

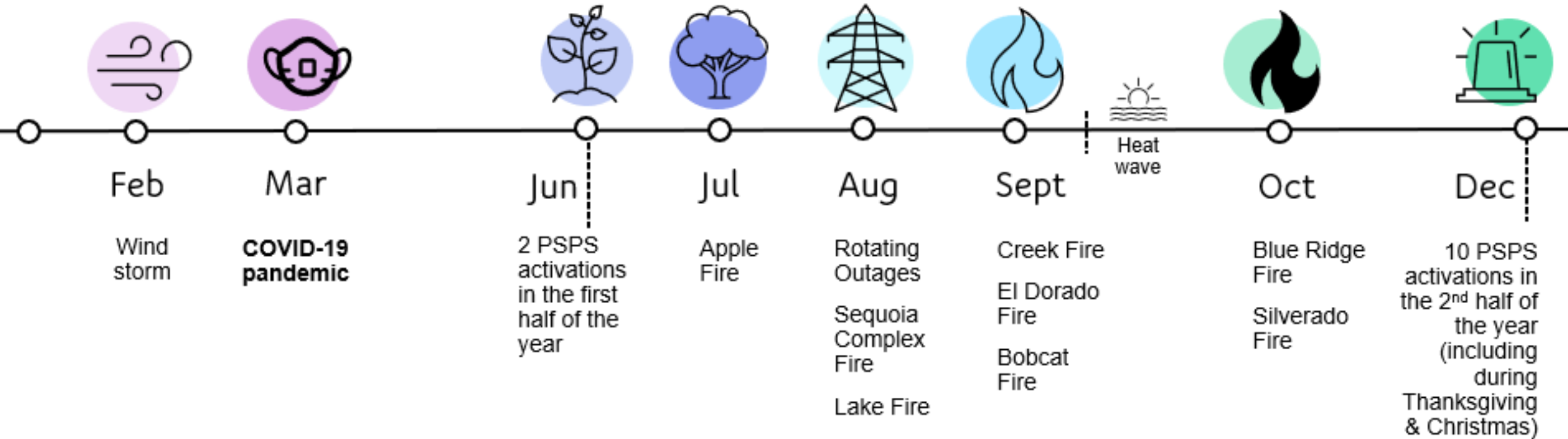
SCE Adapts to Evolving Crisis with Resilient Communications



Sandra Labib
Senior Advisor
Southern California Edison

WEATHERING THE STORMS OF 2020

2020 TIMELINE



NEXTDOOR

Southern California Edison
Outage Communication Team • 58 min ago



SCE Critical Outage Update for Your Neighborhood. Dear Neighbors, in an effort to keep you informed about critical work being performed in your neighborhood, we are providing an update for Outage #1145219 on Wednesday, February 10. If we need to turn off your power to do this work, you should have received an Outage Notification Letter from SCE. If you are enrolled to receive outage alerts, you may have also received an email, text, or phone call. Crews will be working to replace pole(s) and other key components to ensure grid reliability. Safely providing reliable service means critical outages must continue, even during this unprecedented time amidst the COVID-19 pandemic. Postponing this critical work could inadvertently create larger and more dangerous risks. We do not take the decision to proceed with this outage lightly, and our teams are working to shorten the duration as much as possible. We appreciate your patience while we complete this critical work. For additional information or to sign up for outage alerts visit us at www.sce.com/outage or call SCE at 800-611-1911.



Posted to **Subscribers of Southern California Edison** in 1 neighborhood

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Southern California Edison

On the Web: <https://www.sce.com> Report an Outage: <https://www.sce.com/outage>
Update Your Contact Info: <https://www.sce.com/outagealerts> Twitter:
<http://www.twitter.com/sce> Facebook: <https://www.facebook.com/sce/> An Edison
See more...



Post a message, event, poll or emergency alert

Viewing posts from your agency.

