% **76%**	56% 26% **82%**	54% 26% **80%**	48% 25% **74%**	49% 25% **74%**
Hotels	41% 33% **74%**	42% 31% **73%**	42% 33% **75%**	37% 36% **73%**	42% 32% **73%**	44% 30% **74%**
Community Resource Centers (CRCs)	38% 35% **73%**	39% 34% **74%**	37% 37% **73%**	36% 37% **73%**	39% 34% **73%**	40% 33% **73%**
Temporary Accommodations	38% 34% **72%**	40% 32% **72%**	38% 35% **72%**	35% 37% **71%**	38% 33% **72%**	42% 30% **72%**
Food	39% 32% **70%**	39% 31% **70%**	35% 32% **67%**	33% 33% **66%**	40% 32% **72%**	42% 31% **73%**
Critical Care Backup Battery Program	39% 23% **62%**	41% 24% **64%**	39% 23% **61%**	39% 23% **61%**	39% 23% **62%**	40% 25% **65%**
Community Crew Vehicles (CCVs)	31% 29% **60%**	32% 28% **61%**	30% 29% **59%**	28% 30% **58%**	32% 28% **60%**	34% 28% **62%**
Transportation	29% 30% **59%**	30% 30% **60%**	26% 29% **55%**	25% 30% **56%**	32% 30% **62%**	32% 31% **63%**
211 Partnership	29% 27% **56%**	29% 28% **57%**	26% 27% **53%**	25% 30% **55%**	29% 27% **57%**	31% 28% **59%**
PSPS Alert Language Preferences	25% 22% **47%**	25% 23% **48%**	22% 21% **43%**	19% 21% **40%**	26% 22% **48%**	27% 25% **52%**
CRC/CCV Language Preferences	19% 20% **38%**	19% 22% **41%**	16% 18% **33%**	14% 18% **33%**	20% 20% **40%**	21% 23% **44%**

■ Very ■ Somewhat

QN3: For each resource, please rate how interested you would be in using it during a Public Safety Power Shutoff? Please use the scale of not interested, somewhat interested, or very interested.

Shading indicates a significant difference at the 90% confidence level.

Have Used PSPS Resources

- Experience with these individual resources is quite low, but **21%** have **experience with at least one**.
- As expected, the **net** experience is <u>much higher</u> in HFRAs (30%) versus Non-HFRAs (18%).

Residential
(All Customers)

Programs Have Used	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
NET: ANY PSPS RESOURCE	**22%**	**21%**	**29%**	**30%**	**19%**	**18%**
Address Level Alerts	13%	13%	19%	20%	11%	10%
PSPS Alert Language Preferences	6%	7%	8%	9%	5%	6%
Rebates	5%	4%	5%	5%	5%	4%
Community Resource Centers (CRCs)	3%	2%	3%	2%	3%	2%
211 Partnership	3%	3%	2%	2%	3%	3%
Food	3%	3%	2%	2%	4%	3%
Critical Care Backup Battery Program	2%	2%	3%	4%	2%	2%
CRC/CCV Language Preferences	3%	3%	3%	3%	3%	3%
Transportation	1%	2%	1%	1%	2%	2%
Hotels	2%	1%	1%	1%	2%	1%
Community Crew Vehicles (CCVs)	1%	1%	1%	1%	1%	1%
Temporary Accommodations	2%	2%	1%	1%	2%	2%

QN4: Which, if any, of these resources have you used in the past?

Shading indicates a significant difference at the 90% confidence level.

Meta-Persuasion Findings: PSPS Resources

- Just the **net results** are charted below: The percent of **all** customers Systemwide who select <u>at least one resource</u>.

  - Awareness at **55%** is substantial.

  - **42%** say they are Very or Somewhat Familiar with at least one program. That means nearly everyone who is aware of at least one resource is also familiar with at least one resource. This suggests communications about the details of the programs have been effective: When you reach them, they understand enough about the program to say they are familiar.

  - **73%** say they are Very Interested in at least one program. The fact that interest nearly doubles the share who are familiar means the collective slate of programs is highly relevant – and that customers would be highly responsive if awareness and familiarity were elevated.

  - Experience with any one program may be low, but across the slate of resources, more than one in five (**21%**) say they have had experience.

Any PSPS Resource

54%	55%		
42%	42%		
		74%	73%
			22% 21%

2023 Pre 2023 Post	2023 Pre 2023 Post	2023 Pre 2023 Post	2023 Pre 2023 Post
Aware	**Familiar**	**Very Interested**	**Used**
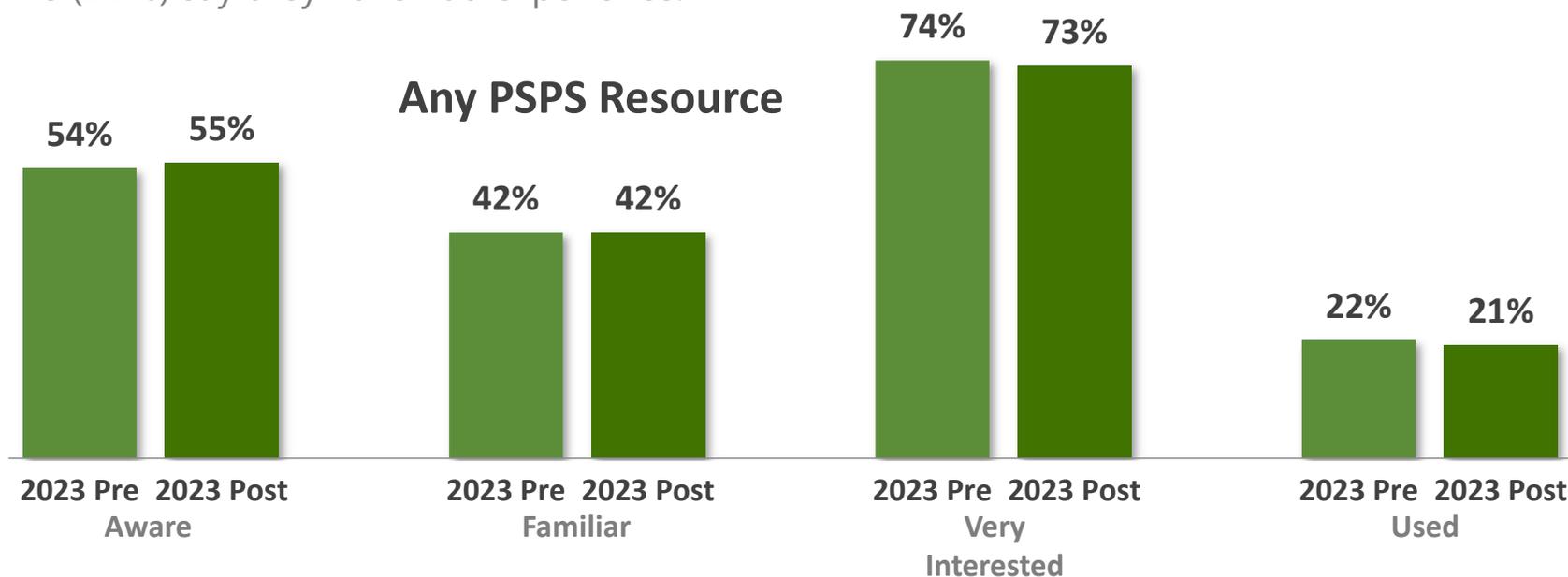
Persuasion Monitor: PSPS Resources

- On this and the next slide, the Persuasion Monitor™ graphics for each resource are provided separately. These are presented to show . . .
  - The profiles are all nearly identical: Low awareness, good conversion of awareness to familiarity, a surge in interest upon seeing the brief resource description, and very limited experience.

Address Level Alerts
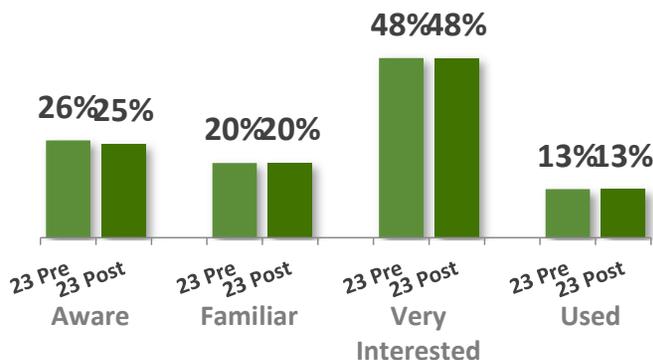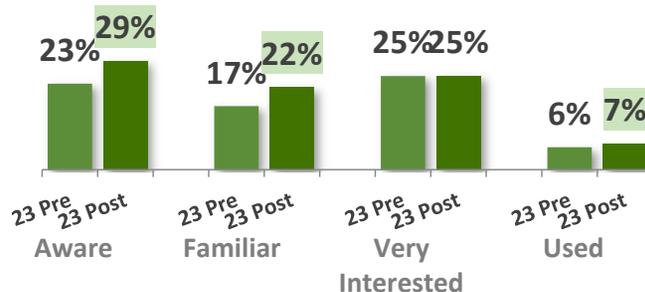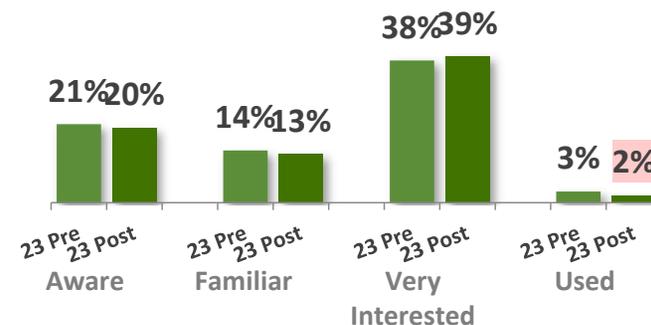
	Aware	Familiar	Very Interested	Used
23 Pre	26%	20%	48%	13%
23 Post	25%	20%	48%	13%

PSPS Alert Language Preferences

	Aware	Familiar	Very Interested	Used
23 Pre	23%	17%	25%	6%
23 Post	29%	22%	25%	7%

Community Resource Centers (CRCs)

	Aware	Familiar	Very Interested	Used
23 Pre	21%	14%	38%	3%
23 Post	20%	13%	39%	2%

Rebates

	Aware	Familiar	Very Interested	Used
23 Pre	19%	15%	51%	5%
23 Post	19%	14%	52%	4%

CRC/CCV Language Preferences

	Aware	Familiar	Very Interested	Used
23 Pre	17%	13%	19%	3%
23 Post	19%	14%	19%	3%

211 Partnership

	Aware	Familiar	Very Interested	Used
23 Pre	15%	10%	29%	3%
23 Post	14%	10%	29%	3%
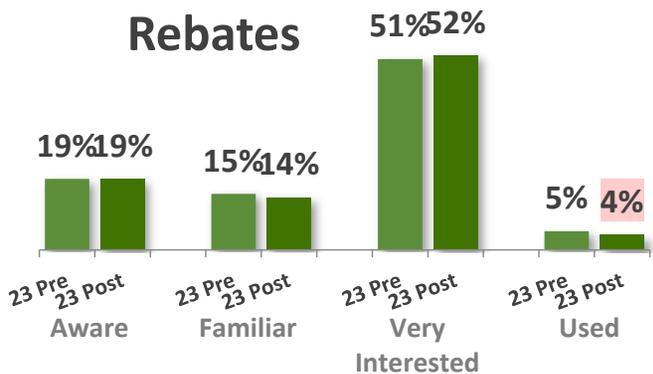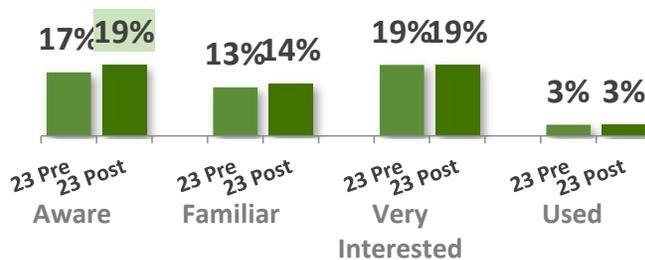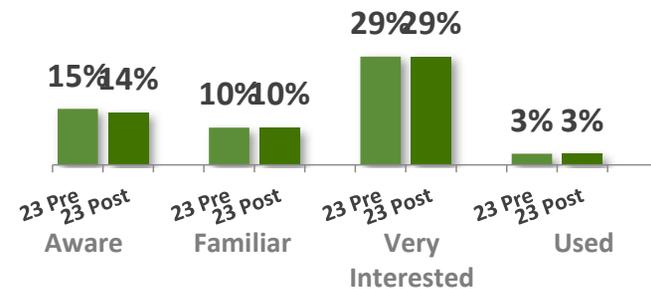
Persuasion Monitor: PSPS Resources (cont.)

- Because the **net** results are so strong, <u>bundling the resources into a single, branded program containing all these resources</u> would be far more efficient for customers to learn about and select what meets their needs.

