

ASSEMBLY BILL 2143

# Outreach and Education Plan



**California Public  
Utilities Commission**

December 2023

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## Introduction

### Purpose of the Plan

The purpose of the Outreach and Education Plan for AB 2143 is to outline the activities necessary to inform and educate contractors, firms, and other stakeholders, such as property owners of qualified projects, that are impacted by AB 2143. The Outreach & Education Plan will also address knowledge gaps for stakeholders impacted by the AB 2143 regulations. This plan includes outreach and education tactics to provide information about the new compliance requirements, rights, and impacts of noncompliance of AB 2143 to stakeholders. It also addresses partnerships, timeline, and feedback.

### Background

AB 2143 (2022, Carrillo) assigned new responsibilities to the California Public Utilities Commission (CPUC) and establishes minimum wage requirements for construction and apprentice workers of qualifying renewable generation electric facilities after December 31, 2023. AB 2143 requires the CPUC to implement a new compliance system to collect and retain payroll records for all qualified projects biannually and provides that a contractor will lose access to standard net energy metering contracts or tariffs in the case of willful violations. The full text of this bill can be accessed at the following website:

[https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=202120220AB2143](https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202120220AB2143)

Per Public Utilities Code 769.2, qualified projects are considered to be public works. Per Labor Code 1720(a), the following definition of “public works” applies:

- Construction, alteration, demolition, installation, or repair work done under contract.
- “Construction” includes work performed during the design, site assessment, feasibility study, and other preconstruction phases of construction, including, but not limited to, inspection and land surveying work, regardless of whether any further construction work is conducted, and work performed during the postconstruction phases of construction, including, but not limited to, all cleanup work at the jobsite.
- Tree removal work done in the execution of a project.

### Overview of Reporting Deadlines

Per AB 2143, contractors on eligible projects must submit digital copies of certified payroll records twice a year, on July 1<sup>st</sup> and December 31<sup>st</sup> of each year. The CPUC is required to hold these as public records for five (5) years.

# Goals and Objectives

The following goals for the Assembly Bill 2143 Outreach and Education Plan are designed to ensure that contractors and firms impacted by AB 2143 are fully aware of the regulations and requirements. Each goal consists of specific objectives to achieve the goals and the status of not started, in progress, or completed.

**Goal 1: Develop comprehensive, inclusive, and accessible educational and informational outreach materials for AB 2143 and ensure that it is available to all stakeholders.**

	Objectives	2024 Tasks	Estimated Completion Date
1.1.	Create AB 2143 key messages and informational content	Identify target stakeholders to understand needs, preferences, and communication styles.	Early January; Ongoing
		Conduct thorough research to inform key messages.	Early January
		Craft concise and impactful 5 key messages that align with the objectives	Late January
		Ensure 5 key messages are reviewed and finalized by CPUC Project Team.	Late January
		Gather feedback to refine and improve content if needed.	Ongoing
1.2.	Design outreach materials for each communication channel	Conduct an analysis on the characteristics and requirements for each outreach channel.	Early January
		Develop a concise brand guide for AB 2143 including program name, logo, colors, and fonts to use.	Late December 2023
		Design outreach materials consistent with brand guide and align messages to convey consistent narrative.	Late January
		Establish a clear call to action to prompt stakeholders to take specific actions to report their payroll and comply with AB 2143.	Early January
1.3.	Ensure accessibility of outreach materials	Utilize plain language when developing the content for AB 2143 outreach materials. Include alt text and descriptions for images, graphics, and non-text	Ongoing

		content within outreach materials.	
		Develop a process for responding to stakeholders to request accessible outreach materials and information.	Early February
		Clearly state accessible outreach materials and information process on AB 2143 website.	Ongoing
1.4.	Update AB 2143 key messages and informational content as needed	Conduct a monthly review of existing key messages and informational content to see if updates need to be made.	Ongoing
		Keep up to date with changes to requirements and regulations that need to be communicated to stakeholders.	Ongoing
		Gather feedback from key stakeholders to identify where key areas may need to be adjusted.	Ongoing
		Keep an ongoing archive of various key messages and informational content that has been used.	Ongoing

**Goal 2: Raise awareness among the key stakeholders about the requirements and implications of AB 2143.**

	<b>Objectives</b>	<b>2024 Tasks</b>	<b>Estimated Completion Date</b>
2.1	Identify key stakeholders through territory assessment and interviews	Conduct territory assessment as described in the "Key Stakeholders" section.	Early February
		Request list of emails from the 5 utilities that identify the stakeholders for AB 2143 requirements.	Late January
2.2.	Create and maintain outreach database	Collect contact details of stakeholders, including names, emails, phone numbers, and other pertinent information and ensure accurate data entry and validation to prevent errors.	Ongoing

		Create categories based on demographics, interests, or other relevant criteria and assign tags or labels to contacts for easy segmentation and personalized communication.	Ongoing
		Periodically review and update contact information to reflect changes and remove duplicate or outdated entries to maintain database accuracy.	Ongoing
2.3.	Share educational outreach materials with stakeholders	Identify and choose appropriate channels for sharing educational outreach materials and tailor the selection based on the preferences and habits of the target stakeholders.	Early February
		Format materials for easy consumption, considering the preferences of the target audience and ensure compatibility with various devices (smart phone, computer, tablet).	Early February
		Establish a timeline for material release and consider staggered releases to maintain engagement and prevent information overload.	Late January
2.4.	Develop outreach process and channels	Conduct a thorough analysis of stakeholders and segment the audience.	Late February
		Develop a comprehensive strategy outlining how each channel will be utilized to reach and engage the target audience.	Late January
		Develop engaging and relevant content that aligns with outreach goals and adapt content for different channels, ensuring consistency in messaging while optimizing for each platform.	Early January; Ongoing

**Goal 3: Build partnerships with industry associations and related organizations to amplify outreach efforts for AB 2143.**

