Outreach and Education Plan 2025

SOLAR-UTILITIES REPORTING, GUIDANCE, & EDUCATION (SURGE) SUPPORTING AB 2143 & PUC 769.2

California Public Utilities Commission

SURGE
Solar-Utilities Reporting
Guidance & Education Program

Updated December 2024

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Introduction

2025 Outreach and Education Plan Update

As we move into 2025, the Solar-Utilities Reporting, Guidance, and Education (SURGE) initiative, directed by the California Public Utilities Commission (CPUC), continues to prioritize the education and support of contractors and stakeholders impacted by Assembly Bill 2143 (AB 2143) and Public Utilities Code Section 769.2 (PUC §769.2). Our mission remains focused on enhancing compliance, streamlining communication, and ensuring that all affected parties are well-informed about their responsibilities and the resources available to them.

This updated Outreach and Education Plan outlines our goals, objectives, and strategies for the upcoming year. By reviewing and refining our educational materials, improving our communication channels, and fostering stronger partnerships, we aim to support contractors in meeting compliance requirements effectively. We have set clear goals to increase engagement, streamline processes, and enhance accessibility of information, ensuring that our outreach efforts are impactful and inclusive.

Purpose of the Plan

The purpose of the Outreach and Education Plan for the SURGE initiative 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 Assembly Bill (AB) 2143. The SURGE Outreach & Education Plan will also address knowledge gaps for stakeholders impacted by AB 2143. This plan includes outreach and education tactics to provide information about the payroll submittal 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 CPUC and establishes minimum wage requirements for construction and apprentice workers of qualifying renewable generation electric facilities constructed 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

Solar-Utilities Reporting, Guidance, and Education (SURGE)

SURGE is dedicated to implementing and maintaining a compliance system (SURGE Compliance Portal) to collect and retain payroll records for all qualified projects. While AB 2143 requires contractors to submit payroll records biannually, SURGE allows contractors to submit payroll records biannually, quarterly, or on a monthly basis.

SURGE is also responsible for educating stakeholders, including contractors working on qualified projects, about certified payroll record reporting and other AB 2143 requirements. Through educational materials, workshops, webinars, and partnerships with industry associations and utilities, SURGE guides stakeholders through compliance requirements. This ensures that contractors are included and allows for all contractors to meet payroll reporting requirements.

Overview of Reporting Deadlines

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

Outreach Summary for 2024: Key Highlights and Next Steps for Improvement

Throughout 2024, our outreach efforts focused on raising awareness of AB 2143 and PUC 769.2 compliance requirements among solar contractors, building resources for ease of access, and improving communication channels. Key outreach activities included educational webinars and workshops, participating in partnership events, and consistent email campaigns and social media outreach via LinkedIn to inform contractors about registration processes and compliance updates. Our team also expanded the SURGE Compliance Portal's resources, adding tools like FAQs, instructional videos, and a chatbot to assist contractors with navigating AB 2143 requirements.

What Went Well

The outreach strategy succeeded in increasing visibility and engagement with contractors and stakeholders subject to AB 2143 and PUC 769.2 requirements. The participation in our webinars and workshops exceeded expectations. Collaboration with partners, including the IOUs and industry organizations, helped strengthened our reach, allowing us to share essential information with a broader audience. Additionally, the development and introduction to the SURGE Compliance Portal were well-received. Contractors are currently accessing the site and using its resources.

Informing Next Year's Strategy

Building on these successes, we aim to refine our approach by addressing feedback gathered from contractors and stakeholders. Specifically, we plan to increase frequency and accessibility of workshops throughout the state of California to bring awareness to AB 2143 and PUC 769.2. Further, we'll focus on simplifying resource materials and enhancing language accessibility to ensure that the portal remains user-friendly and meets the diverse needs of all contractors. More details of our goals can be found in the "2025 Goals and Objectives" section.

Overall, our learnings from 2024 position us well to enhance the effectiveness and reach of our outreach in the coming year, with a clear focus on accessibility, clarity, and support tailored to contractor needs.

2024 Goals and Objectives & Outcomes

The following goals for the SURGE Outreach and Education Plan were designed to ensure that contractors and firms impacted by AB 2143 and PUC 769.2 were fully aware of the regulation and its requirements. Each goal consists of specific objectives to achieve the goals and a status of "not started," "in progress ," "ongoing," or "completed."

Goal 1: Develop comprehensive, inclusive, and accessible educational and informational outreach materials for SURGE and ensure that they are available to all stakeholders.

	Objectives	2024 Tasks	Objective Achieved?	Results
1.1.	Create SURGE key messages and informational content	Identify target stakeholders to understand needs, preferences, and communication styles.	Complete	The targeted stakeholders have been identified as the contractors with interconnection applications subject to AB 2143 with the Utilities.
		Conduct thorough research to inform key messages.	Complete	Research and understanding of AB 2143 and PUC 769.2 have been conducted to inform key messages for SURGE that are located on the website.
		Craft concise and impactful key messages that align with the objectives.	Complete	Key messages have been developed and published on the SURGE website, flyers, and other outreach materials.
		Ensure key messages are reviewed and finalized by CPUC Project Team.	Ongoing	All key messages for SURGE have been reviewed and finalized by the CPUC Project Team. This task is ongoing as new material is being developed.
		Gather feedback to refine and improve content if needed.	Ongoing	All stakeholder feedback is continuously being reviewed and if needed, is used to improve SURGE materials and content.

1.2.	Design outreach materials for each communication channel	Conduct an analysis on the characteristics and requirements for each outreach channel.	Complete	An analysis of the characteristics of each communication channel is complete and can be found in section
		Develop a concise brand guide for SURGE including program name, logo, colors, and fonts to use.	Complete	The SURGE brand guide is completed and can be found in Appendix A.
		Design outreach materials consistent with brand guide and align messages to convey consistent narrative.	Complete	All outreach materials are designed in consistency with the SURGE brand guide. Examples of utilizing the brand guide and messaging is found in Appendix B.
		Establish a clear call to action to prompt stakeholders to take specific actions to report their payroll and comply with SURGE.	Ongoing	All SURGE outreach message has a clear call to action for stakeholders impacted by AB 2143 and PUC 769.2.
1.3.	Ensure accessibility of outreach materials	Utilize plain language when developing the content for SURGE outreach materials. Include alt text and descriptions for images, graphics, and non-text content within outreach materials.	In Progress	For 2025, SURGE will conduct a brief audit of all outreach and education materials and content to ensure listed accessibility measures are being met.
		Develop a process for responding to stakeholders to request accessible outreach materials and information.	In Progress	For 2025, SURGE will develop a transparent process for contractors and stakeholders to request accessible outreach materials and information including language translations.
		Publish accessible outreach materials and information process on SURGE website.	In Progress	For 2025, SURGE will develop a request process for accessible outreach and education materials to be developed and posted on the

1.4.	Update SURGE 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	SURGE website as these are published.
				SURGE key messages and informational content is continuously being reviewed on a monthly basis to ensure relevancy and applicability to stakeholders impacted by AB 2143 and PUC 769.2.
		Keep up to date with changes to requirements and regulations that need to be communicated to stakeholders.	Ongoing	The SURGE Support Team consistently stays up to date with changes to AB 2143 and PUC 769.2 and updates communication channels as appropriate.
		Gather feedback from key stakeholders to identify where key areas may need to be adjusted.	Ongoing	As the SURGE Support Team has discussions with contractors impacted by AB 2143 and PUC 769.2, adjustments to the key messaging and informational content are being made.
		Keep an ongoing archive of various key messages and informational content that has been used.	Ongoing	The SURGE Support Team keeps an archive of the key messages and informational content that is sent to stakeholders.

Goal 2: Raise awareness among the key stakeholders about the requirements and implications of SURGE.