Critical Care Backup Battery Program

	Aware	Familiar	Very Interested	Used
23 Pre	14%	10%	39%	2%
23 Post	17%	11%	41%	2%

Food

	Aware	Familiar	Very Interested	Used
23 Pre	15%	11%	39%	3%
23 Post	16%	11%	39%	3%

Community Crew Vehicles (CCVs)

	Aware	Familiar	Very Interested	Used
23 Pre	11%	7%	31%	1%
23 Post	11%	7%	32%	1%

Transportation

	Aware	Familiar	Very Interested	Used
23 Pre	9%	6%	29%	1%
23 Post	10%	7%	30%	2%

Hotels

	Aware	Familiar	Very Interested	Used
23 Pre	9%	6%	41%	2%
23 Post	9%	6%	42%	1%

Temporary Accommodations

	Aware	Familiar	Very Interested	Used
23 Pre	13%	8%	38%	2%
23 Post	13%	9%	40%	2%

Suggested Improvements to WF Comms
Among All Customers

Suggested Improvements to WF Comms

- Word clouds are a way of summarizing the responses to open-ended questions. The size and position of words in the graphic reflect the frequency with which the words were used across the hundreds of comments from the 2022 & 2023 Pre- surveys.
- Among customers both in and out of the HFRAs, the sentiment is clear: <u>more communications via email to increase knowledge and awareness throughout the community</u>.

Systemwide Residential

2023 Pre

2023 Post

Q13. [RECALL COMMUNICATION] In what ways could SCE improve their communications about wildfire preparedness?

Suggested Improvements to WF Comms
Some illustrative comments – full verbatims available upon request.

Systemwide Residential – 2023 Pre-	Systemwide Residential – 2023 Post-
Concentrate efforts in Wildfire prone areas. Raise rates for customers whose property is "fire dangerous" and not maintained. Inform Insurance Companies of "problem" property owners. When a fire is related to owners neglect, charge them and their estate for reparations.	A little more detail on social media. Because that is where more people spend their time and reading the news on there, so just a little more detail on there.
First I think you need shorter form video content for users to consume about a few important topics that people will encounter during wildfires. Text communication is largely disregarded. Second, increase trust in SCE in order to be heard.	By providing reliable and dependable advance notices about possible planned power outages in case of wildfires, high winds, etc. We are registered with SCE for advanced notices as a result of my husband being dependent on oxygen. We participate in the Medical Baseline Allowance program also for this same reason. Sometimes we get text messages, emails and phone calls from SCE warning us of the possibility of power outages due to dangerous high winds and wildfires. But not always.
Include a map indicating the extreme, high, medium and low risk wildfire areas	Continue to send information using mail, email and text messages. Increase local television and radio ads.
Send concise information in an email, not something that I have to register for and attend at a certain time.	Encourage local the Fire Department to conduct fire prevention forums in person at local fire stations.
I don't see how you could improve, other than specifically targeting SCE customers residing in high probability wildfire areas.	Have a landing page with the latest updates and news available for people to navigate to. If that can have feeds showing other outlets local fire news great, but links to other local resources would be very useful, especially for those with limited internet availability or that aren't overly comfortable using the internet and social media.
Maybe a community outreach. I think that's it. They could contact the city and that way they could put it out to the community. IF they could get a hold of the local public works, so they could information on their website, too.	I think SCE is doing a good job in the last few years, with their wildfire preparedness campaigns. I think the most effective ways to make people aware about wildfire preparedness is advertisement on TV, radio and billboards. People watch a lot of TV and they will notice the SCE advertisement. It would also be a good idea to advertise on social media because most people use it.
Text, email, or robocall individuals whose homes are in the direct line of an active fire so they can leave work and evacuate their homes if needed	If SCE would clear the land under and about their transmission lines it would likely go a long toward prevention of fires since there would be no fuel for fires to burn! Until then, there will be continued fires starting under and near those lines!
Make it more attention getting. Almost just deleted thinking it was garbage	Monthly reports on risk would be good. With weather patterns changing, monthly updates would be best.
What you have done is good. Some people ignore issues until it affects them. You cannot help those who choose to ignore the warnings.	Letters/bulletins with diagrams illustrating set-backs, clearances, trimmings, etc. and preparation suggestions for on hand supplies for those lacking knowledge or common sense

Q13. [RECALL COMMUNICATION] In what ways could SCE improve their communications about wildfire preparedness?

Recent PSPS Notifications

Among All Customers

Received PSPS Alert – All Customers

- As in years past, nearly half of HFRA customers in 2023 report having received a recent alert (44%). On average, they report having received 3.5 recent alerts.
- The incidence of any alert is much <u>higher</u> for HFRA customers (44% vs. 22%), as well as the average number of such alerts (3.5 vs. 2.4).
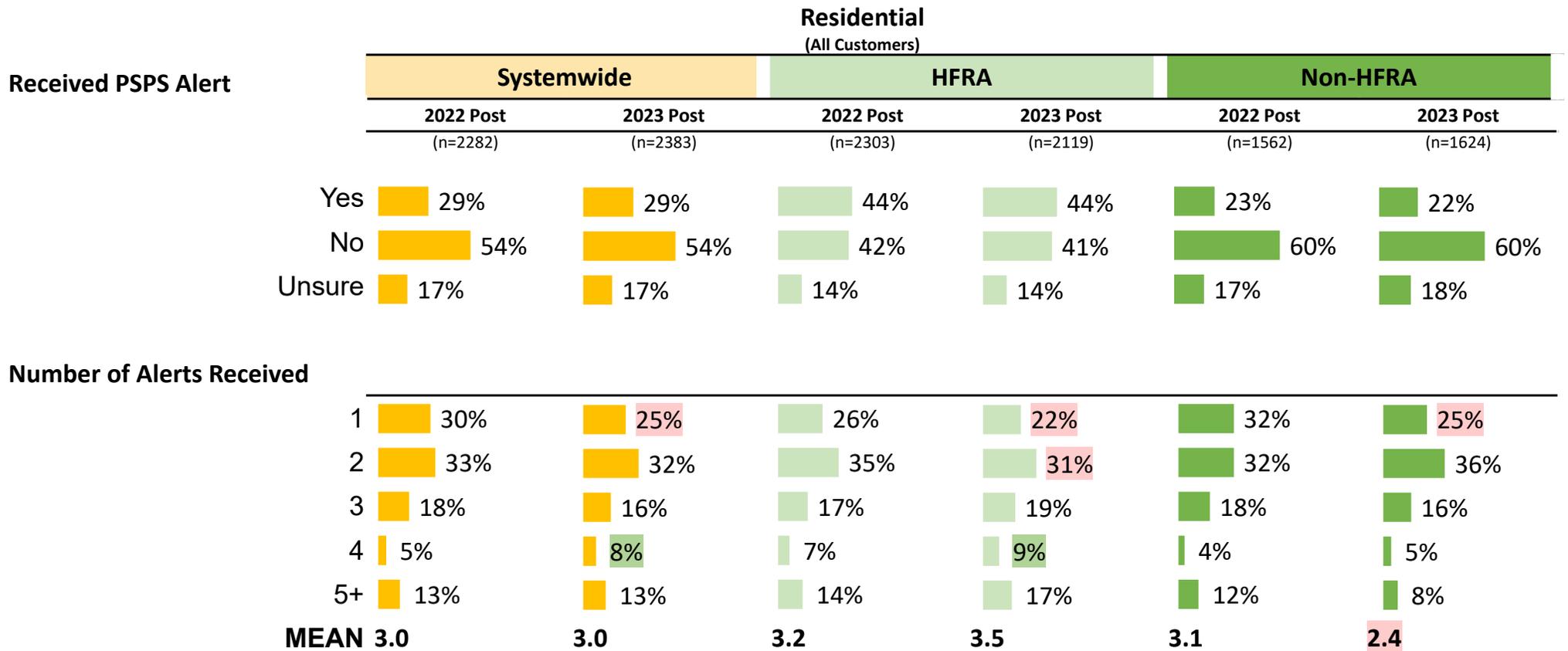
Residential
(All Customers)

Received PSPS Alert	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=2282)	**2023 Post** (n=2383)	**2022 Post** (n=2303)	**2023 Post** (n=2119)	**2022 Post** (n=1562)	**2023 Post** (n=1624)
Yes	29%	29%	44%	44%	23%	22%
No	54%	54%	42%	41%	60%	60%
Unsure	17%	17%	14%	14%	17%	18%

Number of Alerts Received

1	30%	25%	26%	22%	32%	25%
2	33%	32%	35%	31%	32%	36%
3	18%	16%	17%	19%	18%	16%
4	5%	8%	7%	9%	4%	5%
5+	13%	13%	14%	17%	12%	8%
MEAN	3.0	3.0	3.2	3.5	3.1	2.4

QPQ1 - Did you receive any Public Safety Power Shutoff (PSPS) alerts or notifications in the past few months?
QPQ2 – [RECEIVED ALERT] How many alerts did you receive?

Language of PSPS Alert – All Customers

- As reported by survey respondents, SCE delivered alerts in at least 19 non-English languages in 2023.

Residential
(All Customers)

Language of PSPS Notification	Systemwide		HFRA		Non-HFRA	
	2022 Post	2023 Post	2022 Post	2023 Post	2022 Post	2023 Post
	(n=667)	(n=697)	(n=1007)	(n=940)	(n=358)	(n=360)
English	98%	96%	99%	99%	97%	93%
Spanish	9%	12%	8%	11%	10%	14%
Chinese Cantonese	1%	1%	1%	<1%	1%	1%
Chinese Mandarin	<1%	2%	1%	1%	<1%	3%
Korean	<1%	1%	<1%	<1%	-	-
Vietnamese	1%	1%	1%	<1%	1%	2%
Tagalog	<1%	-	<1%	-	-	-
Russian	<1%	-	<1%	-	-	-
Arabic	<1%	-	<1%	-	1%	-
Armenian	<1%	-	<1%	-	-	-
Farsi	<1%	-	<1%	-	-	-
French	<1%	-	<1%	-	-	-
German	<1%	-	<1%	-	-	-
Japanese	<1%	-	<1%	-	<1%	-
Khmer	<1%	-	<1%	-	<1%	-
Punjabi	<1%	-	<1%	-	-	-
Urdu	1%	<1%	<1%	< 1%	<1%	<1%
Hindi	-	-	<1%	1%	-	-
Hmong	-	-	-	-	-	-
Portuguese	-	-	-	-	-	-
Thai	-	-	<1%	1%	-	-

QPQ3 - [RECEIVED ALERT] In what language(s) was/were the Public Safety Power Shutoff notification(s)?

Alert Sources – All Customers

- Systemwide, SCE texts (58%) overtook SCE emails (54%) as the most frequently mentioned channel for the alerts received. Also cited are recorded phone messages from SCE (18%) and SCE.com (4%, <u>down</u>).
- Non-SCE sources other than local news (9%) are rarely mentioned.

Residential
(All Customers)

Notification Sources	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=667)	2023 Post (n=697)	2022 Post (n=1007)	2023 Post (n=940)	2022 Post (n=358)	2023 Post (n=360)
Email from SCE	54%	54%	56%	53%	52%	50%
Text message from SCE	55%	58%	63%	67%	49%	50%
Recorded phone message from SCE	17%	18%	21%	24%	13%	12%
Local news	12%	9%	11%	7%	12%	10%
SCE website	6%	4%	6%	3%	7%	3%
Friends/neighbors	5%	5%	7%	5%	3%	3%
Social Media (Facebook, Twitter, Nextdoor)	3%	5%	3%	4%	4%	5%
Local community organization	2%	1%	2%	1%	2%	1%
SCE representative or employee	< 1%	1%	< 1%	1%	1%	1%
Other	9%	9%	8%	6%	11%	14%
I don't remember	3%	2%	2%	2%	4%	2%

QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?