	<b>Objectives</b>	<b>2024 Tasks</b>	<b>Estimated Completion Date</b>
3.1	Identify additional industry associations and related organizations as partners for AB 2143	Identify existing industry associations and organizations involved in renewable energy and construction and understand their sphere of influence.	Ongoing
		Initiate contact with identified industry associations and organizations through emails, calls, or introductory meetings.	Ongoing
		Develop an informal partnership proposal outlining expectations and benefits of partnership.	Late February 2024
3.2.	Build relationships with industry associations and related organizations to inform them of AB 2143 and encourage partnerships	Develop an annual schedule of potential meetings, webinars, or presentations to discuss AB 2143 in detail and encourage open communication to address questions, concerns, and potential areas of collaboration.	Late January 2024
		Share informational materials, such as brochures or presentations, as they are updated to provide a comprehensive overview.	Ongoing
		Promote the benefits of partnerships to current partners and propose collaboration opportunities such as meetings and information sharing.	Ongoing
3.3.	Develop communication mechanisms to obtain partners' participation with outreach efforts	Identify and track effective communication mechanisms for partnership participation and outreach efforts.	Ongoing
		Implement a schedule for periodic updates on AB 2143 progress, milestones, and relevant industry developments.	Early February
		Share informative materials, success stories, and any changes	Ongoing

		to the outreach plan in a timely manner.	
3.4.	Provide outreach materials and guidelines to share with organizations' networks	Develop an outreach packet to share with partners and other organizations to distribute information.	Mid-February 2024
		Develop email template to share information with partners and other organizations.	Mid-February 2024
		Update outreach packet as needed and provide new updates to partners and other organizations.	Mid-February 2024
3.5.	Engage in ongoing communication with industry associations and related organizations	Respond to inquiries from industry associations and related organizations within 24-48 hours of the request.	Ongoing
		Seek yearly feedback and input to ensure outreach and education materials are effectively reaching their networks.	October – December
		Develop and maintain a list of industry associations and related organizations contact information.	Late February

**Goal 4: Facilitate educational workshops and webinars to inform key stakeholders, partners, and collaborators about AB 2143.**

	<b>Objectives</b>	<b>2024 Tasks</b>	<b>Estimated Completion Date</b>
4.1	Coordinate event plan and logistics	Secure and coordinate event venues and addressing logistical needs for the outreach engagement.	Ongoing
		Coordinate with speakers and presenters to ensure event details are communicated and addressing specific requirements of the engagement.	Ongoing
		Develop strategies to engage with event attendees and provide logistical support on day of activities.	Ongoing



4.2.	Conduct outreach for each workshop and webinar	Develop e-blast language and design outreach flyer template to share for event engagement.	Late February
		Set up event registration page template to track the number of participant and utilize form as an opportunity to survey participants.	Late February
		Send frequent notifications of the upcoming event to ensure high participation rates.	Ongoing
4.3.	Facilitate educational workshops and webinars	Ensure audio and visual are ready for each outreach engagement.	Ongoing
		Ensure that all event agenda, slides, and other materials are accessible to each participant.	Ongoing
		Develop a run-of-show schedule for each engagement to ensure efficient usage of time and resources for AB 2143 engagements.	Ongoing
4.4.	Stay engaged with key stakeholders, partners, and collaborators post event	Collect best practices and lessons learned for all event engagements and debrief with project team.	Ongoing
		Send thank you acknowledgements and other resourceful information to key stakeholders, partners, and collaborators.	Ongoing

**Goal 5: Establish a user-friendly online website providing detailed information and resources related to AB 2143.**

	<b>Objectives</b>	<b>2024 Tasks</b>	<b>Estimated Completion Date</b>
5.1.	Develop easy to understand web content to add to website	Draft and finalize content for webpages content: <ul style="list-style-type: none"> <li>• What is AB 2143?</li> <li>• Contractor Registration Information</li> <li>• Project Registration Information</li> <li>• Reporting Information</li> <li>• Outreach &amp; Education</li> </ul>	Late January

		<ul style="list-style-type: none"> <li>• Event Calendar</li> <li>• Resources</li> </ul>	
		Add initial final content to the website.	Late January
		Maintain and update website content on a monthly basis.	Ongoing
5.2.	Design and develop website layout and functionality	Draft layout of website.	Early January
		List out key functionality of submittal requirements for contractors and qualified projects.	Early January
		Develop flow diagram for how website and reporting will integrate together.	Early January
5.3.	Ensure website is mobile friendly	Optimize the website design so that it can be viewed on multiple devices (computer, mobile, and tablet).	Late February
		Open and test the website on various mobile devices (Android and iPhone) and provide feedback to website developers.	Late February
5.4.	Create and maintain website for AB 2143	Develop list of features on website.	Late December 2023
		Develop draft layout for website.	Late December 2023
		Update and maintain website as needed.	Ongoing
5.5.	Upload all final educational outreach materials to website	Develop a step-by-step guide for uploading educational outreach materials to website.	Early February
		Update and maintain educational outreach materials if any updates to regulations.	Ongoing

**Goal 6: Establish a feedback mechanism to assess the effectiveness of the Outreach and Education Plan for AB 2143.**

	<b>Objectives</b>	<b>2024 Tasks</b>	<b>Estimated Completion Date</b>
6.1.	Ensure that there are accessible avenues for all stakeholders to provide feedback to the effectiveness of the outreach and education for AB 2143	Establish dedicated phone line and email address for AB 2143 support.	Late December 2023
		Ensure Chat Bot is running on the website.	Early March
		Develop and keep a log of inquiries to capture information on what is being asked and on what platform.	Late January
6.2.	Develop event summary reports, analyze event outreach outcomes and results and identify and address gaps	Develop template for event summary reports.	Late March
		Develop log for events attended to include when, where, what, and other pertinent information.	Late March
		Discuss and debrief post event to talk about ways to improve.	Ongoing
6.3.	Review analytics from phone, email, website inquiry, event, etc. engagements and develop a frequently asked questions (FAQ) document	Develop a baseline assessment for the first year of phone, email, website, and events.	Late November
		Actively adjust or pivot outreach strategies to adapt to changing preferences.	Ongoing

## Key Stakeholders

To support the goals and objectives of the Outreach and Education Plan, it is essential to include the following key stakeholders in the outreach and education of AB 2143: contractors of qualified renewable electric facilities and property owners of qualified projects. Additionally, below is a preliminary list of the stakeholders that would be interested in or impacted by AB 2143.

