

AUGUST 18, 2014
SACRAMENTO, CALIFORNIA

CONTRACTORS STATE LICENSE BOARD

Licensing, Enforcement,
and Public Affairs
Committee Meetings





CONTRACTORS STATE LICENSE BOARD

9821 Business Park Drive, Sacramento, California 95827
Mailing Address: P.O. Box 26000, Sacramento, CA 95826
800.321.CSLB (2752) | www.cslb.ca.gov | CheckTheLicenseFirst.com

STATE OF CALIFORNIA

Governor Edmund G. Brown Jr.

NOTICE OF LICENSING, ENFORCEMENT, AND PUBLIC AFFAIRS COMMITTEE MEETINGS

The Contractors State License Board (CSLB) will hold the Licensing, Enforcement and Public Affairs Committee meetings on Monday, August 18, 2014. The Licensing Committee meeting will begin at 9:30 a.m. with the Enforcement and Public Affairs Committee meetings to immediately follow. Meetings will be held in the John C. Hall Hearing Room located at CSLB Headquarters, 9821 Business Park Drive, Sacramento, CA 95827. A live webcast of each meeting is planned.

All times are approximate and subject to change. Items may be taken out of order to maintain a quorum, accommodate a speaker, or for convenience. The meetings may be canceled without notice. For meeting verification, call (916) 255-4000 or access the CSLB website at <http://www.cslb.ca.gov>. Action may be taken on any item listed on this agenda, including information-only items. Public comments will be taken on agenda items at the time the item is heard. Total time allocated for public comment may be limited.

The meetings are open and the public is invited to attend. Meetings are accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by calling (916) 255-4000 or by sending a written request to the CSLB Executive Office, 9821 Business Park Drive, Sacramento, CA 95827. Providing your request at least five (5) business days prior to the meeting will help ensure availability of the requested accommodation.

Members of the Board who are not members of the Committee may attend the Committee meetings.

LICENSING COMMITTEE MEETING

9:30 a.m.

Licensing Committee Members

Linda Clifford, Chair / Kevin J. Albanese / John O'Rourke / Bruce Rust / Frank Schetter

- A. Call to Order – Chair's Remarks
- B. Public Comment Session
- C. Licensing Program Update
- D. Testing Program Update
- E. Demonstration of New Touch-Screen Testing using SCORE 1.5

- F. Review of Sunset Review Report
- G. Adjournment

ENFORCEMENT COMMITTEE AGENDA
Immediately Follows the Licensing Committee Meeting

Enforcement Committee Members

Bob Lamb, Chair / Kevin J. Albanese / Pastor Herrera Jr. / John O'Rourke / Bruce Rust / Frank Schetter

- A. Call to Order – Chair's Remarks
- B. Public Comment Session
- C. Review and Approval of Peace Officer Training Curriculum; Recommendation to Full Board
- D. Enforcement Program Update
- E. Review of Sunset Review Report
- F. Predatory Service and Repair Task Force Update
- G. Adjournment

PUBLIC AFFAIRS COMMITTEE AGENDA
Immediately Follows the Enforcement Committee Meeting

Public Affairs Committee Members

Pastor Herrera Jr., Chair / Joan Hancock / Bob Lamb / Ed Lang / Nancy Springer

- A. Call to Order – Chair's Remarks
- B. Public Comment Session
- C. Public Affairs Program Update
- D. Review and Approval of 2014-17 CSLB Communications Plan; Recommendation to Full Board
- E. Review of Sunset Review Report
- F. Demonstration of New Website
- G. Adjournment

AUGUST 18, 2014
SACRAMENTO, CALIFORNIA

CONTRACTORS STATE LICENSE BOARD

Licensing
Committee Meeting



AGENDA ITEM A

Call to Order – Chair’s Remarks

Roll is called by the Committee Chair.

LICENSING COMMITTEE MEMBERS:

LINDA CLIFFORD, CHAIR

KEVIN J. ALBANESE

JOHN O’ROURKE

BRUCE RUST

FRANK SCHETTER

Committee Chair Linda Clifford will review the scheduled Board actions and make appropriate announcements.



AGENDA ITEM B

Public Comment Session

Members of the public may address the committee at this time.
The Committee Chair may allow public participation
during other agenda items.



AGENDA ITEM C

Licensing Program Update





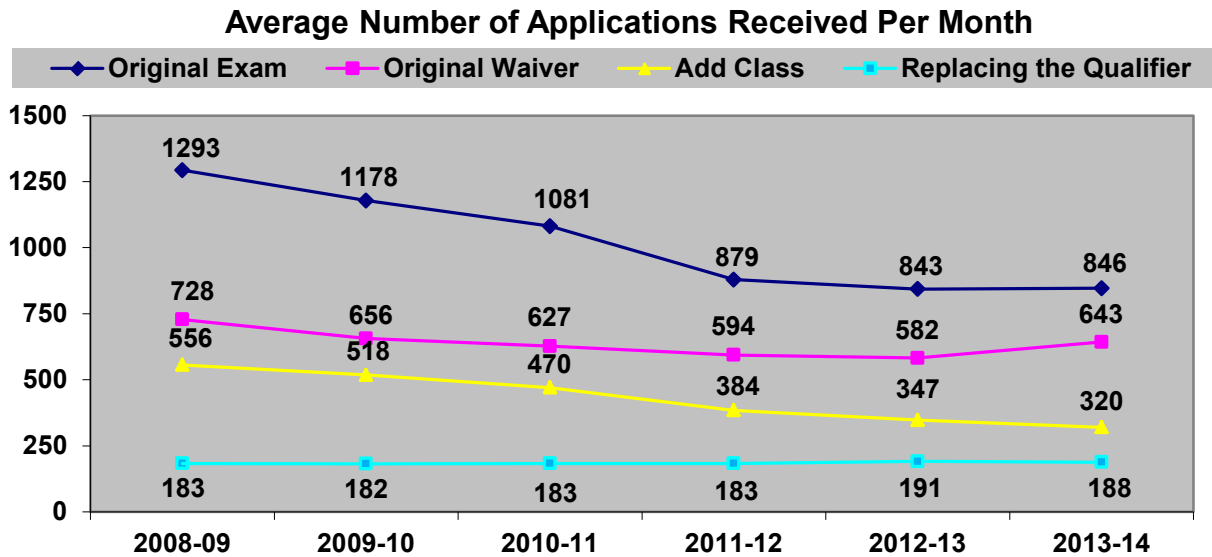
CONTRACTORS STATE LICENSE BOARD

LICENSING PROGRAM UPDATE

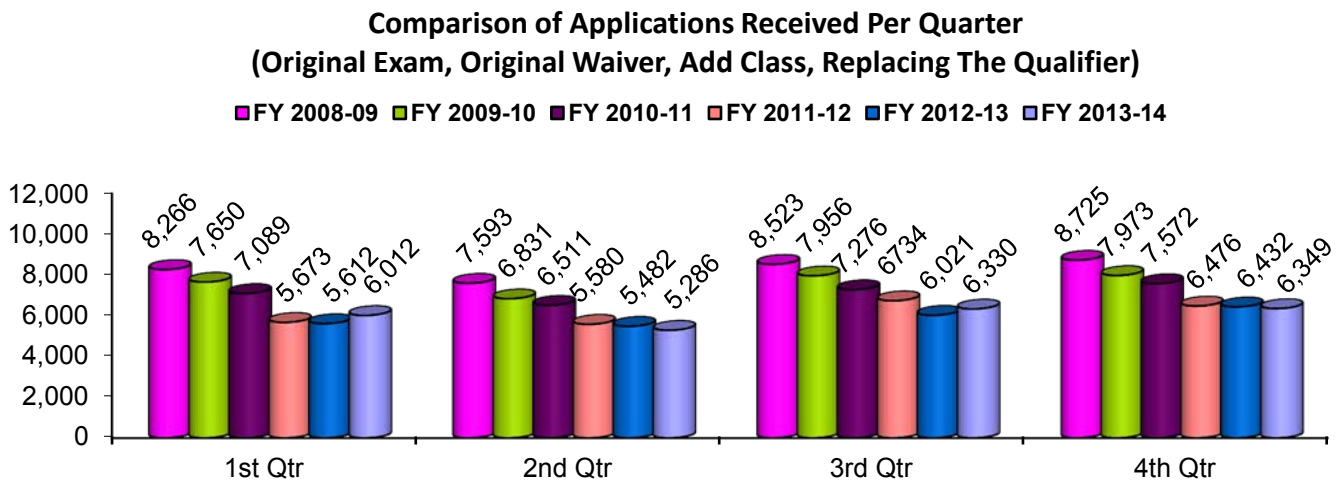
LICENSE APPLICATION WORKLOAD

The number of applications CSLB received in fiscal year (FY) 2013-14 trended upward 2 percent from the previous year, reversing the decline that occurred in recent years due to the economic recession and housing downturn.

The average number of applications received per month for the past six fiscal years:



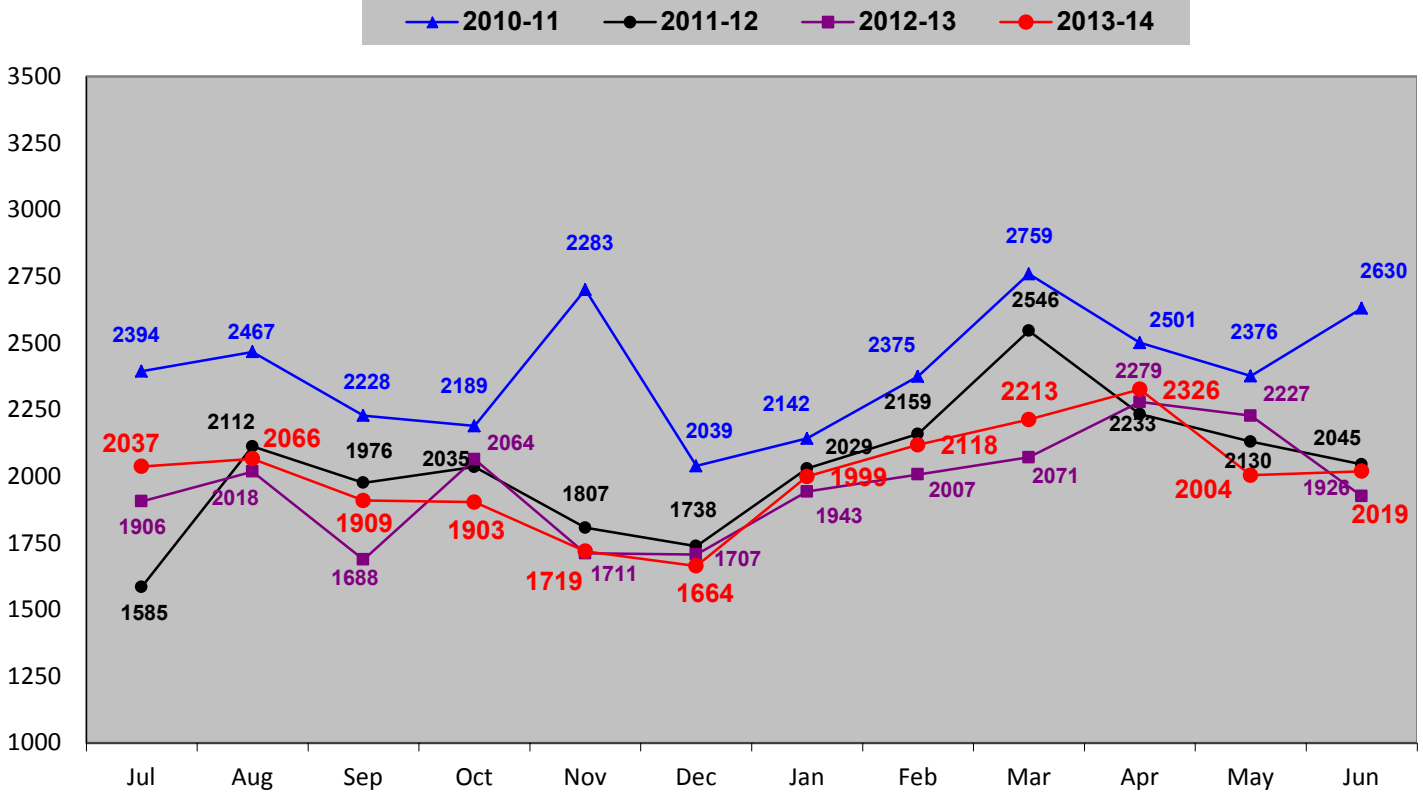
Total number of applications received by quarter for the past six fiscal years:



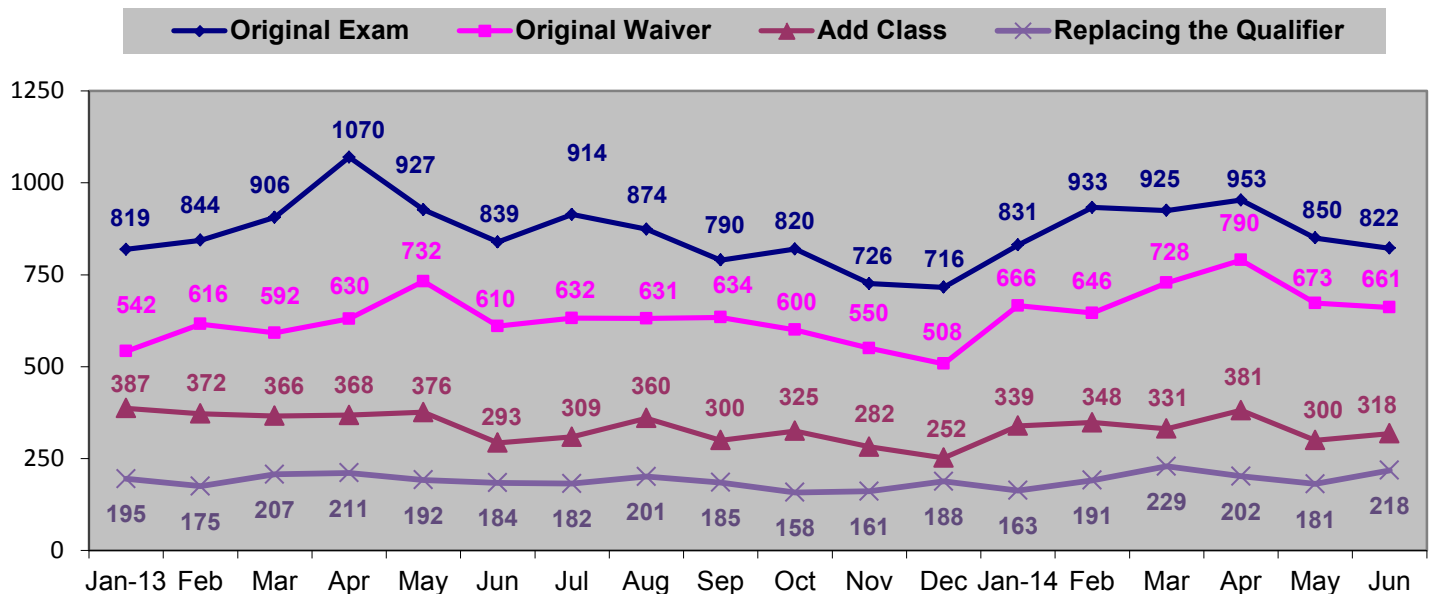
Increase of 2 percent for total applications received for 2013-14 compared with 2012-13



**Total Number of Applications Received Per Month
(Original Exam, Original Waiver, Add Class, Replacing the Qualifier)**



Number of Applications Received





LIMITED LIABILITY COMPANIES (LLCs)

Effective January 1, 2012, a new law (SB 392) authorized CSLB to issue licenses to LLCs.