Alert Sources – Prefer Other Languages

- Systemwide, 59% of customers who prefer other languages say they received no alerts in a language other than English.
- They most often report getting English emails and texts from SCE.
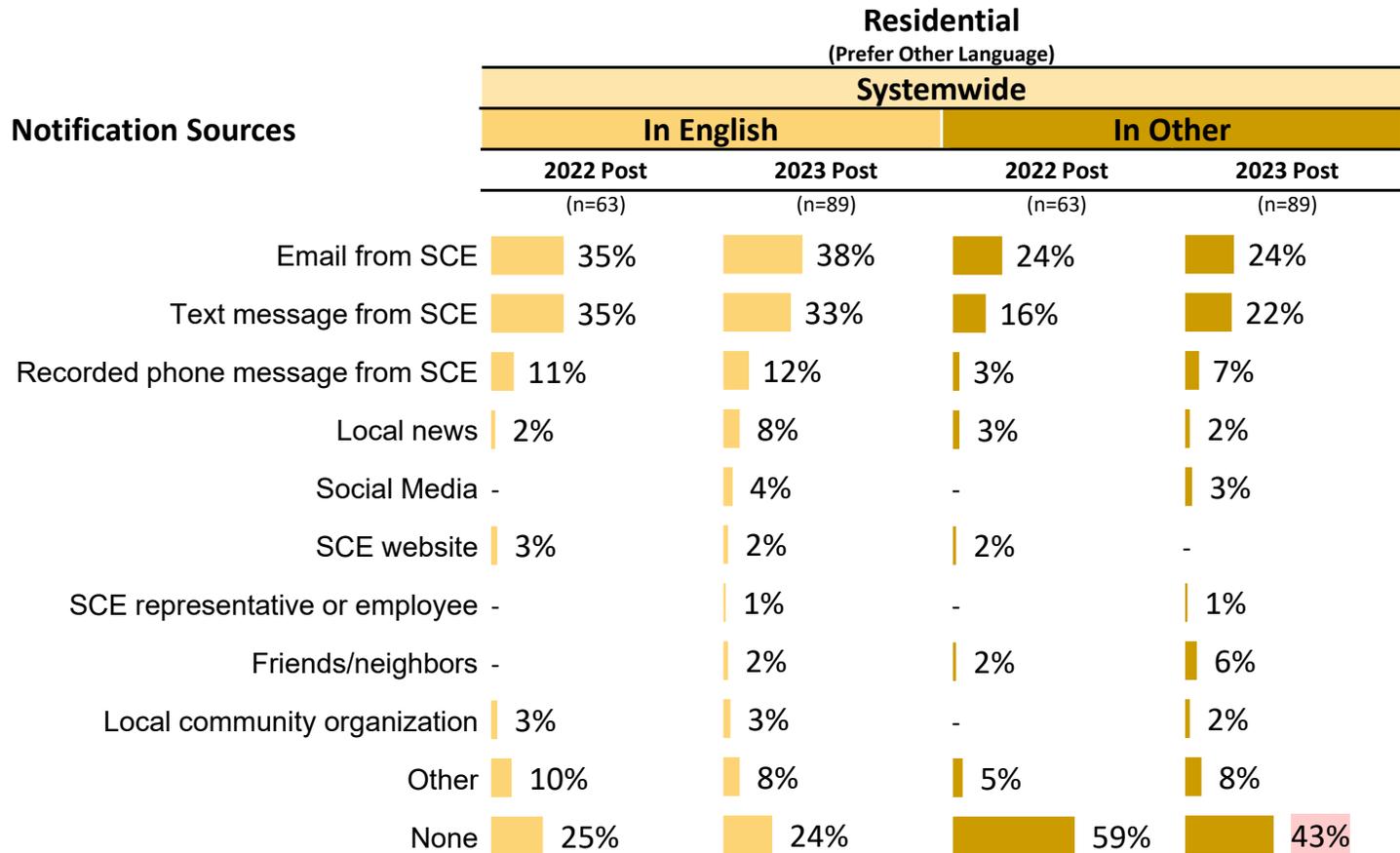
Residential
(Prefer Other Language)

Notification Sources	Systemwide			
	In English		In Other	
	2022 Post (n=63)	2023 Post (n=89)	2022 Post (n=63)	2023 Post (n=89)
Email from SCE	35%	38%	24%	24%
Text message from SCE	35%	33%	16%	22%
Recorded phone message from SCE	11%	12%	3%	7%
Local news	2%	8%	3%	2%
Social Media	-	4%	-	3%
SCE website	3%	2%	2%	-
SCE representative or employee	-	1%	-	1%
Friends/neighbors	-	2%	2%	6%
Local community organization	3%	3%	-	2%
Other	10%	8%	5%	8%
None	25%	24%	59%	43%

QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?
QPQ5 – [RECEIVED ALERT AND PREFER OTHER LANGUAGE] Which, if any, of these sources provided information in English and which provided information in your preferred language?

Alert Sources – Prefer Other Languages

- The high proportion of customers who prefer other languages and report not having received their alert in their language of preference occurs in both HFRAs (46%) and non-HFRAs (42%).
- Emails and Texts in English are also most common in HFRAs and non-HFRAs alike.

Residential
(Prefer Other Language)

Notification Sources	HFRA				Non - HFRA			
	In English		In Other		In English		In Other	
	2022 Post (n=51)	2023 Post (n=48)	2022 Post (n=51)	2023 Post (n=48)	2022 Post (n=46)	2023 Post (n=78)	2022 Post (n=46)	2023 Post (n=78)
Email from SCE	35%	35%	16%	23%	33%	38%	24%	23%
Text message from SCE	47%	38%	18%	27%	33%	29%	15%	22%
Recorded phone message from SCE	14%	19%	6%	8%	7%	13%	4%	8%
Local news	-	2%	4%	2%	2%	9%	2%	3%
Social Media	2%	4%	-	2%	-	5%	-	4%
SCE website	4%	4%	2%	2%	2%	3%	2%	-
SCE representative or employee	6%	2%	6%	-	-	1%	-	1%
Friends/neighbors	2%	-	6%	4%	-	3%	-	5%
Local community organization	6%	-	6%	-	2%	4%	-	3%
Other	8%	10%	8%	10%	11%	8%	4%	8%
None	20%	17%	53%	46%	24%	24%	59%	42%

QPQ4 – [RECEIVED ALERT] How were you notified about the Public Safety Power Shutoff?
QPQ5 – [RECEIVED ALERT AND PREFER OTHER LANGUAGE] Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of Alert Sources– All Customers

- Customers in HFRAs consider just about all the alert channels <u>less useful</u> than do their non-HFRA counterparts.
- In HFRAs, texts from SCE are both common (67%) and rated <u>high</u> in source usefulness (68%).

Usefulness of PSPS Notification Sources BEFORE Shutoff (Top 2 Box)
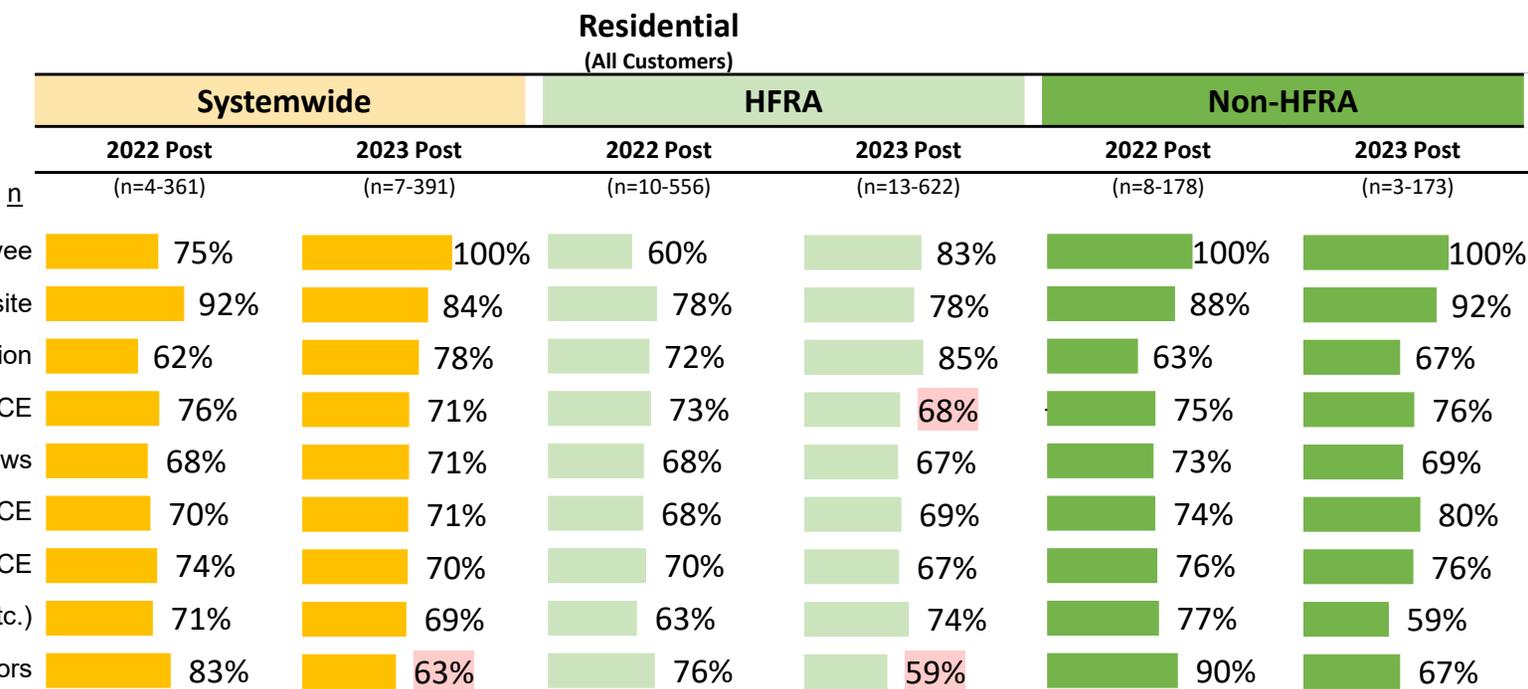
Residential (All Customers)

	Systemwide		HFRA		Non-HFRA	
	2022 Post	2023 Post	2022 Post	2023 Post	2022 Post	2023 Post
n	(n=4-361)	(n=7-391)	(n=10-556)	(n=13-622)	(n=8-178)	(n=3-173)
SCE representative or employee	75%	100%	60%	83%	100%	100%
SCE website	92%	84%	78%	78%	88%	92%
Local community organization	62%	78%	72%	85%	63%	67%
Text message from SCE	76%	71%	73%	68%	75%	76%
Local news	68%	71%	68%	67%	73%	69%
Recorded phone message from SCE	70%	71%	68%	69%	74%	80%
Email from SCE	74%	70%	70%	67%	76%	76%
Social Media (Facebook, Twitter, Nextdoor, etc.)	71%	69%	63%	74%	77%	59%
Friends/neighbors	83%	63%	76%	59%	90%	67%

QP6A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE <u>before</u> the Public Safety Power Shutoff via...?

Usefulness of Alert Sources – Prefer Other Languages

- The sample sizes for those who prefer other languages <u>and</u> received an alert <u>and</u> used the specific channels are not sufficient for meaningful analysis.
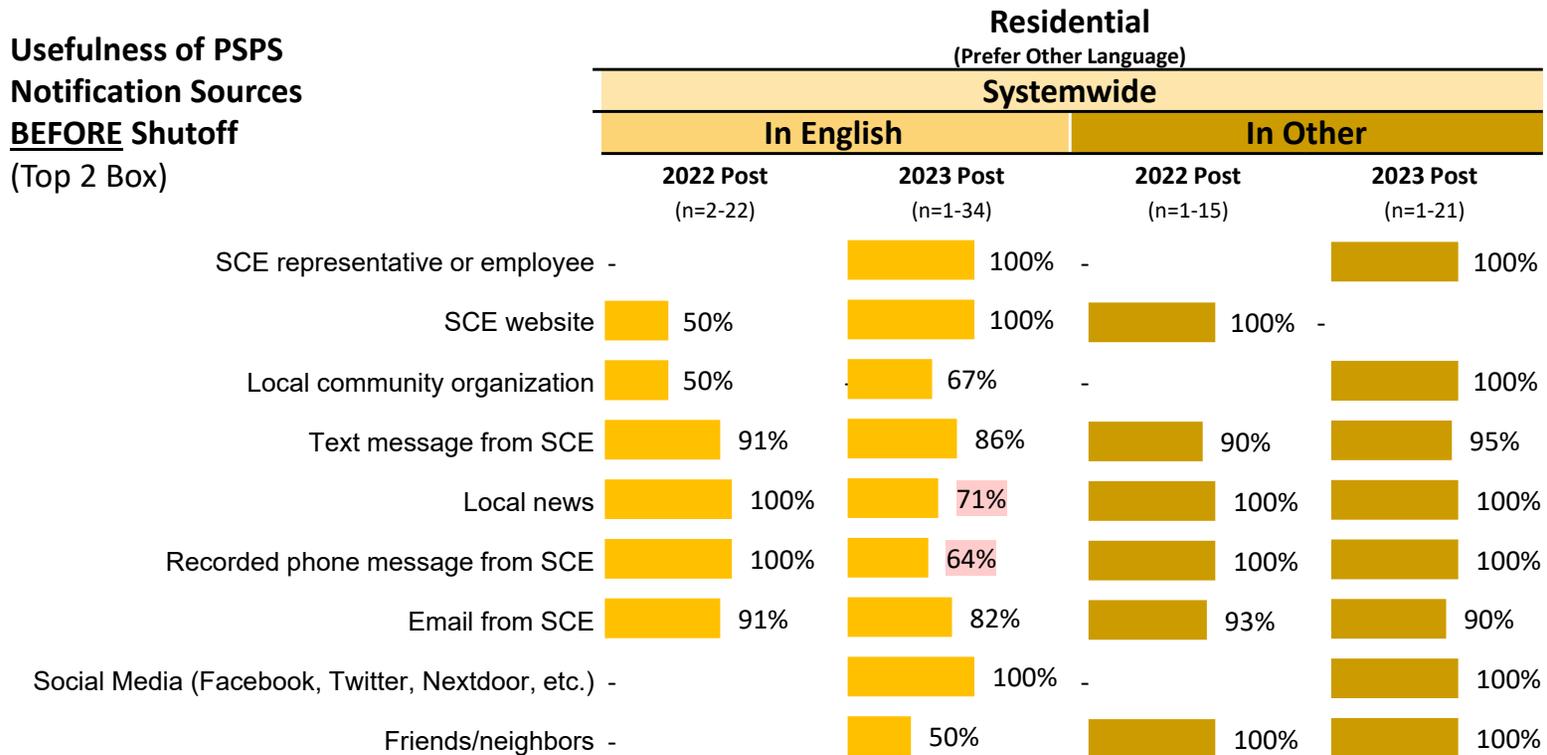
Usefulness of PSPS Notification Sources BEFORE Shutoff (Top 2 Box)

Residential
(Prefer Other Language)

	Systemwide			
	In English		**In Other**	
	2022 Post (n=2-22)	**2023 Post** (n=1-34)	**2022 Post** (n=1-15)	**2023 Post** (n=1-21)
SCE representative or employee	-	100%	-	100%
SCE website	50%	100%	100%	-
Local community organization	50%	67%	-	100%
Text message from SCE	91%	86%	90%	95%
Local news	100%	71%	100%	100%
Recorded phone message from SCE	100%	64%	100%	100%
Email from SCE	91%	82%	93%	90%
Social Media (Facebook, Twitter, Nextdoor, etc.)	-	100%	-	100%
Friends/neighbors	-	50%	100%	100%

QP6A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE <u>before</u> the Public Safety Power Shutoff via...?
QP6B2. And, how useful was the information in [PREFERRED LANGUAGE] that you received from SCE <u>before</u> the Public Safety Power Shutoff via...?