- **Contractors of Qualified Renewable Electric Facilities.** These stakeholders include construction firms and professionals involved in the development and construction of renewable electrical generation facilities. AB 2143 impacts these groups by requiring that they pay the appropriate prevailing wage requirements and provide biannual reporting information on public works qualified projects.
- **Property Owners of Qualified Projects.** These include individuals or entities that own properties hosting qualified renewable electrical generation projects. AB 2143 impacts property owners through prevailing wage requirements, ensuring fair compensation for construction and related work.
- **Public Utilities Commission.** California Public Utilities Commission (CPUC) is responsible for implementing and enforcing AB 2143 rules and regulations. The central role is to inform and educate key stakeholders and ensure compliance and reporting on progress.
- **Electrical Corporations/Utilities.** As the entities responsible for generating, transmitting, and distributing electrical power, these electrical corporations play a crucial role for facilitating net energy metering for renewable electrical facilities.
- **Industry Partners.** These include businesses and organizations collaborating with the renewable energy and construction industry. Their role is to help with information sharing and bringing awareness to AB 2143 rules and requirements for contractors of qualified renewable electric facilities and property owners of qualified projects.

The identification of further segmentation for each key stakeholder group will be based on the following territory assessment and additional factors such as experience, location, and industry focus.

### Territory Assessment

A territory assessment will be conducted to identify key data metrics to aid in the development of targeted outreach to contractors of qualified renewable electric facilities and property owners of qualified projects. The territories are based on each electrical corporation statewide. The following five (5) electrical corporations will be the focus to conduct a thorough assessment.

- Pacific Gas and Electric

- Southern California Edison
- San Diego Gas and Electric
- PacifiCorp
- Liberty Utilities

The key points of data to review and assess will include, but are not limited to the following:

- Size and number of impacted projects
- Number of contractors who have performed relevant work in the region
- Demographics of the population
- Languages spoken
- Income levels
- Internet access
- Additional data points as deemed necessary

The territory assessment findings will help further sharpen the appropriate outreach methods for each region and ensure education materials developed are linguistically appropriate, culturally sensitive, and correctly tailored to each audience.

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## Key Messages

The primary messages to be conveyed regarding AB 2143 will be tailored to different segments of the target audience based on the territory assessment as mentioned above. These key messages will help support the goals and objectives of the AB 2143 Outreach and Education Plan by providing the content needed to inform and educate impacted stakeholders. The following will be the key messages shared across all communication channels and will be tailored, reviewed, and updated as changes/updates occur or as needed.

- **What is AB 2143?**

AB 2143 is a California law that deals with renewable energy projects, specifically the construction of customer-owned facilities that generate renewable electricity and may have associated battery storage. It introduces rules about paying fair wages to construction workers and apprentices involved in these projects.

- **What are the requirements of AB 2143?**

Any contractor entering into a contract to perform work on AB 2143 eligible projects, must pay construction workers, (both journeymen and apprentices), at a minimum, the general prevailing wage per diem, unless the worker is an apprentice registered in a program approved by the Chief of the Division of Apprenticeship Standards, who must receive, at a minimum, the applicable apprentice prevailing rate. Additionally, contractors working on qualified projects will be required to submit their payroll records through the AB 2143 website. Submissions are biannual, with reporting deadlines set for July 1<sup>st</sup> and December 31<sup>st</sup>. Additionally, contractors have the flexibility to submit payrolls on a monthly basis if preferred.

- **Who is impacted by AB 2143 and what do you need to do?**

The bill affects contractors and workers involved in building renewable energy facilities and any associated battery storage in California. Contractors working on such projects need to make sure they are paying fair wages, as specified in the bill. To do this, contractors will need to visit the AB 2143 website and complete the contractor registration and project registration to submit their payroll reports by the reporting deadlines on July 1<sup>st</sup> and December 31<sup>st</sup>.

The rules don't apply to very small residential projects, certain existing public works, or facilities serving specific types of housing. The following outlines the specific exemptions under AB 2143:

- x **Residential Facilities.** The prevailing wage requirements do not apply to residential renewable electrical generation facilities with a maximum generating capacity of 15 kilowatts or less, eligible for service under a standard contract or tariff.

- x **Single-Family Homes.** Residential facilities installed on single-family homes, eligible for service under a standard contract or tariff, are exempt from prevailing wage requirements.
  - x **Public Works Projects.** Projects classified as public works under Section 1720 of the Labor Code and subject to Article 2 of Chapter 1 of Part 7 of Division 2 of the Labor Code are exempt from the prevailing wage provisions.
  - x **Modular Homes and Multiunit Housing.** Prevailing wage requirements do not apply to renewable electrical generation facilities serving only modular homes, modular home communities, or multiunit housing with two or fewer stories.
- **When does AB 2143 take effect?**  
AB 2143 is set to take effect early January 2024. From that date onward, the new rules about fair wages for construction workers will apply to eligible renewable energy projects.
  - **Why is AB 2143 important?**  
This bill is important because it aims to ensure that workers involved in building renewable energy projects are paid fair wages.. Additionally, the bill holds contractors accountable by making facilities ineligible for certain customer generation tariffs if they are found to have willfully violated wage requirements. Overall, AB 2143 seeks to align the construction of renewable energy facilities with fair labor practices.

## Communication Channels

The following communications channels will be utilized to reach target audiences and share information regarding AB 2143: website, emails, e-blasts, and phone calls. These channels facilitate the effective dissemination of information, engagement with stakeholders, and the achievement of key goals outlined in the plan. Here's how various communication channels contribute to supporting the plan's objectives:

- **Website.** The custom website will host the main source of information about AB 2143 requirements and include tools, required forms, educational materials, frequently asked questions (FAQs), and a link to the online document submittal platform. The website will act as a hub in which all information regarding AB 2143 will be available to stakeholders. The website will be maintained and updated as needed throughout the life of the program. Key stakeholders can access the website at their convenience, enabling them to review all outreach materials and stay informed about AB 2143 requirements. Additionally, the website will utilize search engine optimization (SEO) strategies to enhance the website's

visibility and positioning in organic search results. These strategies include optimizing individual pages of the website for specific keywords using content, meta tags, headers, and images (alt-text) to make them more search engine-friendly.