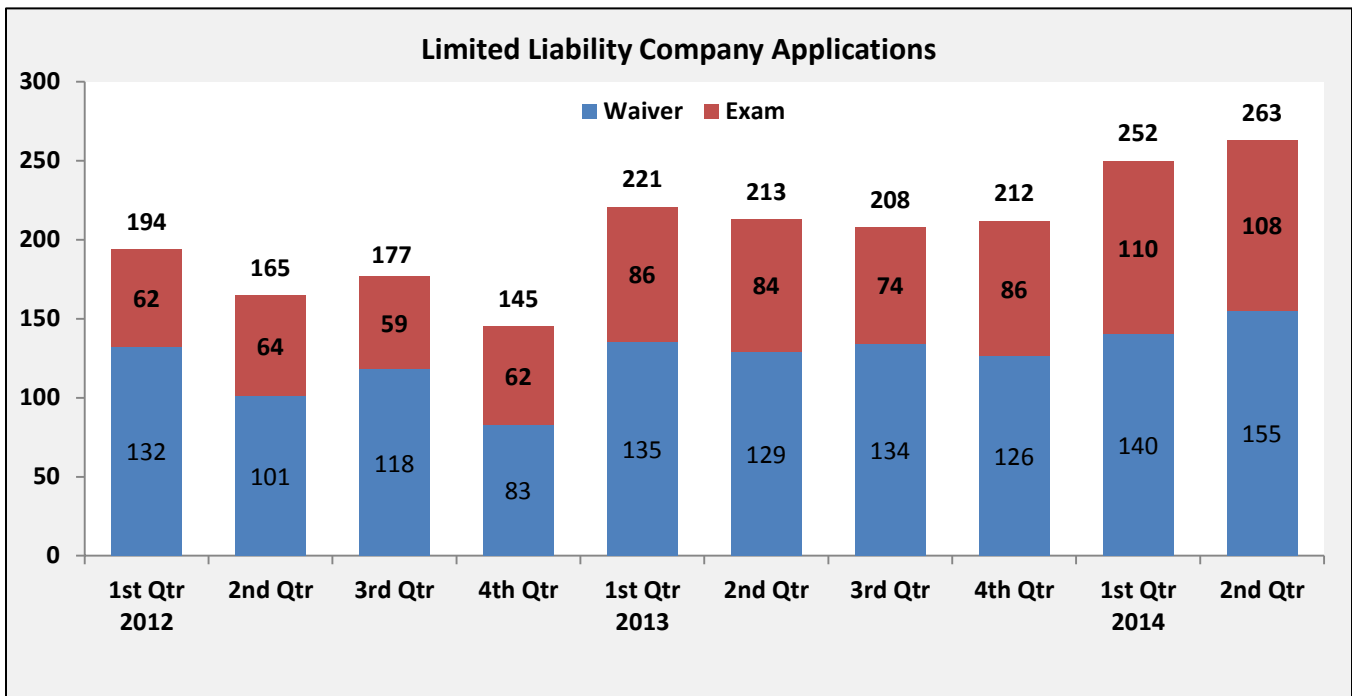
The legislation noted that contractors have been allowed to operate as corporations, and to be designated as “S” or “C” corporations for many years, with well-established case law regarding the ability to “pierce the corporate veil.” It was the intent of the Legislature to also apply this doctrine to LLCs.

Since there is not yet case law establishing this principle in California, an additional \$100,000 bond requirement for the benefit of workers relative to payment of wages and fringe benefits was established. This ensures that workers are protected despite the absence of case law dealing with LLCs. This bond is in addition to the \$12,500 contractor bond.

LLCs are qualified by responsible managing officers, responsible managing members, responsible managing managers, or responsible managing employees. All officers, members, managers, directors, and qualifiers of LLCs must be listed on the application as personnel of record.

LLCs also are required to have at least \$1 million in liability insurance when five or fewer persons are listed as personnel, with an additional \$100,000 required for each additional personnel member, not required to exceed \$5 million.

Number of LLC applications received quarterly since January 2012:





LLC Application (Waivers and Exams Combined) Quarterly Processing Data

Received	194	165	172	132	663	223	204	208	212	847	250	263
Rejected	113	99	129	86	427	134	133	134	126	527	156	152
Issued Upon Receipt	5	10	7	5	27	16	8	9	2	35	16	12
Processed	70	53	33	38	194	72	56	57	79	264	72	91
Void or Withdrawn	6	3	3	3	15	1	7	8	5	21	6	8
Not Yet Processed	0	0	0	0	0	0	0	0	0	0	0	0
	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	Yr. End Total	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	Yr. End Total	1 st Qtr.	2 nd Qtr.
Year	2012					2013					2014	

The Most Common Reasons for Rejection:

1. Personnel listed on application needs to match the personnel listed on SOS records
2. LLC/SOS registration number and/or business name is missing or incorrect
3. Personnel information needs clarification or is missing, i.e., DOB, middle name, title
4. Questions section (page 2 of application, #10-14) is missing or incomplete

Of the 2,023 original LLC applications received through June 30, 2014, 634 limited liability company contractor licenses have been issued. The most common reason for rejection continues to be staff's inability to match the name(s), title(s), and total count of LLC personnel on the application with the Statement of Information (SOI) provided in the records of the Office of Secretary of State. The SOI information is required for processing the LLC application: It provides staff with the total number and names of LLC personnel, which is crucial in determining the appropriate amount for the LLC liability insurance requirement (between \$1 million and \$5 million).

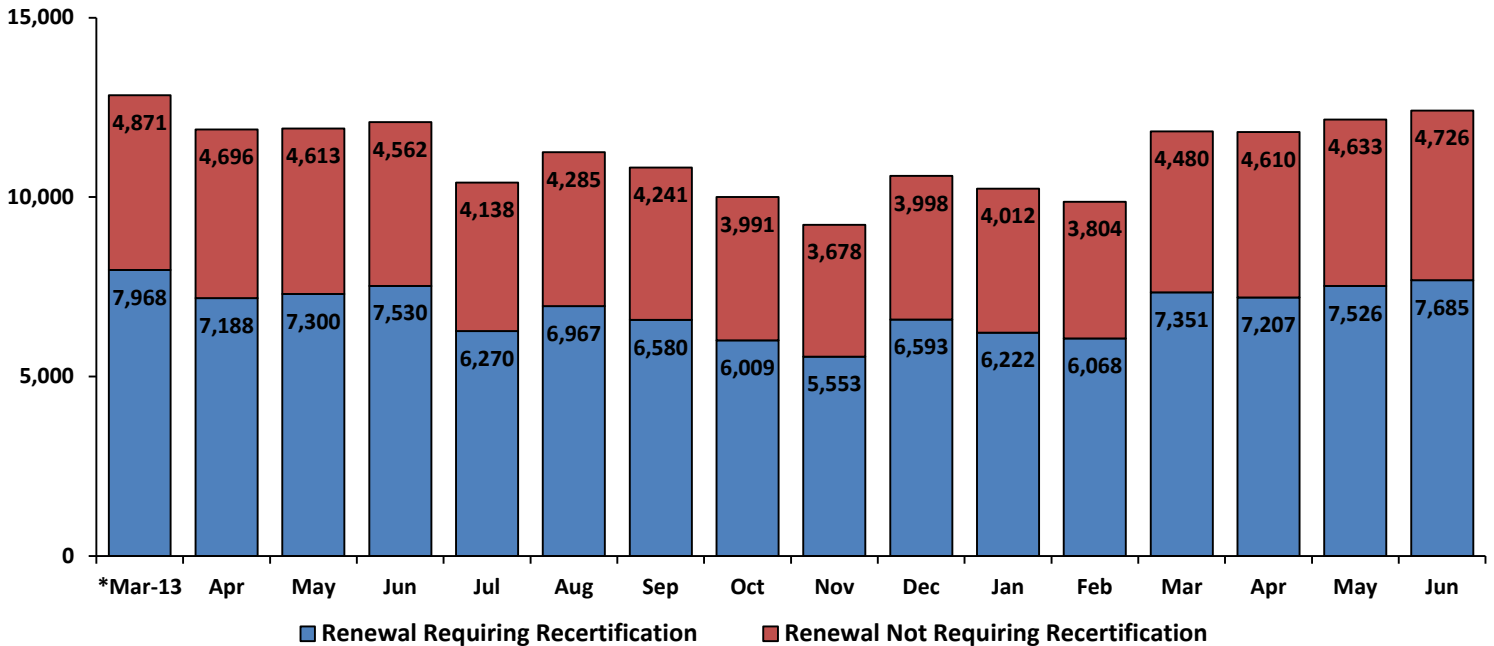


WORKERS' COMPENSATION RECERTIFICATION

Business and Professions Code § 7125.5 (Assembly Bill 397) took effect on January 1, 2012. This new law requires that, at the time of renewal, an active contractor with an exemption for workers' compensation insurance on file with CSLB either recertify the exemption or provide a current and valid Certificate of Workers' Compensation Insurance or Certificate of Self-Insurance. If the licensee fails to recertify his or her exempt status or provide a workers' compensation policy at the time of renewal, the law allows for the retroactive renewal of the license if the licensee provides the required documentation within 30 days after notification by CSLB of the renewal rejection.

Licensing implemented the requirements of the new law in January 2013, effective for licenses expiring March 31, 2013. The following chart shows the number of renewal applications mailed each month that required recertification of the exemption or a current, valid Certificate of Workers' Compensation Insurance or Certificate of Self-Insurance to renew the license.

Renewal Applications Mailed Per Month

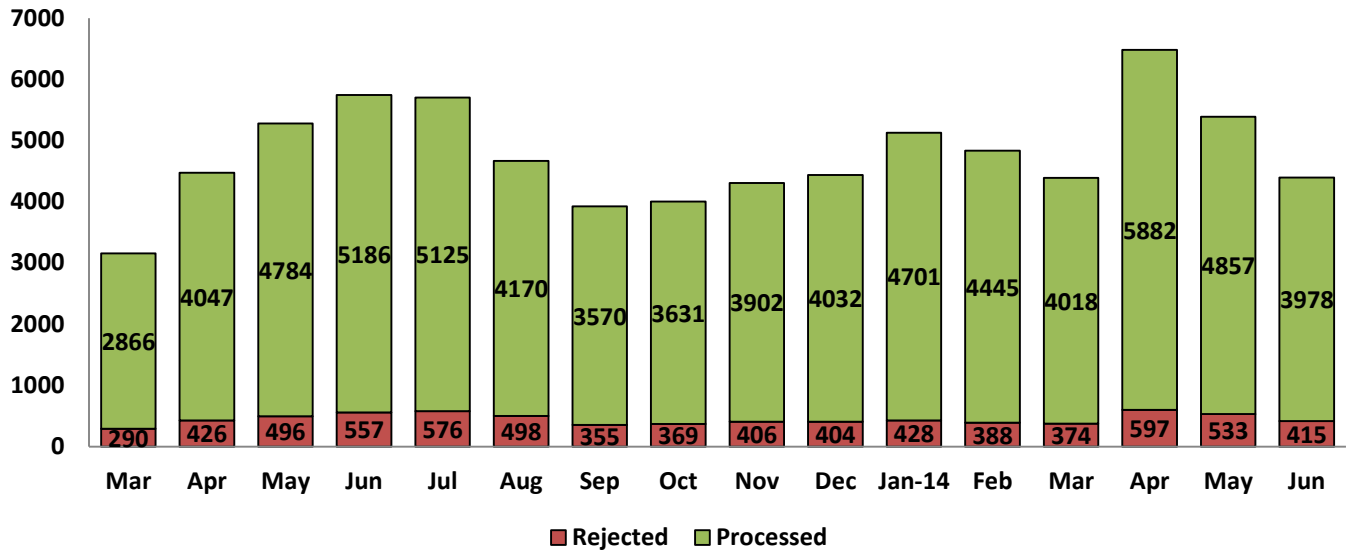


**Represents month of mailing, not month of license expiration*



Number of renewal applications processed each month that required WC recertification, beginning with licenses that expired on March 31, 2013:

**BPC Section 7125.5 Renewal Of License
Recertification Of Exemption For Workers' Compensation Insurance**

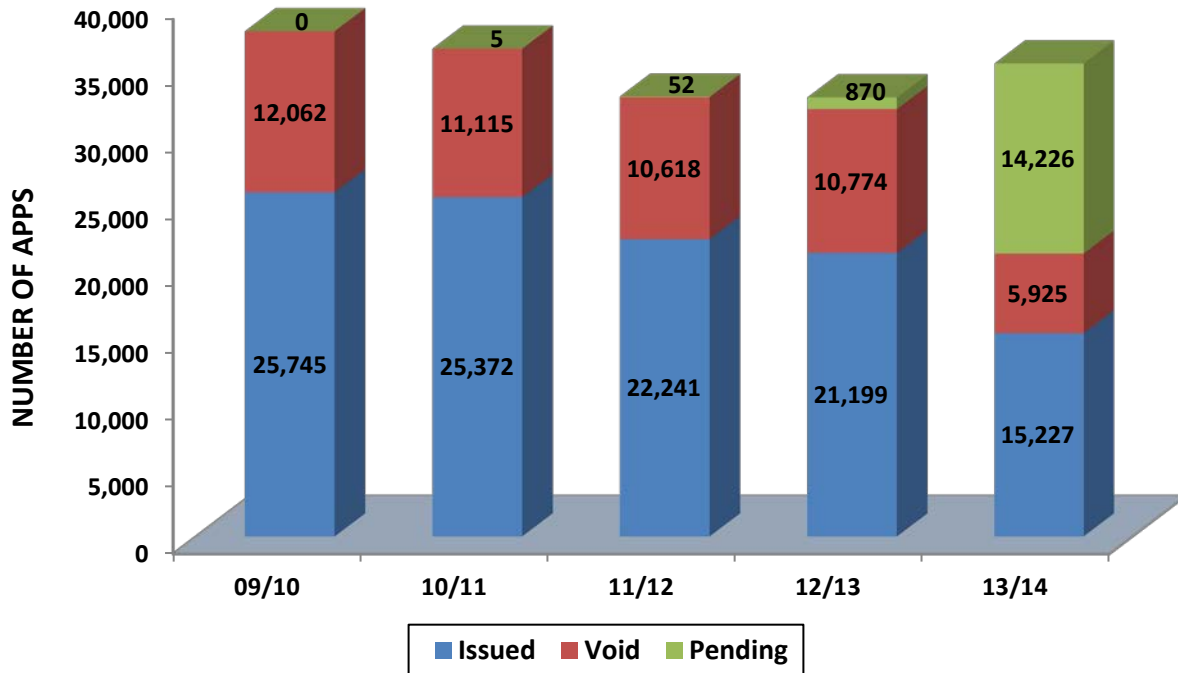


Statistics obtained from L742-Renewal Notice Summary; effective 8-1-2013, L743-Renewal Statistics Report