Usefulness of Alert Sources – Prefer Other Languages

- This table further divides the respondents from the previous slide into those living in HFRAs and non-HFRAs creating bases that are too small to analyze.

Residential
(Prefer Other Language)

Usefulness of PSPS Notification Sources BEFORE Shutoff (Top 2 Box)	HFRA				Non - HFRA			
	In English		In Other		In English		In Other	
	2022 Post (n=1-24)	2023 Post (n=1-18)	2022 Post (n=1-9)	2023 Post (n=1-13)	2022 Post (n=1-15)	2023 Post (n=1-30)	2022 Post (n=1-11)	2023 Post (n=1-18)
SCE representative or employee	67%	-	67%	-	-	100%	-	100%
SCE website	100%	100%	100%	100%	-	100%	100%	
Local community organization	67%	-	67%	-	100%	67%	-	100%
Text message from SCE	92%	89%	100%	100%	87%	87%	86%	94%
Local news	-	100%	100%	100%	100%	71%	100%	100%
Recorded phone message from SCE	100%	78%	100%	100%	100%	70%	100%	100%
Email from SCE	89%	94%	88%	100%	93%	80%	100%	89%
Social Media (Facebook, Twitter, Nextdoor, etc.)	100%	100%	-	100%	-	100%	-	100%
Friends/neighbors	100%	-	100%	100%	-	50%	-	100%

QP6A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE before the Public Safety Power Shutoff via…?
QP6B2. And, how useful was the information in [PREFERRED LANGUAGE] that you received from SCE before the Public Safety Power Shutoff via…?

Experienced PSPS Event – All Customers

- One in five (21%) HFRA customers and one in eleven (9%) non-HFRA customers report having had their power shut off in 2023 – <u>slightly less often</u> than in 2022 for HFRA customers (25%) and <u>no change</u> for non-HFRA customers (8%).
- Customers in HFRAs who did experience a PSPS event report they went through an average of 2.5 shutoffs.
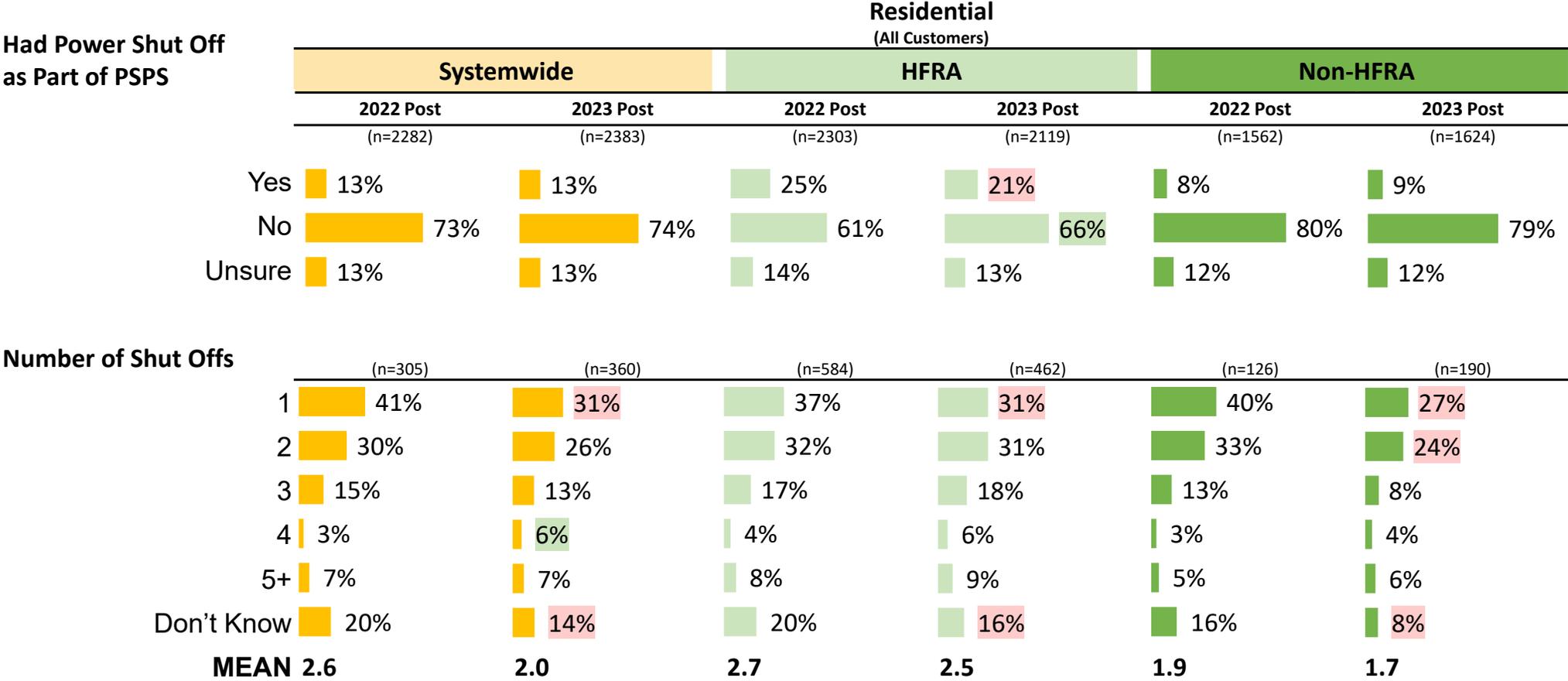
Residential
(All Customers)

Had Power Shut Off as Part of PSPS

	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=2282)	2023 Post (n=2383)	2022 Post (n=2303)	2023 Post (n=2119)	2022 Post (n=1562)	2023 Post (n=1624)
Yes	13%	13%	25%	21%	8%	9%
No	73%	74%	61%	66%	80%	79%
Unsure	13%	13%	14%	13%	12%	12%

Number of Shut Offs

	Systemwide		HFRA		Non-HFRA	
	(n=305)	(n=360)	(n=584)	(n=462)	(n=126)	(n=190)
1	41%	31%	37%	31%	40%	27%
2	30%	26%	32%	31%	33%	24%
3	15%	13%	17%	18%	13%	8%
4	3%	6%	4%	6%	3%	4%
5+	7%	7%	8%	9%	5%	6%
Don't Know	20%	14%	20%	16%	16%	8%
MEAN	2.6	2.0	2.7	2.5	1.9	1.7

QPQ7. Did you personally have your power shut off at your residence/business by SCE as part of a Public Safety Power Shutoff (PSPS) in 2021--that is, was your power proactively shutoff by SCE due to a high risk of wildfire??
QPQ8. [EXPERIENCED SHUT OFF] How many times was your power shut off due to a PSPS?

Update Sources– All Customers

- Among those who did experience an outage, only about one in five (22%) did not check with at least one of these sources to get updates on the status of their outage.
- The update source used most often continues to be SCE.com for both those in and not in HFRAs. Customers in HFRAs report a <u>reduced</u> reliance on SCE's CCC.
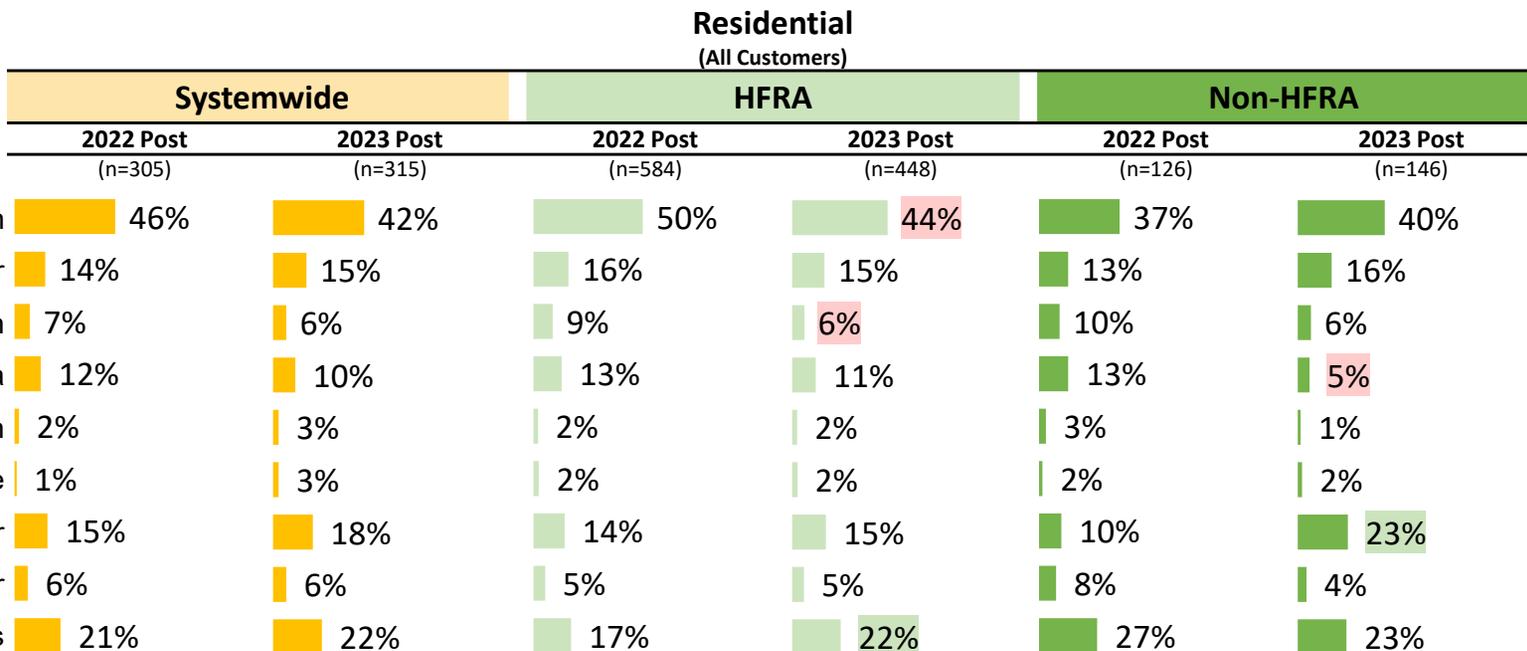
Residential
(All Customers)

Sources for Status Update on Outage	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=305)	**2023 Post** (n=315)	**2022 Post** (n=584)	**2023 Post** (n=448)	**2022 Post** (n=126)	**2023 Post** (n=146)
Checked SCE.com	46%	42%	50%	44%	37%	40%
Called the SCE phone center	14%	15%	16%	15%	13%	16%
Local news station	7%	6%	9%	6%	10%	6%
Social media	12%	10%	13%	11%	13%	5%
Local community organization	2%	3%	2%	2%	3%	1%
SCE representative or employee	1%	3%	2%	2%	2%	2%
Other	15%	18%	14%	15%	10%	23%
I don't remember	6%	6%	5%	5%	8%	4%
I didn't check any resources for updates	21%	22%	17%	22%	27%	23%

QPQ9. [EXPERIENCED SHUT OFF] When you experienced a Public Safety Power Shutoff, where did you go to check for updates on the status of your outage?