- **Chat Bot.** The website will include a simplified chat bot interface to engage with website visitors, answer queries promptly, and enhance overall user experience. This will work by providing a list of pre-listed frequently asked questions about AB 2143 information. These questions will include: 1) What is AB 2143? 2) Am I impacted by AB 2143? 3) I am a contractor, how do I know if my project has AB 2143 requirements, and 4) How do I report my payrolls for AB 2143? Additional questions will also be developed as more inquiries are received. If the chat bot is unsuccessful at answering website visitor's inquiries, they will be prompted to send an email or call the dedicated phone line for AB 2143 information.
- **Emails.** Email provides a convenient channel for key stakeholders to seek immediate clarification and assistance to help contribute to their understanding of AB 2143 and promoting compliance. All email inquiries will be responded to within 24 business hours. The dedicated email address for AB 2143 inquiries and feedback is: **TBD**. An analysis of email inquiries will be conducted to identify common areas of confusion to help improve the information shared on the website.
- **E-Blasts.** Occasionally, e-blasts with AB 2143 information will be shared and disseminated to the outreach database. This will be used as a communication channel to inform stakeholders about current AB 2143 regulations, updates, and other relevant information. These e-blasts will be designed and sent through Constant Contact.
- **Phone Calls.** Phone calls will provide one-on-one education assistance which directly addresses key stakeholders' specific queries, supporting the goal of providing support to the overall understanding of AB 2143 regulations and requirements. The dedicated phone line for AB 2143 inquiries, questions, and feedback is: **TBD**. Any inquiries on voicemails will be responded to within 24 business hours. An analysis of phone inquiries will be conducted to identify common areas of confusion to help improve the information shared on the website.
- **Outreach Events.** Outreach events provide a unique opportunity for face-to-face interaction, enabling direct communication between key stakeholders. If possible, in-person events will include an exhibition table that will help disseminate information and provide on-site guidance to contractors and property owners for AB 2143 reporting and compliance. Outreach events are



also an opportunity to network with a variety of stakeholders and gain an understanding and feedback for the impact of AB 2143.

## Milestone Timeline

Below is the annual schedule for the AB 2143 Outreach and Education Plan which includes the tentative annual deadlines for each milestone activity.

Milestone Activity	Annual Deadline
1) AB 2143 Outreach and Education Plan Annual Update	Every Early October
a) Facilitate and Host 1 Annual Workshop (In-Person or Webinar) to Present AB 2143 Outreach and Education Plan	Every Mid-November
2) Recording and Responding to Comments Received from Stakeholder Workshops and Webinars	Per Event
3) Develop and Maintain Communication Channels Dedicated Phone Line, Email Service, and Online Chat Interface for AB 2143 Inquiries	Ongoing
a) <b>Dedicated Phone Line</b>	End December 2023
b) <b>Email Service</b>	End December 2023
c) <b>Online Chat Interface (Chat Bot)</b>	Late February 2024
4) Develop Outreach and Educational Materials as Listed in AB 2143 Outreach and Education Plan and Incorporate Any Updates in Policies or Regulations	See specific timelines below for collateral materials:
a) <b>Website</b> <ul style="list-style-type: none"> <li>▪ <b>Content Language (About AB 2143, Outreach/Education Materials, Calendar of Events, Resources, Reporting &amp; Compliance Guidance and Steps)</b></li> </ul>	Early January 2024
b) <b>AB 2143 Fact Sheets</b>	Late January 2024
c) <b>AB 2143 Payroll Reporting Guidelines</b>	Late January 2024
5) Translate AB 2143 Outreach and Educational Materials	Ongoing
6) Facilitate and Host 2 Annual In-Person Community or Industry Events per Calendar Year	April & September

7) Provide Outreach Materials for Posting to CPUC Website      Ongoing

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# Educational Materials & Online Resources

The AB 2143 Outreach and Education Plan includes various types of comprehensive and accessible educational materials and online resources that will be provided to key stakeholders.

Resources	Description	Development Timeline
<b>Flyers, Fact Sheets, &amp; Other Written Materials</b>	Outreach materials such as flyers, fact sheets, prepared written materials, etc. will be developed to share detailed information on AB 2143 requirements and compliance information. These PDF outreach materials will be uploaded and posted to the AB 2143 website for easy online access and download by all stakeholders. Please note that digital materials will be prioritized over printed collateral. Additionally, final resource materials will be shared with CPUC to add to their websites and quick design graphics will be developed to share to social media outlets with links to final documents.	Late January 2024 (Initial); Ongoing
<b>Social Media Posts and E-Blasts</b>	Short and engaging social media posts will be used to produce eye-catching content and disseminate bite-size information and updates regarding AB 2143. E-blasts will also be utilized as targeted email communications to deliver important announcements and resources to key stakeholders.	Early January 2024
<b>Website Content</b>	AB 2143 will have a dedicated user and mobile friendly website to act as a centralized information hub to easily provide navigation and up-to-date content and information to key stakeholders. Education and outreach materials will be available on the CPUC website to ensure widespread accessibility of information. Additionally, prioritize SEO optimization on website to ensure contractors are able to search and find AB 2143 reporting information and requirements.	Mid-January 2024
<b>Frequently Asked Questions (FAQ)</b>	Inquiries or questions that are frequently asked by stakeholders will help to produce AB 2143 FAQs. These FAQs will be available on the website and accessible by all stakeholders. This information will help to clarify stakeholders' questions.	Late January 2024
<b>One-on-One Education Assistance</b>	Upon request, stakeholders, specifically qualified reporters, will be able to access on demand one-on-one education assistance to help provide personalized guidance and clarification to address specific inquiries promptly and on how to navigate the online document submittal process.	Ongoing

<b>Educational Videos</b>	Prerecorded educational videos will be developed to share information on AB 2143 and instructions on the CPUC online document submittal process. This will offer a dynamic visual learning experience, breaking down complex concepts into easily digestible segments for enhanced understanding.	Mid-March 2024
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The development of these educational materials aligns with the goal and objectives. There may be additional educational materials and online resources that are not currently on this list. If there are other creative ways to share information, this will be proposed to the CPUC Project Manager for approval. The AB 2143 Outreach and Education Plan outlines the development of a comprehensive and inclusive strategy, ensuring that educational materials and resources are easily accessible, regionally relevant, and communicated through a variety of mediums for maximum impact.

