

**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.

R.18-12-005

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E)**  
**AMENDED 2024 PSPS POST-SEASON REPORT**

JENNIFER SHIGEKAWA  
WILLIAM YU

Attorneys for  
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue  
Post Office Box 800  
Rosemead, California 91770  
Telephone: (626) 302-1634  
E-mail: William.W.Yu@sce.com

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Pursuant to the California Public Utilities Commission’s Decision (D.) 21-06-014, Ordering Paragraph 66, and D.21-06-034, Appendix A, Southern California Edison Company (SCE) files its Amended 2024 PSPS Post-Season Report POSTSR3 (Attachment 1 hereto). SCE is amending its POSTSR3 with a corrected paid media and advertising cost (excel spreadsheet columns D and G).

SCE also provides the following link to access and download the amended filings:

<https://on.sce.com/PSPSPostSeasonReporting>.

Respectfully submitted,

JENNIFER SHIGEKAWA  
WILLIAM YU

*/s/ William Yu*

By: William Yu

Attorneys for  
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue  
Post Office Box 800  
Rosemead, California 91770  
Telephone: (626) 302-1634  
E-mail: William.W.Yu@sce.com

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**Attachment 1**

**SCE's Amended 2024 PSPS Post-Season Report**

**Education and Outreach Cost**  
For Reporting Period: From  
01/01/2024 Through  
12/31/2024

PSPS E&O Program Type	E&O Program Description and Method	Approximate Number of People Reached <sup>(1)</sup>	Cost Incurred By IOU <sup>(2)</sup>	Names of Entities (IOU, CBO, etc.)	Costs Incurred By Other Entities	Total Cost for 2024
PSPS Newsletter & Integrated Communications	In 2024, SCE's customer communications expanded beyond the PSPS newsletter (versioned for HFRA and Non-HFRA customers) to encompass a more integrated approach that aimed to drive Wildfire/PSPS awareness and preparedness behavior before, during, and after PSPS events. PSPS-related communications were informed by both historical and real-time event data stored in SCE's marketing-data automation software and tools, and allowed for suppression of non-urgent communications to customers impacted by a PSPS outage. Outage preparedness importance was cross promoted in other marketing campaigns as appropriate. A limited number of PSPS-related ad hoc communications were sent to customers as needed.	PSPS Newsletter: Approx. 4.5 Million SCE customers (1.2 Million HFRA; 3.3 Million Non-HFRA). (SCE's HFRA and Non-HFRA versioned PSPS newsletters were sent via email. Customers without email or whose email "bounced" were mailed a postcard directing them to access the newsletter via Wildfire Communications Center page on scc.com )	PSPS Newsletter (direct mail): \$169,818 PSPS Integrated Communications (strategic planning/creative development including PSPS Newsletter that were emailed): \$432,768 PSPS Ad Hoc Communications : \$17,645	Customers	\$0	\$620,231
PSPS Master Meter Education Letter & Flyer	Letter and multiple copies of educational flyers sent to multifamily property owners and landlords requesting that they engage their tenants about PSPS preparedness.	1,294 SCE customers who are mastered metered	\$12,188	Multifamily Property Owners and Landlords	\$0	\$12,188