Update Sources – Prefer Other Languages

- Customers who prefer other languages are <u>much less likely</u> to check for updates (61% vs. 22% systemwide claim they checked "no" sources).
- The sources that were checked appear to be <u>equally likely</u> to have provided updates in the customer's preferred language as to have them in English.
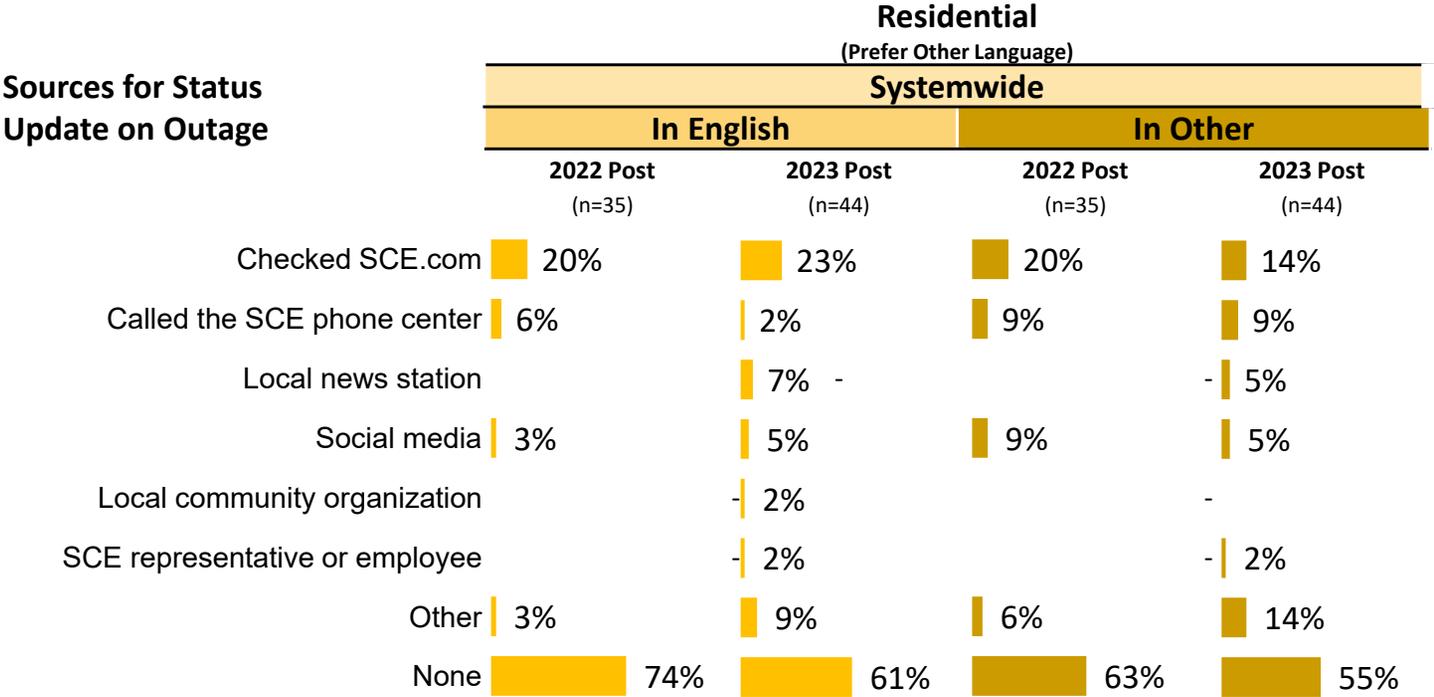
Sources for Status Update on Outage	Residential (Prefer Other Language)			
	Systemwide			
	In English		In Other	
	2022 Post (n=35)	2023 Post (n=44)	2022 Post (n=35)	2023 Post (n=44)
Checked SCE.com	20%	23%	20%	14%
Called the SCE phone center	6%	2%	9%	9%
Local news station		7%	-	5%
Social media	3%	5%	9%	5%
Local community organization		2%	-	
SCE representative or employee		2%	-	2%
Other	3%	9%	6%	14%
None	74%	61%	63%	55%

QPQ10 – [EXPERIENCED SHUT OFF AND PREFER OTHER LANGUAGE] Which, if any, of these sources provided information in English and which provided information in your preferred language?

Update Sources – Prefer Other Languages

- Sample sizes are small but the finding that customer who prefer other languages are less likely to check for status updates appears to be confirmed in HFRAs and non-HFRAs

Residential
(Prefer Other Language)

Sources for Status Update on Outage	HFRA				Non-HFRA			
	In English		In Other		In English		In Other	
	2022 Post (n=32)	2023 Post (n=25)	2022 Post (n=23)	2023 Post (n=37)	2022 Post (n=32)	2023 Post (n=25)	2022 Post (n=23)	2023 Post (n=37)
Checked SCE.com	19%	24%	6%	12%	17%	19%	22%	14%
Called the SCE phone center	16%	12%	19%	16%	4%	-	4%	8%
Local news station	3%	8%	-	12%	-	8%	-	5%
Social media	6%	12%	3%	4%	4%	3%	13%	5%
Local community organization	-	-	-	-	-	3%	-	-
SCE representative or employee	-	4%	-	4%	-	-	-	-
Other	6%	8%	-	16%	-	8%	9%	11%
None	53%	48%	72%	44%	83%	68%	61%	59%

QPQ10 – [EXPERIENCED SHUT OFF AND PREFER OTHER LANGUAGE] Which, if any, of these sources provided information in English and which provided information in your preferred language?

Usefulness of Update Sources – All Customers

- SCE.com is the <u>most used</u> source for updates – and its source usefulness is <u>among the highest-rated</u> sources (64%).
- SCE's phone center is the <u>second most used</u> source – and its source usefulness is <u>comparable</u> to sce.com (63%).

Usefulness of PSPS Outage Update Sources DURING Shutoff (Top 2 Box)
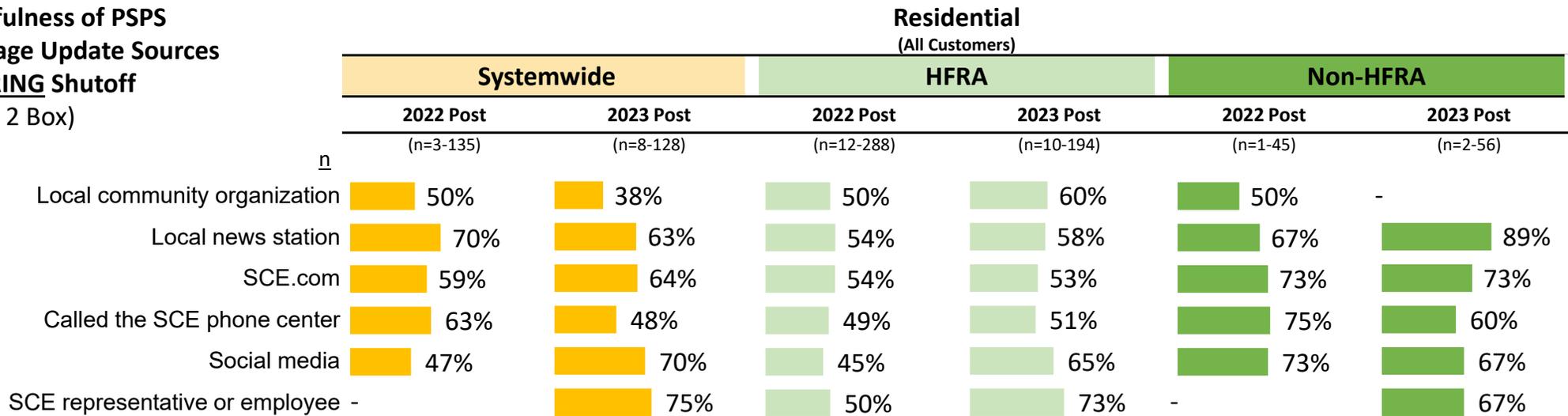
Residential
(All Customers)

	Systemwide		HFRA		Non-HFRA	
	2022 Post	**2023 Post**	**2022 Post**	**2023 Post**	**2022 Post**	**2023 Post**
n	(n=3-135)	(n=8-128)	(n=12-288)	(n=10-194)	(n=1-45)	(n=2-56)
Local community organization	50%	38%	50%	60%	50%	-
Local news station	70%	63%	54%	58%	67%	89%
SCE.com	59%	64%	54%	53%	73%	73%
Called the SCE phone center	63%	48%	49%	51%	75%	60%
Social media	47%	70%	45%	65%	73%	67%
SCE representative or employee	-	75%	50%	73%	-	67%

QPQ11A/B1. [BASE: ALL WHO USED THAT SOURCE IN ENGLISH] How useful was the information you received from SCE <u>during</u> the Public Safety Power Shutoff via…?

SCE.com Satisfaction <u>During</u> Events – All Customers

- Satisfaction with SCE.com for outage information <u>during</u> an outage <u>improved</u>. Satisfaction is <u>higher</u> among non-HFRA customers but <u>improved</u> among HFRA customers.
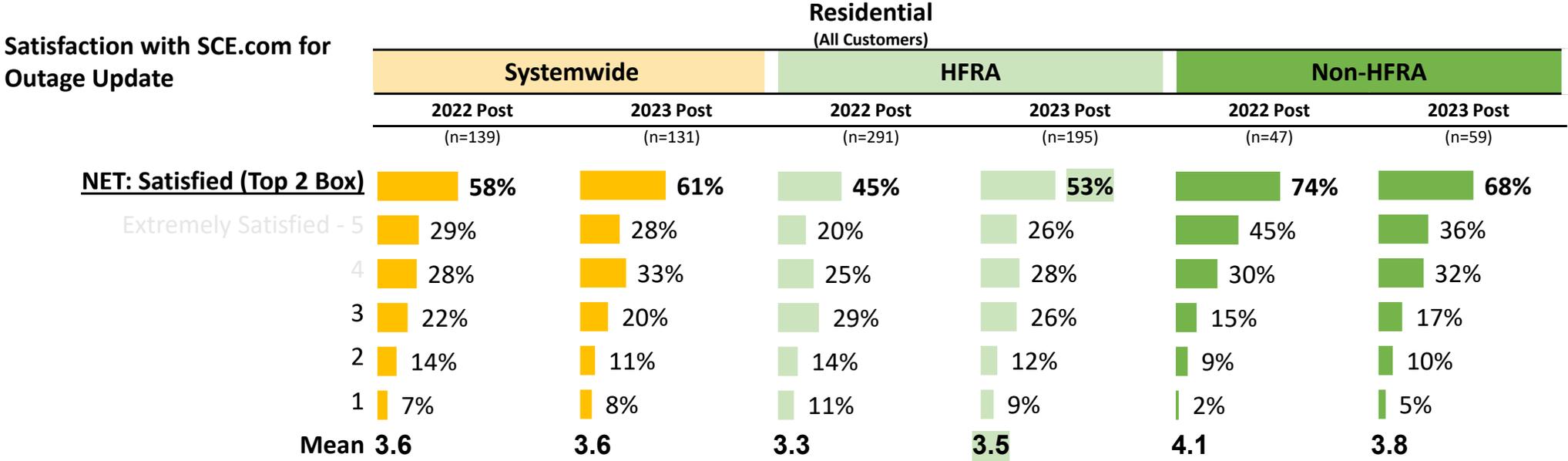
Residential
(All Customers)

Satisfaction with SCE.com for Outage Update	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=139)	2023 Post (n=131)	2022 Post (n=291)	2023 Post (n=195)	2022 Post (n=47)	2023 Post (n=59)
NET: Satisfied (Top 2 Box)	58%	61%	45%	53%	74%	68%
Extremely Satisfied - 5	29%	28%	20%	26%	45%	36%
4	28%	33%	25%	28%	30%	32%
3	22%	20%	29%	26%	15%	17%
2	14%	11%	14%	12%	9%	10%
1	7%	8%	11%	9%	2%	5%
Mean	3.6	3.6	3.3	3.5	4.1	3.8

QPQ12. [USED SCE.COM FOR OUTAGE UPDATE] How satisfied were you with the information provided by the website during the Public Safety Power Shutoff?

Shading indicates a significant difference at the 90% confidence level between Pre and Post

Power Restoration Notices – All Customers

- SCE is steadily improving in providing customers notices of power restoration. This Post- survey metric has <u>increased</u> from 50% in 2020 to 59% in 2021 to 75% in this year's study.