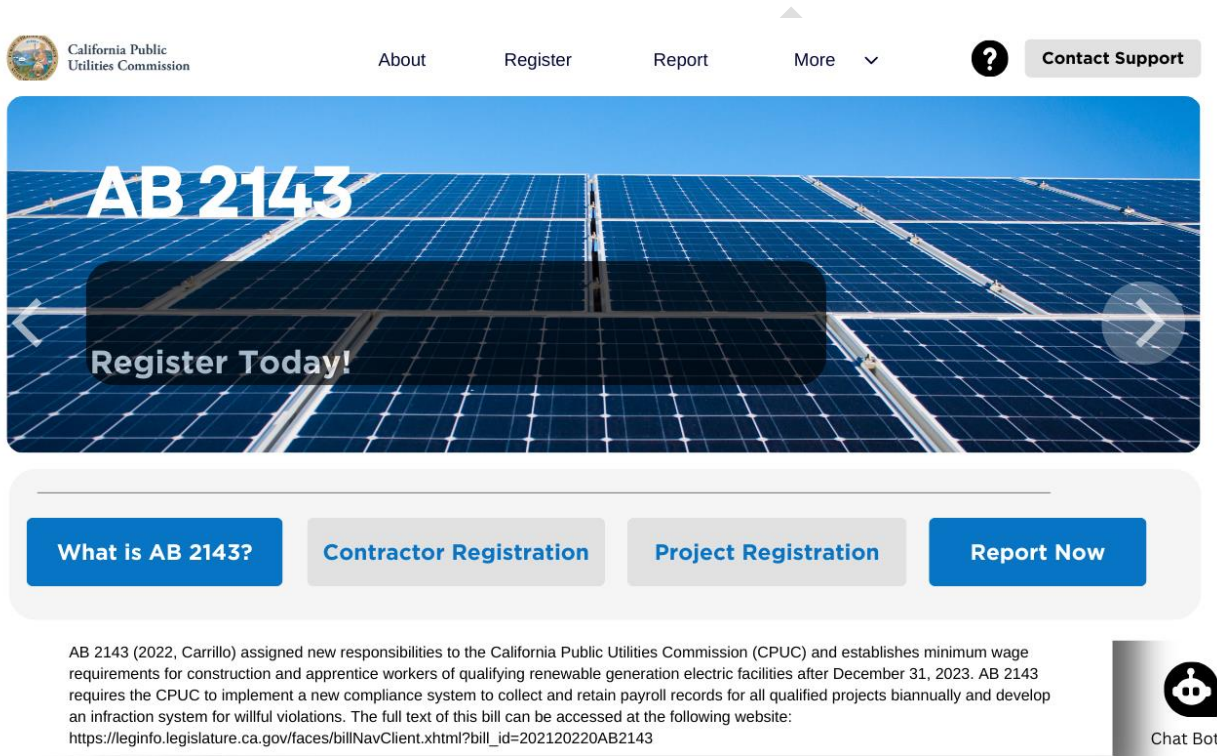
### Translation of Materials

Ensuring that outreach materials are accessible to diverse linguistic communities is crucial for the success of the AB 2143 Outreach and Education Plan. The translation process involves several steps to guarantee accurate and culturally sensitive translations. Below is the step-by-step process.

- 1) **Identify Target Languages.** During the territory assessment, identify and determine the languages in each territory and prioritize based on community prevalence and needs.
- 2) **Collaborate with Language Experts.** Engage with professional translators fluent in the targeted language who are experienced working with government entities and are experts in translating technical materials.
- 3) **Develop a Translation Plan for Materials.** Create a plan outlining all outreach and educational materials, target languages, and timeline and prioritize based on relevance and impact of information.
- 4) **Conduct Translation and Quality Assurance.** Review and ensure accuracy of translated materials. Conduct thorough reviews and quality assurance measures, including cultural sensitivity checks.
- 5) **Obtain Feedback and Integrate.** Gather feedback from key stakeholders, make revisions, and finalize translations. Ensure that translations are seamlessly integrated in the outreach strategy, monitor the effectiveness of initiatives, and utilize insights for continuous improvements.

## Website Layout

The AB 2143 website serves as the primary destination for individuals seeking information on AB 2143 rules and regulations, encompassing a registration portal for contractors and projects to submit prevailing wage payrolls. All outreach materials will be housed on the AB 2143 website. The preliminary website structure is outlined in the basic layout below, with the complete website anticipated to be operational by early January 2024. Please note that the layout is in an initial draft and will be updated based on the website development capabilities.



## Stakeholder Workshops & Webinars

To educate stakeholders on AB 2143, there will be at least two (2) hosted presentations or webinars (not to exceed 6) per year to share information on reporting requirements, procedures, and impacts for non-compliance. Events will educate participants on AB 2143 requirements and allow for questions and provision of technical assistance.

Presentations may be held at public meetings, hosted by other CPUC programs or other partners/collaborators, or organized in-person or via webinar. Each engagement will consist of providing hosting services, agendas, presentations and other collateral materials, recording feedback and other information. Recording of instructions and webinars will be uploaded to the website and available on-demand online.

Finally, following up each engagement, a summary of stakeholders' written, and verbal feedback will be provided to be analyzed for ways to continuously improve engagements moving forward.

### Event Coordination

All workshop and webinar materials, such as PowerPoint presentations, agendas, and other materials will be developed for each workshop. Physical sign in sheets will be used for in-person events and for virtual events, information will be collected through the chat function or using an online form. By doing so, the outreach database will be able to grow over time and expand the ongoing outreach efforts.

### Trainers and Instructors

In preparation for each stakeholder workshop and webinar, trainers and instructors will be identified ahead of each engagement. The selection will be based on their availability and capacity for each engagement. The following individuals have been designated as instructors for AB 2143 requirements:

- Sylvia Linn, Project Manager
- Ariana Fernandez, Senior Prevailing Wage Consultant & Trainer

### Event Outreach

To effectively inform stakeholders of workshops and webinars, the outreach database will be used in addition to leveraging partner associations to help notify contractors of workshop and webinar locations, dates, and times. The event information will be posted on the AB 2143 website, e-blasts will be sent out, and other territory-specific forms of outreach will be utilized to notify the outreach database about these workshops and webinars.