Disposition of Applications by Fiscal Year
Teale Report S724: Run Date 7-1-2014

(Includes: Original, Add Class, Replacing the Qualifier, Home Improvement Salesperson, Officer Changes)



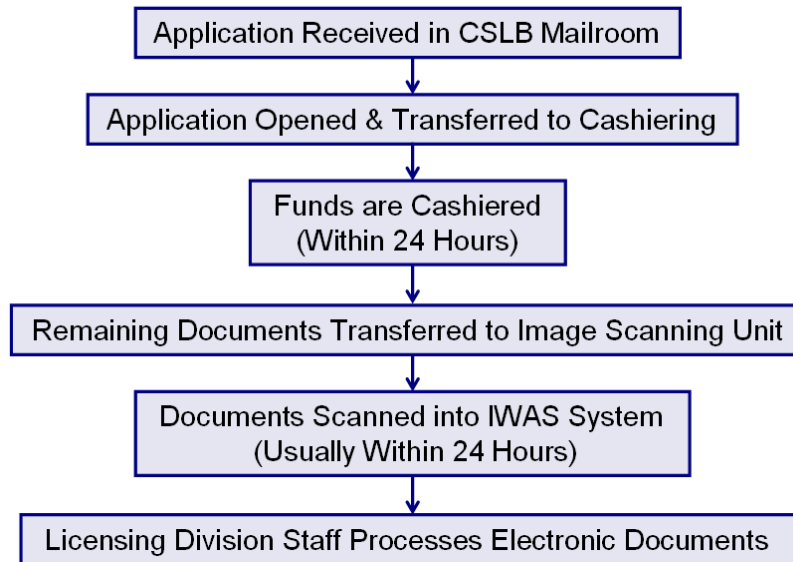
CSLB management continues to monitor processing times for the various units on a weekly and monthly basis. The charts on pages 16-19 track the “weeks to process” for the various application and license maintenance/transaction units.

The charts indicate the average number of weeks to process for that particular month. Processing times, or “weeks to process,” refers to the number of weeks after an application or document arrives at CSLB before that application or document is initially pulled for processing by a technician.

When considering the weeks-to-process timelines, note that CSLB’s application and renewal processing schedule automatically builds about two days of backlog into the timelines because of cashiering and image-scanning tasks that must be done before an application or document can be processed.



CSLB Application Processing Route



Since FY 2008-09, Licensing has used a minimal amount of overtime, in contrast to previous fiscal years when overtime was a regular occurrence. Despite the minimal amount of overtime and previous reduction in staff hours due to furloughs, Licensing has maintained acceptable processing times.

FINGERPRINTING/CRIMINAL BACKGROUND UNIT

Since January 2005, all applicants for a CSLB license, and each officer, partner, owner, and responsible managing employee, as well as all applicants to be home improvement salespersons, must be fingerprinted and undergo a criminal background check conducted by the California Department of Justice (DOJ). Individuals currently licensed by CSLB who do not apply for any changes to their license and applicants for a joint venture license are not required to be fingerprinted.

Criminal Background Unit (CBU) staff begins processing Criminal Offender Record Information (CORI) on the same day it is received by conducting a triage and clearing applicants who have minor, clearable convictions, provided the applicant was honest in disclosing that information on the CSLB application. Applicants who do not disclose what would have been considered minor, clearable convictions may be given the opportunity to withdraw the false application and submit a new one that lists their conviction(s), and includes appropriate fees. These withdrawal offers also are processed as part of the triage.

Since the fingerprint program began, CSLB has received more than 298,000 transmittals from DOJ. These include clear codes and conviction information.



Of the applicants fingerprinted during that time, CBU staff received CORI for more than 52,000 applicants. That means DOJ and/or the Federal Bureau of Investigation reported that the individual had a criminal conviction(s) on record.

As a result of CORI files through June 30, 2014, CBU denied 1,189 applications and issued 1,361 probationary licenses. Of the denied licenses, 595 applicants appealed their denials.

Below is a breakdown of CBU statistics by fiscal year.

	CRIMINAL BACKGROUND UNIT STATISTICS						
	FY 04-05 thru FY 08-09	FY 09-10	FY 10-11	FY 11-12	FY 12-13	FY 13-14	TOTALS
DOJ Records Received	188,847	27,330	24,730	18,805	18,270	20,395	298,377
CORI RAPP Received	30,153	5,254	5,201	3,997	3,663	3,768	52,036
Denials	844	63	108	70	67	37	1,189
Appeals	406	29	62	39	36	23	595
Probationary Licenses Issued	622	203	243	146	71	76	1,361

APPLICATION VERIFICATION UNIT

CSLB is required by law to investigate a minimum of 3 percent of applications received to review applicants' claims of experience. Until 2005, application experience investigations were performed by the Licensing division. However, when the fingerprinting requirements were implemented in early 2005, Licensing requested that the application experience investigation workload be transferred to the Enforcement division. This was done to redirect Licensing staff, who previously conducted application experience investigations to review criminal histories. But, as of June 1, 2014, Licensing has reassumed the formal application investigation process. Licensing will continue to follow the same procedures as Enforcement.

In addition to the formal investigation process, Licensing in January 2013 instituted the experience verification process as part of the application review to streamline the process and reduce the time and expense of formal investigation. The goal of the program is to assist qualified applicants to become licensed, and ensure that all licensed contractors meet minimum qualifications. While this process is not a formal investigation, it is intended to verify the experience claimed by the applicant. Applicants are provided with a number of options for verifying their experience. In instances when CSLB is unable to verify the experience, three options are offered to the applicant:

- Identify a new qualifier who possesses the required experience;



- Withdraw the application and reapply when the necessary experience has been gained; or
- Request a formal experience investigation.

In December 2013, a seminar was held for contractor schools to review the experience verification process so they could help clients provide the verification needed to become licensed.

Also, application processing staff underwent training in June 2014 on procedures to verify experience. After the training, statistics were compared from the last quarter and showed there has been a drop of about 40 percent in the number of applications referred to formal investigation after the verification process.

Licensing will continue to track the number of applications reviewed, as well as those verified or denied, and report back to the committee and the Board on those statistics.

LICENSING INFORMATION CENTER (LIC)

LIC Workload

LIC (call center) staff has continued to exceed Board goals. For fiscal year 2013-2014, call center agents answered a total of 153,417 calls. Call wait times averaged only 1:48, with 98 percent of all incoming calls answered. The average length of each call was 4:08.

The improved statistics can be attributed to staffing levels and training. Employees hired in 2013 continue to benefit from comprehensive training and are becoming more seasoned each day.

Staffing Update

Two new Program Technician IIs were hired July 21, 2014, and are now shadowing veteran LIC agents, listening and observing in preparation for taking live calls about contractor law and CSLB regulations. In addition, two staff members who began in May 2014 are now ready to take calls on their own and are doing well with the knowledge they've gained during their training period. LIC also has hired a new Staff Services Analyst (SSA) to assist in training new staff, as well as providing managers with hands-on assistance within the LIC program.

The call center also has retained two part-time retired annuitants who work during peak call hours (10 a.m.-2 p.m.). Both retired annuitants previously worked in the call center and are trained in contractor law and CSLB policies.

Increased Training

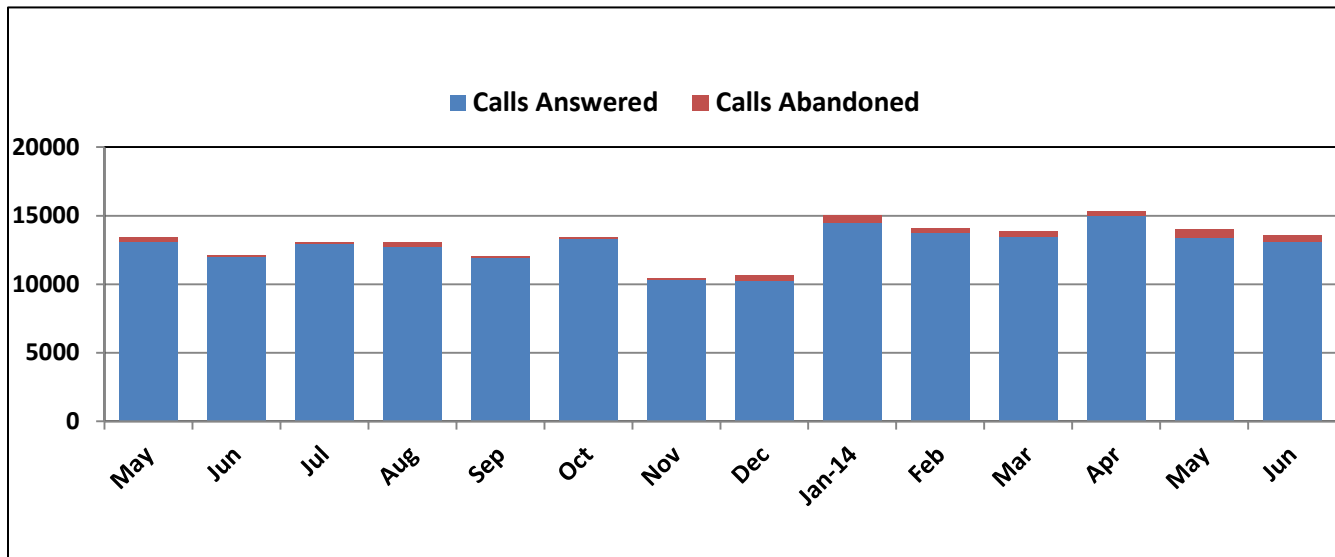
LIC continues to strive to provide timely, efficient, and professional services to its customers. New employees have spent significant time in one-on-one training with seasoned staff and supervisors. LIC also plans to schedule bi-monthly classification training with the CSLB Classification Deputy, as well as cross-training with other Licensing



units. Now that the SSA has been hired, Licensing is preparing for the next Board orientation for new employees, with the training date to be announced. The next orientation is scheduled to be webcast via CSLB's intranet for staff in Southern California offices.

LICENSING INFORMATION CENTER CALL DATA

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Calls Received	13,104	13,070	12,057	13,480	10,466	10,652	14,484	13,699	13,868	15,289	13,997	13,566
Calls Answered	12,881	12,735	11,876	13,264	10,304	10,204	13,919	13,325	13,456	14,983	13,370	13,100
Calls Abandoned	221	330	180	216	162	445	564	373	412	305	626	466
Longest Wait Time	4:07	3:51	2:14	4:37	2:30	10:04	10:46	4:46	4:39	5:48	8:37	5:49
Shortest Wait Time	0:16	0:14	0:13	0:17	0:18	0:11	0:27	0:26	0:17	0:18	0:27	:26
Average Wait Time	1:02	1:35	0:59	0:57	1:06	2:34	2:37	1:50	2:10	1:23	1:44	2:28



**JUDGMENT UNIT**

Judgment Unit staff process all outstanding liabilities, judgments, and payment of claims reported to CSLB by licensees, consumers, attorneys, credit recovery firms, bonding companies, CSLB's Enforcement division, and other governmental agencies. In addition, the Judgment Unit processes all documentation and correspondence related to resolving these issues, such as satisfactions, payment plans, bankruptcies, accords, motions to vacate, etc.

Outstanding liabilities are reported to CSLB by:

- Employment Development Department
- Department of Industrial Relations
 - Division of Occupational Safety and Health
 - Division of Labor Standards Enforcement
- Franchise Tax Board
- CSLB Cashiering Unit

Unsatisfied judgments are reported to CSLB by:

- Contractors
- Consumers
- Attorneys

Payments of claims are reported to CSLB by:

- Bonding companies

When CSLB receives timely notification of an outstanding liability, judgment, or payment of claim, an initial letter is sent to the licensee explaining options and a time frame for complying, which is 90 days for judgments and payment of claims, and 60 days for outstanding liabilities.

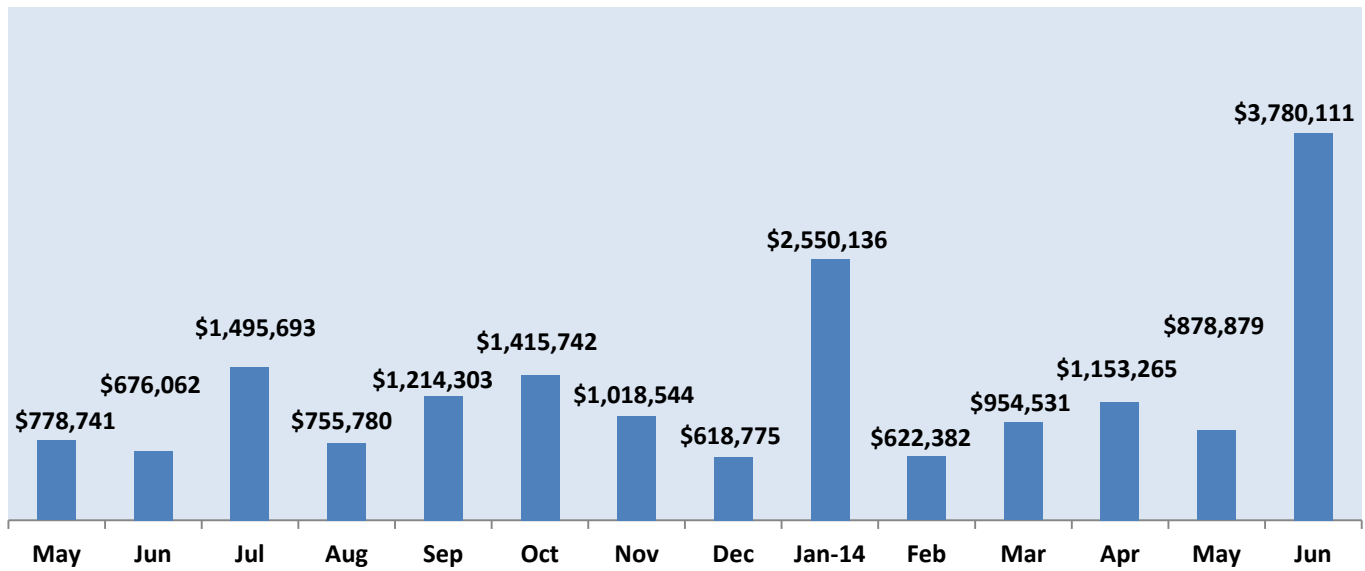
If compliance is not obtained within the allowed time frame, the license is suspended and a suspend letter is sent to the contractor. A reinstatement letter is sent upon compliance.