	Objectives	2024 Tasks	Objective Achieved?	Results
2.1	Identify key stakeholders through territory assessment and interviews	Conduct territory assessment as described in the "Key Stakeholders" section.	In Progress	The SURGE Support Team has pivoted efforts for conducting a Territory Assessment. Instead, contractors who are subject to AB 2143 and PUC 769.2 are

				identified through utilizing the Utilities' portals that are tied to contractors' Interconnection Applications.
		Build list of emails to identify the stakeholders to receive SURGE updates.	Ongoing	SURGE regularly updates and maintains email databases for contractors and stakeholders who are subject to and have an interest in AB 2143 and PUC 769.2.
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	SURGE continually collects and maintains databases for contractor and stakeholder contact information.
		Create categories based on demographics, interests, or other relevant criteria and assign tags or labels to contacts for easy segmentation and personalized communication.	In Progress	SURGE categorizes contractor and stakeholder contact information based on their status on the SURGE Compliance Portal and will remove the focus from demographics when collecting information.
		Periodically review and update contact information to reflect changes and remove duplicate or outdated entries to maintain database accuracy.	Ongoing	SURGE continually updates and maintains databases for contractor and stakeholder contact information.

		Identify and choose appropriate channels for sharing educational outreach materials and tailor the selection based on the preferences and habits of the target stakeholders.	Complete	SURGE has identified communication channels for sharing outreach and materials based on the preferences of target stakeholders.
2.3.	Share educational outreach materials with stakeholders	Format materials for easy consumption, considering the preferences of the target audience and ensure compatibility with various devices (smart phone, computer, tablet).	Ongoing	SURGE outreach and education materials are formatted for easy consumption by contractors and stakeholders. These resources are also compatible with smart phones, computers, and tablets.
		Establish a timeline for material release and consider staggered releases to maintain engagement and prevent information overload.	Complete	Outreach and education materials were released gradually during the month of February – March 2024.
2.4.	Develop outreach process and channels	Conduct a thorough analysis of stakeholders and segment the audience.	Ongoing	SURGE conducts an ongoing analysis of stakeholders to determine if they are subject to AB 2143 and PUC 769.2, if they are registered on the SURGE Compliance Portal as a contractor, and if their projects are entered to start submitting copies of their certified payroll records.

		Develop a comprehensive strategy outlining how each channel will be utilized to reach and engage the target audience.	Complete	The strategy is explained in the "Communications Channel" section of this report.
		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.	Ongoing	SURGE has and continues to develop engaging and relevant content that aligns with goals to ensure contractors subject to AB 2143 and PUC 769.2 understand compliance requirements.

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

	Objectives	2024 Tasks	Objective Achieved?	Results
3.1	Identify additional industry associations and related organizations as partners for SURGE	Identify existing industry associations and organizations involved in renewable energy and construction and understand their sphere of influence.	Ongoing	SURGE has identified industry associations and related organizations as partners in section "Partnerships and Collaborations" and is open to seeking additional partners.
		Initiate contact with identified industry associations and organizations through emails, calls, or introductory meetings.	Ongoing	SURGE has been developing trust with contractors and stakeholders and will focus on building partnerships and collaborations with these industry associations in 2025.
		Develop an informal partnership proposal outlining expectations and benefits of partnership.	Not Started	SURGE has not completed this task and will focus on building partnerships and collaborations with these industry associations in 2025.
3.2.	Build relationships with industry associations and related organizations to inform them of SURGE and encourage partnerships	Develop an annual schedule of potential meetings, webinars, or presentations to discuss SURGE process for submitting certified payroll records.	Late February 2024 Ongoing	SURGE participated in 2 events with SOMAH and 1 event with the DIR in 2024.
		Distribute updated informational materials, like brochures or presentations.	Ongoing	SURGE utilizes its website as a hub for the most recently updated informational materials that are available to the public.

		Promote the benefits of partnerships to current partners and propose collaboration opportunities such as meetings and information sharing.	Complete	SURGE promotes partnerships and collaborations on the "About" section of the SURGE website.
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	SURGE tracks this as overall outreach efforts for all stakeholders.
		Implement a schedule for periodic updates on SURGE progress, milestones, and relevant industry developments.	Ongoing	SURGESURGE's schedule for periodic updates is the annual update to the Outreach and Education Plan and the workshop to gain feedback from contractors and stakeholders that include industry association partners.
		Share informative materials, success stories, and any changes to the outreach plan in a timely manner.	Ongoing	SURGE leverages the website to share informative resources and updates as needed.
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.	Not Started	SURGE has not completed this task and will focus on building partnerships and collaborations with these industry associations in 2025.
		Develop email template to share information with partners and other organizations.	Complete	SURGE has completed this email template, which can be found in Appendix C.

		Update outreach packet as needed and provide new updates to partners and other organizations.	Not Started	SURGE has not completed this task and will focus on building partnerships and collaborations with these industry associations in 2025.
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	SURGE responds to industry associations and related organizations in a prompt manner that follows 24-48 hours of the request.
		Seek yearly feedback and input to ensure outreach and education materials are effectively reaching their networks.	In Progress	SURGE seeks annual feedback during the update of the Outreach and Education Plan.
		Develop and maintain a list of industry associations and related organizations contact information.	Ongoing	SURGE maintains a list of industry associations and related organizations contact information.

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

	Objectives	2024 Tasks	Objective Achieved?	Results
4.1	Coordinate event plan and logistics	Secure and coordinate event venues and address logistical needs for outreach engagement.	Complete	SURGE participated in 2 partner events and hosted 4 events. All events were held virtually.
		Coordinate with speakers and presenters to ensure event details are communicated and	Complete	SURGE coordinated with speakers and presenters from SOMAH and DIR for planned events in 2024.

		addressing specific requirements of the engagement.		
		Develop strategies to engage with event attendees and provide logistical support on day of activities.	Complete	SURGE developed key strategies to ensure appropriate engagement with event attendees.
4.2.	Conduct outreach for each workshop and webinar	Develop e-blast language and design outreach flyer template to share for event engagement.	Complete	Sample of the e-blast template is found in Appendix D.
		Set up event registration page template to track the number of participants and utilize form as an opportunity to survey participants.	Complete	Sample of the registration template is found in Appendix E.
		Send frequent notifications of the upcoming event to ensure high participation rates.	Complete	Notifications for SURGE-related events are sent out on a weekly basis prior to the scheduled event.
4.3.	Facilitate educational workshops and webinars	Ensure audio and visual are ready for each outreach engagement.	Complete	2024 SURGE events were held virtually on Microsoft Teams and audio and visual were ready for each engagement.
		Ensure that all event agenda, slides, and other materials are accessible to each participant.	Complete	Event agenda, slides, and materials (i.e., questions and answers) were made accessible to each event participant. These materials are also available on the SURGE website under the "Happenings" tab.

	Objectives	2024 Tasks	Objective Achieved?	Results
		Develop a run-of-show schedule for each engagement to ensure efficient usage of time and resources for SURGE engagements.	Complete	SURGE has developed a run-of-show schedule for each scheduled outreach engagement.
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.	Complete	The SURGE team meets post event to discuss best practices and lessons learn to improve the next engagement with stakeholders.
		Send thank you acknowledgements and other resourceful information to key stakeholders, partners, and collaborators.	Complete	Thank you emails are sent out to all event participants after the event.

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

	Objectives	2024 Tasks	Objective Achieved?	Results
5.1.	Develop easyto-understand web content to add to website	Draft and finalize content for webpages content: • What is SURGE? • Contractor Registration Information • Project Registration Information • Reporting Information	Complete	The SURGE website includes final content for each of the webpages.

		• Outreach & Education • Event Calendar • Resources		
		Add initial final content to the website.	Complete	All final content has been published to the SURGE website.
		Maintain and update website content on a monthly basis.	Ongoing	The website content is updated and reviewed on a monthly basis.
5.2.	Design and develop website layout and functionality	Draft layout of website.	Complete	The layout for the SURGE website has been designed and completed.
		List out key functionality of submittal requirements for contractors and qualified projects.	Complete	SURGE has developed the SURGE Compliance Portal which has the key functionality for contractors with qualified projects to submit copies of certified payroll in the Certified Payroll Submission form on the website.
		Develop flow diagram for how website and reporting will integrate together.	Complete	SURGE has finalized the integration of the website and the SURGE Compliance Portal.
5.3.	Ensure website is mobile friendly	Optimize the website design so that it can be viewed on multiple devices (computer, mobile, and tablet).	Complete	The SURGE website is designed to be viewed on multiple devices.
		Open and test the website on various mobile devices (Android and iPhone) and provide feedback to website developers.	Complete	The SURGE website has been tested on various devices and is continuously updated by website developers.