### Event Approach

To ensure that contractors comprehend AB 2143 requirements and impacts of non-compliance, the training staff will simplify technical requirements into easily understandable material for contractor audiences. The trainers will utilize PowerPoint presentations that employ less technical language, include easy-to-understand

directions, and utilize graphics and diagrams for visually explaining AB 2143 requirements.

Interactive tools will also be used in webinars to facilitate learning and enhance engagement from contractors. By utilizing polls within webinars, questions will be posed to audience members to gauge their understanding of topics discussed through quiz-oriented questions, or solicit engagement by polling participants on survey-like questions that include but are not limited to:

- Is this your first-time hearing or learning about AB 2143 requirements?
- Are you aware of the penalties for non-compliance and how they affect your business?
- How often must you (the contractor) submit reports as required by AB 2143?
- When does AB 2143 become effective and affect contractors?
- Do you understand how to register for Submittable to submit required documents?
- Do you know how to prepare certified payroll/prevaling wage reports?

Lastly, to improve attendance and encourage continued learning, each webinar and presentation will be recorded. Within a week of each webinar or presentation, recordings will be made available online. Links to these recordings will be placed on the AB 2143 website so that contractors can easily access them anytime. Contractors that access the website will be able to review these recordings, and utilizing our help line, email address, and chat interface on the website, contractors can reach out with additional questions.

These recordings and/or meeting notes will also be posted on the CPUC website and social media accounts to expand education and awareness. The social media posts made by the CPUC should also include information to direct visitors to the AB 2143 website for further information and to submit inquiries.

## Partnerships and Collaborations

To ensure the success of the implementation of AB 2143 requirements, it is important to drive continued engagement from industry stakeholders including various solar and energy associations across the state. Relationships with the following stakeholders will be established to allow for an open dialogue and sharing of important regulatory information.

Stakeholders will benefit from these partnerships by being the first to know about important updates and changes, upcoming training, and other program information to assist and add value for their members as well as attract new members.

These partnerships will be leveraged to disseminate information to impacted vendors, receive feedback and input, and understand overall impressions of program implementation. Additionally, association partners will be leveraged for their assistance with in-person outreach events and statewide workshops as needed.

Here are the steps to engage with these industry partners:

1. **Identify Key Industry Partners.** Identify and prioritize industry partners who are directly relevant to the goals and objectives of AB 2143. Consider organizations, companies, or associations that share a common interest in renewable energy, construction, or related fields. The list below is just a preliminary list of industry partners, there will still be opportunities to identify industry partners throughout the program engagement process.
2. **Conduct Outreach & Introduction.** Initiate outreach to potential industry partners through various communication channels such as emails, phone calls, or in-person meetings. Introduce AB 2143, explain its objectives, and highlight the potential benefits of collaboration. Clearly articulate how industry partners can contribute to and benefit from the initiative.
3. **Collaborate and Plan.** Collaborate with industry partners to develop joint plans and strategies for outreach and education. This may involve joint events, shared resources, or coordinated outreach efforts. Ensure that the collaboration aligns with the mutual interests of both parties and contributes to the overall success of AB 2143.
4. **Maintain Ongoing Communication.** Establish and maintain ongoing communication channels with industry partners. Keep them informed about AB 2143 updates, milestones, and any relevant industry developments. Actively seek their input, feedback, and suggestions to ensure a mutually beneficial and sustained partnership. Regular monthly or quarterly check-ins and updates contribute to a positive and enduring relationship.



Below is the list of preliminary partners and respective websites.

Industry Partners*	Website
<b>California Solar &amp; Storage Association</b>	<a href="http://www.calssa.org">www.calssa.org</a>
<b>Solar Energy Industries Association</b>	<a href="http://www.seia.org">www.seia.org</a>
<b>Agricultural Energy Consumers Association</b>	<a href="http://www.agenergyca.org">www.agenergyca.org</a>
<b>California Farm Bureau Federation</b>	<a href="http://www.cfbf.com">www.cfbf.com</a>
<b>Small Business Utility Advocates</b>	<a href="http://www.utilityadvocates.org">www.utilityadvocates.org</a>
<b>California Building Industries Association</b>	<a href="http://www.cbia.org">www.cbia.org</a>
<b>California Energy Storage Association</b>	<a href="http://www.storagealliance.org">www.storagealliance.org</a>
<b>Independent Energy Producers Association</b>	<a href="http://www.iepa.com">www.iepa.com</a>
<b>Rising Sun Center for Opportunity</b>	<a href="http://www.risingsunopp.org">www.risingsunopp.org</a>

\*Additional partners may be identified as the program progresses.

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## Promotion and Outreach

The plan to conduct a widespread promotion and outreach for AB 2143 includes employing tailored strategies across various electrical corporation territories to ensure maximum reach and engagement. Recognizing that each region represents a diverse population, the plan strategically targets specific areas and incorporates both digital and in-person approaches.

- Pacific Gas and Electric
- Southern California Edison
- San Diego Gas and Electric
- PacifiCorp
- Liberty Utilities

### Outreach Database

To develop the outreach and contact lists for reach region we will work with electrical corporations (Pacific Gas and Electric, Southern California Edison, San Diego Gas and Electric, PacifiCorp, and Liberty Utilities) and the program administrators of relevant programs like Self-Generation Incentive Program and Solar on Multifamily Affordable Housing to obtain contractor information which includes the following:

- Contractors with the appropriate North American Industry Classification System codes (industry focus)
- Contractors who have performed work on impacted projects (experience)
- Property owners of impacted projects

The outreach database will be designed to allow for communication to the entire list or a specific territory and will be maintained and updated to remove duplicative contact information and include new contractors identified through other means, such as outreach event attendance.