Outstanding Liabilities

Letter Type Sent	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 2014	Feb	Mar	Apr	May	Jun
Initial	70	58	80	51	34	41	67	39	75	80	42	82	54	41
Suspend	53	37	65	54	68	44	20	40	64	30	40	97	37	66
Reinstate	36	28	27	35	45	37	28	29	47	29	40	42	33	60

Savings to the Public

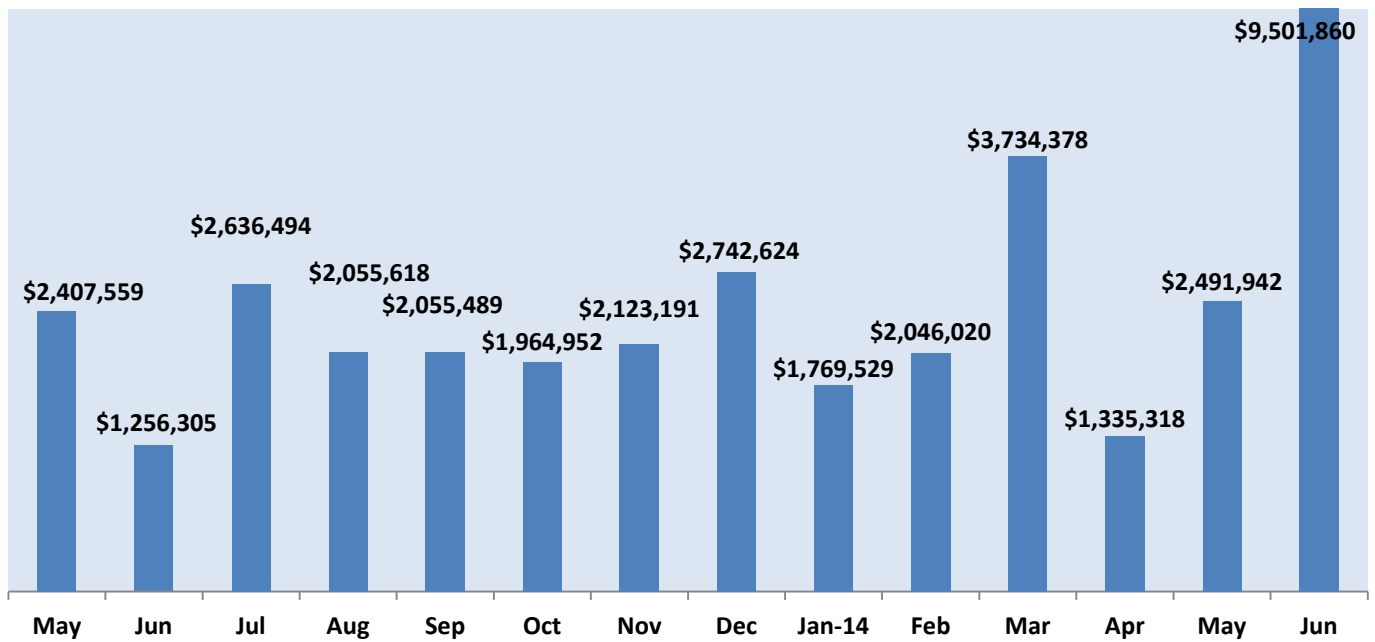




Judgments

Letter Type Sent	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 2014	Feb	Mar	Apr	May	Jun
Initial	158	138	143	147	146	160	131	128	159	149	199	213	151	220
Suspend	67	50	69	57	53	51	47	57	48	56	52	54	33	72
Reinstate	129	109	120	130	132	138	108	122	108	115	137	128	118	118

Savings to the Public

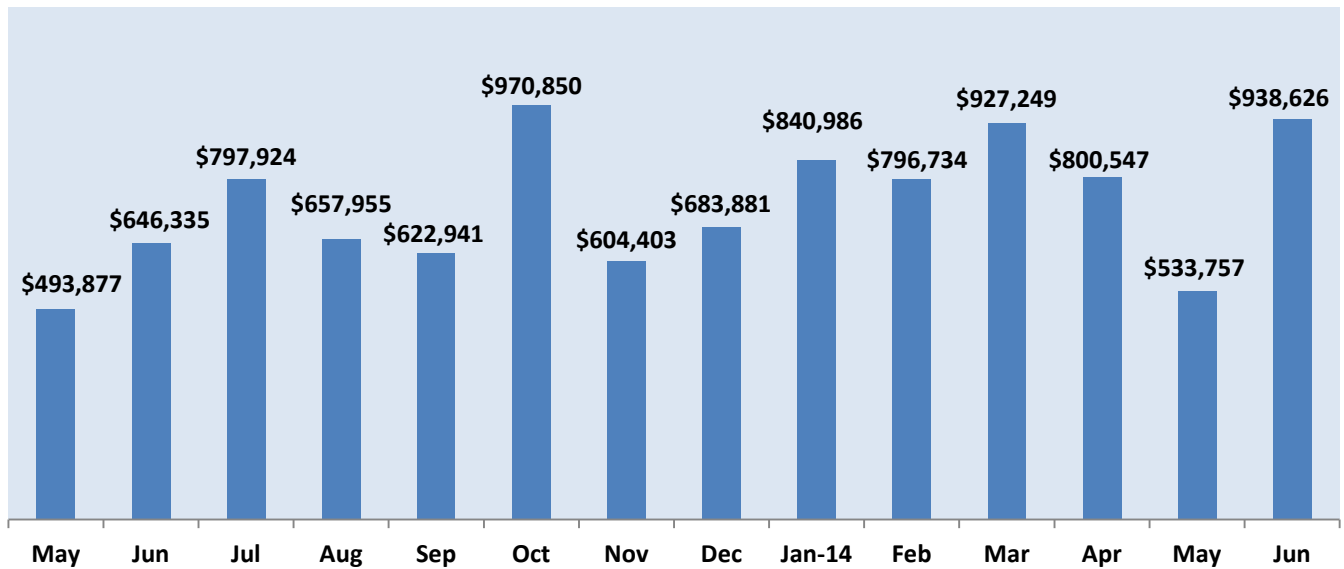




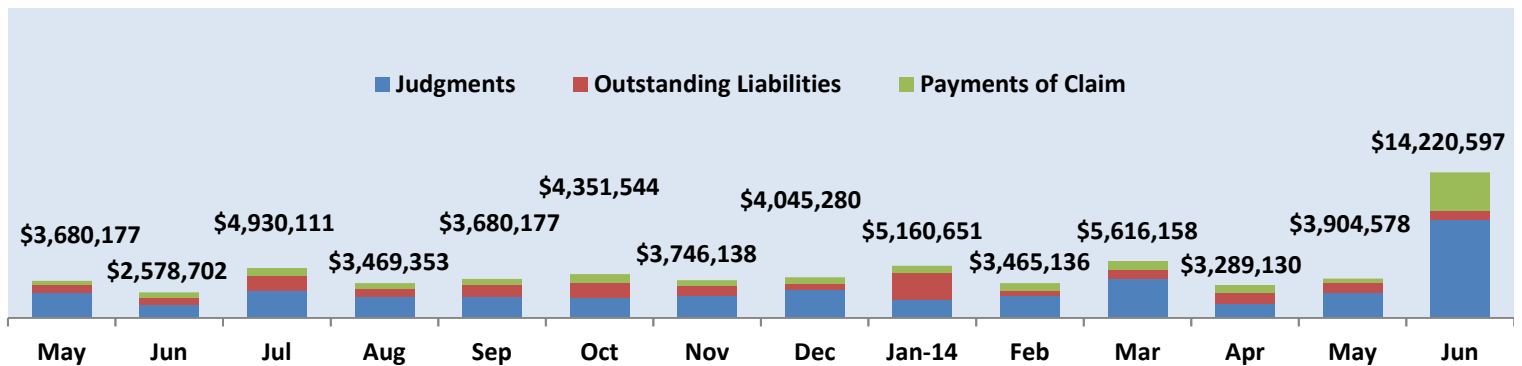
Bond Payment of Claims

Letter Type Sent	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 2014	Feb	Mar	Apr	May	Jun
Initial	56	178	160	142	102	315	184	139	157	122	201	150	56	323
Suspend	66	25	180	88	89	68	68	51	173	106	41	60	62	98
Reinstate	93	107	133	124	111	154	118	128	154	135	144	133	90	176

Savings to the Public



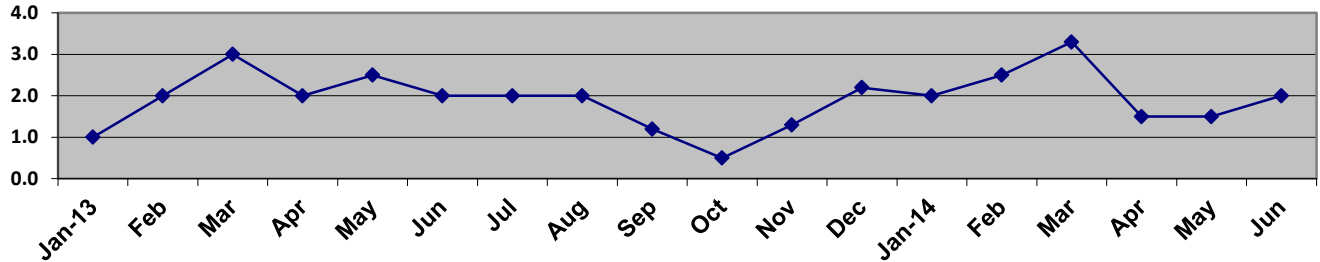
Total Savings to the Public



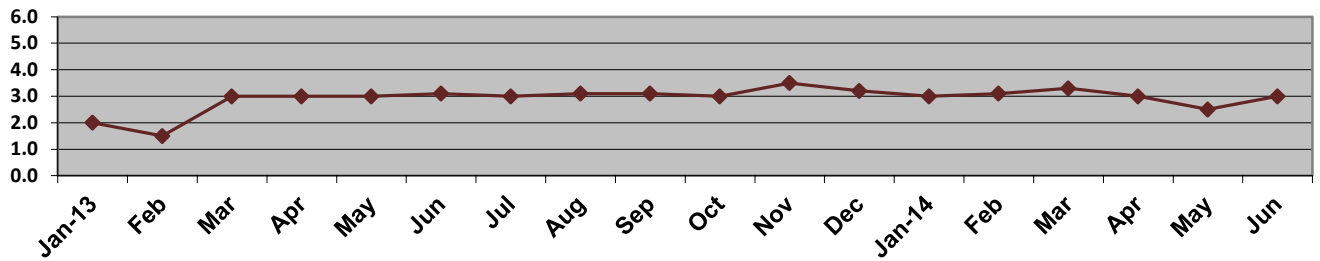


Number of Weeks Before Being Pulled for Processing

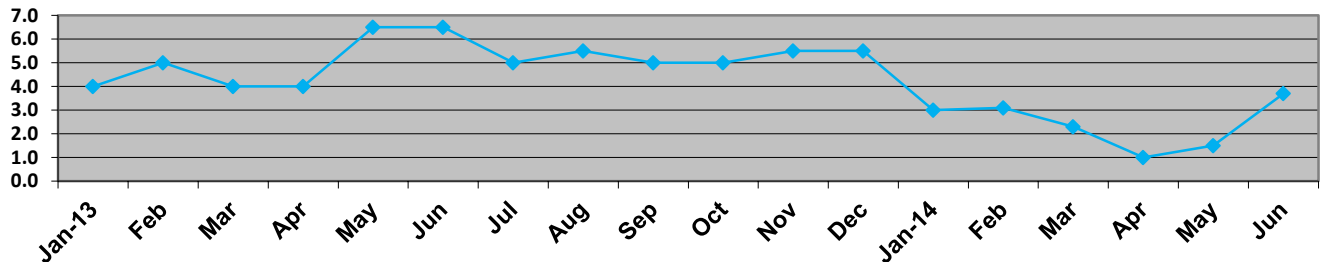
Application for Original License - Exam



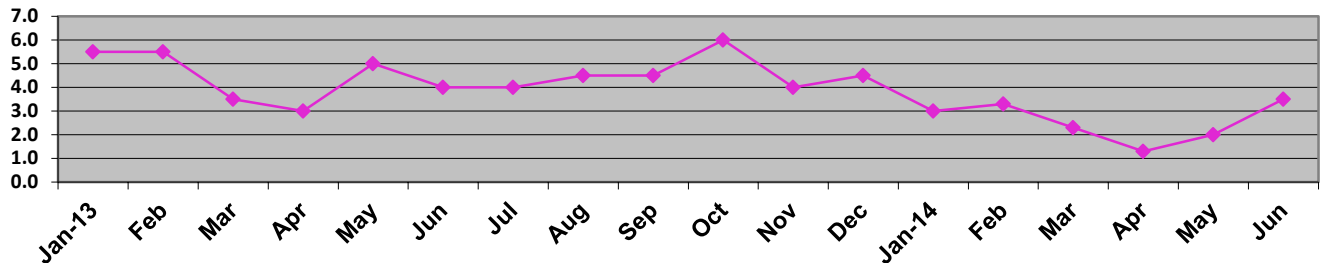
Application for Original License - Waiver