		Develop list of features on website.	Complete	SURGE initially developed the features of the website which is now available on the site.
5.4.	Create and maintain SURGE website	Develop draft layout for website.	Complete	The layout of the SURGE website has been developed and finalized.
		Update and maintain website as needed.	Ongoing	The SURGE website is updated and maintained as new information, resources, or events are available for AB 2143 and PUC 769.2.
5.5.	Upload all final educational outreach materials to website	Develop a step-by-step guide for uploading educational outreach materials to website.	Complete	The SURGE team maintains guides for internal processes including uploading educational outreach materials to the website.
		Update and maintain educational outreach materials if any updates to regulations.	Ongoing	The SURGE educational outreach materials are updated and maintained if there are any updates from regulations.

Goal 6: Establish a feedback mechanism to assess the effectiveness of the SURGE Outreach and Education Plan.

	Objectives	2024 Tasks	Objective Achieved?	Results
6.1.	Ensure that there are accessible avenues for all stakeholders to provide feedback to the	Establish dedicated phone line and email address for SURGE support.	Complete	SURGE's dedicated phone line is 1-800-549-2143. SURGE active email addresses include: info@cpucsurge.org, outreach@cpucsurge.org, and reporting@cpucsurge.org

	effectiveness of the outreach and education for SURGE	Ensure Chat Bot is running on the website.	Complete	The SURGE Help Bot is a chat bot that is currently available on the website.
		Develop and keep a log of inquiries to capture information on what is being asked and on what platform.	Ongoing	The SURGE Support Team keeps a log of interactions with contractors and stakeholders.
6.2.	Develop event summary reports, analyze event outreach outcomes and results and identify and address gaps	Develop template for event summary reports.	Complete	SURGE has created a template for event summary reports.
		Develop log for events attended to include when, where, what, and other pertinent information.	Complete	SURGE keeps an ongoing log of the completed events.
		Discuss and debrief post event to talk about ways to improve.	Ongoing	SURGE meets with the CPUC Project Team to discuss and debrief post events to highlight best practices and lessons learned.
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.	In Progress	SURGE is in the process of developing a baseline of the number of phone, email, website, and events have been completed for the first year of developing and implementing SURGE.
		Actively adjust or pivot outreach strategies to adapt to changing preferences.	Ongoing	SURGE has actively adjusted strategies to address changing preferences among contractors and stakeholders subject to AB 2143. Please see "2024 Additional Outreach Efforts" for more information

			on how SURGE added outreach strategies.

2024 Additional Outreach Efforts

- **Offered SURGE Compliance Portal 1-on-1 Support:** The SURGE Support Team offered contractors one-on-one support with the SURGE Compliance Portal. Contractors were able to book 10-minute virtual sessions via Microsoft Teams with team member to answer questions and provide guidance. Sessions were available Mondays, Wednesdays, and Fridays. This initiative was designed to help contractors prepare for the July 1st deadline to submit digital copies of certified payroll records.
- **Implement Outreach Marketing Software:** To track outreach emails to contractors and stakeholders subject to AB 2143 and PUC 769.2, the SURGE team implemented the Constant Contact software to track emails and communications to these groups.
- **AB 2143/ PUC 769.2 Outreach Email Campaign:** Starting in August 2024, the SURGE team created a weekly email campaign to update contractors on resources, deadlines, and other important information relevant to AB 2143 and PUC 769.2.
- **Host Event with Department of Industrial Relations (DIR):** SURGE partnered with the DIR Labor Commissioner's Office to co-host an informational webinar on AB 2143 and provide contractors and stakeholders pertinent information on prevailing wages.
- **Developed Contractor Compliance Guides:** SURGE created walkthrough videos and step by step guides for Contractor Registration, Project Registration, and Certified Payroll Submission in the SURGE Compliance Portal.
- **Sending Out 90-60-30 Day Notifications:** To reduce the number of non-compliant contractors and increase the timely submission of payrolls, the SURGE team developed a 90-60-30-day notification timeline to inform contractors about the upcoming reporting deadlines.
- **Sharing DIR Resources and Information on SURGE Website:** To help provide all available AB 2143 resources to contractors, we included the links to DIR resources and trainings on the SURGE website.

2025 Goals and Objectives

The following SURGE goals for the 2025 AB 2143 Outreach and Education Plan are designed to ensure that contractors and firms impacted by AB 2143 are fully aware of the regulation and its requirements. Each goal consists of specific objectives to achieve in 2025, estimated completion date, and metrics to collect.

Goal 1: Enhance contractor and stakeholder awareness of AB 2143 and PUC 769.2 compliance requirements through planned and coordinated outreach events.

Item	2025 Objectives	Estimated Completion Date	Metrics to Collect
1.1	Develop a calendar of events for 2025 and include AB 2143 and PUC 769.2 Contractor Compliance Trainings.	January 2025	• Total number of events and locations
1.2	Participate in Solar Events in California (North, Central, and Southern) to table/exhibit or workshop on how to submit payroll records to SURGE.	Ongoing	• Number of registered attendees vs. actual attendees per event
1.3	Host the Annual Outreach and Education Workshop for 2026.	November 2025	• Number of surveys completed • Feedback received from contractors/stakeholders

Goal 2: Improve outreach and educational materials with a focus on accessibility and language translation.

Item	2025 Objectives	Estimated Completion Date	Metrics to Collect
2.1	Develop statement for language translation request and place on a prominent space on the SURGE website.	January 2025	• Track number of translation requests received and response times.
2.2	Enhance existing process for contractors/stakeholders to request language translation of SURGE outreach and education materials.	January 2025	• Identify types of accessibility gaps identified and solutions.
2.3	Conduct a brief audit of existing outreach and educational materials to identify accessibility gaps.	March 2025	• Feedback from contractors/stakeholders regarding the accessibility of outreach materials.
2.4	Make accessibility updates to SURGE outreach and education materials and efforts.	As Needed	

Goal 3: Increase contractor compliance rates for submitting copies of certified payroll records mandated by AB 2143 and PUC 769.2 via the SURGE Compliance Portal.

Item	2025 Objectives	Estimated Completion Date	Metrics to Collect
3.1	Ensure that 100% of contractors subject to AB 2143 and PUC 769.2 who are not yet registered on the SURGE Compliance Portal complete their registration by the next Outreach and Education Plan Annual update for 2026.	June 2025	• Number of Projects subject to AB 2143 and PUC 769.2 vs. Projects Registered on SURGE • Number of Unique Contractors subject to AB 2143 and PUC 769.2 • List of areas to streamline internal process review of SURGE Compliance Portal forms with actions taken to address and status of task.
3.2	Achieve 100% submission rate of copies of certified payroll records by contractors registered on the SURGE Compliance Portal with qualified projects.	June 2025	
3.3	Identify areas to streamline internal process for reviewing SURGE Compliance Portal submissions for Contractor Registration, Project Registration, and Certified Payroll Submission.	February 2025	

Goal 4: Streamline educational materials and resources to enhance contractor knowledge of AB 2143 and PUC 769.2 compliance requirements.

Item	2025 Objectives	Estimated Completion Date	Metrics to Collect
4.1	Review and update all outreach and education materials (SURGE Website, Resource, Frequently Asked Questions) to simplify information shared with contractors/stakeholders.	February 2025	• Log of outreach and educational materials and what updates have been made • Type of requests from contractors/stakeholders and the frequency • Log of changes to legislation or compliance process
4.2	Create a Contractor Response Template for standardizing responses sent to Contractors.	March 2025	
4.3	Ensure that all outreach and educational materials are regularly updated to reflect any changes in legislation or compliance processes.	Ongoing	

Goal 5: Strengthen partnerships and collaborate with solar organizations to share information on AB 2143 and PUC 769.2.