### Distribution & Display of Materials

To ensure that education materials will be effectively distributed across targeted territories, the following outreach strategies will be integrated:

- **Utilize Website as AB 2143 Outreach Material Hub.** The AB 2143 website will act as a hub with all outreach materials and information needed that can be shared to all targeted territories. Label and identify which outreach materials and information are designated specifically to a targeted territory or can be used generally. Maintain an archive of original digital library for easy retrieval of information.
- **Leverage Partnerships to Disseminate Information.** After establishing partnerships with industry associations and other relevant organizations, AB 2143 information will be shared with these entities to disseminate information to their respective networks.
- **Tailor Messaging to Each Territory.** If necessary, customized outreach materials will be prepared for each targeted territory to consider regional nuances,

language preferences, and specific needs identified in the territory assessment. This will help meet the objective of providing accessible and comprehensive outreach materials for AB 2143.

Other strategies may be identified as the plan progresses and these will be brought to the attention of the CPUC Project Manager as a proposal to enhance outreach efforts.

### Endorsement at Community or Industry Events

Participation at in-person community or industry events will be approached with strategic intent to bring awareness to AB 2143. A thorough research will be conducted to identify industry-specific events that align with AB 2143 outreach goals. These events may include conferences, trade shows, seminars, or other community events that attract the target audience to provide opportunities for engagement. Additionally, outreach (email, phone, or word-of-mouth) will be conducted to industry experts and organizations to inquire about potential events to participate in and make valuable connections. This initiative recognizes the value of direct engagement with stakeholders and also establishes a thoughtful strategic approach to ensure effective utilization of resources.

- **Target Events.** Events will be strategically selected based on relevance, attendance demographics, and potential impact on AB 2143 awareness. Additionally, guidance to attend specific events will be sought from the CPUC Project Manager. It is recommended to prioritize events that will attract significant representation of key stakeholders.
- **Outreach Exhibit Tables.** Outreach exhibit tables can play a pivotal role in fostering direct engagement, sharing information, and building community awareness. If possible, tables with outreach materials will be placed at community or industry events along with staff who are knowledgeable and well-versed in AB 2143 requirements and information. It will also be significant to create displays with clear signage, banners, and other graphics that convey the key messages of AB 2143. These outreach exhibit tables can also contribute to the goals and objectives established by the AB 2143 Outreach and Education Plan by facilitating community connection and feedback collections during specific engagements.

## Feedback Mechanisms

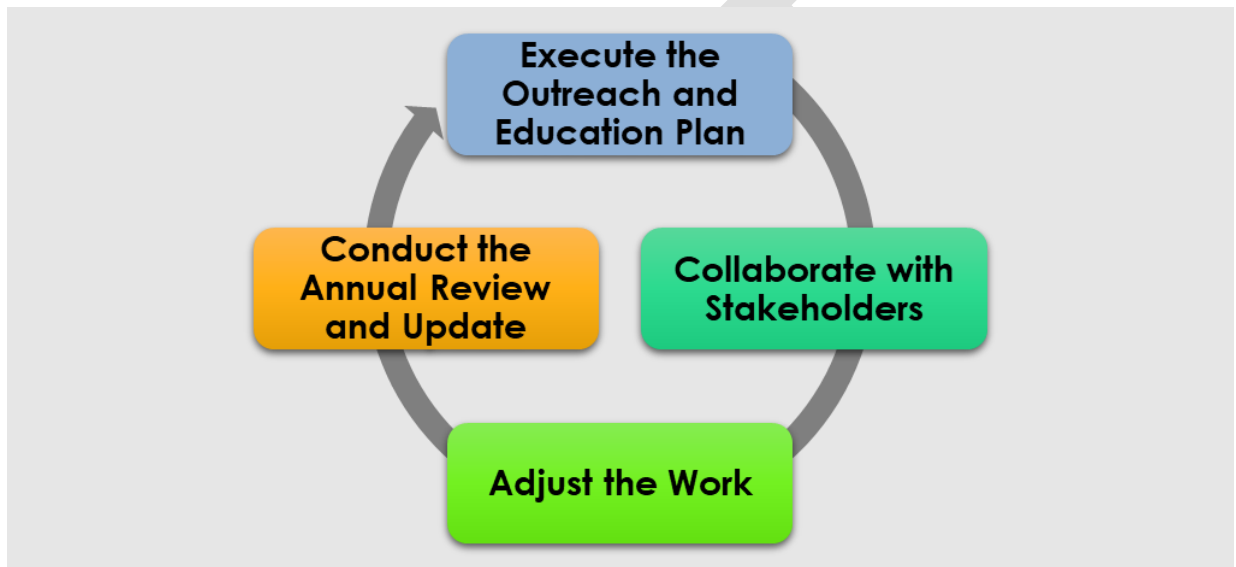
The AB 2143 Outreach and Education Plan includes robust feedback mechanisms as part of the objective to foster an open dialogue with key stakeholders. These mechanisms are designed to engage with key stakeholders and provide them with avenues to express concerns, seek clarification, and contribute valuable insights to enhance outreach initiatives.

- **Help Line.** A dedicated help phone line will be established to facilitate direct communication between contractors and knowledgeable representatives. Key stakeholders can utilize the help line for immediate assistance with questions, concerns, or clarifications related to AB 2143. This direct line of communication aims to provide key stakeholders with timely and accurate information.
- **Email Inquiries.** Key stakeholders and other stakeholders are encouraged to reach out through the provided email address for written correspondence. Emails will provide a traceable record of inquiries, allowing for thorough responses to ensure that all questions are adequately addressed.
- **Chat Interface on Website.** The website will feature a simple, user-friendly chat interface that can provide real-time assistance for pre-prompted inquiries. Contractors will be able to seek instant clarifications or guidance through the chat interface. However, if issues are unresolved, the chat interface will prompt the contractors to call or email AB 2143 support.

## Monitoring and Evaluation

Effective monitoring and evaluation are fundamental components of the AB 2143 Outreach and Education Plan, ensuring the achievement of goals and objectives and promoting continuous improvement. The exhibit below shows the four phases that will be employed to support the monitoring and evaluation of the plan. Additionally, key performance indicators (KPIs) have been developed to quantitatively measure the degree of success for each goal and objective.

### Four Phased Approach for Monitoring and Evaluation



#### 1. Execute the Outreach and Education Plan

The initial step to monitor and evaluate the effectiveness of the AB 2143 Outreach and Education Plan involves implementing the planned activities in the strategy. The project team is responsible for executing the plan and ensure that the activities align with defined goals and objectives, utilize appropriate resources and tools, and adhere to established timelines. Regular progress checks and coordination meetings among team members are essential during this phase to maintain alignment with the plan's goals and objectives.