Application for Additional Classification



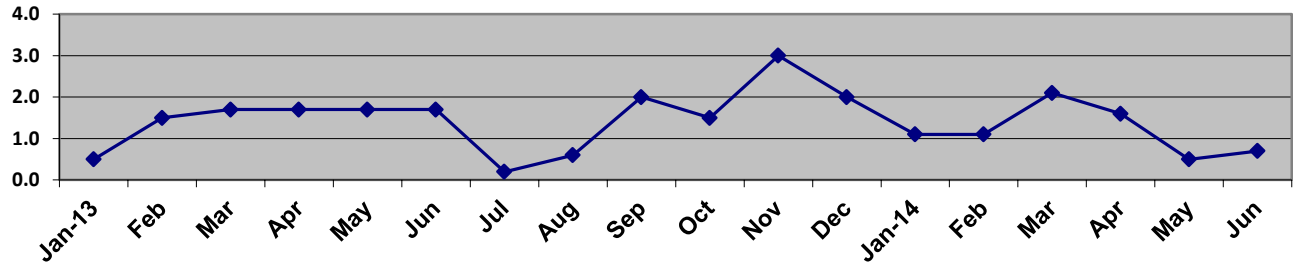
Application to Replace the Qualifier



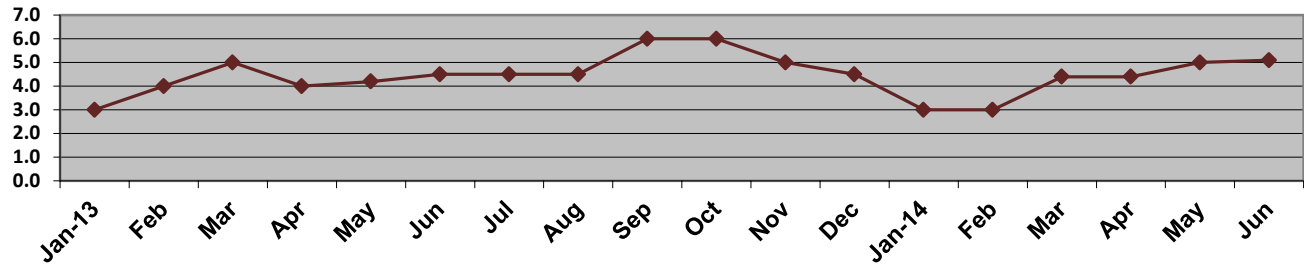


Number of Weeks Before Being Pulled for Processing

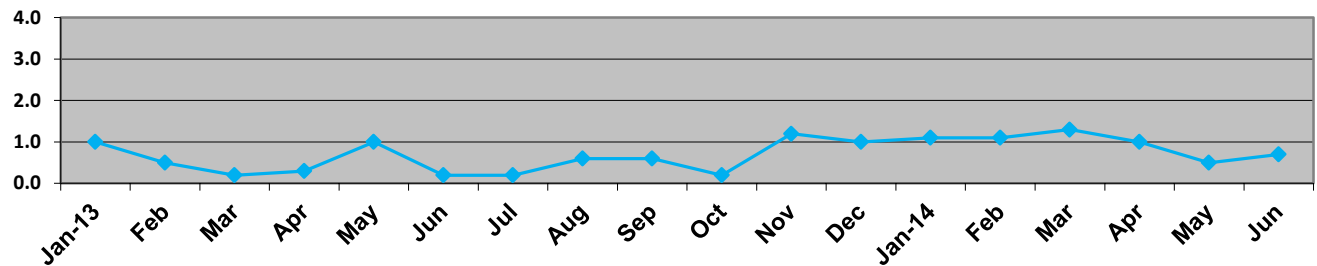
Application for Renewal



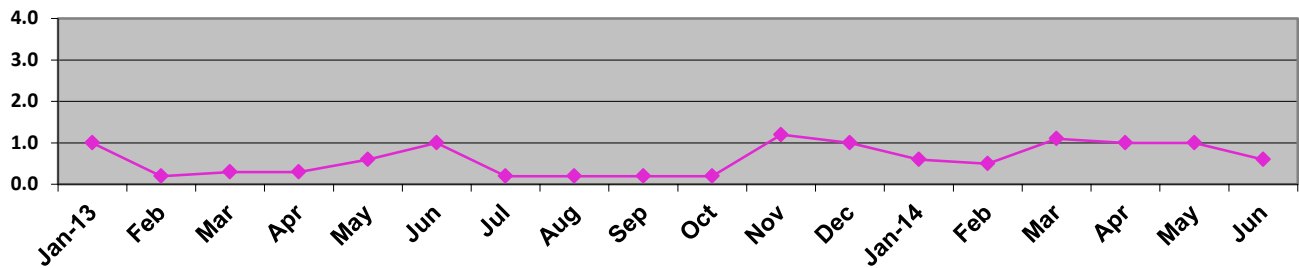
Home Improvement Salesperson (HIS) Application



Application to Report/Change Officers



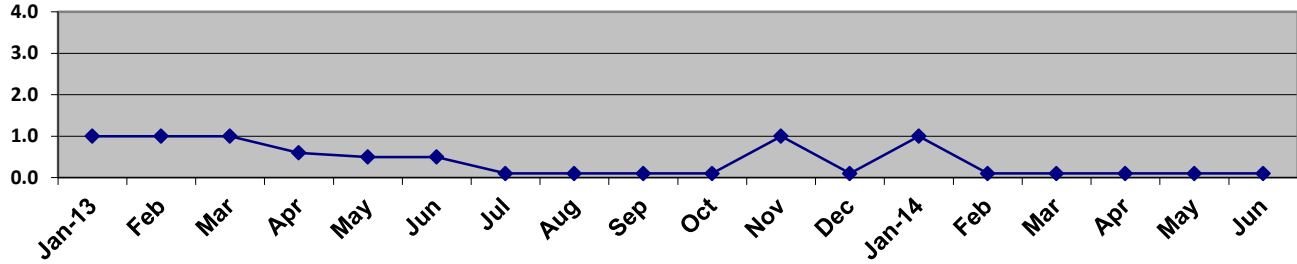
Application to Change Business Name or Address



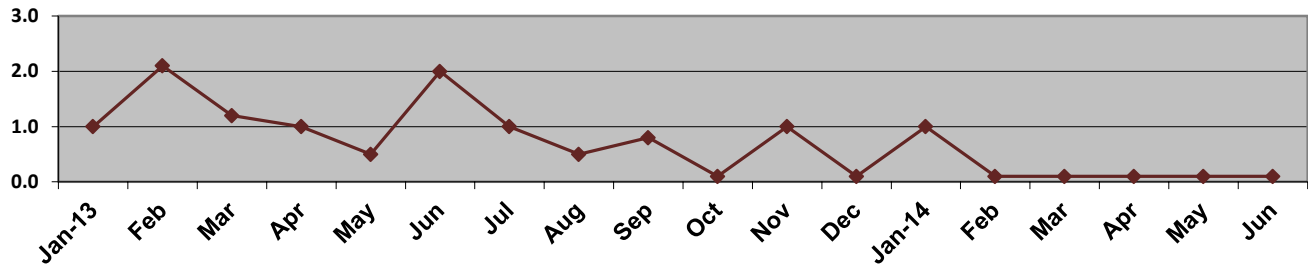


Number of Weeks Before Being Pulled for Processing

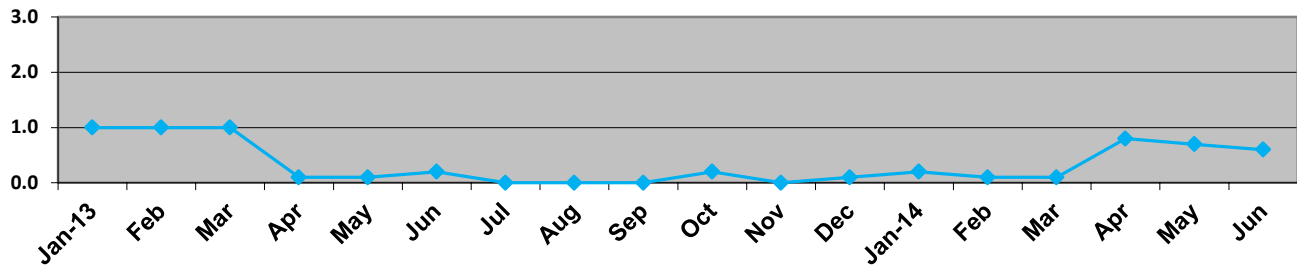
Contractors Bond, Bond of Qualifying Individual, LLC Worker Bond, Disciplinary Bond and Qualifier Exemptions



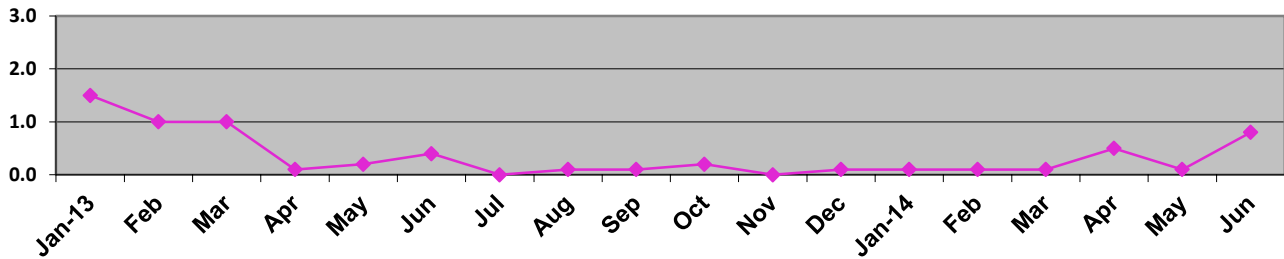
Workers' Compensation Certificates and Exemptions



Certified License History



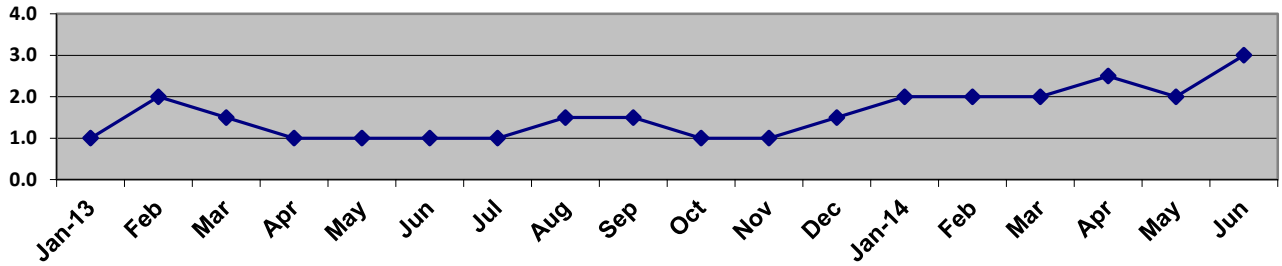
Request for Copies of Documents





Number of Weeks Before Being Pulled for Processing

Criminal Background Unit – CORI Review



AGENDA ITEM D

Testing Program Update

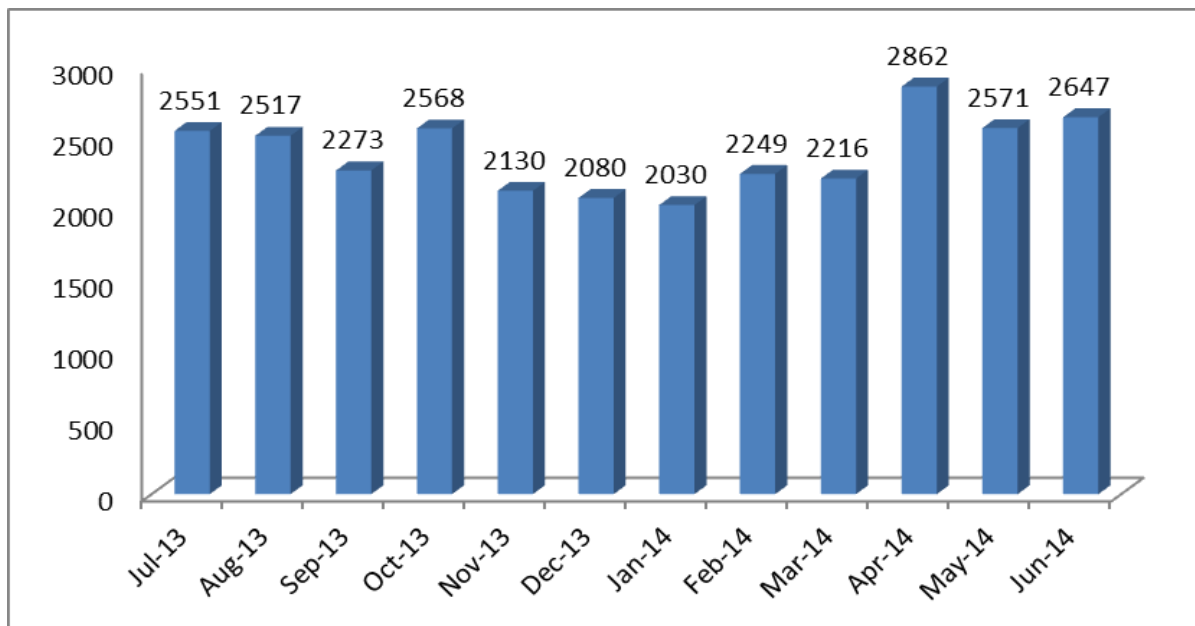




EXAMINATION ADMINISTRATION UNIT

The Testing division's Examination Administration Unit (EAU) is responsible for administering CSLB's 45 examinations at eight computer-based test centers. Most test centers are allocated two full-time test monitor positions. Part-time proctors are used to fill in when test monitors are not at work. When test monitors are not actively monitoring examinations, they respond to all of the Testing-related interactive voice response (IVR) calls that are received by CSLB.