Item	2025 Objectives	Estimated Completion Date	Metrics to Collect
5.1	Meet with Solar Organizations and participate in meetings or other opportunities to collaborate.	June 2025	• Number of meetings held and with who • Engagement rates (responses, follow-up interactions) • Feedback received from organizations
5.2	Identify points of contact with solar organizations and share outreach and education material relevant to their stakeholders.	June 2025	
5.3	Develop an outreach packet to share with solar organizations with information regarding AB 2143 and PUC 769.2 and contractor compliance requirements for distribution to networks.	May 2025	

Key Stakeholders

To support the goals and objectives of the SURGE Outreach and Education Plan, it is essential to include the following key stakeholders in the outreach and education of SURGE: 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.** As the entities responsible for generating, transmitting, and distributing electrical power, these electrical corporations play a crucial role in facilitating net energy metering tariffs 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 SURGE rules and requirements for contractors of qualified renewable electric facilities and property owners of qualified projects. Industry partners will contribute valuable insights, playing a crucial role in refining and optimizing the content and information provided to stakeholders. These partnerships are essential for gathering feedback and suggestions, ensuring a more effective rollout of materials.

Identifying Contractors Subject to AB 2143 and PUC 769.2

In the 2024 Outreach and Education Plan, a territory assessment was initially recommended to better understand and target our outreach efforts. However, this approach has proven to be less relevant due to the specific nature of the outreach required for AB 2143 and PUC 769.2.

The SURGE team has refined our method of identifying contractors with qualified projects subject to AB 2143 and PUC 769.2. Instead of a broad territory assessment, we now leverage the database portals of the Utilities—Pacific Gas and Electric (PG&E),

Southern California Edison (SCE), and San Diego Gas and Electric (SDG&E). These portals contain a list of Interconnection Applications submitted by contractors, which are crucial for identifying those who fall under the compliance requirements of AB 2143 and PUC 769.2.

By accessing these Interconnection Applications, we can accurately pinpoint the contractors involved in projects that must adhere to the new legislative mandates. This targeted approach ensures that our outreach efforts are precise and effective, directly reaching those who need to comply with the new regulations.

This adjustment not only streamlines SURGE's identification process but also enhances the efficiency of our communication and support, allowing the team to better assist contractors in meeting their compliance obligations.

Key Messages

The primary messages to be conveyed regarding SURGE will be tailored to different segments of the target audience. These key messages will help support the goals and objectives of the SURGE 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?**
  Assembly Bill (AB) 2143, effective January 1, 2024, mandates prevailing wages for construction workers and apprentices on large customer-sited renewable electrical generation (solar) facilities with associated battery storage. Exemptions include residential facilities with a capacity of 15 kW or less, those installed on single-family homes, projects already classified as public works, and facilities serving specific housing types. Contractors must maintain and verify certified payroll records, submitting digital copies twice a year (July 1st and December 31st). Willful wage violations can lead to the loss of net metering or billing tariffs for the associated project.

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

  Any contractor entering into a contract to perform work on AB 2143 eligible projects, must pay workers, 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 on qualified projects will need to submit their payroll records through the SURGE website biannually on July 1st and December 31st.

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

  AB 2143 affects contractors and workers performing work on qualified renewable energy projects. Property owners of qualified projects should also be aware of AB 2143 rules and will be required to sign a Prevailing Wage Disclosure form included in the interconnection application.

  The rules don't apply to residential projects with a generating capacity of 15 kilowatts or less, 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.

Additionally, AB 2143 does not apply to customers not participating in the net metering and net bill tariffs for investor-owned utilities (IOU). This includes publicly-owned utilities (POU) customers as well as non-export commercial companies in IOU territories.

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 1st and December 31st.

▪ **When does AB 2143 take effect?**
AB 2143 is effective January 1, 2024.

Communication Channels

The following communications channels will be utilized to reach target audiences and share information regarding SURGE: 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 is located at www.cpucsurge.org and it will act as 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 SURGE 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 SURGE information. These questions will include: 1) What is SURGE? 2) Am I impacted by SURGE? 3) I am a contractor, how do I know if my project has SURGE compliance requirements, and 4) How do I report my payrolls for SURGE? 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 SURGE information.

- **Emails.** Email provides a convenient channel for key stakeholders to seek immediate clarification and assistance to help contribute to their understanding of SURGE and promoting compliance. All email inquiries will be responded to within 24 business hours. The dedicated email address for SURGE inquiries and feedback is info@cpucsurge.org. Additional email addresses have been developed to address specific areas for outreach (outreach@cpucsurge.org) and contractor reporting (reporting@cpucsurge.org). An analysis of email inquiries will be conducted to identify common areas of support to help improve the information shared on the website. By categorizing inquiries by topic—such as registration issues, payroll submissions, reporting timelines, and document requirements—the analysis will reveal areas where more detailed guidance or accessible resources are needed on the website. This will allow us to make

targeted updates to the FAQs, resource pages, and instructional guides, aiming to reduce email inquiries by proactively addressing contractor needs.

- **E-Blasts.** Occasionally, e-blasts with SURGE information will be shared and disseminated to the outreach database. This will be used as a communication channel to inform stakeholders about current SURGE compliance requirements, 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 to directly address key stakeholders' specific queries, supporting the goal of providing support to the overall understanding of SURGE compliance requirements. The dedicated phone line for SURGE inquiries, questions, and feedback is1-800-549-2143. 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 SURGE. Outreach events are also an opportunity to network with a variety of stakeholders and gain an understanding of and feedback on the impact of SURGE.

Milestone Timeline

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

Milestone Activity	2024 Annual Deadline	Status
1) SURGE Outreach and Education Plan Annual Update	Every Early October	**In Progress** The SURGE Outreach and Education Plan is currently being updated and feedback is being collected from stakeholders.
a) Facilitate and Host 1 Annual Workshop (In-Person or Webinar) to Present SURGE Outreach and Education Plan	Every Mid-November	**In Progress** The annual workshop is scheduled for November 13, 2024 from 12 – 1 PM via Microsoft Teams Meeting.
2) Recording and Responding to Comments Received from Stakeholder Workshops and Webinars	Per Event	**Completed** All questions collected from 2024 SURGE events were compiled in Q&A documents and collaborated with CPUC and DIR to finalize responses to stakeholders.
3) Develop and Maintain Communication Channels: Dedicated Phone Line, Email Service, and Online Chat Interface for SURGE Inquiries	Ongoing	**Completed** SURGE communication channels have been finalized. Maintenance of these channels is ongoing.
a) **Dedicated Phone Line**	End December 2023	**Completed** The SURGE dedicated phone line (1-800-549-2143) is available Monday through Friday from 8 AM – 5 PM, excluding any major holidays.
b) **Email Service**		**Completed**

		End December 2023	SURGE has developed the following email addresses (info@cpucsurge.org; reporting@cpucsurge.org; outreach@cpucsurge.org) for contractor and stakeholder inquiries. SURGE monitors and responds to contractor and stakeholder emails within 24-48 hours.
	c) **Online Chat Interface (Chat Bot)**	Late February 2024	**Completed** The SURGE Help Bot is available on the SURGE website and is another channel for contractors and stakeholders to seek responses to their questions. If the chat bot is unable to help, contact information is provided to contractors and stakeholders to contact SURGE Support Team directly.
4)	Develop Outreach and Educational Materials as Listed in SURGE Outreach and Education Plan and Incorporate Any Updates in Policies or Regulations	See specific timelines below for collateral materials:	
	a) **Website** ▪ Content Language (About SURGE, Outreach/Education Materials, Calendar of Events, Resources, Reporting & Compliance Guidance and Steps)	Late January 2024	**Completed** SURGE website is up and running and is continuously monitored and updated as needed.
	b) **SURGE Fact Sheets**	Late January 2024	**Completed** SURGE flyers have been developed for major topics that address contractor and stakeholder concerns. These resources are found

			on the SURGE website under "Education" tab.
c) **SURGE Payroll Reporting Guidelines**		Late January 2024	**Completed** SURGE has provided step-by-step process guides and walkthrough videos for reporting copies of certified payrolls by contractors subject to AB 2143 and PUC 769.2. These resources are found on the SURGE website under "Education" tab.
5)	Translate SURGE Outreach and Educational Materials	Ongoing	**Not Started** SURGE has not received any contractor or stakeholder request to translate materials. However, the SURGE website language can toggle between English and Spanish. This is included as a new outreach and education goal for 2025.
6)	Facilitate and Host 2 Annual In-Person Community or Industry Events per Calendar Year	April & September	**Not Started** SURGE has not hosted an in-person event. All events have been held virtually to reach more contractors and stakeholders in California that are subject to AB 2143 and PUC 769.2. This is included as a new outreach and education goal for 2025.
7)	Provide Outreach Materials for Posting to CPUC Website	Ongoing	**Completed** The CPUC has a website dedicated to AB 2143 and PUC 769.2 information and provides background on SURGE and a link to the SURGE website. SURGE

	outreach materials are provided to CPUC as they are requested.