#### 2. Collaborate with Stakeholders

Effective collaboration with AB 2143 stakeholders is a continuous and integral aspect of the monitoring and evaluation process. This step involves engaging with various parties involved or impacted by AB 2143. Regular monthly or as-needed communication, feedback sessions, and collaborative decision-making contribute to a more comprehensive understanding of AB 2143's regulations and requirements. Feedback will be received through all stakeholder collaborations

to ensure that the execution of the plan remains responsive to the evolving needs of each stakeholder.

### **3. Adjust the Work**

This phase is critical to the iterative nature of the monitoring and evaluation process. As work progresses and more data and information are analyzed, adjustments to outreach strategies, tactics, or specific activities may be necessary. This phase involves making informed modifications based on insights gained from the monitoring process, stakeholder feedback, and evaluation findings based on KPIs. Adaptability and willingness to course correct are essential to ensure that the plan remains effective and aligns with the evolving landscape of AB 2143 regulatory requirements.

### **4. Conduct the Annual Review and Update**

Regular reviews and updates are essential to maintaining the relevance and effectiveness of the plan. The annual review will involve a more comprehensive assessment of the plan's performance, and this is further described in the section entitled "Annual Update & Reporting". This phase involves evaluating the impact of outreach activities, analyzing stakeholder feedback, and assessing the achievement of goals and objectives. Based on these findings, the plan is updated to incorporate lessons learned, address challenges, and integrate other areas for improvement. The annual review and update process will ensure that the plan remains a dynamic and responsive tool for the outreach and education for AB 2143.

## **Key Performance Indicators**

Key Performance Indicators (KPIs) are measurable and quantifiable metrics that organizations use to evaluate and assess their performance in achieving specific goals and objectives. The following KPIs will be adapted and tailored to each specific goal and objective as applicable. KPIs provide a way to measure progress, monitor success, and identify areas that may require improvement. They serve as benchmarks for performance, helping CPUC align outreach and education activities with strategic objectives and make data-driven decisions. Adjustments may be made to align with the nature, scale, and goals/objectives of the AB 2143 Outreach and Education Plan. Additional KPIs may be identified throughout the life of the plan.

In order to effectively measure key performance indicators (KPIs) for AB 2143, it is imperative to conduct a baseline assessment. This initial assessment will serve as a foundational benchmark, providing a clear snapshot of the existing state of outreach and education efforts related to AB 2143. By establishing this baseline, we can

accurately gauge progress and the impact of subsequent initiatives over time. The baseline assessment will encompass various aspects, including stakeholder engagement, awareness levels, and compliance understanding. This proactive approach ensures that our KPI metrics are not only meaningful but also reflective of the evolution and success of our outreach and education plan.

Area	KPI Metrics
<b>Goal &amp; Objective Attainment</b>	<ul style="list-style-type: none"> <li>✓ Percentage of achieved goals compared to the planned objectives.               <ul style="list-style-type: none"> <li>○ Activity Completion</li> <li>○ Objective Met</li> </ul> </li> </ul>
<b>Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>✓ Number of stakeholders actively engaged in project activities.               <ul style="list-style-type: none"> <li>○ Outreach Database</li> </ul> </li> </ul>
<b>Outreach Effectiveness</b>	<ul style="list-style-type: none"> <li>✓ Percentage increase in awareness or knowledge among the target audience.               <ul style="list-style-type: none"> <li>○ Website Traffic</li> <li>○ Page Views</li> <li>○ User Engagement</li> <li>○ Phone, Email, &amp; Chat Engagements</li> </ul> </li> </ul>
<b>Participation Rates</b>	<ul style="list-style-type: none"> <li>✓ Percentage of stakeholder participation in events, surveys, or feedback sessions.               <ul style="list-style-type: none"> <li>○ Event Attendance (At least 50% of registered attendees are participating)</li> <li>○ Surveys Completed (At least 10% of surveys completed)</li> <li>○ Feedback Received (At least 10% of surveys completed)</li> </ul> </li> </ul>
<b>Timeliness</b>	<ul style="list-style-type: none"> <li>✓ Adherence to established timelines for project milestones and deliverables.               <ul style="list-style-type: none"> <li>○ Average Time to Complete Activity, Task, or Deliverable</li> </ul> </li> </ul>
<b>Feedback Response Times</b>	<ul style="list-style-type: none"> <li>✓ Average time taken to respond to stakeholder feedback or inquiries. (All inquiries responded to within 24-48 hours.)</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>✓ Evaluation of how accessible project information and resources are to the target audience.               <ul style="list-style-type: none"> <li>○ Number of Translation Requests</li> <li>○ Number of Translated Documents</li> </ul> </li> </ul>
<b>Adaptability to Stakeholder Feedback</b>	<ul style="list-style-type: none"> <li>✓ Number of adjustments or improvements made in response to stakeholder feedback.</li> </ul>

## Annual Update & Reporting

The Outreach and Education Plan for AB 2143 is designed to be a dynamic and responsive framework that evolves with input from CPUC and key stakeholders. This collaborative approach ensures that the plan will stay effective, relevant, and aligned with the evolving needs of the industry.

### Annual Plan Update

The plan will undergo an annual review and update process, incorporating feedback and input from CPUC and key stakeholders received from feedback channels. The goal for this is to refine the strategies in place, improve outreach methods, and address emerging challenges. The update will commence towards the end of each calendar year, allowing for the integration of lessons learned and adjustments.

### Annual Plan Workshop

To enhance transparency and foster a collaborative communication channel, one workshop (either in-person or webinar) will be held per year to present the updates to the Outreach and Education Plan for the following year and address issues that members of the public raise. The annual workshop will encourage the active participation of the key stakeholders and other relevant parties or organizations.

### Annual Plan Reporting

Following each AB 2143 Outreach and Education Plan workshop, a comprehensive summary report will be generated, capturing key points discussed during the meeting. The insights gained from the annual workshop and ongoing feedback will be instrumental in refining the overall plan. In addition, actionable recommendations and areas of improvement will be incorporated into the plan to contribute to continuous enhancement.