SCE's Website PSPS, wildfire, backup power and AFN specific pages	The improved content and online experience for the Wildfire Safety (and Outage Center) areas on SCE's website launched in January 2023, making it easier for customers and community partners to find the information they need to stay informed and safe before, during, and after a Wildfire/PSPS event. SCE's website offers PSPS and wildfire preparedness information, as well as a webpage specific to individuals with AFN and PSPS updates during active shutoffs. SCE's Wildfire Safety pages are translated into the CPUC mandated 19 prevalent languages (including English). English and Spanish languages account for the vast majority of the above reported metrics.	8,114,234 Million Page Views, 5,710,851 Visits, 3,424,771 Unique Visitors (Note: these metrics are for the Wildfire Safety pages on SCE.com and traffic to the outage map during the PSPS events that occurred in SCE's service territory during CY2024)	\$0	N/A	\$0	\$0
Prepare for Power Down	Statewide education and outreach campaign in coordinated efforts with California Governor's Office of Emergency Services and the California Department of Forestry and Fire Protection. Website educates customers on how the public can prepare for and respond to a de-energization event, what resources are available to the public during these events, what to do in an emergency, how to receive information alerts during a power shutoff, and who the public should expect to hear from and when.	2,100 [in Q4]	\$1,421	StoreFront who subcontracted Valley CAN (CBO) through a CoFund agreement PG&E and SDG&E incurred costs by other entities listed in column F	\$2,494	\$3,915
Prepare for Power Down Marketing	Leveraging existing partners to create awareness around Prepare for Power Down Statewide Offering	2,100 [in Q4]	\$0	CBOs	\$0	\$0
2-1-1 Referral Services	Service related multi-channel education and outreach	38 outbound calls during PSPS 331 inbound calls during PSPS 30,834 screened AFN 11,187 Customers interested in Care Coordination 6,584 Care Coordination Contacts	\$1,589,427	211 California Network Salvation Army (sub contracted by 211)	\$0	\$1,589,427
AFN CBO Education and Outreach Partners	Contracts with CBOs to provide education and outreach support before and during PSPS events focussing on customers with AFN (pay for performance and marketing material)	2.4M	\$537,014	74 CBOs This is a combination of individuals reached via direct comms like webinars, outreach events, email blast, website visits and also social media impressions	\$0	\$537,014
Disability Disaster Access and Resources (DDAR) Program	Provides support prior to and during PSPS activations. Prior to PSPS, DDAR conducts education via community-based emergency preparedness trainings, public awareness, outreach, and individual assessments. During PSPS, DDAR will directly assist customers with portable backup batteries, food support, fuel vouchers, accessible transportation, and accessible hotel accommodations.	The DDAR program hosted 403 community outreach and education events, attracting over 35,000 participants.	\$1,397,464	Customers	\$0	\$1,397,464
Food Support	Food support resources which includes customer education and outreach	2,450	\$101,300	CBOs	\$0	\$101,300
Access & Functional Needs Self Identification Survey Campaign	Email and Direct mail campaign for customers in HFRA to voluntarily self-identify AFN characteristics	144,373	\$72,511	Customers	\$0	\$72,511
AFN marketing and nurture Campaign	Reaches Customers who self-identify with AFN with personalized communications featuring programs and community resources including battery offerings, 211.org, and Disability Disaster Access and Resources (DDAR)	146,301	\$129,254	Customers	\$0	\$129,254
Critical Care Backup Battery Program Direct Outreach	Monthly direct mailer to newly identified eligible customers, providing information about the program and instructions on how to participate	6,950	\$44,979	Customers	\$0	\$44,979