- The usefulness of such notifications has remained <u>high</u> for those who receive them (Mean ratings: 4.0 in 2020; 3.5 in 2021; 3.8 in 2022; 3.7 in 2023).
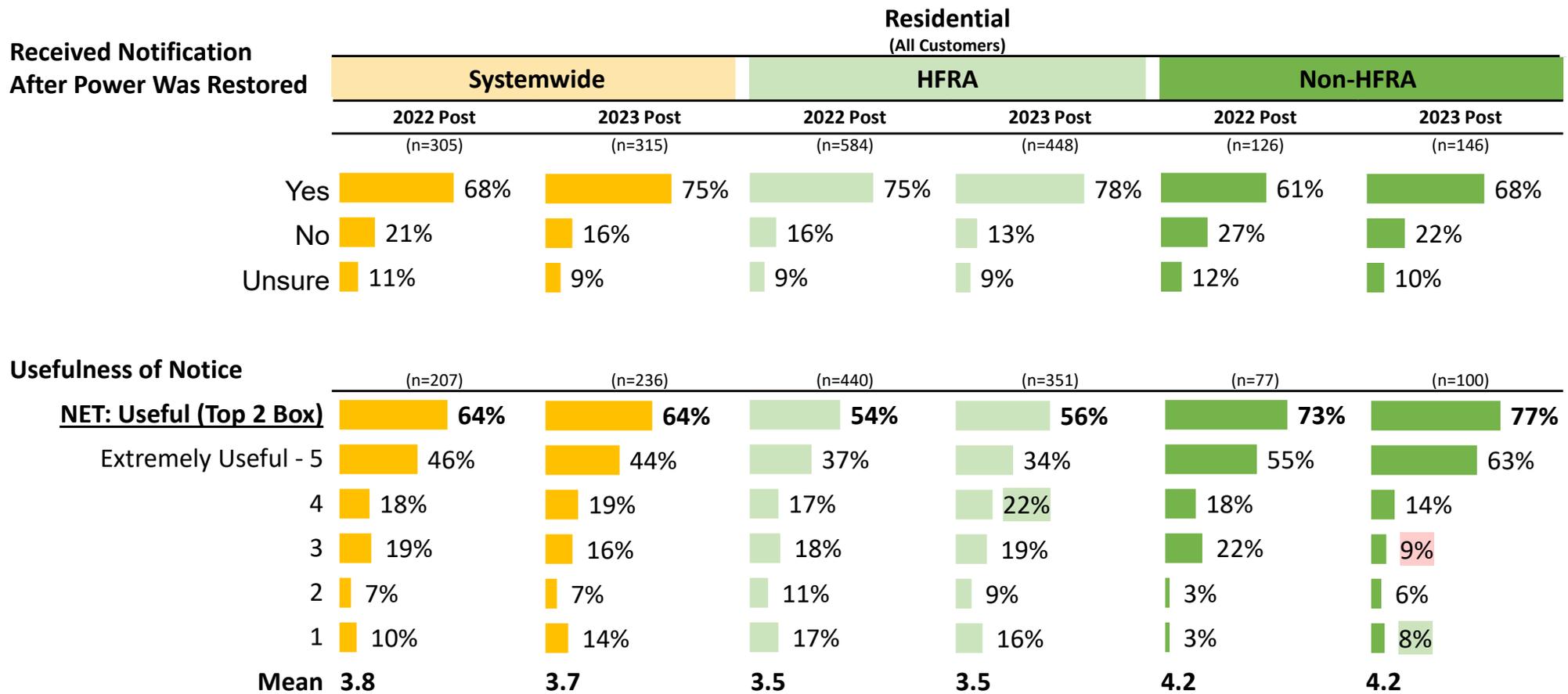
Residential
(All Customers)

Received Notification After Power Was Restored	Systemwide		HFRA		Non-HFRA	
	2022 Post	**2023 Post**	**2022 Post**	**2023 Post**	**2022 Post**	**2023 Post**
	(n=305)	(n=315)	(n=584)	(n=448)	(n=126)	(n=146)
Yes	68%	75%	75%	78%	61%	68%
No	21%	16%	16%	13%	27%	22%
Unsure	11%	9%	9%	9%	12%	10%

Usefulness of Notice						
	(n=207)	(n=236)	(n=440)	(n=351)	(n=77)	(n=100)
NET: Useful (Top 2 Box)	**64%**	**64%**	**54%**	**56%**	**73%**	**77%**
Extremely Useful - 5	46%	44%	37%	34%	55%	63%
4	18%	19%	17%	22%	18%	14%
3	19%	16%	18%	19%	22%	9%
2	7%	7%	11%	9%	3%	6%
1	10%	14%	17%	16%	3%	8%
Mean	3.8	3.7	3.5	3.5	4.2	4.2

QPQ13. [EXPERIENCED SHUTOFF] Do you recall receiving a notification when your power was fully restored after the PSPS event?
QPQ14. [RECEIVED RESTORATION NOTICE] How useful was the information you received from SCE after the Public Safety Power Shutoff ended and your power was restored?

SCE.com Satisfaction <u>After</u> Events – All Customers

- Satisfaction with post-event information on sce.com echo the relative usefulness ratings of such communications (Mean satisfaction: 4.0 in 2020; 3.5 in 2021; 3.8 in 2022; 3.7 in 2023).

Residential
(All Customers)

Satisfaction with SCE.com Restoration Notice	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=207)	**2023 Post** (n=236)	**2022 Post** (n=440)	**2023 Post** (n=351)	**2022 Post** (n=77)	**2023 Post** (n=100)
NET: Satisfied (Top 2 Box)	**64%**	**60%**	**51%**	**54%**	**77%**	**71%**
Extremely Satisfied - 5	41%	38%	33%	32%	53%	52%
4	23%	22%	18%	22%	23%	19%
3	21%	23%	27%	26%	19%	19%
2	8%	9%	13%	12%	3%	5%
1	7%	8%	9%	9%	1%	5%
Mean	3.8	3.7	3.5	3.6	4.2	4.1

QPQ15 - [RECALL RESTORATION NOTICE] How satisfied were you with the information provided by the SCE website after the Public Safety Power Shutoff?

Energy for What's Ahead℠
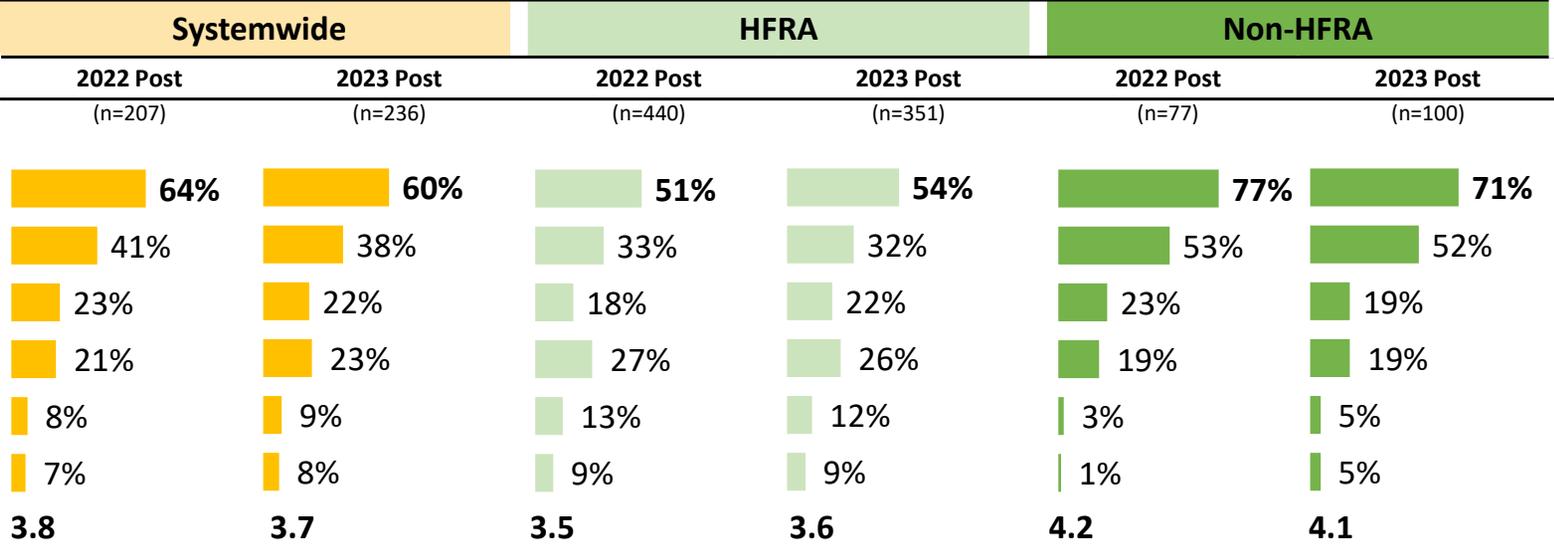
Language of Restoration Notice – All Customers

- Very few respondents both recall a restoration notice <u>after</u> a PSPS event <u>and</u> prefer such notices in other languages.

Residential
(Prefer Other Language)

Language of Restoration Notice	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=13)	**2023 Post** (n=73)	**2022 Post** (n=12)	**2023 Post** (n=32)	**2022 Post** (n=9)	**2023 Post** (n=66)
Available in English	69%	29%	67%	47%	56%	23%
Available in Preferred Language	54%	21%	47%	25%	67%	18%
Neither	8%	59%	-	41%	11%	64%
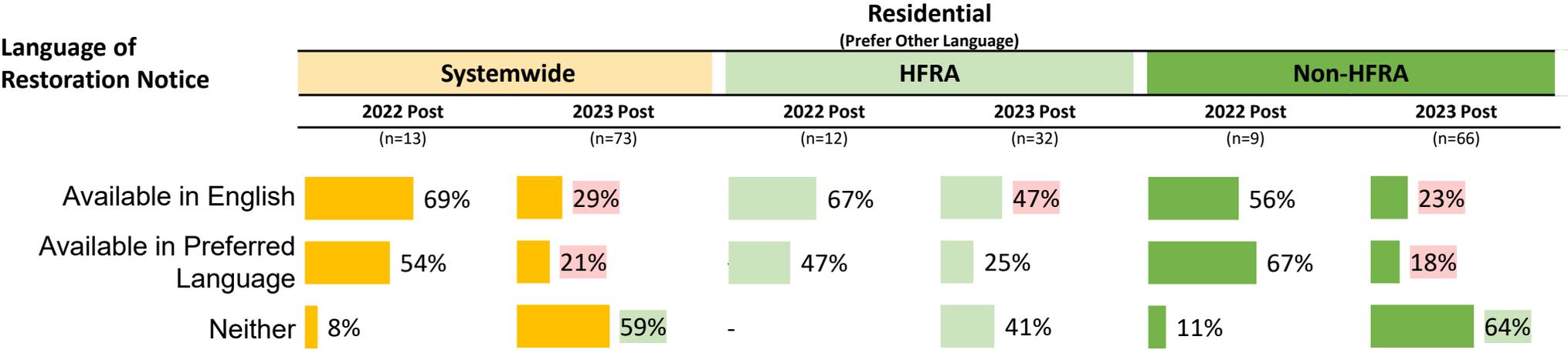
QPQ16 – [RECALL RESTORATION NOTICE AND PREFER OTHER LANGUAGE] Was the information that you received after the Public Safety Power Shutoff available in English available in your preferred language?

All PSPS Comms Satisfaction – All Customers

- Customers who did check for outage updates from at least one source were asked about their overall satisfaction with SCE's PSPS communications.
- As with many of the Post- metrics in this 2023 survey, HFRA attitudes improved, drawing closer to those consistently held by Non-HFRA customers.
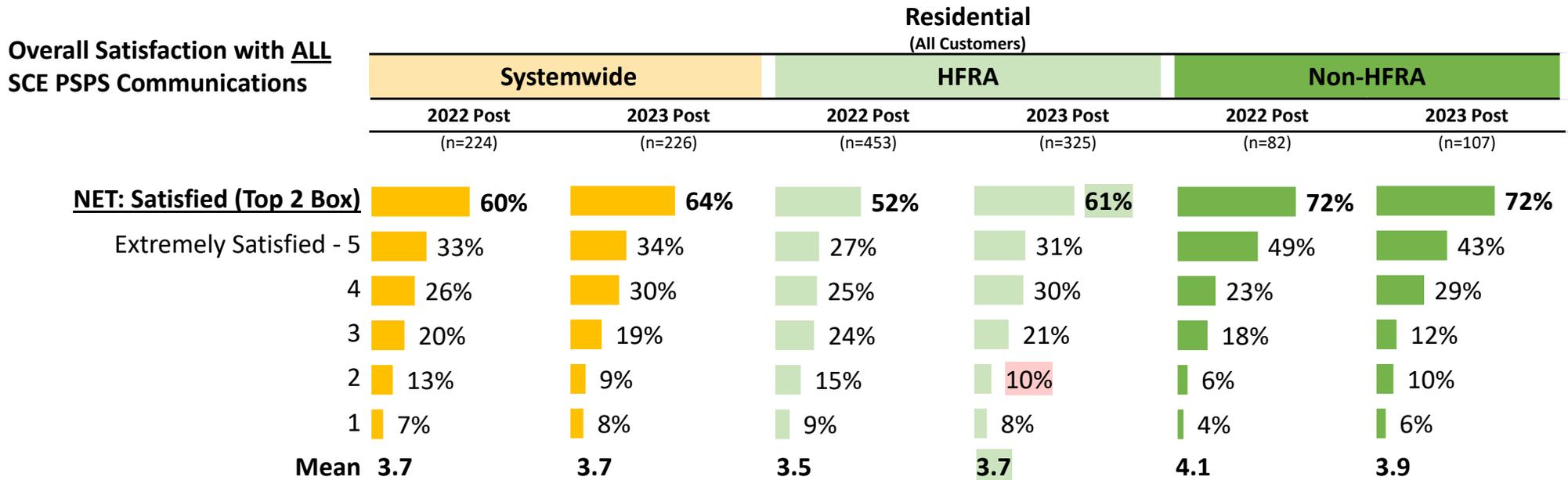
Residential
(All Customers)

Overall Satisfaction with ALL SCE PSPS Communications	Systemwide		HFRA		Non-HFRA	
	2022 Post (n=224)	2023 Post (n=226)	2022 Post (n=453)	2023 Post (n=325)	2022 Post (n=82)	2023 Post (n=107)
NET: Satisfied (Top 2 Box)	60%	64%	52%	61%	72%	72%
Extremely Satisfied - 5	33%	34%	27%	31%	49%	43%
4	26%	30%	25%	30%	23%	29%
3	20%	19%	24%	21%	18%	12%
2	13%	9%	15%	10%	6%	10%
1	7%	8%	9%	8%	4%	6%
Mean	3.7	3.7	3.5	3.7	4.1	3.9

QPQ17. [CHECKED FOR STATUS UPDATES] How satisfied are you OVERALL with all of the Public Safety Power Shutoff communications that you received from SCE?