Number of Examinations Scheduled July 2013 - June 2014



Test Center Status

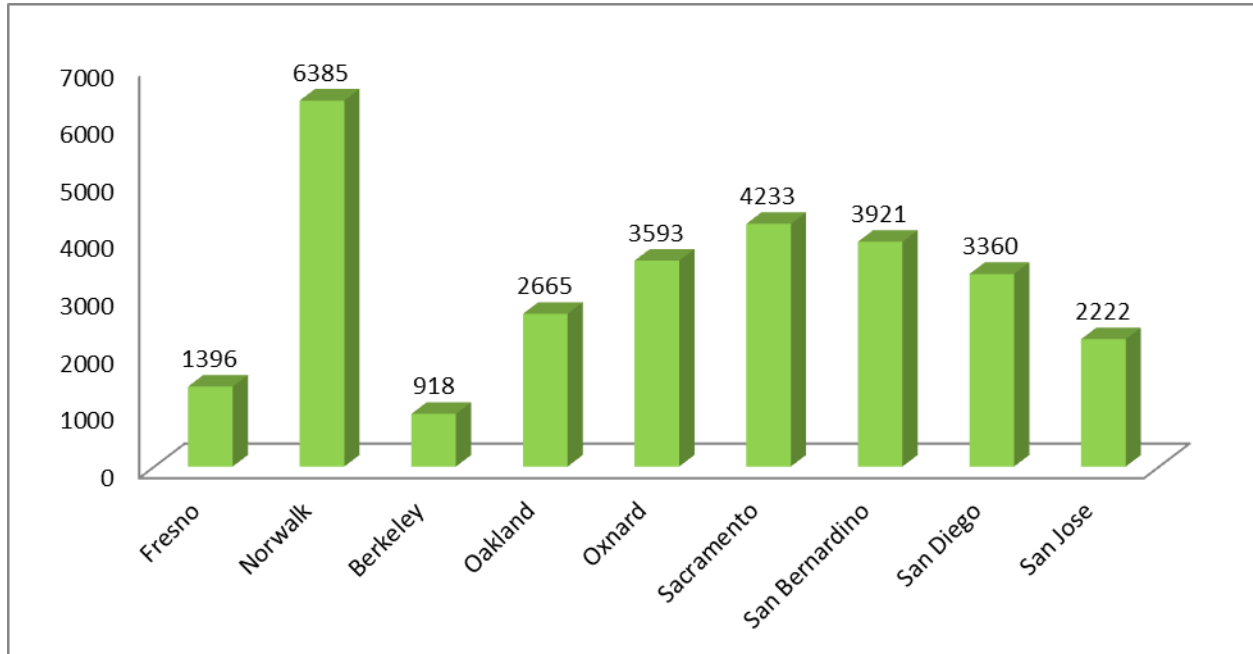
CSLB maintains test centers in the following locations:

- Sacramento
- Berkeley
- San Jose
- Fresno
- Oxnard
- Norwalk
- San Bernardino
- San Diego

CSLB relocated the Oakland Test Center to Berkeley in April 2014. Since the following table covers the most recent 12 months, both Oakland and Berkeley data is displayed.



Number of Examinations Scheduled by Test Center July 2013 - June 2014



Examination Administration Staffing

Testing has two Office Technician vacancies to fill – one at the San Jose Test Center and the other at Sacramento headquarters.

Examination Administration Projects

Installation of the SCORE 1.5 software upgrade and the new “all-in-one” touch-screen computers started in the Sacramento Test Center in early July. The new system was very well received by candidates and test monitors. The average time to complete an examination is down by approximately 10 percent, due mostly to applicants no longer using a mouse to navigate and answer questions. By mid-September, the software and equipment will be deployed at all eight sites.

Staff has been meeting with several surveillance camera companies to evaluate test center security needs. Two vendors have installed temporary demonstration cameras in the Sacramento Test Center to determine the functionality of different cameras and systems.

The EAU analyst/editor has been auditing one test center each month, and continues to write the EAU Procedure Manual for the test centers.



EXAMINATION DEVELOPMENT UNIT

The Testing division’s Examination Development Unit (EDU) is responsible for ensuring that CSLB’s 45 examinations are written, maintained, and updated in accordance with testing standards, guidelines, and CSLB regulations.

Occupational Analysis and Examination Development Workload

To maintain a licensure examination, two phases are required in an ongoing cycle: occupational analysis and examination development. The cycle must be completed every five to seven years for each of CSLB’s examinations. The occupational analysis phase determines what information is relevant to each contractor classification, and in what proportion it should be tested. The examination development phase involves reviewing and revising the existing test questions, writing new test questions, and determining the passing score for examinations from that point forward.

EDU will release two new examinations in April: C-13 Fencing and C-60 Welding.

Occupational analysis and examination development projects currently under way:

Occupational Analyses in Progress	New Examinations in Progress
C-6 Cabinet, Millwork and Finish Carpentry	“A” General Engineering
C-20 Warm-Air Heating, Ventilating and Air-Conditioning	“B” General Building
C-23 Ornamental Metal	C-10 Electrical
C-43 Sheet Metal	C-11 Elevator
	C-15 Flooring and Floor Covering
	C-28 Lock and Security Equipment
	C-35 Lathing and Plastering
	C-36 Plumbing
	C-51 Structural Steel

Testing uses email surveys as much as possible for occupational analysis projects, because they are quicker, less expensive, and require no data entry. CSLB does not have email addresses for all contractors, however, so paper surveys are also being utilized to make sure a large enough sample of licensees is reached.

Civil Service Examinations

In addition to licensure examinations, EDU works on examinations for civil service classifications used at CSLB. The Enforcement Representative I examination was given June 19, 2014.



Examination Development Unit Staffing

EDU will fill a Test Validation and Development Specialist II (TVDS II) position in August. A Student Assistant (Engineering and Architectural Sciences) position is newly vacant and will be reclassified to a Graduate Student Assistant position before being filled.

Ongoing Consumer Satisfaction Survey

EDU conducts an ongoing survey of consumers whose complaint cases have been closed. The survey is designed to assess overall satisfaction with the Enforcement division's handling of complaints related to eight customer service topics. The survey is emailed to all consumers with closed complaints who provide CSLB with their email address during the complaint process. Consumers receive the survey in the first or second month after their complaint is closed. To improve the survey's response rate, Testing incorporated a reminder email into the process, so consumers who do not initially respond to the survey receive an email reminder one month later.

AGENDA ITEM E

Demonstration of New Touch-Screen Testing Using SCORE 1.5



AGENDA ITEM F

Review of Sunset Review Report



AGENDA ITEM G

Adjournment



AUGUST 18, 2014
SACRAMENTO, CALIFORNIA

CONTRACTORS STATE LICENSE BOARD

Enforcement
Committee Meeting



AGENDA ITEM A

Call to Order – Chair’s Remarks

Roll is called by the Committee Chair.

ENFORCEMENT COMMITTEE MEMBERS:

BOB LAMB, CHAIR

KEVIN J. ALBANESE

PASTOR HERRERA JR.

JOHN O’ROURKE

BRUCE RUST

FRANK SCHETTER

Committee Chair Bob Lamb will review the scheduled Board actions and make appropriate announcements.



AGENDA ITEM B

Public Comment Session

Members of the public may address the committee at this time.
The Committee Chair may allow public participation
during other agenda items.



AGENDA ITEM C

Review and Approval of Peace Officer Training Curriculum





CONTRACTORS STATE LICENSE BOARD

PEACE OFFICER TRAINING CURRICULUM

Background

Authority for Special Investigations Unit

California Business and Professions Code section 7011.5 states, in part:

“ . . .persons employed as investigators of the Special Investigations Unit of the Contractors’ State License Board and designated by the Director of Consumer Affairs have the authority of peace officers while engaged in exercising the powers granted or performing the duties imposed upon them in investigating the laws administered by the Contractors’ State License Board or commencing directly or indirectly any criminal prosecution arising from any investigation conducted under these laws...”

Special Investigations Unit

The Contractors State License Board’s (CSLB) mission is to protect consumers by licensing and regulating the construction industry through policies that promote the health, safety, and general welfare of the public in matters related to construction. CSLB’s Enforcement division carries out this objective by enforcing laws, regulations, and standards to ensure construction activities are conducted in a fair and uniform manner.

One Enforcement objective that supports this mission is to protect elderly Californians from unscrupulous contractors who maliciously take advantage of them through fraud and deception. Unseemly acts include misusing a senior’s money or assets for personal gain by insisting that they contract for unnecessary construction projects/repairs, including replacement of heating and air-conditioning units, as well as other service and repairs.

CSLB Peace Officer Duties and Responsibilities

CSLB Peace Officers (POs) provide the board with the unique ability to investigate construction-related elder abuse, fraud, and unlicensed activity. CSLB increased the number of PO positions from three to 11. Because POs are sworn officers, they have additional training in violations outside of Contractors’ License Law, including the Penal Code (PC), Labor Code, Health and Safety Code, and Vehicle Code. Their academy training also includes chain of custody, as well as other specialized training such as expert testimony, dealing with aggressive/angry/argumentative people, and interpreting body language.

POs are able to videotape elder abuse victims, establish the victim’s mental capacity, obtain medical records (bypass HIPPA requirements), obtain bank records through search warrant or via written authorization, and complete preliminary financial audits, making it easier for district attorneys (DAs) to file elder abuse charges. Additionally, POs have more credibility testifying at pretrial hearings than their non-sworn



counterparts, and are able to obtain expedited records from courts and the DMV Law Enforcement counter.

CSLB POs work with multiple jurisdictions to perform complex criminal investigations, and joint undercover operations, often targeting revoked licensees who continue to illegally contract. When Stop Orders are issued, POs often follow up with local law enforcement partners, performing undercover surveillance and, when appropriate, arresting individuals suspected of illegal activity. They often perform site inspection/compliance checks with local law enforcement and agency partners, such as the California Department of Insurance (CDI) and the DA investigators. POs participate and lead multi-jurisdictional criminal investigation task forces. When a natural disaster occurs, CSLB POs are among the first responders because, as sworn officers, they are able to access disaster areas. CSLB POs are a vital part of the Enforcement division, as their expertise, skills, knowledge, and abilities are vital to combat construction-related crimes.

SIU Program Goals

- Investigate construction-related elder abuse cases.
- Target repeat offenders that prey upon elderly citizens.
- Become subject matter experts in the field of elder abuse and construction fraud.
- Increase the number of criminal case filings for elder abuse and construction fraud with DA offices.
- Develop ongoing relationships and approaches with partner agencies to combat and prosecute construction-related crime.

Proposed Training Curriculum

The committee is asked to review and approve a specialized training curriculum:

Training Module

CSLB will provide the training necessary to perform investigation of complex criminal cases, which typically require search warrants, surveillance, examination of evidence, interviewing victims and witnesses, and partnering with other law enforcement agencies. This training will enhance POs' investigation of construction-related elder abuse cases. Upcoming PO training for the next 12 months includes:

- Review construction-related statutes that provide for felony charges
- Interview techniques



- Criminal report writing formats
- How to present cases to prosecutors to file criminal charges
- Mock trials to develop and strengthen POs' confidence and enhance their ability to testify before jurors
- POST investigation responsibilities

Status: A six-hour training course is scheduled for August 19, 2014.

Monthly Training Sessions

During 2014, CSLB will continue to conduct monthly meetings that POs will attend, both in person and via conference calls, which will provide a forum to discuss issues that arise, best practices, and share information. The monthly meetings also will include speakers from district attorneys' (DAs) offices who will make presentations and answer questions to further develop and enhance their criminal investigation skills.

California District Attorney Association Consumer Protection Training

Consumer protection prosecutors throughout the state have offered to provide CSLB Peace Officers training on identifying, investigating, and successfully referring completed investigations for criminal prosecution. Training will include learning to recognize elder abuse and partnering with allied law enforcement agencies.

Status: A three-day training session is scheduled for August 21 through 24, 2014. Presenters include consumer protection prosecutors.

DCA Division of Investigation (DoI)

POs will continue to participate in DoI's quarterly Defensive Tactics Training.

AGENDA ITEM D

Enforcement Program Update





CONTRACTORS STATE LICENSE BOARD

ENFORCEMENT PROGRAM UPDATE

VACANCY UPDATE

Staff continues to proactively advertise and recruit to fill vacant positions. The Enforcement division had 20 vacant positions as of August 1, 2014.

UNIT	CLASSIFICATION	# OF VACANCIES	CURRENT STATUS
Sacramento IMC	Program Technician II	1	Pending DCA Approval
Sacramento IMC	Consumer Services Representative	2	Pending DCA Approval
Sacramento IMC	Supervising Program Technician II	1	Pending DCA Approval
Sacramento IC	Enforcement Representative I and II	3	Recruitment In Progress
San Francisco IC	Enforcement Representative I	1	Pending DCA Approval
Valencia IC	Enforcement Representative I	1	Pending DCA Approval
Norwalk IC	Enforcement Representative I	1	Pending DCA Approval
Norwalk IC	Office Technician	1	Recruitment In Process
San Diego IC	Enforcement Representative I	1	Pending DCA Approval
Northern SWIFT	Enforcement Representative I	2	Recruitment In Process
Northern SWIFT	Enforcement Representative – Peace Officer	1	Pending Background Check
Southern SWIFT	Enforcement Representative I	1	Recruitment in Progress
Sacramento Case Management - DSS	Staff Services Analyst	1	Recruitment in Progress
Sacramento Case Management – ESS	Enforcement Representative I	2	Recruitment In Process
Norwalk Case Management	Office Technician	1	Recruitment in Progress



INTAKE AND MEDIATION CENTERS

IMCs Financial Settlement Amount (FY13-14)	\$ 8,751,338.10
---	------------------------

Contractor Pays Out of Pocket for Poor Workmanship

A homeowner entered into a contract to remodel his pool and spa for \$25,000. The contractor completed the work, but the homeowner noted numerous workmanship issues that needed correction. The homeowner obtained an estimate from a second contractor who concluded that the work was of no value and needed to be completely redone, at a cost of \$28,000. At that time, the homeowner had paid \$19,000 to the original contractor. She filed a complaint with CSLB hoping to receive a full refund. A Norwalk Consumer Service Representative (CSR) contacted the original contractor, who acknowledged the poor work quality and agreed to refund \$22,000 to the homeowner, \$3,000 more than he had been paid. The homeowner was very happy to receive the refund and prepared a letter thanking the CSR for the outstanding mediation.

Substantial Refund Won to Repair Pool Defects

A homeowner contracted for a pool remodel, which included re-plastering; new, tiled decking; and replacement of pool equipment for \$36,000. The homeowner filed a complaint after the contractor caused damage to her home by pouring a deck that had sharp edges and sloped toward her house, which resulted in interior water intrusion. Also, the newly installed pool equipment did not function properly. She obtained a corrective bid from another contractor for \$12,000. A Norwalk CSR contacted the original contractor to discuss the workmanship issues and ultimately obtained a \$12,000 refund for the homeowner so the corrective work could be completed, resulting in another satisfied consumer.

Six-Year-Old Building Permit At Last Finalized

A homeowner hired a contractor in 2008 to install a new HVAC unit. The job was completed, and the homeowner thought there were no problems until he received a letter from the county notifying him that the HVAC building permit had expired and no inspections had taken place. The homeowner contacted the contractor about the required inspection to finalize the permit. The furnace failed the inspection and the homeowner was given a correction notice. The homeowner tried contacting the contractor to discuss the notice, but the contractor did not respond to repeated calls. Finally, a complaint was filed with the Sacramento IMC. A CSR contacted the contractor and was able to get him to return to the property, make corrections, and obtain a final inspection sign-off.



General Manager Steps Up for Deceased Contractor

After having a flat roof installed in 2006, a homeowner filed a complaint when a leak in the roof caused the drywall to collapse in the dining room area. The homeowner attempted to locate the contractor to request repairs, but learned the contractor had passed away. A Sacramento CSR received the complaint and contacted the contractor’s (now licensed) general manager, who came out to the property and made \$4,000 in repairs.

