

Southern California Edison
Wildfire & Safety Preparedness External Partner Messaging Resources

The purpose of this document is to provide you, SCE's valued external partner, with visibility to the different resources available in support of Wildfire and Emergency Preparedness. The information below is broken out into the following categories:

- Outage information and Emergency Preparedness Tips
- Customer Care Programs (Rebates & Incentives)
- Public Power Safety Shutoff (PSPS Alerts)
- Video Content
- Additional Resources

Please take a minute to review the different resources available within the categories described above and feel free to share with your constituents. If you have any questions or need additional guidance, feel free to contact Alex Garibay, email: Alejandro.Garibay@sce.com

Reminders:

- **For videos:** Closed Captioning is available in English and other primary languages (Spanish, Chinese, Korean, Vietnamese, and Tagalog). Other videos may provide you with more in-language options.
- **In-language text:** To select the language of your choice when visiting the links below, please go to the either the upper right-hand corner of the page or bottom left and click on the language you prefer.

Outage Information & Emergency Preparedness Tips: The links below will provide you with information on how to prepare for an outage, remain safe, and stay informed.

1. Outage Center Website: www.sce.com/outage
 - a. *Text in English (optional) for social media*
 - i. Learn more about SCE's different outages for residential and business, how to prepare, remain safe, and stay informed in the event of a power outage. To report an outage, [CLICK HERE](#).
2. Infographics that can be used as stand-alone in support of emergency preparedness
 - a. Keep phone charged during outage [CLICK HERE](#).
 - b. What to include in your outage preparedness kit [CLICK HERE](#).
3. The articles below include approved written content and images/infographics you can download and share with your constituents. Links are embedded in each resource
 - a. [Backup Power Sources Help Keep the Lights On](#)
 - b. [Earthquake Safety Tips for the Next Big One](#)
 - c. [Generator Safety Tips](#)
 - d. [How to keep your phone charged during an outage](#)
 - e. [Outage Safety & Preparedness Tips](#)
 - f. [Ways to Stay Connected Online During a Power Outage](#)
 - i. [Instagram Post: Get outage updates](#)
 - g. [What to include in your outage preparedness kit](#)

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Customer Care Programs: SCE offers the following programs and services to help customers prepare for Public Safety Power Shutoffs (PSPS).

To get information on each program, please review this [FACT SHEET](#). You may also lift the approved text on the fact sheet and share it via your communication channels. To access the fact sheet in different languages, please [CLICK HERE](#).

1. Portable Power Station & Generation Rebates
2. Battery storage rebate
3. Assistance for critical care customers
4. Care during outages
5. Critical Backup Battery Program
6. Additional program resources:
 - a. **Critical Care Backup Battery Program** - Link to **MEDIA KIT** with all the details [CLICK HERE](#) you can pull any of the text used in the story
 - i. The story has a video that can be used; however, if you decide to use a video, use this one instead. [CLICK HERE](#).
 - b. **Portable Rebates**
 - i. *Text in English (optional) for social media:* SCE offers rebates (\$200 or \$500 for customers enrolled in Medical Baseline or income-qualified rates CARE or FERA) for more information on portable generators visit: marketplace.sce.com .
 1. Link to Video [CLICK HERE](#)
 - ii. SCE offers a \$75 rebate for electric portable power station (portable battery) and other energy-saving products, visit: marketplace.sce.com
 - iii. *Text in Spanish (optional) for social media:* Reembolsos disponibles actualmente – Ahorra más con los reembolsos e incentivos disponibles de SCE. Para más información, visita sce.com/rebates y explora Marketplace.sce.com para informarte sobre productos que ahorran dinero y energía.

Public Power Safety Shutoff (PSPS Alerts): SCE Customers are encouraged to sign up or update their contact information to get emails or texts about outages; see below for approved text:

1. *Text in English (optional) for social media:* Sign up or update your contact information to get emails, texts, or calls about outages near you, including PSPS. To sign up or manage notifications, [CLICK HERE](#)
 - a. [Click Here](#) to download the approved image to use with the text above

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Video Content: To access video content, you may also view [SCE's YouTube](#) channel and lift some of the videos; below are a few suggestions:

1. [Tree Trimming](#)
2. [Safe Digging](#)
3. [Be Prepared for an Emergency](#)
4. [Sign up for Outage Alerts](#)
5. [Public Safety Power Shutoff](#)
6. [Portable Power Station \(Battery\)](#)
7. [Portable Power Generator](#)

Additional Resources: Reminder - In addition to following SCE's social media channels, don't forget to visit SCE's Access Functional Needs (AFN) webpage, where you will find resources and support for the diverse needs of our customers during PSPS events.

Websites to bookmark

1. sce.com/afn
2. energized.edison.com

SCE's social media channels

1. [SCE Twitter](#) and [SCE Communities](#)
2. [SCE Facebook](#) and [SCE Business & Community Partnerships Facebook](#)
3. [SCE Instagram](#)
4. [SCE LinkedIn](#)