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Southern California Edison
2,607,622 members Invite

33% of 5,558,719 households

8,249 neighborhoods

(800) 655-4555

sce.com

ICE VOUCHERS

Customer feedback:

“Advance notifications by email was the main thing that made this a positive experience. That advance notification allowed me to plan accordingly...the coupon for bags of ice was (also) a good way to show customer appreciation.”

Customer feedback:

“Plenty of notice and reminders made this outage easy to be shared with household members. The coupon for free ice was definitely a nice touch as well!”

IT'S ON
US



Pick up some ice on us to help keep your food cold during a Public Safety Power Shutoff.

COUPON VALID THROUGH DECEMBER 31, 2021



MIX OR MATCH
ANY SIZE OR BRAND

RECEIVE UP TO
\$10*
FREE BAGGED ICE

Smart & Final.



Receive up to \$10 of Free Bagged Ice mix and match. No cash, credit, or store credit will be provided for any unused amount. Excludes CRV, sales tax, Gift Cards, alcohol and fluid dairy products. Not redeemable for cash. Limit one coupon per customer. Void where prohibited by law. Coupon must be presented at time of purchase. Valid at California Smart & Final stores only.

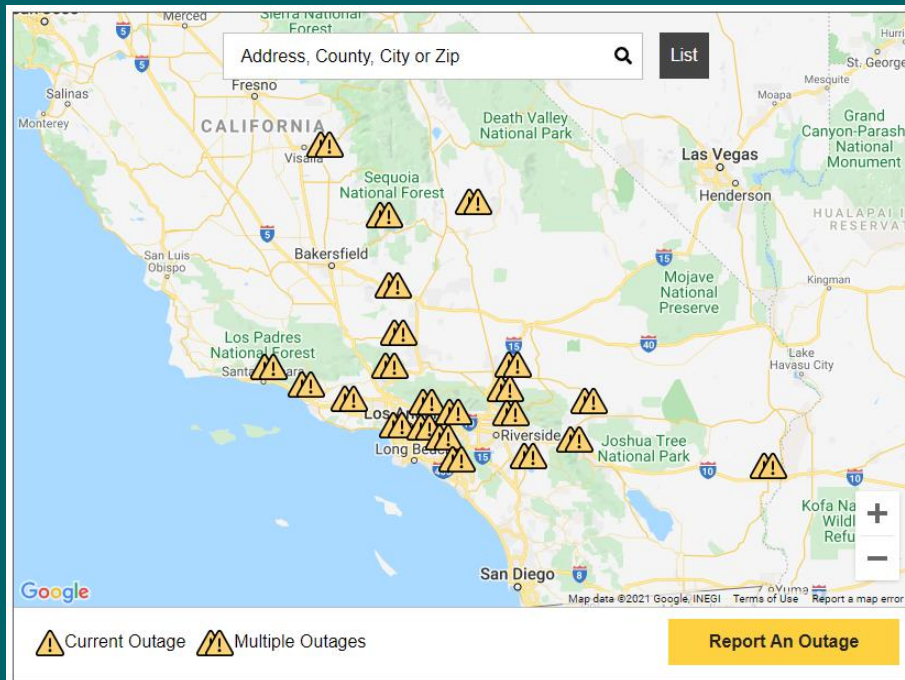
WEBSITE ENHANCEMENTS

Outage look-up by address

- Enter in address to see if there's an outage in their area
 - PSPS events including monitored / de-energized
 - Maintenance and repair outages
 - High risk fire area
 - Rotating outages

Consolidate outage map

- Combine maintenance, repair, PSPS, and Rotating Outages into one map
- Ability to turn on and off different types of outages



Enter an address, county, zip code or place to see if it is impacted. [X] [Search]

Monitoring for PSPS from: 12/23/2020 3:00 AM to: 12/24/2020 12:00 PM. End date is estimated based on weather forecast
County: Los Angeles

Legend: Power Shutoff Under PSPS consideration Community Crew Vehicles Community Resource Centers

Don't see your outage here? [View Standard Outage Map](#)