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	2024 Results
Flyers, Fact Sheets, & Other Written Materials	Outreach materials such as flyers, fact sheets, prepared written materials, etc. will be developed to share detailed information on SURGE requirements and compliance information. These PDF outreach materials will be uploaded and posted to the SURGE 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	**Completed** SURGE flyers, fact sheets, and other written materials have been developed and are being continuously updated. These resources are located on the SURGE website under "Education" tab.
Social Media Posts and E-Blasts	Short and engaging social media posts will be used to produce eye-catching content and disseminate bite-size information and updates regarding SURGE. E-blasts will also be utilized as targeted email communications to deliver important announcements and resources to key stakeholders.	Early January 2024	**Completed** SURGE has set up LinkedIn and Constant Contact to engage with stakeholders.
Website Content	SURGE will have a dedicated user- and mobile-friendly website to act as a centralized information hub to easily	Mid-January 2024	**Completed** The SURGE website is up and running and is the hub for all

	provide navigation and up-to-date information to key stakeholders. Education and outreach materials will be available on the CPUC website to ensure widespread accessibility of information. Additionally, SEO optimization will be prioritized on the website to ensure contractors are able to search and find SURGE information and requirements.		information and resources for AB 2143 and PUC 769.2.
Frequently Asked Questions (FAQ)	Inquiries or questions that are frequently asked by stakeholders will help to produce SURGE 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	**Completed** SURGE has compiled FAQs from contractors and stakeholders and have summarized and placed them on the SURGE website under "FAQs" tab.
One-on-One Education Assistance	Upon request, stakeholders, 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	**Completed** SURGE offers various avenues for one-on-one support and assistance to contractors subject to AB 2143 and PUC 769.2 to help them understand compliance requirements. These are offered by phone calls and 1-on-1 meetings.
Educational Videos	Prerecorded educational videos will be developed to share information on SURGE and instructions on the CPUC online document submittal process. This will offer a dynamic visual	Mid-March 2024	**Completed** SURGE has prepared educational videos for contractors to navigate the SURGE Compliance Portal

learning experience, breaking down complex concepts into easily digestible segments for enhanced understanding.	and how to complete the following forms: Contractor Registration, Project Registration, and Certified Payroll Submission.

The development of these educational materials aligns with the goal and objectives listed above. 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, they will be proposed to the CPUC Project Manager for approval. The SURGE 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 SURGE 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.** The annual outreach survey will include a question to gather preferences on preferred languages for outreach and education materials for AB 2143 and PUC 769.2. Once we receive the survey responses, we will assess and prioritize languages based on the community's indicated needs and preferences to identify target languages.

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 timelines and prioritize based on relevance and impact of information.

4) **Conduct Translation and Quality Assurance.** Review and ensure accuracy of translated materials through a third party. 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 SURGE website serves as the primary destination for individuals seeking information on rules and regulations, encompassing a registration portal for contractors and projects to submit prevailing wage payrolls. All outreach materials will be housed on the SURGE website. The preliminary website structure is outlined in the basic layout below, with the complete website anticipated to be operational by the end of January 2024. Please note that the layout is in an initial draft and will be updated based on the website development capabilities.
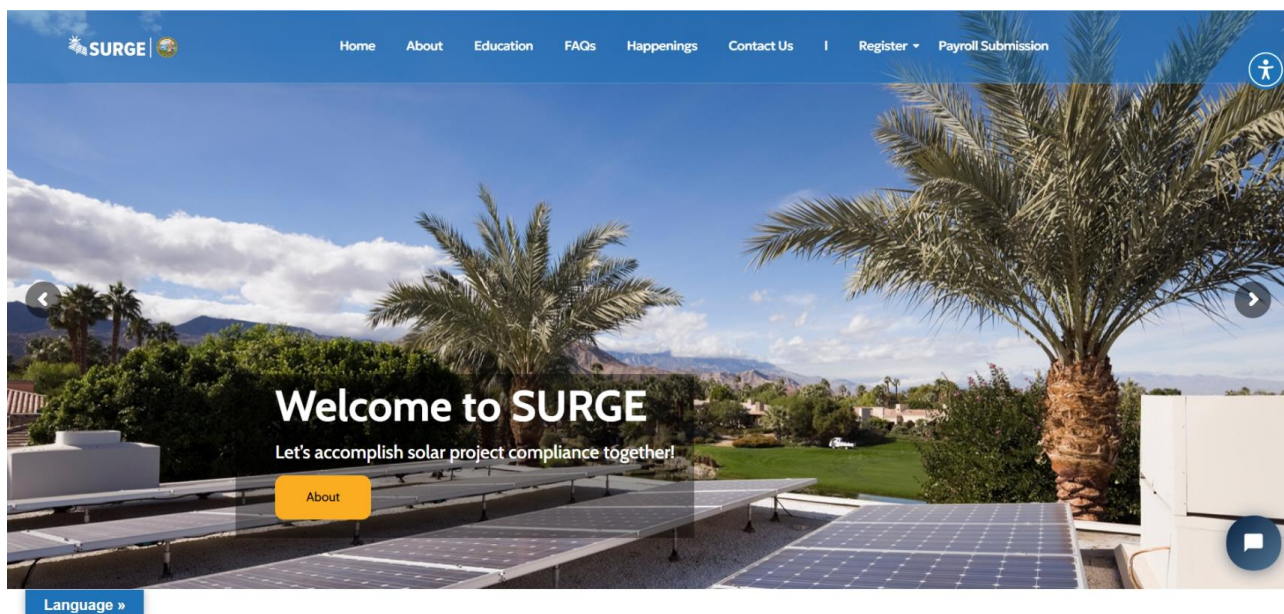
Stakeholder Workshops & Webinars

To educate stakeholders on SURGE, 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 SURGE 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.

2024 Stakeholder Workshops & Webinars Summary

SURGE participated in a total of six (6) stakeholder workshops and webinars in 2024. SURGE partnered with GRID Alternatives, the program administrator of the Solar on Multifamily Affordable Housing (SOMAH) program, on 2 events via their Public Forum and Contractor Job Training to share information on AB 2143 and PUC 769.2 background and contractor requirements. SURGE hosted 2 informational webinars, one independently and another co-hosted with the Department of Industrial Relations (DIR) Labor Commissioner's Office. Additionally, to ensure contractors met the July 1st deadline to submit copies of their certified payroll records, SURGE hosted 2 workshops to help contractors navigate the SURGE Compliance Portals. For all the SURGE-hosted events in 2024, 638 people registered for our events with 514 attending, resulting in an 81% attendance rate.

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 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 and PUC 769.2 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 SURGE website, e-blasts will be sent out, and other forms of outreach will be utilized to notify the outreach database about these workshops and webinars.

Event Approach

To ensure that contractors comprehend SURGE 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 SURGE compliance 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 SURGE 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 SURGE?
- When does AB 2143 become effective and affect contractors?
- Do you understand how to register for the SURGE Compliance Portal (via Submittable) to submit required documents?
- Do you know how to prepare certified payroll/prevailing 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 SURGE 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 SURGE website for further information and to submit inquiries.

