

Outreach and Education Plan

Assembly Bill 2143
December 15, 2023



California Public
Utilities Commission

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Agenda

- AB 2143 Background
- Purpose of the Outreach and Education Plan
- Goals of the Plan
- Marketplace Assessment
- Key Stakeholders
- Communication Channels
- Educational Materials and Online Resources
- Stakeholders Workshops and Webinars
- Partnerships and Collaborations
- Feedback Mechanisms
- Monitoring & Evaluation/Annual Update and Reporting



AB 2143 Background

- AB 2143 (2022, Carrillo) assigned new responsibilities to the California Public Utilities Commission (CPUC).
- Establishes a minimum wage requirement for construction and apprentice workers of qualifying renewable generation electric facilities after December 31, 2023.
- Requires the CPUC to implement a new compliance system to collect and retain payroll records.
- Which Projects Qualify?
- Reporting Requirements



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Purpose of the Plan

- Outline the activities necessary to educate and inform stakeholders
- Stakeholders include:
 - Contractors
 - Construction Management and other firms
 - Property owners
 - Utilities

Goal #1: Develop comprehensive educational and outreach materials for AB 2143 and ensure that it is easily accessible by all stakeholders.

Create	Design	Ensure	Update
Create AB 2143 key message and informational content	Design outreach materials for each communication channel	Ensure accessibility of outreach materials	Update AB 2143 key messages and informational content as needed

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

- Identify key stakeholders through territory assessment and interviews
- Create and maintain outreach database
- Share educational outreach materials with stakeholders
- Develop outreach process and channels

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



Identify and build relationships with industry associations and organizations to inform them of AB 2143



Develop mechanisms for communicating with partners regarding participation and outreach



Provide outreach materials and guidelines to share with organizations/partners



Engage in ongoing communications to respond to inquiries and solicit feedback on educational materials

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



Coordinate event plan and logistics



Conduct outreach for workshops and webinars

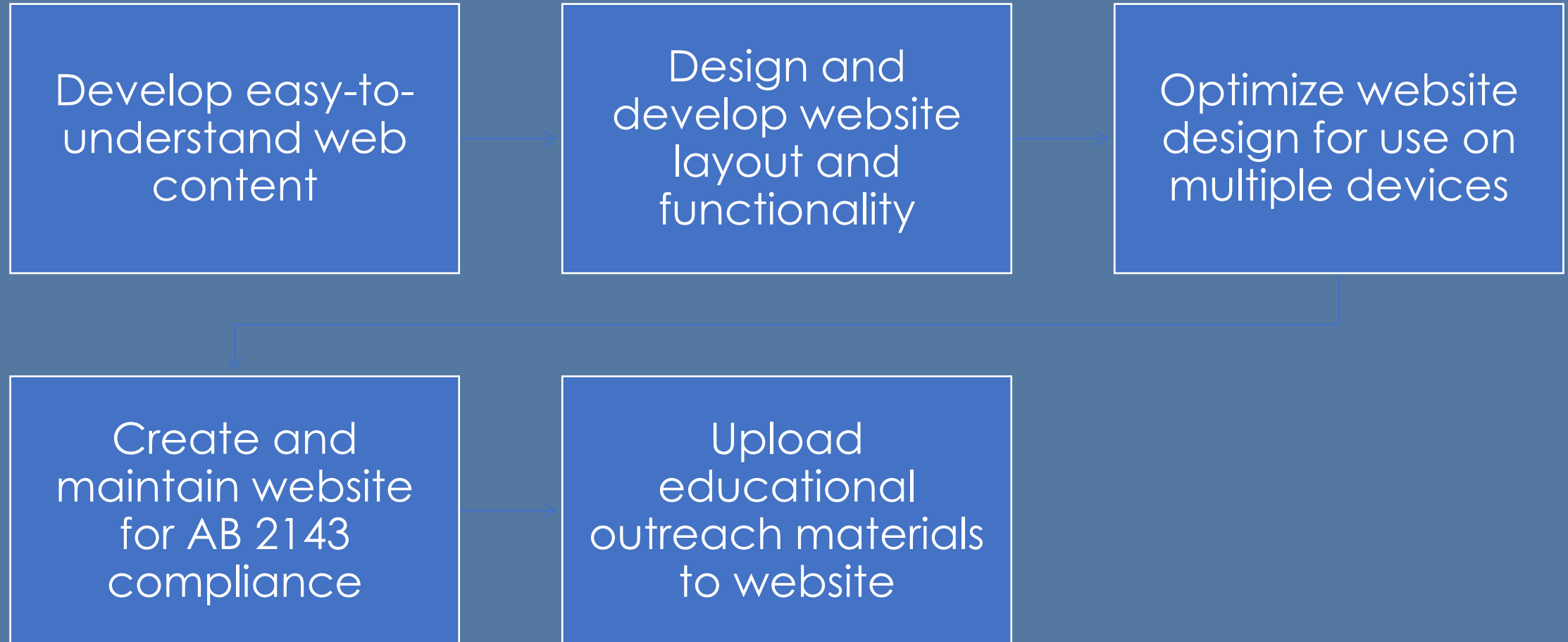


Facilitate workshops and webinars



Engage with key stakeholders, partner, collaborators for post event feedback

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



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



Implement accessible avenues for stakeholders to provide feedback on outreach and educational materials



Develop event summary reports of outreach events (outcomes, results, gaps)



Review analytics from phone, email, website, and events

Marketplace Assessment

- Data to review include:
 - 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



Marketplace Assessment

- The following three (3) electrical corporations will be the focus to conduct a thorough assessment:
 - Pacific Gas and Electric
 - Southern California Edison
 - San Diego Gas and Electric