SCE PSPS Attribute Ratings – All Customers

- All customers – whether they had experienced an outage / shutoff or not – were asked to rate SCE on a list of PSPS-related attributes.
- Ratings were <u>consistent</u> Pre- to Post- across all these statements.

PSPS Attributes	Residential (All Customers)					
	Systemwide		**HFRA**		**Non-HFRA**	
	2022 Post (n=2282)	**2023 Post** (n=2383)	**2022 Post** (n=2303)	**2023 Post** (n=2119)	**2022 Post** (n=1562)	**2023 Post** (n=1624)
Notifying me when my power might be shut off	57%	56%	58%	60%	57%	56%
Restoring power in a reasonable amount of time	51%	54%	48%	51%	53%	55%
Reducing the risk of wildfires	50%	49%	48%	49%	52%	50%
Notifying me when my power would be restored	50%	52%	47%	50%	51%	54%
Providing an accurate estimate of when the power would be restored	48%	50%	44%	47%	50%	51%
Keeping me updated about the status of the PSPS shutoff	47%	47%	45%	47%	48%	47%
Reaching out to those with medical or other critical needs	40%	40%	36%	40%	42%	41%
Providing resources near me that I can visit during an outage event	35%	34%	31%	29%	38%	37%

QPQ18. How would you rate SCE's Public Safety Power Shutoff (PSPS) program on each of the following?

SCE PSPS Improvement Suggestions – All Customers

- All customers – whether they had experienced an outage / shutoff or not – were asked to provide suggestions regarding SCE's PSPS communications.

- Despite the consistent improvements in SCE's use of text messages, fully <u>21%</u> of these respondents ask for even <u>more</u> phone/mobile notifications.

- <u>Less than 1%</u> ask for notifications/alerts in different languages.

Residential
(All Customers)

Suggestions to Improve PSPS Comms	Systemwide		HFRA		Non-HFRA	
	2022 Post	2023 Post	2022 Post	2023 Post	2022 Post	2023 Post
	(n=2282)	(n=)	(n=2303)	(n=)	(n=1562)	(n=)
Notification alerts on phone/mobile	19%	21%	18%	19%	18%	22%
Notification alerts online/email	10%	13%	7%	9%	11%	15%
Traditional print notification	4%	7%	3%	5%	5%	8%
Clear and concise communication	2%	7%	2%	9%	2%	5%
Notification alerts by TV, radio	3%	6%	2%	5%	3%	6%
More frequent, regular notifications and updates	5%	5%	5%	3%	5%	6%
Advance notification	8%	5%	11%	6%	6%	4%
Proactive maintenance	2%	4%	2%	5%	1%	3%
Provide back up to households with disability	1%	3%	1%	2%	1%	2%
Social Media updates	2%	3%	2%	2%	3%	3%
They are doing a great job	2%	3%	2%	2%	3%	3%
Guide/create awareness/action resources	7%	2%	7%	2%	8%	3%
Website more user friendly and updated	1%	1%	1%	2%	1%	1%
Notifications/alerts in different languages	1%	<1%	1%	<1%	1%	<1%
Provide maps/grids of outages	5%	<1%	6%	<1%	5%	<1%
Others	12%	9%	12%	11%	13%	6%
Don't Know / No Opinion	38%	23%	38%	24%	39%	24%

QPQ19. In your opinion, what can SCE do to improve their communications regarding Public Safety Power Shutoffs?

Demographics

Household Characteristics

- **Systemwide, the 2023 Pre- and Post- survey sample profiles are quite similar.**

- **As seen in prior years, HFRA and Non-HFRA customers do have <u>quite different</u> demographic profiles.**

- **HFRAs . . .**
  - **More often have an occupant who is 65+ (+8% pts.)**
  - **More homeowners (+19% pts.)**
  - **More often rural (+15% pts.) and less often urban (-18% pts.)**
  - **More often living in stand-alone houses (+17% pts.) and less often in apartments (-12% pts.)**
  - **Somewhat older (+9% who are 65+) and more often white (+13% pts.)**
  - **Higher income (+5% pts. earning $100k or more)**
  - **More often married (+12% pts.) and more often retired (+9% pts.)**
  - **Are less likely to have a non-English speaker in the household (-6% pts.)**

Household Characteristics

- The 2023 Post- systemwide survey sample more often has <u>slightly higher</u> occupancy households (2.9 vs. 2.8)

- These additional households with a 65+ occupant were spread to HFRA and Non-HFRA households.

- As in the past, HFRA households <u>more often</u> have an occupant who is 65+.

Household Characteristics	Residential					
	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
Number in Household (Mean)	2.8	2.9	2.8	2.9	2.8	2.9
65+ in Household (%Yes)	25%	27%	31%	33%	23%	25%
Children in Household (%Yes)	34%	37%	35%	35%	36%	38%

D1. Including you, how many people live in your household?
D3. Is anyone in your household 65 or older?
D4. Do you have children in your household under the age of 18?

Shading indicates a significant difference at the 90% confidence level from the prior year

Household Characteristics

- The 2023 Pre- and Post- survey sample compositions are comparable.
- Home ownership is <u>much more</u> common in HFRAs
- HFRA customers are <u>more often</u> located in Rural areas

Residential

	Systemwide		HFRA		Non-HFRA	
Ownership	**2023 Pre** (n=2,321)	**2023 Post** (n=2,383)	**2023 Pre** (n=2,182)	**2023 Post** (n=2,119)	**2023 Pre** (n=1,622)	**2023 Post** (n=1,624)
Own	64%	65%	75%	77%	58%	58%
Rent	32%	31%	21%	20%	38%	37%
Neither	1%	1%	1%	1%	1%	1%
Prefer not to answer	3%	3%	3%	2%	4%	4%

Area of Residence						
Urban	27%	27%	15%	15%	32%	33%
Suburban	51%	49%	55%	54%	50%	46%
Rural	10%	11%	20%	22%	5%	7%
Not sure	10%	11%	9%	8%	11%	13%
Prefer not to answer	2%	2%	1%	1%	2%	2%
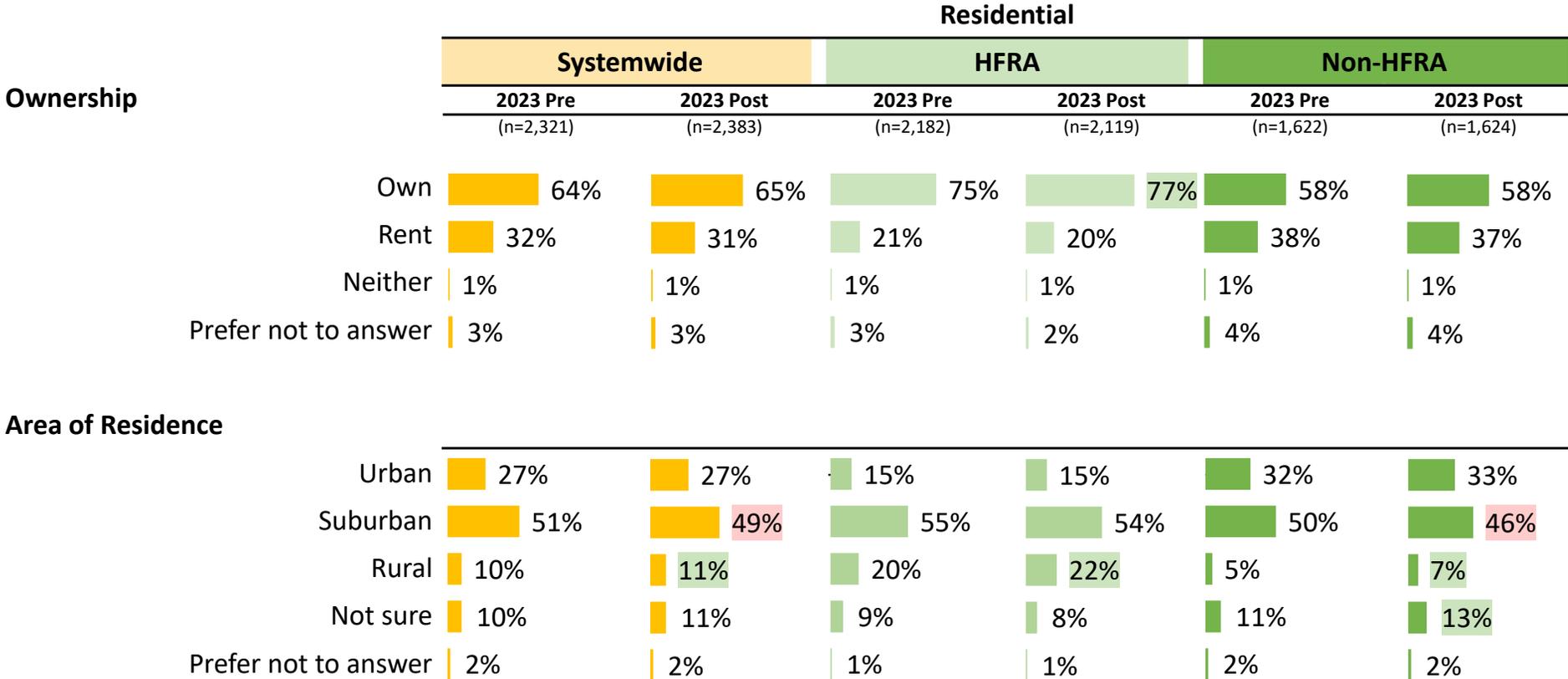
D11. Which of the following best describes your housing situation?
D6. Which of the following best describes the area in which you live?

Shading indicates a significant difference at the 90% confidence level from the prior year

Household Characteristics

- New in 2023: HFRAs are <u>more often</u> in stand-alone houses and <u>less often</u> in apartments.

Residential

Type of Residence	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	**2023 Post** (n=2,383)	**2023 Pre** (n=2,182)	**2023 Post** (n=2,119)	**2023 Pre** (n=1,622)	**2023 Post** (n=1,624)
House	65%	67%	76%	79%	60%	62%
Apartment	18%	17%	10%	9%	22%	21%
Townhouse	5%	5%	4%	3%	6%	5%
Condo	7%	7%	5%	4%	8%	8%
Mobile home	3%	3%	4%	4%	2%	2%
Other	1%	1%	1%	1%	1%	1%
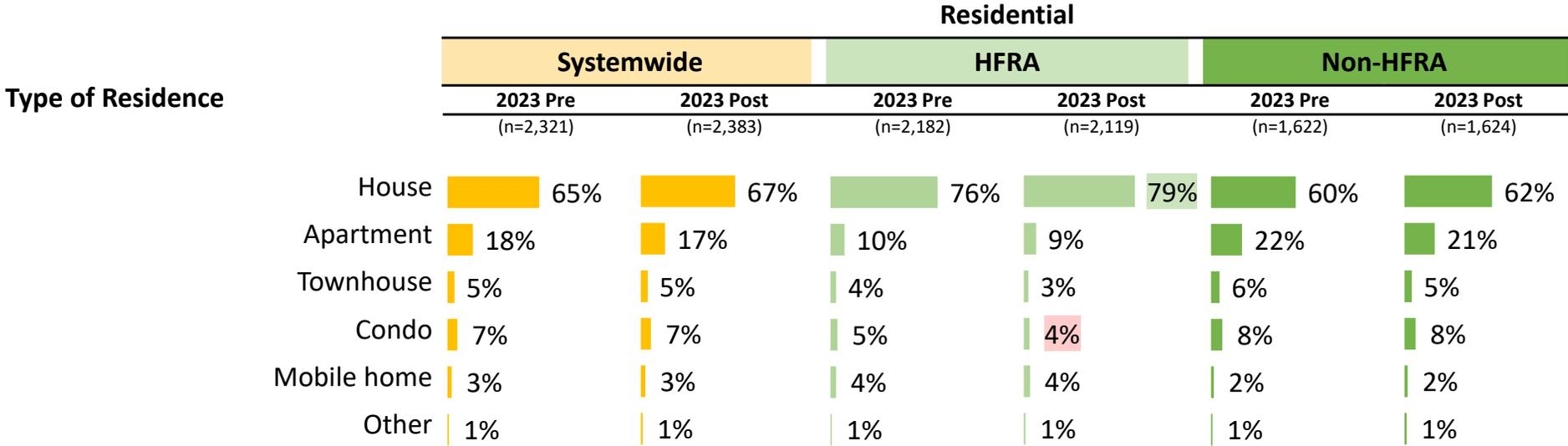
D12. In what type of residence do you currently live?