Current PSPS Status

Power Is Shut Off		Power Shutoff Under Consideration	
Of SCE's 5 million customers:	341 (< 1%)	Of SCE's 5 million customers:	170,018 (3.4%)
Los Angeles County	154 customers	Kern County	6,927 customers
Riverside County	83 customers	Los Angeles County	31,627 customers
San Bernardino County	9 customers	Orange County	9,641 customers

NEW MAP

Power Outages

Search by address, city, county or ZIP



[Click here to enter the outage number and check the status](#)

Current Outages

16 Outages | 1,148 Customers Impacted



Upcoming Scheduled Outages

1,551 Outages Scheduled | 79,483 Customers Possibly Impacted



Public Safety Power Shutoff (PSPS)

Search for an address to see specific PSPS details or see county-level details [below](#).

Not Seeing Your Outage?

Last Updated: 6/5/2022 - 7:32 AM PST

Report

Outage Alerts

Stay informed about unplanned repair and planned maintenance outages.

Get Alerts >

Community Support



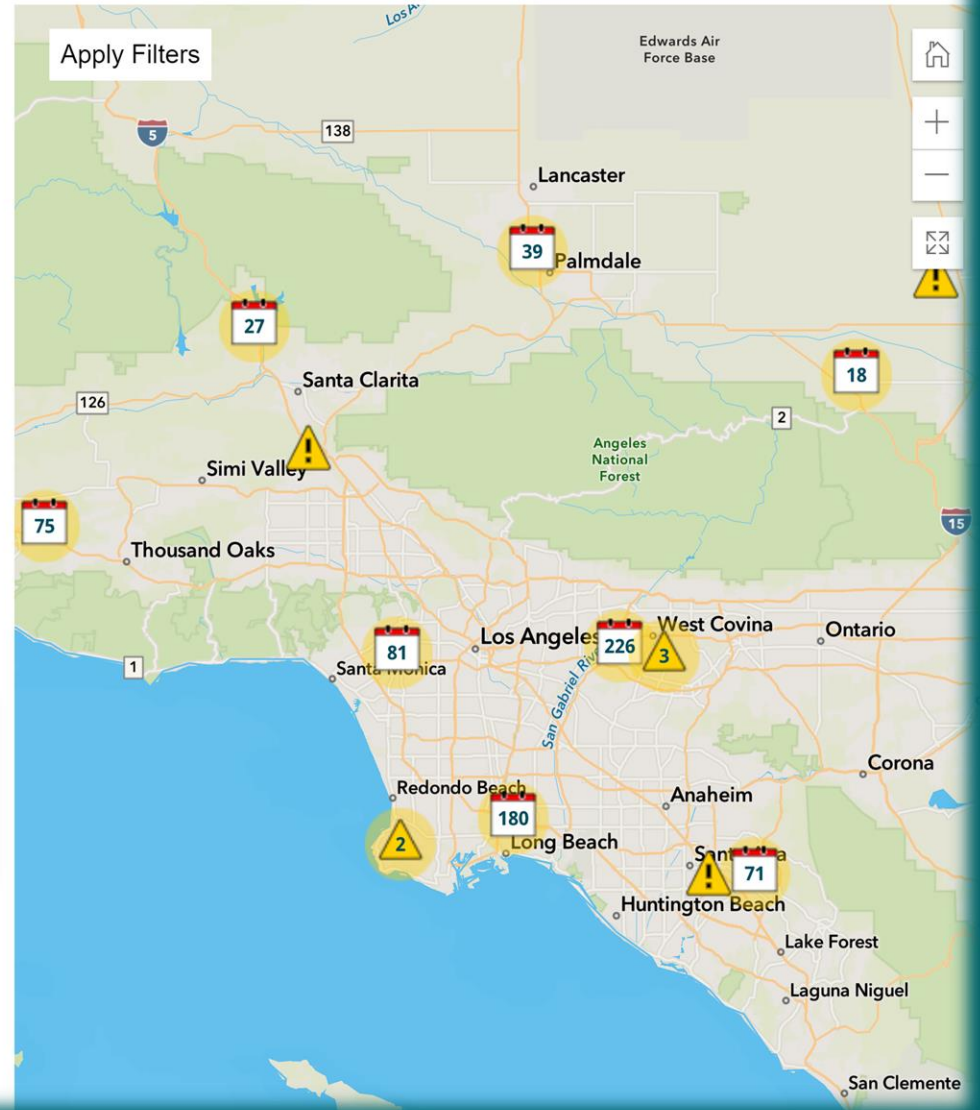
Resource Centers



Crew Vehicles



Further Assistance



GOOGLE & NIXLE ALERTS



Nextdoor Alerts

You can also subscribe to [Nextdoor](#) and receive PSPS outage alerts.

[Google Public Safety Alerts](#)

These alerts are delivered via your Google app or Android device. To manage Google Public Safety Alerts, [click here](#).

[Nixle Community Alerts](#)

These alerts are distributed by Nixle, a third-party Community Information Service that allows you to subscribe for updates from authorized agencies and community organizations. To manage alerts, [click here](#).

PSPS NOTIFICATIONS

In-scope notifications (including County spreadsheets)

3 DAYS OUT
(if possible)

Public Safety partners and critical infrastructure
(First customer notification is 48 hours)

2 DAYS OUT
(if possible)

Twice a day to indicate changes in circuits under scope or changes in the period of concern

(Sent even if no circuits change scope)

No notifications if all circuits have cleared scope

(Even if they later come back into scope before the wind event)

1 DAY OUT
(if possible)

Same as two days out



In-event notifications (by circuit or segment)

IMMINENT DE-ENERGIZATION

DE-ENERGIZATION

IMMINENT RE-ENERGIZATION

RE-ENERGIZATION

END OF EVENT

Event concluded by County
(Sent either after County has cleared or after event is over)