SCE Marketplace Resiliency Rebates Program Marketing and Search Campaign	Paid Search Campaign timeframe: Jan-Mar (Enverve) and July-Dec (IW-RPA), cost-share to promote resiliency rebates in PSPS Preparedness Marketing Campaign	141K impressions (Jan-Mar) plus 5.1 Million impressions (IW-RPA) = 5.25 Million	Paid Search: \$13,639 (Jan-Mar) plus \$140,074 (July-Dec)	Customers	\$0	\$153,713
PSPS Education and Outreach Survey(s)	Phase 3 PSPS Guidelines required education and outreach survey(s) -- also mandated by Decision 20-03-004 in 2020 -- 2024 represented the fifth year of In-Language Wildfire Mitigation / PSPS Communications Effectiveness Surveys - Pre- and Post-Wildfire Season. Surveys are offered to Residential and Business customers in English and 19 non-English "prevalent" languages.	<p><b>Completed Surveys in 2024:</b></p> <p><b>PRE-SURVEY TOTAL: 5,274</b></p> <p><b>RESIDENTIAL</b> Systemwide: <b>2,509</b> total (861 HFRA, 1,648 Non-HFRA)</p> <p>HFRA: <b>2,534</b> total (861 from Systemwide)</p> <p><b>BUSINESS</b> Systemwide: <b>752</b> total (86 HFRA, 666 Non-HFRA)</p> <p>HFRA: 426 total (86 from Systemwide)</p> <p><b>POST-SURVEY TOTAL: 4,752</b></p> <p><b>RESIDENTIAL</b> Systemwide: <b>2,399</b> total (797 HFRA, 1,602 Non-HFRA)</p> <p>HFRA: 2,248 total (797 from Systemwide)</p> <p><b>BUSINESS</b> Systemwide: <b>570</b> total (140 HFRA, 430 Non-HFRA)</p> <p>HFRA: 472 total (140 from Systemwide)</p>	\$398,714	Residential and Business Customers Systemwide and in HFRA	\$0	\$398,714
Paid Media and Advertising	SCE's advertising campaign aimed to convey key messages that collectively help educate customers about PSPS and emergency preparedness. It targeted all residential and business customers throughout SCE's service area, with PSPS messaging heavily targeted to customers residing in High Fire Risk Areas (HFRA), including vulnerable populations and non-English speakers. These advertisements ran on a variety of channels including digital banners, digital video, connected TV, social media, search, digital audio and broadcast radio. The 2024 advertising campaign centered on six message themes: emergency preparedness, PSPS definition/conditions, wildfire mitigation, alert sign-up, medical baseline program, and customer programs and resources.	864,000,000 impressions	\$6,884,102 <del>\$7,625,000,000</del>	SCE	\$0	\$6,884,102 <del>\$7,625,000,000</del>
Wildfire Safety Community Meetings	2 meetings held in 2024 to provide updates on Wildfire Mitigation Plan & PSPS. Provided information about customer resiliency/ programs, decision-making, and grid-hardening efforts. (Virtual)	1,972 registered for event(s) 490 attended event(s)	\$0	IOU, CBO's, Local Emergency Response, Residential & Business Customers	\$0	\$0
Public Safety Partner Portal training	In 2024 SCE conducted training sessions with entities on how to use the PSP Portal	SCE held 24 meetings/training session on the Public Safety Partner Portal targeting all local/tribal government located in HFRA (140) - 97 participants	\$0	Local government public safety partners; Communications Sector, CBO, County Agency, Emergency Services, Energy Sector, Government Facilities, Healthcare and Public Health State Agency, Tribal Nation, Water and Wastewater Systems Sector	\$0	\$0
PSPS Quarterly Working Groups	Regional meetings with Public Safety Partners to Provide PSPS updates, forum to share lessons learned and brainstorm on best practices targeting local/tribal government support-staff.	175	\$0	Cities, Counties and Tribal Council Representatives & essential service staff	\$0	\$0
PSPS Quarterly Advisory Board	Regional meetings with Public Safety Partners to Share lessons learned, provide advisory services to SCE for consideration on PSPS protocols and WFM targeting local/tribal government decision-makers.	175	\$0	Cities, Counties and Tribal Council Representatives & essential service staff	\$0	\$0
Critical Infrastructure Workshops	Resiliency workshops for sectors identified as Critical Infrastructure	490	\$0	Critical Infrastructure and Facilities customers	\$0	\$0
Email to all HFRA local and Tribal Governments	Annual email to all local and tribal governments in HFRA to update them on SCE's WMP activities, customer programs, PSPS protocols and request contact information	All local and tribal governments in HFRA (140)	\$0	City, county, and tribal staff	\$0	\$0
Meetings with HFRA local and Tribal Governments	Individual Meetings/Briefings ~92 local and tribal governments in HFRA to update them on SCE's WMP activities, customer programs, PSPS protocols, and request contact information (Note offer was made to meet with all local and tribal governments in HFRA.)	Local and Tribal Government staff	\$0	City, county, and tribal staff	\$0	\$0
City/Tribal Council & BOS Briefings	Presentations to city councils to answer questions and address their concerns	2 city councils	\$0	Malibu, Mono County	\$0	\$0
Unified Command Meetings	Presentation and roundtable: Regional Incident Command/Unified Command bodies	~120	\$0	Eastrn Sierra Unified Command	\$0	\$0
Total		300914	\$4,284,273		\$2,494	\$5,060,710