Partnerships and Collaborations

To ensure the success of the implementation of SURGE, it is important to drive continued engagement from industry stakeholders including various solar and energy associations across the state. Relationships with the stakeholders listed below 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.

2024 Partnerships and Collaborations Summary

In 2024, SURGE strengthened its outreach and education initiatives through strategic partnerships and collaborations with key organizations, including the Department of Industrial Relations (DIR), Investor-Owned Utilities (IOUs), and various industry associations such as GRID Alternatives and the California Solar & Storage Association (CALSSA). These partnerships were instrumental in enhancing the effectiveness of our programs and expanding our reach to contractors affected by AB 2143 and PUC 769.2. As we move forward, we will continue to strengthen these relationships, fostering a collaborative environment that supports contractors and promotes ongoing education and compliance.

Engagement Steps

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 SURGE. 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 SURGE, 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 SURGE.

4. **Maintain Ongoing Communication.** Establish and maintain ongoing communication channels with industry partners. Keep them informed about SURGE 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
California Solar & Storage Association	www.calssa.org
Solar Energy Industries Association	www.seia.org
Agricultural Energy Consumers Association	www.agenergyca.org
California Farm Bureau Federation	www.cfbf.com
Small Business Utility Advocates	www.utilityadvocates.org
California Building Industries Association	www.cbia.org
California Energy Storage Association	www.storagealliance.org
Independent Energy Producers Association	www.iepa.com
Rising Sun Center for Opportunity	www.risingsunopp.org
GRID Alternatives	www.gridalternatives.org

*Additional partners may be identified as the program progresses.

Promotion and Outreach

The plan to conduct widespread promotion and outreach for SURGE 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

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 utility 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.

In 2024, the outreach database yielded significant results in identifying contractors subject to AB 2143 and PUC 769.2, primarily through our collaboration with the Investor-Owned Utilities (IOUs) and the utilization of their portals, which provided access to contractor interconnection applications. This strategic approach allowed us to effectively streamline our outreach efforts, enabling us to reach contractors who may have otherwise gone unrecognized. By leveraging the data available in the IOUs' systems, we successfully identified a substantial number of contractors subject to AB 2143, ensuring they received timely information and support related to compliance requirements. Additionally, the outreach database is more representative of the targeted stakeholders that SURGE was aiming to reach. In 2025 and moving forward, SURGE will explore how to leverage IOU databases to ensure that the most up-to-date information on contractor activities and project statuses are identified.

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 SURGE Outreach Material Hub.** The SURGE 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 for contractors subject to AB 2143 and PUC 769.2 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, SURGE information will be shared with these entities to disseminate information to their respective networks.

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 SURGE. Research will be conducted to identify industry-specific events that align with SURGE 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 SURGE 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. In 2025, SURGE will also work to identify solar-related events in Northern, Southern, and Central California to reach more solar contractors who may benefit from SURGE information and are subject to AB 2143 and PUC 769.2.

- **Outreach Exhibit Tables.** Outreach exhibit tables will be used at in-person solar industry related events, such as solar association events or conferences. Participating as an outreach exhibitor 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 SURGE requirements and information. Displays with clear signage, banners, and other graphics that convey the key messages of AB 2143 will be created. These outreach exhibit tables can also contribute to the goals and objectives established by the SURGE Outreach and Education Plan by facilitating community connection and feedback collections during specific engagements.

Feedback Mechanisms

The SURGE 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 has been 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 SURGE. 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 provide a traceable record of inquiries, allowing for thorough responses to ensure that all questions are adequately addressed.

- **Chat Interface on Website.** The website features a simple, user-friendly chat interface that can provide real-time assistance for pre-prompted inquiries. Contractors can seek instant clarification on commonly asked questions or guidance through the chat interface. However, if issues are unresolved, the chat interface will prompt the contractors to call or email SURGE support at info@cpucsurge.org.

Monitoring and Evaluation

Effective monitoring and evaluation are fundamental components of the SURGE 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
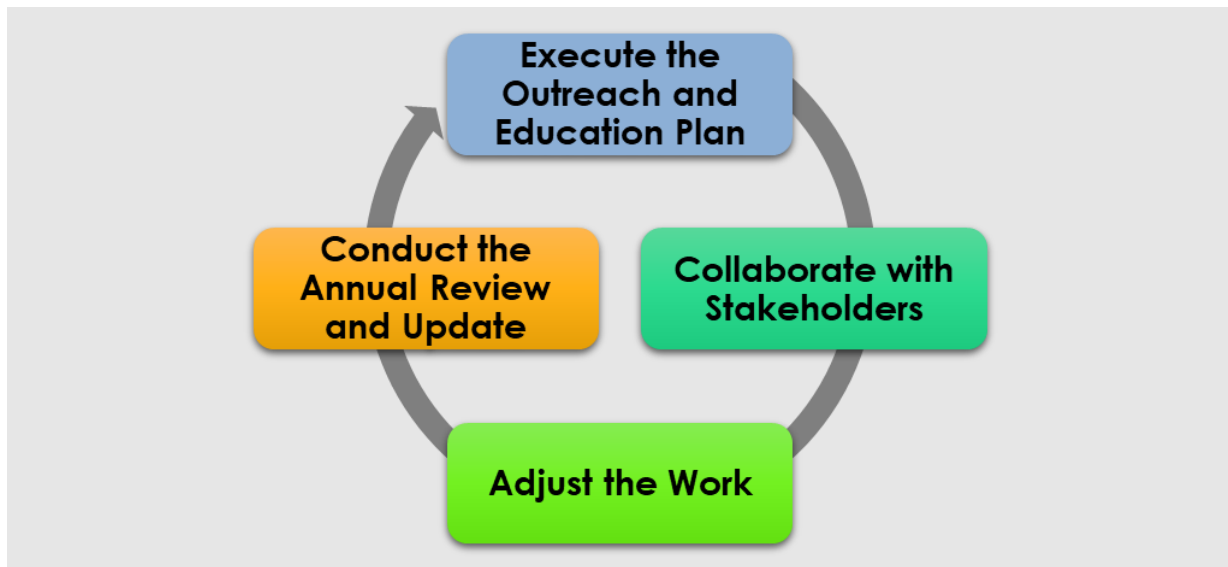
1. **Execute the Outreach and Education Plan**

   The initial step to monitor and evaluate the effectiveness of the SURGE Outreach and Education Plan involves implementing the planned activities in the strategy. The project team is responsible for executing the plan and ensuring 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 SURGE stakeholders is a continuous and integral aspect of the monitoring and evaluation process. This step involves engaging with various parties involved or impacted by SURGE. Regular monthly or as-needed communication, feedback sessions, and collaborative decision-making contribute to a more comprehensive understanding of SURGE regulations and requirements. Stakeholder collaborations 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 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 will be 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 SURGE.

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 SURGE Outreach and Education Plan. Additional KPIs may be identified throughout the life of the plan.

Area	KPI Metrics	2024 Results

Goal & Objective Attainment	✓ Percentage of achieved goals compared to the planned objectives.
	    o Activity Completion
	    o Objective Met
		✓ 72 Total Outreach Activities listed in 2024 Goals & Objectives
		✓ 35 or 48.6% Completed Activities
		✓ 34 or 47.2% Ongoing or In Progress Activities
		✓ 3 or 4.2% Not Started Activities

Stakeholder Engagement	✓ Number of stakeholders actively engaged in project activities.
	    o Outreach Database
		✓ Event Attendees: 514
		✓ Event Survey Respondents: 8
		✓ Event Questions Received: 231
		✓ Website Sign Ups: 29
		✓ Website Questions: 42
		✓ SURGE Compliance Portal as of 10/24/24
		    o Contractor Registration: 189
		    o Project Registration: 102
		    o Certified Payroll Submissions: 115
		✓ Outreach Database: 486 (based on unique contractors who may have multiple qualified projects)

Outreach Effectiveness	✓ Percentage increase in awareness or knowledge among the target audience.
	    o Website Traffic
	    o Page Views
	    o User Engagement
	    o Phone, Email, & Chat Engagements
		✓ Website Traffic/Page Views: For the last 30 days, the SURGE website received over 800 views. We estimate that there are about 500-800 page views per month.
		✓ User Engagement: Please see Stakeholder Engagement KPI metrics above.
		✓ Phone Calls: SURGE receives between 50 – 100 calls per month.
		✓ Emails: Over 1,600+ emails have been received.
		✓ Chat Engagement: Currently up and running on the SURGE website.