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Key Stakeholders



**Contractors of
Qualified Renewable
Electric Facilities**



**Property Owners of
Qualified Projects**



**Public Utilities
Commission**



**Electrical
Corporations/Utilities**



Industry Partners

Communication Channels



Website



Chat Bot



Emails



E-Blasts



Phone Calls



Outreach
Events

Educational Materials and Online Resources

- Flyers, Fact Sheets, & Other Written Materials
- Social Media Posts and E-Blasts
- Website Content
- Frequently Asked Questions (FAQs)
- One-on-One Education Assistance
- Educational Videos

Stakeholder Workshops and Webinars

- Several workshops and webinars each year
 - Reporting Requirements
 - Procedures
 - Impacts for Non-Compliance
 - Notified in advance of schedule

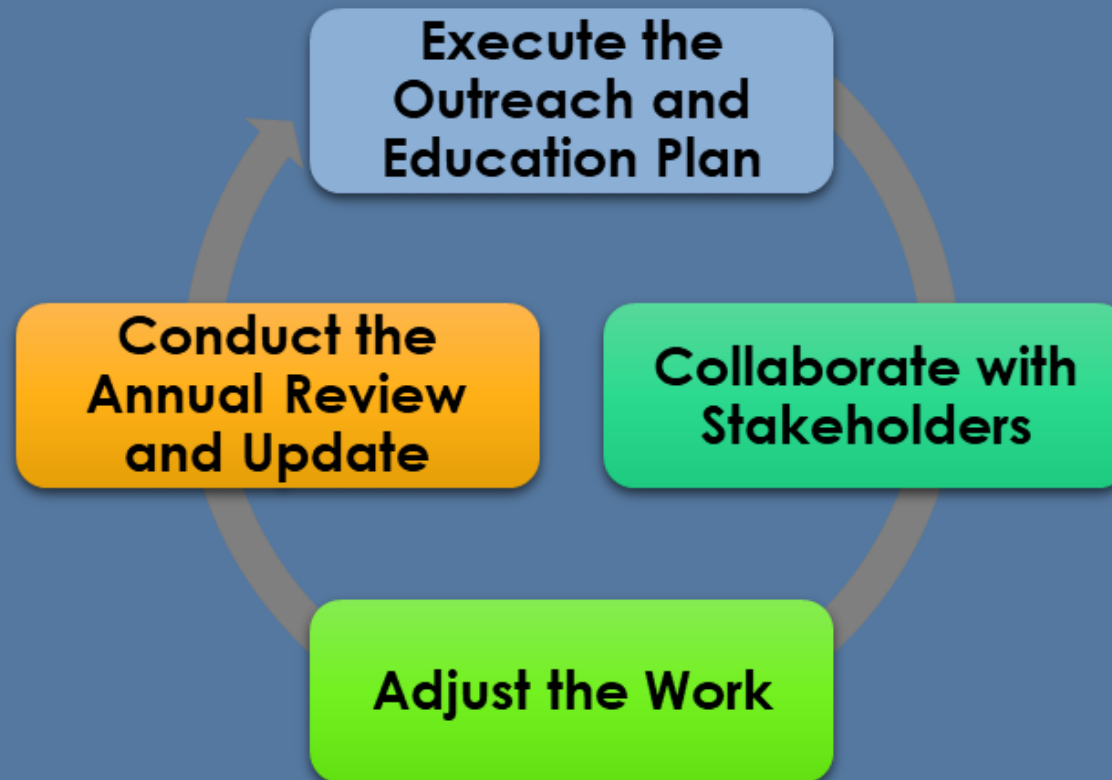
Partnerships and Collaborations

- **Steps to engage with Industry Partners:**
 - Identify Key Industry Partners
 - Conduct Outreach & Introduction
 - Collaborate and Plan
 - Maintain Ongoing Communication

Feedback Mechanisms

- Methods used to engage key stakeholders and provide them with avenues to express concerns, seek clarification, and contribute valuable insights to enhance outreach initiatives include:
 - Help Line
 - Email Inquiries
 - Chat Interface on Website

Monitoring and Evaluation/Annual Update and Reporting



- Plan will be reviewed and updated on an annual basis

Milestone Timeline

Activity	Annual Deadline
AB 2143 Outreach and Education Plan Annual Update	Every Early October
○ 1 Annual Workshop to Present AB 2143 O&E Plan	Every Mid-November
Recording and Responding to Comments Received from Stakeholder Workshops and Webinars	Per Event
Develop and Maintain Communication Channels Dedicated Phone Line, Email Service, and Online Chat Interface for AB 2143 Inquiries	Ongoing
○ Dedicated Phone Line	End of December 2023
○ Email Service	End of December 2023
○ Online Chat Interface	Late February 2024

Milestone Timeline

Activity	Annual Deadline
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:
<ul style="list-style-type: none"> ○ Website <i>Content Language (About AB 2143, Outreach/Education Materials, Calendar of Events, Resources, Reporting & Compliance Guidance and Steps)</i> 	Early January 2024
<ul style="list-style-type: none"> ○ AB 2143 Fact Sheets 	Late January 2024
<ul style="list-style-type: none"> ○ AB 2143 Payroll Reporting Guidelines 	Late January 2024
Translate AB 2143 Outreach and Educational Materials	Ongoing
Facilitate and Host 2 Annual In-Person Community or Industry Events per Calendar Year	April & September
Provide Outreach Materials for Posting to CPUC Website	Ongoing

THANK YOU!

Any questions?



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Comments?

<https://www.cpuc.ca.gov/industries-and-topics/electrical-energy/demand-side-management/prevaling-wage-for-qualified-renewable-energy-facilities>

**COMMENTS DUE BY
JANUARY 12, 2024**