

POLITICAL ADVOCACY

The current political environment, in which we are facing an endless stream of PLA battles all throughout our region, are often already predetermined based on the electoral components. Many of the elected officials are fully supported and funded by the unions, which results in a need for a change in strategy.

The Government Affairs Team will be pivoting our strategic focus, efforts and financial resources to fight the battles of today—while looking forward to new approaches for winning the challenges of the future.



Matthew meeting with Natomas Unified School Board candidate Monique Hokman

GA will be focusing our efforts on three pillars:

1. Direct Proactive Advocacy
2. Grassroots and Coalition Building
3. Campaigns and Elections

1. Direct Proactive Advocacy

We will be focusing on advocacy through education and member mobilization by proactively reaching out to elected officials and staff when we know ahead of time there will be a PLA/CWTA. We plan to activate our members who have apprentices who live in those areas and who do public works, to meet with the officials and staff. Right now, we are actively doing this in:

- **City of Mountain View:** In June the City Council voted to undergo a study session regarding PLA/CWTA, which they planned to bring up at the October 12th meeting. We brought two ABC members based in the South Bay to meet with the Mayor, two City Council members and their building staff.



ABC member contractors spoke before the Sacramento County Board of Supervisors

- **Sacramento County Airport Expansion Project:** This was a loss in terms of the 3-2 vote in which the swing vote ultimately voted against us, but it was a win in terms of education and mobilization. ABC was at the table as a consultant, we met with two members of the Board of Supervisors, had member contractors attend those meetings, sent out a mass email to our members and called members with apprentices to mobilize, and actually had a higher turnout of our side compared to the unions. We need to replicate the same actions for all PLA/CWTAs that we know will be expiring.

Other ways we are conducting direct proactive advocacy, including engagement in different policy areas aside from PLA's.

Developing a New Strategy to Address Procurement: We are encountering elected bodies putting workforce requirements on several fronts as part of their countywide procurement policy. This is dangerous because once these policies are ratified and put in place, it will be very hard to change them, since they would be permanently added as part of their procurement code.

- The **Yolo County Board of Supervisors** will be voting to direct their General Service Agency to utilize apprentices only from JATC/JAC programs, excluding our UAC members apprenticeship programs. We need to fight this through the advocacy campaign of education by letting them know our UAC programs have high completion rates, graduation rates, are successful and our apprentices have health benefits. However, we also need to come up with a legal strategy to contest these policies through the courts by arguing these policies are discriminatory and exclusionary.

Applying for **Leadership Positions Within the CERF (Community Economic Resilience Fund) Regional Councils:** We applied to sit on the Sacramento area Valley Vision Executive Committee to serve as the voice for the merit shop, small businesses, contractors and apprentices who otherwise would be excluded from the group. We plan to be involved in the five regional CERF councils, which will determine future federal and state funding for workforce development and job training programs.



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2. Grassroots and Coalition Building

We will be undergoing a review of the different associations we pay memberships to, which in the end have not been supportive, nor have taken stands on our issues. We will place these memberships on hold, which will allow us to save our resources to join new organizations or join similar coalitions that support fair and open competition.

Our long-term goal is to build a grassroots communication program to voters county-wide, which seeks to educate people about us, our apprentices and issues, such as PLAs. Possible solutions include looking into investing in a voter file with text/phone capacity that can generate public pressure quickly to elected officials.

3. Campaigns and Elections

a. PAC Balances as of 9/30/23:

a. **Chapter: \$564,458.20**

b. **Issues: \$91,225.38**

We will be looking to support candidates directly by organizing fundraisers for them. This is the best way we can build our power and influence—by meeting directly with the candidates and letting them know our issues.



Matthew attending Supervisor Pat Hume reception in Rancho Cordova

If you would like to learn more about these initiatives and ways you can be involved, please reach out to matthew@abcnocal.org.