Participation Rates	✓ Percentage of stakeholder participation in events, surveys, or feedback sessions.
	    o Event Attendance (At least 50% of registered attendees are participating)
	    o Surveys Completed/Feedback Received(At least 10% of surveys completed)
		✓ SURGE participated in 2 partner events with SOMAH.
		✓ SURGE hosted 4 webinars/workshops with 638 registered and 514 attended (81% participation rate).
		✓ SURGE sent out 3 post event surveys. The response rate is approximately 2% of actual attendees who responded to the surveys.

Timeliness	✓ Adherence to established timelines for project milestones and deliverables. o Average Time to Complete Activity, Task, or Deliverable	✓ 7 Total Milestones ✓ 4 or 57% Milestones Completed ✓ 1 or 14% Milestone in Progress ✓ 2 or 29% Milestone Not Started
Feedback Response Times	✓ Average time taken to respond to stakeholder feedback or inquiries. (All inquiries responded to within 1-2 days.)	✓ The average time taken to respond to stakeholder feedback or inquiries is approximately 1.5 days.

Accessibility	✓ Evaluation of how accessible project information and resources are to the target audience.
	   o Number of Translation Requests
	   o Number of Translated Documents
		✓ No Translation Requests
		✓ No Translated Documents

Adaptability to Stakeholder Feedback	✓ Number of adjustments or improvements made in response to stakeholder feedback.	✓ Here is the list of improvements made in response to stakeholder feedback:
		  1. Adjusted initial presentation from more informational content to specific focus on Contractor Responsibilities for AB 2143 and PUC 769.2 compliance requirements
		  2. DIR presence during SURGE Webinar/Workshop
		  3. Streamlining and monitoring Q&A during webinars/workshop
		  4. Providing Q&A documents vetted by CPUC and DIR
		  5. Addressing inquiries from Contractors regarding special cases for AB 2143 and PUC 769.2 reporting requirements

Annual Update & Reporting

The SURGE Outreach and Education Plan 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. The next annual workshop will occur in mid-November 2025.

Annual Plan Reporting

Following each SURGE 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. Please see the summary of outreach for the 2025 Outreach and Education Plan in Appendix F.

Annual Outreach Survey

For this update and moving forward, SURGE will prepare an annual outreach survey to contractors and stakeholders for AB 2143 and PUC 769.2. The survey is designed to gather feedback from contractors, stakeholders, and partners involved in the SURGE initiative. This survey aims to assess the effectiveness of our outreach and education efforts regarding AB 2143 and PUC 769.2 compliance requirements.

Appendix

Appendix A: SURGE Brand Guide

BRANDING STYLE GUIDE

TYPOGRAPHY

FONT SPECIMEN

Century Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADER TEXT WEIGHT (Size 16, Bold)

Century Gothic

SUBHEADER TEXT WEIGHT (Size 14)

Century Gothic

NORMAL TEXT WEIGHT (Size 11)

Century Gothic

COLOR GUIDE

#224472	#557A93	#F1B248

LOGO

TRANSPARENT BLACK LOGO

WHITE LOGO ON BACKGROUND

LOGO BACKGROUND (MEDIA)

WEBSITE

Home Page:

Content Pages:

AB 2143 & PUC §769.2 Compliance Resources for Solar Contractors

PLEASE READ ENTIRE EMAIL

Dear Contractor,

You are receiving this notification because you may have a solar project that is subject to Assembly Bill 2143 (AB 2143) and Public Utilities Code Section 769.2 (PUC §769.2).

The Solar-Utilities Reporting, Guidance, and Education (SURGE) initiative is here to provide guidance and education on this rulemaking. To help make this process as smooth as possible, the SURGE Program has curated a list of helpful resources for solar contractors:

What is AB 2143/PUC §769.2?
- **Prevailing Wage for Qualified Renewable Energy Facilities (ca.gov)**
- **SURGE Flyers (cpucsurge.org)**

What is SURGE?
- **About - CPUCSURGE**

Watch Past Webinar with SURGE & Department of Industrial Relations (DIR)
- **SURGE Informational Webinar with DIR 5.29.24 (youtube.com)**

If you have any questions, we encourage you to visit our **Frequently Asked Questions (FAQ) webpage** to see if your question has already been answered. Additionally, please visit the SURGE website (**www.cpucsurge.org**) for more information and resources to help Contractors and Subcontractors navigate the compliance requirements for AB 2143 and PUC §769.2.

Please contact the SURGE Support team at 1-800-549-2143 or **info@cpucsurge.org** if you need any additional information.

IMPORTANT Please note that the July 1, 2024 deadline to submit certified payrolls for applicable solar projects has passed. If your firm completed work between January 1st and May 31st and has not submitted copies of certified payroll records to SURGE, you may be out of compliance. It is important to contact the SURGE Support Team ASAP at 1-800-549-2143 or **info@cpucsurge.org** to rectify this issue and get you back into compliance. If you have already received a delinquency notice, please consider this a reminder email.

Thank you,

SURGE Support Team

SURGE is an initiative directed by the

California Public
Utilities Commission

Solar-Utilities Reporting, Guidance, and Education (SURGE)
3525 Hyland Avenue, Suite 140
Costa Mesa, CA 92626 US

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Appendix C: Partnership & Collaboration Email Template

Partnering Email Template

Subject: Introducing the New SURGE Website: Helping Contractors Navigate Renewable Energy Compliance with Ease.

Dear [Industry Partner],

We are excited to announce the launch of the new Solar-Utilities Reporting, Guidance, and Education (SURGE) website, an initiative directed by the California Public Utilities Commission (CPUC) to establish compliance with AB 2143 and PUC Section 769.2. As valued industry partners, we wanted to share this resource with you and invite you to explore its features.

The SURGE website serves as a comprehensive hub for outreach and education materials. It is specially designed to assist contractors in understanding and meeting the requirements for submitting copies of certified payrolls on their eligible renewable energy projects and to ensure proper payment of prevailing wages. From informative guides to helpful tools, the website provides valuable resources to streamline the compliance process.

To access the SURGE website, please visit www.cpucsurge.com.

We value your feedback and input, which is why we have included a link to a feedback form here: https://forms.office.com/r/iCNRkQG0yp. Your insights will help us improve and enhance the SURGE platform to better serve the needs of all our stakeholders. We encourage you to take a moment to provide your feedback using the form.

Thank you for your continued partnership and support as we work together to ensure compliance and success within the industry.

Best regards,

[Contact Information]

AB 2143 Outreach and Education Plan Annual Workshop 2025

PLEASE READ ENTIRE EMAIL

Greetings!

The Solar Utilities Reporting Guidance and Education (SURGE) initiative, directed by the California Public Utilities Commission (CPUC), is hosting the AB 2143 Outreach and Education Plan Annual Workshop 2025. This workshop is designed to gather feedback on SURGE's outreach and education efforts for AB 2143 and PUC 769.2. The SURGE Team will share outreach results from the past year, and cover proposed changes to improve outreach efforts in 2025. We will review what outreach and education activities have occurred this past year and seek to gain your input on improvements and recommendations for 2025.

Here are the event details:

- **What: AB 2143 Outreach and Education Annual Workshop 2025**
- **When: November 13, 2024, 12:00 – 1:00 PM (PST)**
- **Where: Virtual (Microsoft Teams)**
- **Who: The virtual event is open to all contractors, solar groups, and other industry professionals who want to provide recommendations on outreach and education improvements for SURGE.**

Attached, please find the event flyer for more information, and use the link below to register:

Register Now!