Alleged Service and Repair Scam Avoided

An elderly homeowner contracted to have her sewer line “snaked” for \$99. After clearing the line, the contractor performed a camera inspection and reported that a pipe had collapsed that would cost \$2,000 to repair. The contractor proceeded to dig a large hole in the homeowner’s front yard, where he claimed he found a 24-inch section of pipe missing. The contractor recommended that the homeowner replace this missing section and install an additional 65 feet of pipe with a glass liner for an additional \$6,000. The consumer stated that she only had a total of 45 feet of pipe. At this point, the homeowner contacted the city of Palmdale, whose inspectors originally reviewed the plumbing in the housing tract. An inspector who visited the job site said that the original plumbing was in perfect working order, and there was no way a 24-inch section of pipe was missing. The homeowner then filed a complaint with the Sacramento IMC. The CSR contacted the contractor to discuss the complaint. The contractor quickly agreed to not charge the homeowner for the work performed, fix the “missing” section of pipe, and pay her \$117 for the grass that was damaged. The contractor will be monitored for future complaints, and is now a potential candidate for an undercover sting operation.

INVESTIGATIVE CENTERS

<p style="text-align: center;">ICs Financial Settlement Amount (FY13-14)</p>	<p style="text-align: center;">\$ 3,588,123.08</p>
---	---

Investigation Brings Large Settlement for Homeowner

A homeowner entered into a contract with an unlicensed contractor to replace his roof for \$10,479. The unlicensed contractor then subcontracted the work to a licensed contractor. A permit was pulled, the work was completed, the inspection was approved by the building department, and both contractors were paid in full. All was well, except for the workmanship. Unable to resolve the issues with the two contractors, the homeowner filed a complaint with CSLB, and the case was assigned to a Sacramento IC investigator. A CSLB industry expert was called to inspect the project and found substandard workmanship that would take an estimated \$15,250 to correct. The non-licensee was cited for contracting without a license, and the licensee was cited for contracting with an unlicensed contractor. Fortunately for the homeowner, the licensee paid the full \$15,250 to resolve the workmanship issues. The homeowner sent



a card to the Enforcement Supervisor that said “I want to compliment one of your excellent employees. ...We went through a contractor crisis and were helpless and tired. [The investigator] assessed the situation and quickly arranged a professional check-up and handled our case with the utmost professionalism.”

Investigator Settles Roof Dispute with On-site Negotiation

A homeowner in Clear Lake entered into a contract with a national retailer/contractor for the removal and replacement of his roof for \$19,107. Removal of the old roof and installation of the new roof was completed, and the contract was paid in full. Sometime after he moved to New Mexico, the homeowner believed that there were structural problems with the installation of the roof and filed a complaint with the Board.

A Sacramento IC investigator arranged for the contractor’s representative, the building inspector, the subcontractor who did the installation, and the homeowner to meet with her at the home to discuss the issues. The investigator was successful in getting the parties to resolve all issues, and the homeowner received a \$2,694 refund from the contractor. The permit also was finalized, and the homeowner received roof warranty documentation. The homeowner was so pleased that he wrote the Governor to express his appreciation for the hard work the investigator did to resolve his case.

Elderly Woman with Dementia Victimized

In November 2013, contractor William Merrell entered into an \$18,000 contract to replace a deck at the residence of a 94-year-old Marin County woman. During the course of construction, Merrell submitted several billing statements. Each time, the contract price was increased until it reached \$29,000 for what appeared to be essentially the same work. The homeowner, who suffers from dementia, could not explain why the contract price had increased. The contractor did not cooperate during the investigation and failed to appear for a scheduled interview.

Merrell was paid \$14,000 before abandoning the project. The partially constructed deck departed from accepted trade standard and violated building code because the joists were notched well beyond what is permissible. Corrections are estimated to be \$10,000. Merrell also used employees on the project without having workers’ compensation insurance coverage, and his employees had already started work when he applied for a building permit and certified on the application that he did not have employees.

The San Francisco IC Peace Officer conducted the investigation and referred the matter for both an accusation and criminal prosecution. Administrative violations include abandonment, poor workmanship, and non-compliance with building codes, failure to cooperate in the investigation and failure to maintain workers’ compensation insurance. Criminal violations include filing a false document and failure to maintain workers’ compensation insurance.



San Diego Unlicensed Operator Sentenced

A San Diego IC Investigator's efforts paid off for a San Diego homeowner. In December 2012, the homeowner unknowingly hired unlicensed contractor Jose Antonio Hernandez to perform a major remodel job on his home at a cost of almost \$300,000. Hernandez used his brother's license number to obtain the contract. The homeowner had paid Hernandez nearly \$256,000 by the time he abandoned the job. Prior to the abandonment, Hernandez admitted he misappropriated funds for the project and could not complete the work.

On June 18, 2014, Hernandez was sentenced to five years of formal probation with 180 days in work furlough, where he will be allowed to work and a portion of his wages will be applied to victim restitution. Defendants in the work furlough program must report back to jail after work and are in custody during evenings and weekends. The court also awarded the homeowner \$225,110 in restitution.

A Peace Officer's Perseverance Pays Off

A San Bernardino IC Peace Officer investigated a disturbing complaint filed by a La Quinta senior citizen against a predatory unlicensed contractor, Michael Coleman, who offered to do restoration work on the victim's studio apartment that had been damaged by fire. The complexity of the investigation increased when the elderly consumer disclosed that he had been diagnosed with Alzheimer's disease, which was rapidly robbing him of his memory. To preserve his interview of the 81-year-old complainant, and demonstrate his state of mind at the time, the Peace Officer used a video recording device to document his statements. At that time, the complainant had relocated to assisted living care center due to his deteriorating condition. At the completion of his investigation, the Peace Officer referred the case findings to the Riverside County District Attorney's office for criminal prosecution.

Coleman appeared almost immediately after a fire at the man's residence had been extinguished. Coleman misrepresented himself as a licensed contractor doing business as Firestorm 24/7 of Palm Springs, and fraudulently used a license that was assigned to another contractor. Coleman initially contracted with the distressed senior to board up the residence, conduct asbestos testing, and perform general site clean-up. The grateful victim provided Coleman with his insurance information and confided to him that he had Alzheimer's disease. Coleman's personal interest in the elderly victim allegedly grew beyond a typical business relationship, as he began taking him to his medical appointments, and assisted him with his banking activities.

Coleman contracted to restore the fire-damaged apartment for \$125,069.16. Coleman requested and received an excessive deposit of \$48,750. The senior eventually grew frustrated and fired Coleman for failure to complete the project in a timely manner. At that point, Coleman had received approximately \$97,690 in payments. The victim's daughter reported that it would take an estimated \$42,000 to complete the project.



On June 2, 2014, Coleman agreed to plead guilty to the fraudulent use of incorrect license number, a felony. Coleman had been committed into the custody of the Riverside County Sheriff for 120 days. He also was sentenced to serve 81 days in a work release program and formal probation for 36 months. Coleman will be required to pay victim restitution, and administrative fees that will be determined by the Riverside County Probation Department. The elderly man who was victimized has since passed away, but his voice was not silenced.

Justice Served On Notorious Unlicensed Offender

A Norwalk IC ER filed three criminal cases against an unlicensed repeat offender, Uhila Walter Avatongo, with the Riverside Deputy District Attorney (DDA). Avatongo's mode of operation has been to solicit work as a concrete contractor and collect large deposits from unsuspecting homeowners. He begins the work to collect additional money; however, the quality of the work he performs is so poor that homeowners refuse to pay more money until corrections are made. Avatongo never returns to complete and/or correct the work.

Since 2001, CSLB has received 44 complaints filed against Avatongo doing business as Avatongo Construction, Walter's Concrete, All American General, and using a license that did not belong to him. Over the past 14 years, 28 cases were referred to Riverside and Los Angeles prosecutors.

The most recent cases were filed with the Riverside DA's office on July 25, 2012. After several continuances, the cases finally went to a jury on May 12, 2014. All three homeowners testified and gave an account of their ordeals with Avatongo. The ER also testified and was able to paint a clear picture for the jury of a chronic, ruthless repeat offender who had no intention of completing the work he was hired to perform.

The jury found Avatongo guilty of 12 counts of fraudulent use of incorrect license number, contracting without a license, burglary, and grand theft – eight felonies and four misdemeanors. The DDA was able to apply the Three Strikes statute, as well.

Uncovering an Undisclosed Principal

On August 16, 2012, the licenses of Bloemendal Construction Company and De Jong Construction, Inc., for which Mark de Jong is the RMO/CEO/president, were suspended pursuant to section 23 of the Penal Code. The accusation was filed in December 2010 and the hearing was continued, pending the outcome of the criminal complaints filed against de Jong in Marin County in June 2012 and in San Francisco in September 2013, both felony cases alleging theft by diversion of construction funds. De Jong was bound over for trial after a July 17, 2013 preliminary hearing in Marin County. CSLB's General Auditor conducted an extensive audit of de Jong's bank records and, during the preliminary hearing, his testimony established that substantial funds had been diverted.

In 2008, de Jong entered into a \$715,000 home remodeling project in San Francisco and received a \$200,000 down payment. After being paid \$670,000, he abandoned the



project, leaving substantial work to be performed. After factoring in direct payments made to the contractor's lumber supplier, all but \$15 of the contract price had been paid out – far short of the \$30,000 that had to be paid to other suppliers to remove mechanics liens, plus the \$135,000 it cost to hire another contractor to finish the project.

In 2009, de Jong obtained a \$190,000 down payment on a \$1,159,000 remodeling project in Belvedere. Prior to abandoning the project, de Jong received a total of \$470,000 and filed for bankruptcy protection. It cost the homeowner more than \$325,000 to correct and complete the project. Further, multiple suppliers, a subcontractor and employees weren't paid a combined total of more than \$125,000. Money requested and received in excess of the value of work performed was estimated to be approximately \$231,000. The investigations and referrals to both accusation and criminal prosecution were handled by a San Francisco IC ER.

Because the August 16, 2012 suspension order from CSLB prohibited de Jong from acting as a contractor while the criminal and administrative actions were pending, he was effectively put out of business – or so it seemed.

On August 27, 2012, Herve Guinard submitted an application as the only officer of Creatively Built, Inc. and a license was issued October 10, 2012. It was later learned that de Jong was listed as a Creatively Built, Inc. director in the Statement of Officers filed with the Secretary of State's Office on August 21, 2012. Further, the Creatively Built, Inc. website lists Guinard and de Jong as co-founders. In addition, the websites of De Jong Construction, Inc. and Creatively Built, Inc. are virtually identical and de Jong is registered as the owner of both domain names. Also, the address of record for Creatively Built, Inc. is de Jong's residence. Several outstanding building permits filed in San Francisco under Creatively Built, Inc. formerly listed De Jong Construction, Inc. as the contractor.

The investigation of the application of Creatively Built, Inc. was conducted by another San Francisco IC ER. When interviewed, Guinard said he had been de Jong's longtime friend and had worked as de Jong's foreman. In January 2010, de Jong signed Guinard's certification of work experience to add a "B" classification to his plumbing license. During the interview, Guinard admitted that he did not include de Jong as an officer when filing the application for Creatively Built, Inc. because he knew the license would be denied due to the Board's disciplinary action against de Jong. Guinard also confirmed de Jong is listed on the corporation's bank account, signs permit applications, and negotiates and signs contracts.

The application investigation was closed with the recommendation that an accusation be filed against Creatively Built, Inc. for violation of sections 7112, 7114, 7117(b) and 7121. The accusation was filed November 5, 2013. A hearing was scheduled for March 25, 2014, but was taken off calendar on March 21 when Guinard stipulated to revocation of the license. The order, effective July 1, 2014, included a provision that Guinard cannot reapply for two years.



Rather than proceed to trial on the Marin County criminal case, de Jong negotiated a plea bargain on May 12, 2014 for no prison time and dismissal of the diversion charge in exchange for a guilty plea to an added count of grand theft. He was sentenced on June 25 to six months in jail and a five-year probation term, and a hearing to determine a restitution amount was ordered. His contractor licenses were revoked from the bench.

De Jong could not reach a plea agreement with the San Francisco District Attorney so the case is scheduled to proceed to a preliminary hearing.



**GENERAL COMPLAINT-HANDLING STATISTICS
(JULY 2013 – JUNE 2014)**

It has been determined that a manageable level of pending complaints for all current CSLB Enforcement staff is 3,185. As of June 2014, the pending caseload was 2,951.

The Board objective for ERs assigned to the nine ICs is to investigate and appropriately disposition 10 complaints per month. The maximum working case load for IC ERs has been established at 35 per ER. CSLB has 59 IC ERs; therefore, the nine ICs have the capacity for 2,065 open complaints. As of June 1, 2014, the ICs had a total of 1,831 complaints open and under investigation.

It is anticipated that caseloads will rise with time and possibly exceed current manageable levels. An increase in caseloads will lead to a longer investigation process for consumers.

This chart outlines how CSLB determines manageable caseloads:

Job Classification	Current Number of Staff	Closure Goal per Month	Preferred Cycle Time (months)	Maximum Caseload per ER	Maximum Number of Cases per Classification
ERs	59	10	4	35	2,065
CSRs	28	30	2	40	1,120
TOTAL					3,185

The Board has adopted Enforcement Objectives regarding complaint-handling, and staff is successfully accomplishing these Board objectives:

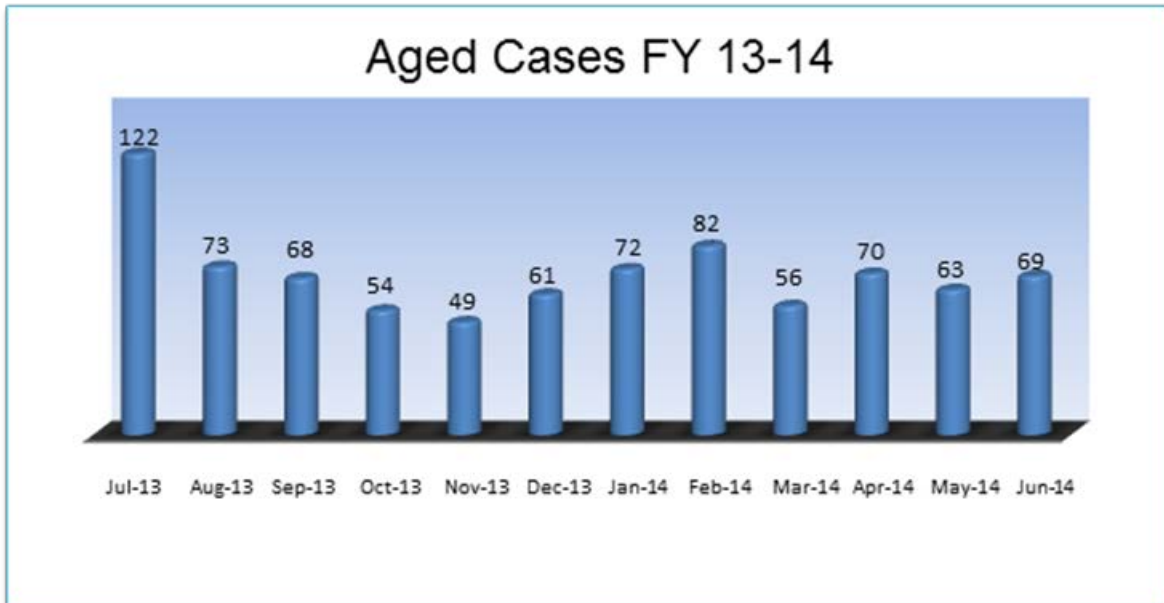
- **MAINTAIN ER 1 PRODUCTION OF CLOSING 10 COMPLAINTS PER MONTH**
ERs are closing an average of 10 complaints.
- **INCREASE THE PERCENTAGE OF LICENSEE COMPLAINTS SETTLED TO 30%**
Consumer Service Representatives are settling an average of 42 percent of licensee complaints.
- **ACCOMPLISH IMC LICENSEE COMPLAINT DISPOSITION OF 70%**
Consumer Service Representatives are maintaining a licensee closing disposition of 71 percent.