Shading indicates a significant difference at the 90% confidence level from the prior year

Age & Ethnicity

- The 2023 Pre- and Post- survey sample compositions are comparable.
- HFRA customers are <u>somewhat older</u> (+9% pts. are 65+) – and <u>more often white</u>.

Residential

Age	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	**2023 Post** (n=2,383)	**2023 Pre** (n=2,182)	**2023 Post** (n=2,119)	**2023 Pre** (n=1,622)	**2023 Post** (n=1,624)
Under 18	<1%	<1%	<1%	-	<1%	<1%
18-24	2%	2%	1%	1%	2%	3%
25-34	10%	9%	7%	6%	12%	10%
35-44	15%	15%	15%	13%	15%	17%
45-54	15%	17%	15%	17%	17%	16%
55-64	20%	21%	20%	22%	20%	21%
65-74	23%	21%	25%	25%	20%	20%
75 or older	12%	12%	13%	14%	11%	10%
Prefer not to answer	3%	3%	3%	3%	3%	3%

Ethnicity

	Systemwide		HFRA		Non-HFRA	
Hispanic Origin	25%	28%	19%	21%	27%	32%
Caucasian or White	61%	59%	68%	69%	57%	56%
Asian	12%	12%	8%	8%	14%	14%
African-American or Black	6%	5%	5%	4%	8%	6%
American Indian, Eskimo or Alaska native	2%	3%	3%	3%	2%	3%
Hawaiian or Pacific Islander	1%	1%	1%	1%	1%	1%
Some other ethnicity	11%	11%	10%	10%	11%	11%
Prefer not to say	13%	14%	12%	11%	13%	14%

D2. What is your age?
D9. Are you, yourself, of Hispanic origin or descent (that is, Mexican, Puerto Rican, Cuban, Central American, South American, or some other Spanish background)?
D10. Are you…?

Shading indicates a significant difference at the 90% confidence level from the prior year

Income & Gender

- The 2023 Pre- and Post- survey sample compositions are comparable.
- HFRA customers <u>more often</u> have higher household incomes.

Residential

Income	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	**2023 Post** (n=2,383)	**2023 Pre** (n=2,182)	**2023 Post** (n=2,119)	**2023 Pre** (n=1,622)	**2023 Post** (n=1,624)
Less than $50,000	25%	26%	21%	21%	27%	29%
$50,000 to less than $100,000	23%	24%	22%	22%	24%	24%
$100,000 to less than $150,000	15%	15%	15%	16%	14%	14%
$150,000 to less than $200,000	7%	7%	8%	9%	7%	6%
$200,000 to less than $250,000	3%	3%	4%	4%	3%	3%
$250,000 or more	5%	5%	6%	7%	4%	5%
Prefer not to answer or not sure	21%	19%	23%	21%	19%	18%

Gender

	Systemwide		HFRA		Non-HFRA	
Male	45%	48%	46%	49%	44%	47%
Female	51%	48%	51%	48%	52%	50%
Non-binary or Other	<1%	<1%	<1%	<1%	<1%	<1%
Prefer not to answer	4%	3%	3%	3%	3%	3%

D1a. What is your gender?
D7. What is your annual household income before taxes?

Shading indicates a significant difference at the 90% confidence level from the prior year

Education

- The 2023 Pre- and Post- survey sample compositions are comparable.
- Education levels achieved are <u>comparable</u> for residents in HFRAs and Non-HFRAs.

Education	Residential					
	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
Some high school or less	3%	5%	2%	3%	4%	6%
High school graduate	9%	11%	9%	9%	10%	13%
Some college	19%	18%	19%	18%	20%	18%
Trade or technical school grad / 2-year AA	10%	11%	11%	10%	10%	10%
Undergraduate college degree	18%	17%	17%	18%	18%	18%
Some graduate study	4%	4%	4%	5%	4%	4%
Masters or doctorate degree	30%	28%	32%	31%	29%	25%
Prefer not to answer	6%	6%	6%	6%	5%	6%

D8. What is the highest level of education you have had the opportunity to complete?

Shading indicates a significant difference at the 90% confidence level from the prior year

Employment & Marital Status

- Marital and Employment status are new in 2023.
- HFRA residents are <u>more often</u> married (+12% pts.) and <u>more often</u> retired (+9% pts.)

|	Residential					
	Systemwide		HFRA		Non-HFRA	
Marital Status	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
NET: In a Relationship	60%	60%	65%	66%	58%	57%
Dating	2%	2%	1%	2%	2%	2%
Living with partner	5%	6%	6%	4%	5%	6%
Married	53%	52%	58%	60%	50%	48%
Single and live alone/roommates	20%	20%	17%	16%	23%	22%
Divorced/Separated	10%	10%	9%	10%	10%	11%
Other	9%	9%	9%	8%	9%	10%
Employment Status						
Full time	44%	44%	43%	40%	46%	45%
Part time	8%	9%	7%	7%	10%	10%
Retired	33%	33%	37%	39%	30%	30%
Homemaker	3%	4%	3%	4%	4%	4%
Student	1%	1%	1%	1%	1%	2%
Other	5%	6%	5%	5%	5%	6%
Not Employed	4%	4%	4%	4%	5%	4%

D13. "What is your current marital status?"
D14. "Which of the following best describes your employment?"

Shading indicates a significant difference at the 90% confidence level from the prior year

Languages in Household

- The presence of a non-English speaker in the household is <u>less common</u> in HFRA households (-6% pts.).

Residential

Non-English Speaker in House	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
Yes	9%	11%	6%	7%	11%	13%
No	89%	87%	93%	91%	88%	85%
Prefer not to answer	2%	2%	2%	2%	1%	2%

[IF YES] Which Language

Spanish	58%	72%	56%	67%	59%	73%
Mandarin	13%	12%	12%	17%	14%	10%
Cantonese	3%	3%	2%	2%	3%	3%
Korean	8%	3%	7%	4%	7%	3%
Vietnamese	5%	4%	2%	1%	6%	5%
Other	12%	7%	19%	9%	10%	8%
Prefer not to answer	4%	3%	6%	4%	3%	2%

D17. "Does anyone in your household NOT speak English?"
D18. "What language(s) do they speak?"

Shading indicates a significant difference at the 90% confidence level from the prior year

Disabilities & Electrical Needs

- Use of an electrical device to accommodate a disability in the home is <u>consistent</u> across HFRA and Non-HFRA households.

Residential

Disability	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	**2023 Post** (n=2,383)	**2023 Pre** (n=2,182)	**2023 Post** (n=2,119)	**2023 Pre** (n=1,622)	**2023 Post** (n=1,624)
Blindness or low-vision	6%	6%	6%	7%	6%	7%
Deafness or hard of hearing	11%	11%	12%	13%	10%	11%
Mobility disability	11%	12%	12%	13%	10%	11%
Mental or cognitive disability	7%	7%	7%	8%	7%	7%
None of the above	70%	68%	68%	66%	71%	69%
Prefer not to answer	6%	6%	6%	5%	6%	6%

Electricity Required

|						
Yes	41%	41%	41%	43%	41%	40%
No	53%	53%	54%	52%	53%	53%
Unsure	6%	6%	5%	5%	6%	7%

D15. "Do you or does anyone in your household experience any of the following? "
D16. [DISABLED IN D15] "Does accommodating the disability require electricity?"   Shading indicates a significant difference at the 90% confidence level from the prior year

Medical Equipment Electrical Use

- Use of medical equipment that requires electricity is <u>higher</u> in HFRA than in Non-HFRA households.

Residential

Rely on Electrical Medical Equipment	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
Yes	19%	18%	20%	22%	17%	17%
No	81%	82%	80%	78%	83%	83%

[IF YES] Daily Usage	(n=433)	(n=431)	(n=432)	(n=470)	(n=270)	(n=269)
0 hours to less than 2 hours	11%	10%	12%	10%	12%	10%
2 hours to less than 4 hours	6%	6%	5%	5%	6%	7%
4 hours to less than 6 hours	5%	8%	4%	8%	6%	9%
6 hours to less than 8 hours	28%	26%	27%	27%	29%	29%
8 hours or more	44%	46%	46%	47%	42%	40%
Not sure	6%	3%	6%	3%	5%	4%

D19. "Do you or does anyone in your household rely on medical equipment that requires electricity?"
D20. [D19=YES] "How long is the medical equipment typically used on a daily basis?"   Shading indicates a significant difference at the 90% confidence level from the prior year

Heating / Cooling Electrical Use

- Body temperature regulating equipment is needed by about the <u>same proportion</u> of households in HFRAs as in non-HFRAs.

Residential

Require Heating/Cooling	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)
Yes	18%	19%	19%	21%	18%	19%
No	82%	81%	81%	79%	82%	81%

[IF YES] Daily Usage	(n=416)	(n=463)	(n=409)	(n=448)	(n=291)	(n=303)
0 hours to less than 2 hours	13%	13%	13%	11%	15%	15%
2 hours to less than 4 hours	12%	13%	11%	12%	11%	14%
4 hours to less than 6 hours	12%	13%	11%	13%	11%	13%
6 hours to less than 8 hours	9%	14%	12%	11%	8%	14%
8 hours or more	30%	28%	32%	35%	29%	24%
Not sure	24%	19%	22%	19%	26%	20%

D21. "Do you or does anyone in your household require heating and/or cooling for body temperature regulation?"
D22. [D21=YES] "How long is/are the assistive technology device(s) typically used on a daily basis?"

Shading indicates a significant difference at the 90% confidence level from the prior year

Assistive Technology Use

- Reliance on assistive technology devices occurs by about the <u>same proportion</u> of households in HFRAs as in non-HFRAs.

Residential

Rely on Assistive Technology	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	**2023 Post** (n=2,383)	**2023 Pre** (n=2,182)	**2023 Post** (n=2,119)	**2023 Pre** (n=1,622)	**2023 Post** (n=1,624)
Yes	6%	6%	5%	7%	6%	6%
No	94%	94%	95%	93%	94%	94%

[IF YES] Daily Usage	(n=130)	(n=144)	(n=118)	(n=138)	(n=94)	(n=95)
0 hours to less than 2 hours	9%	15%	8%	9%	10%	16%
2 hours to less than 4 hours	10%	18%	12%	18%	12%	16%
4 hours to less than 6 hours	25%	17%	19%	20%	24%	18%
6 hours to less than 8 hours	11%	9%	14%	10%	11%	9%
8 hours or more	35%	28%	36%	31%	35%	31%
Not sure	9%	13%	11%	12%	9%	11%

D23. "Do you or does anyone in your household rely on assistive technology?"
D24. [D23=YES] "How long is/are the assistive technology device(s) typically used on a daily basis?"

Shading indicates a significant difference at the 90% confidence level from the prior year

Require Refrigeration / Transportation

- Three disability-related needs occur with <u>comparable</u> frequency across HFRA and non-HFRA households.

Residential

	Systemwide		HFRA		Non-HFRA	
	2023 Pre (n=2,321)	2023 Post (n=2,383)	2023 Pre (n=2,182)	2023 Post (n=2,119)	2023 Pre (n=1,622)	2023 Post (n=1,624)

Require Refrigeration

	Systemwide		HFRA		Non-HFRA	
Yes	18%	18%	18%	19%	17%	17%
No	82%	82%	82%	81%	83%	83%

Require Accessible Transportation

	Systemwide		HFRA		Non-HFRA	
Yes	11%	12%	10%	10%	11%	12%
No	89%	88%	90%	90%	89%	88%

Unable to Leave Home w/o Difficulty

	Systemwide		HFRA		Non-HFRA	
Yes	11%	11%	11%	12%	11%	10%
No	89%	89%	89%	88%	89%	90%

D25. "Do you or does anyone in your household require refrigeration for medical purposes?"
D26. "Do you or does anyone in your household not have access to a vehicle and/or require accessible transportation?"
D27. "Are you or is anyone in your household unable to leave home without difficulty?"

Shading indicates a significant difference at the 90% confidence level from the prior year

Appendix B
SCE_POSTSR2A_3-1-2024.gdb.zip; SCE_POSTSR2B_3-1-2024.xlsx;
SCE_POSTSR3_3-1-2024.xlsx; SCE_POSTSR4_3-1-2024.xlsx

Appendix B will be filed via mixed media with the Commission's Docket Office and can be accessed at: https://on.sce.com/PSPSPostSeasonReporting