CUSTOMER RESOURCES

- **Community Crew Vehicles**
- **Community Resource Centers**
- **[SCE.com/PSPS](https://www.sce.com/PSPS)**



DISASTER SUPPORT



 Southern California Edison (SCE)
Sponsored · 🌐

Our thoughts are with those impacted by the recent fires. SCE's top priority is to keep our workers, customers and the public safe.

We're working around the clock to assess damage caused by the fires and provide further guidance on restoration activities.

For the latest updates, please visit <https://on.sce.com/2SaOMKx> or call 1-800-250-7339.

SCE.COM
Assistance Center and Safety Resources

👍 Like 💬 Comment ➦ Share

Customer Information Form – Disaster Support

Contact Information: Please provide your best contact information in case we need to reach you during the disaster

**Denotes a required field.*

1. * First Name	M. Initial	* Last Name	Suffix
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. * Mailing Address			
Street	City	State	Zip Code
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="5555"/>
3. * Best contact phone number (Note: Cell phone number is preferred if you would like to receive text messages)			
<input type="text" value="Example: 123-456-7890"/>			

ROTATING OUTAGES

Find your Rotating Outage Group Number

STEP 1:

Locate Your Rotating Outage Group

Find your Rotating Outage Group on the front of your paper bill or on SCE.com through My Account.



STEP 2:

Identify Outage Groups Selected

Find out which outage groups will be randomly selected.

[SCE.com/rotatingoutage](https://www.sce.com/rotatingoutage)



STEP 3:

Be Prepared for Possible Outages

If your group number matches one of the group numbers on the website, you may lose power for about one hour.



System Alerts, Warnings & Emergencies

ALERT

Issued the day before anticipated power reserve deficiencies.



WARNING

Use of electricity reserves are anticipated; demand response programs are activated.



STAGE 1

Contingency power reserve shortfalls are happening or expected.



STAGE 2

The ISO has taken all mitigating actions & is no longer able to provide its expected energy requirements.



STAGE 3

The ISO is unable to meet minimum contingency reserve requirements, power outages expected or in progress.





QUESTIONS?

PowerUp @ Chartwell's
OutageConference