SURGE
Solar-Utilities Reporting Guidance & Education

AB 2143 Outreach and Education Plan Annual Workshop 2025

Join us on Wednesday, November 13th 2024 at 12:00 PM for the Solar-Utilities Reporting, Guidance, and Education (SURGE) initiative's Annual Outreach and Education Plan Workshop

This event is an opportunity for stakeholders who are impacted by AB 2143 or PUC 769.2 to share comments, suggestions, and input on outreach and education efforts for the SURGE initiative. In this webinar, the SURGE Team will go over the outreach efforts made in the past year and how we can improve in our plans for 2025 and beyond.

REGISTER NOW

Questions?
Send an email to outreach@cpucsurge.org
Learn More
Visit our website at www.cpucsurge.org

Date/Time
Wednesday, November 13th, 2024
12:00 - 1:00 PM

Location
Microsoft Teams
Event Webinar
Must register to obtain link.

Topics
2024 Outreach Efforts
2025 Outreach Plans
Q&A Session

We greatly value your input and look forward to your attendance at the AB 2143 Outreach and Education Annual Workshop 2025. If you have any questions about this event, please email **outreach@cpucsurge.org**.

Important Note: Please keep in mind that this event will be focused on outreach and education efforts and strategies. For any technical or project-specific questions related to AB 2143, please refer to the **SURGE Website**, or contact the SURGE team at **info@cpucsurge.org** and (800) 549-2143.

Thank you,

SURGE Support Team

SURGE is an initiative directed by the

California Public Utilities Commission

Solar-Utilities Reporting, Guidance, and Education (SURGE)
3525 Hyland Avenue, Suite 140
Costa Mesa, CA 92626 US

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Appendix E: Registration Page Template Example

Appendix F: Summary of Outreach for the 2025 Outreach and Education Plan

Email Outreach

Email outreach for the workshop began in October, with a total of 6 emails being sent during the following dates

- October 22, 2024
- November 4, 2024
- November 6, 2024
- November 8, 2024
- November 13, 2024
- November 20, 2024

LinkedIn Posts

- Posted on November 13, 2024
    - Join us for the SURGE Outreach and Education Annual Workshop 2025, TODAY, November 13, 2024, from 12 to 1 p.m. This is a valuable chance for stakeholders affected by AB 2143 or PUC 769.2 to share your insights and suggestions on our outreach and education efforts for the SURGE initiative.

      During the webinar, the SURGE Team will recap our outreach efforts from the past year and discuss strategies for improvement as we plan for 2025 and beyond.

      Don't miss this chance to voice your opinions and learn more about our goals!

      If you have any questions, feel free to reach out at outreach@cpucsurge.org.

      REGISTER NOW!
      #Outreach #Solar #AB2143 #Certified Payroll #SURGE

- Posted on November 20, 2024
  - Attention Solar Contractors:

    We want to hear from you! Your insights are crucial as we enhance our outreach and education efforts in the solar industry. Please take a moment to fill out our survey and share your experiences and suggestions.

    Your feedback will help us better understand the needs of the community and improve our strategies moving forward.

    https://forms.office.com/r/V2Hima3n3r

    Thank you for your participation!
    #Outreach #Solar #AB2143 #Certified Payroll #SURGE

Survey

The SURGE Outreach and Education Plan 2025 Survey was live from 10/31/2024 – 12/9/2024. There were no responses for the survey.

The following questions were included in the survey:

1. Name
2. Organization
3. Role (Please select one of the following options)
   a. Contractor
   b. Subcontractor
   c. Government Agency
   d. Investor Owned Utility
   e. Solar Interest Group
   f. Interested Stakeholder
4. Familiarity with AB 2143 and PUC 769.2?
   a. Are you familiar with AB 2143 and PUC 769.2?
      i. Yes, very familiar
      ii. Somewhat familiar
      iii. Not familiar at all
5. Awareness of SURGE Support for AB 2143 and PUC 769.2:
   a. Are you aware that the SURGE initiative, directed by CPUC, provides resources to help you navigate AB 2143 and PUC 769.2 compliance?
      i. Yes
      ii. No
6. Are you aware that SURGE has an Outreach and Education Plan and that it is updated annually each year?
   a. Yes
   b. No
7. Here are the goals of the Outreach and Education Plan for 2025. Do you agree with these goals?
   a. Goal 1: Enhance contractor and stakeholder awareness of AB 2143 and PUC 769.2 compliance requirements through planned and coordinated outreach events.
   b. Goal 2: Improve outreach and educational materials with a focus on accessibility and language translation.
   c. Goal 3: Increase contractor compliance rates for submitting copies of certified payroll records mandated by AB 2143 and PUC 769.2 via the SURGE Compliance Portal.
   d. Goal 4: Streamline educational materials and resources to enhance contractor knowledge of AB 2143 and PUC 769.2 compliance requirements.
   e. Goal 5: Strengthen partnerships and collaborate with solar organizations to share information on AB 2143 and PUC 769.2.

        i. Yes, I agree with all these goals

        ii. I agree with some of these goals, but not all

        iii. No, I don't agree with any of these goals

8. What recommendations do you have to ensure that these goals align with your priorities in meeting compliance with AB 2143 and PUC 769.2?

9. Awareness of SURGE Resources:

    a. Are you aware of the SURGE resources available to educate and inform you about AB 2143 and PUC 769.2?

        i. Yes, I'm fully aware of the resources

        ii. I've heard of them, but I haven't used them

        iii. No, I am not aware of any resources

10. Interactions with SURGE Communication Channels:

    a. Have you interacted with SURGE through any of the following communication channels? Please select all that apply:

        i. Website

        ii. Chat Bot

        iii. Emails

        iv. E-Blasts

        v. Phone Calls

        vi. Outreach Events

11. Experience with SURGE Interactions:

    a. If you selected any of the options above, please briefly describe your experience with SURGE communications and any feedback you'd like to share.

12. Usefulness of SURGE Resources:

    a. How would you rate the usefulness of SURGE resources in understanding your compliance responsibilities for AB 2143 and PUC 769.2?

        i. Extremely useful

        ii. Somewhat useful

        iii. Neutral

        iv. Not very useful

        v. Not useful at all

13. Please list what language(s) would be most helpful for you to receive SURGE outreach and educational materials in, beyond English.

14. Suggestions for Improvement:

    a. What additional resources or information would be helpful for better understanding AB 2143 and PUC 769.2 compliance requirements?

15. Preferred Communication Channels:

    a. Which of the following methods would you prefer for receiving updates and resources on AB 2143 and PUC 769.2 compliance?

        i. Webinars

        ii. Workshops (In-Person)

        iii. Solar Networking Events

        iv. Email

     v.   Phone Calls

     vi.   Social Media

     vii.   Newsletter

16. Interest in Future Training and Events:
   a. Would you be interested in participating in future SURGE training sessions or events related to AB 2143 and PUC 769.2?
      i. Yes, please keep me informed
      ii. No, I am not interested at this time
17. Additional Comments:
   a. Please share any additional comments, suggestions, or feedback regarding the SURGE outreach and education efforts.
18. If you would like to receive SURGE notifications, please enter your email here:

Registration:

- The registration page had 123 views.
- There were 63 people who registered for the workshop and 37 people attended.
- There were 0 canceled registrations.

Event Debrief:

- The workshop was held on November 13th from 12:00 – 1:00 p.m.
- Brittany Yamagata (Sr. Outreach/Marketing Consultant) was the host and moderator for the workshop. Christina Salcedo (Senior Outreach/Marketing Consultant) and Amber Murakami-Fester (CPUC representative) also presented at the workshop. Grace Turney (Project Coordinator) was also present for notetaking and to assist in moderating the Q&A.
- Sylvia Linn (Project Manager) and Ariana Fernandez (Senior Labor Compliance Analyst) were also present for the workshop and answered questions from contractors regarding AB 2143 that were not related to outreach.
- The workshop PowerPoint covered the outreach efforts of the past year and went over the goals for 2025. There were no questions from attendees related to the Outreach and Education Plan.