• **REDUCE 270-DAY-OLD COMPLAINTS TO 100 OR LESS**

Staff's effective management of pending complaints has resulted in consistently maintaining the Board's goal. At the end of June 2014, there were only 69 aged cases.



Open complaints exceeding 270 days each month during the past fiscal year:





CASE MANAGEMENT – FY 13-14

CITATIONS ISSUED		
	Licensee	Non-Licensee
Citations Issued	1,404	903
Citations Appealed	660	372
Citation Compliance	849	366
MANDATORY SETTLEMENT CONFERENCES		
Scheduled		375
Settled		218
Civil Penalties Collected		\$1,175,548
Legal Fee Savings		\$1,612,350

ARBITRATION	
Arbitration Cases Initiated	374
Arbitration Decisions Received	283
Licenses Revoked for Non-Compliance	19
Arbitration Savings to the Public – Restitution	\$1,199,529
ACCUSATIONS / STATEMENT OF ISSUES	
Revocations by Accusation (Applicants Revoked)	382
Accusation Restitution Paid to Injured Persons	\$625,763
Statement of Issues (Applicants Denied)	55
Cost Recovery Received	\$260,751.37
Number of Cases Opened	381
Number of Accusations/Statement of Issues Filed	423
Number of Proposed Decisions Received	91
Number of Stipulations Received	96
Number of Defaults Received	197
Number of Decisions Mailed	390



**STATEWIDE INVESTIGATIVE FRAUD TEAM (SWIFT)
(JULY 2013 – JUNE 2014)**

During FY 13-14, SWIFT conducted many successful undercover sweep and sting operations, and developed new strategies and partnerships to combat the underground economy.

• **STINGS / SWEEPS**

Each month, undercover sting and sweep operations are conducted throughout the state. During FY 13-14, SWIFT conducted 325 sting and sweep days, resulting in over 1,503 legal actions, including written Notices To Appear (NTAs) in criminal court and citations.

- SWIFT performed 109 sting days during FY 13-14, partnering with law enforcement, local district attorneys, building departments and code enforcement officials, industry leaders, and other state agencies. Sting operations targeted unlicensed repeat offenders and wanted criminals working in the construction industry.

As a result of the extensive efforts to combat unlicensed operators, SWIFT was able to achieve the following results:

687	Suspects received NTAs for contracting without a license, illegal advertising and workers' compensation (WC) insurance violations
30	Licensed individuals were referred to district attorneys for criminal prosecution of WC violations
802	Licensed and unlicensed individuals received administrative citations for licensure, advertising, aiding and abetting, and WC violations
568	Stop Orders served upon a construction employers prohibiting use of employee labor until workers' compensation insurance is obtained



LABOR ENFORCEMENT TASK FORCE

Background

Established in January 2012, the Labor Enforcement Task Force (LETF) combats the underground economy in California to create an environment where legitimate businesses can thrive. The Contractor State License Board's (CSLB) joint efforts with the Department of Industrial Relations Division of Labor Standards and Enforcement and Division of Occupational Health and Safety, and the Employment Development Department, aim to:

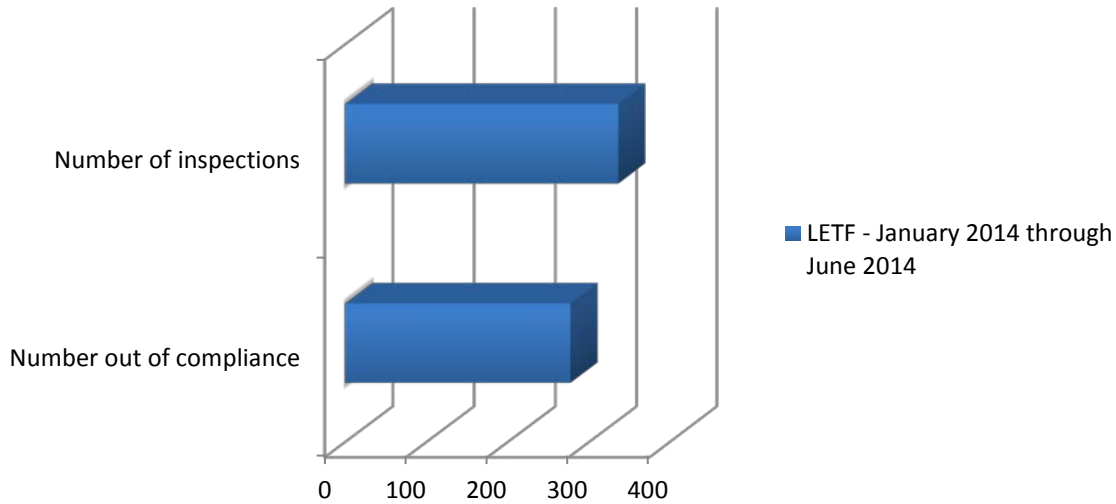
- Ensure workers receive proper payment of wages and are provided a safe work environment;
- Ensure California receives all employment taxes, fees, and penalties due from employers;
- Eliminate unfair business competition by leveling the playing field; and
- Make efficient use of the state and federal resources in carrying out the LETF mission.

CSLB's 10 Statewide Investigative Fraud Team (SWIFT) Enforcement Representatives participate in LETF and, through robust education and enforcement efforts, SWIFT staff and its partnering agencies work diligently to fight the underground economy in California. LETF conducts sweeps at active job sites to verify employee wages, and compliance with licensing, insurance, tax, and job safety requirements.

From January 1, 2014 through June 30, 2014, LETF inspected 336 active construction sites, which have resulted in 277 businesses, or 82 percent, that were found have labor, tax, health and safety, and/or construction-related violations. These inspections resulted in \$815,019 in citation penalties and assessments.

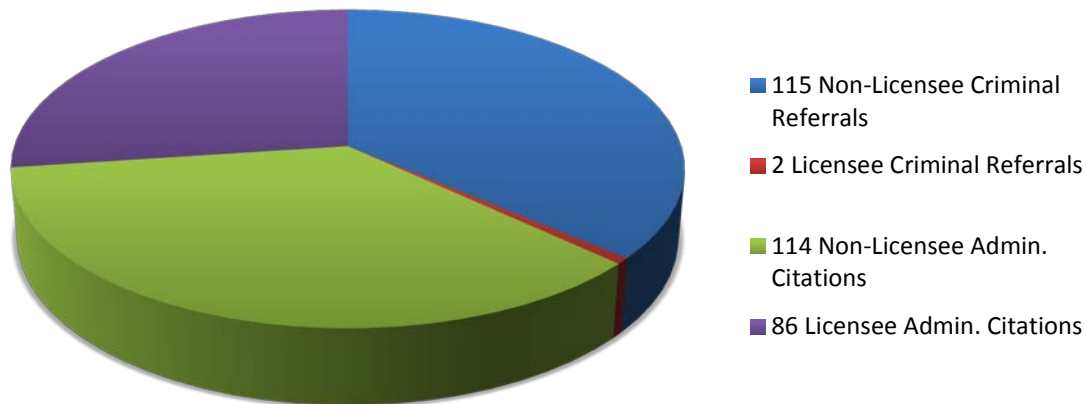


LETf - January 2014 through June 2014



The CSLB - LETf inspections have resulted in the following number of legal actions being filed against the non-compliant entities.

CSLB - LETf Legal Actions



On August 13, 2014, the Department of Industrial Relations hosted an LETf Executive meeting to discuss approaches and best practices to maintain and enhance LETf efforts to combat the underground economy.



TRAINING UPDATE

As part of CSLB's Strategic Plan, Enforcement has an ongoing commitment to create a training curriculum for staff that includes basic enforcement procedures, a mentoring program, and specialized training. Following is a list of training that has been conducted to date:

1. Peace Officer Workshop **May 2014**

Riverside Deputy District Attorney Homan Hosseinioun hosted a workshop for CSLB Peace Officers during which he outlined effective investigation strategies against service and repair contractors engaged in criminal behavior. Staff was asked to bring two active predatory service and repair investigations to discuss with the group. DDA Hosseinioun answered the Peace Officers' questions pertaining to their active investigations.

2. Module 4: Code Training, Phone Tactics & Time Management **Ongoing**

This course was developed by CSLB management staff in conjunction with CSLB retired annuitant Doug Galbraith and Deputy Attorney General Michael Franklin. This eight-hour block of instruction provided staff with knowledge of 11 routinely used Business and Profession Code sections. Specific elements, supporting evidence needed, and case law was discussed.

This course also included separate training sessions on effective phone tactics and the development of time management skills.

3. Professional Assistants Academy II **March 2014**

This two-day course, offered by the Centre for Organization Effectiveness, included presentations and group activities on the following topics: team building, time management, conflict resolution, customer service skills, and presentation skills. This course was offered to Office Assistants, Office Technicians, and Program Technicians in Northern California and was to be offered to Southern California staff.

4. Successful Promotional Interviewing Training **March 2014**

Norwalk staff attended the Successful Promotional Interviewing Class taught by Career Counselor Judy Kaplan-Baron. This training covered many facets of successful interviewing, including how to deal with anxiety and nervousness, identify skills and accomplishments, how to best answer the most frequently asked interview questions, and what interviewers really look for.

5. Supervisors Training **January 2014**

Northern California Enforcement Supervisors received training in January, provided by Doug Galbraith, Mike Franklin, ESII Missy Vickrey, and Deputy Enforcement Chief Christina Delp. During the two-day course, supervisors received training that focused on specific challenges they face on a daily basis and discussed the importance of timely Individual Development Plans and performance evaluations. Supervisors provided



positive feedback and appreciated the strategies and real-life examples provided during class.

6. Elder Abuse Training with San Diego County DDA August 2013

CSLB Peace Officers met with San Diego County DDA Attorney Paul Greenwood to discuss his experiences in prosecuting elder abuse investigations. Greenwood has served as the supervisor of San Diego County DA's Elder Abuse Unit for the last 17 years. Each Peace Officer was encouraged to bring a pending elder abuse investigation to discuss with the group. Greenwood dispelled several common myths regarding elder abuse investigations, and provided a list of elements that need to be present in a case. He also reviewed relevant case law. The information provided to staff was intended to foster success in the prosecution of elder abuse cases.

7. DCA's Division of Investigation Peace Officer Training June 2013

DCA's Division of Investigation presented a customized defensive tactics training module for CSLB Peace Officers. Peace Officers were trained on defensive tactics, development of verbal skills, and investigative strategies.

8. SOLID Writing Workshop May 2013

DCA's SOLID Training Solutions provided a writing workshop to nearly 50 Norwalk staff. SOLID customized the class, which was a blend of their Basic Writing Skills and Effective Business Writing courses specially developed for Enforcement staff. The workshop offered practical hands-on exercises designed to develop skills needed to write clear, complete content to convey a credible message and project a professional image. Class topics included preparing business letters, memos, and professional email; developing an appropriate tone for your audience and purpose; organizing information and pre-writing; and revising and proofreading your work.

9. Criminal Investigation Meeting March 2013

Over 100 Enforcement staff attended Consumer Fraud Investigation and Case Filing presentations that were held throughout the state. Riverside County Senior Deputy DA Elise Farrell, DDA Homan Hosseinioun, and Senior DA Investigator Paul Pantani presented an overview of identifying and investigating criminal violations, writing effective reports, and tips for successfully referring a criminal complaint to a local prosecutor.

10. CSLB's Penal Code 832 Equivalent Course January/February 2013

This four-day course focused on the laws of arrest, search and seizure. The class was offered to both Northern and Southern California staff. The course is similar to the Commission on Peace Officer Standards and Training (POST) course, excluding the hands-on physical methods of arrest (handcuffing and control holds). Staff was required to pass a final exam. The course was taught by Doug Galbraith, who has instructed POST's PC832 class for many years at a community college.

AGENDA ITEM E

Review of Sunset Review Report



AGENDA ITEM F

Predatory Service and Repair Task Force Update





CONTRACTORS STATE LICENSE BOARD

PREDATORY SERVICE AND REPAIR TASK FORCE UPDATE

CSLB has received an alarming increase in complaints from consumers, consumer advocacy groups, and local prosecutors about fraudulent contracting practices. In response, the Enforcement division has established a task force to focus on predatory contractors who engage in fraud through schemes that often target the elderly, and misrepresent necessary work.

These predatory service and repair contractors employ tactics to upsell work by offering low-cost routine maintenance, such as duct cleaning, then advise the homeowner that the system needs to be replaced when, in fact, there is not a problem with the existing system's operation.

Enforcement has dedicated four Enforcement Representatives, and a retired annuitant (who is a forensic auditor) to serve on the Predatory Service and Repair Task Force. Further, the task force already has expanded to include representatives from the FBI, district attorney offices, and local law enforcement.

An undercover sting operation focusing on HVAC service and repair calls was conducted July 30, 2014. Committee members will be shown a video taken during the sting, and receive an update on the task force's accomplishments to date.

AGENDA ITEM G

Adjournment



AUGUST 18, 2014
SACRAMENTO, CALIFORNIA

CONTRACTORS STATE LICENSE BOARD

Public Affairs
Committee Meeting



AGENDA ITEM A

Call to Order – Chair’s Remarks

Roll is called by the Committee Chair.

PUBLIC AFFAIRS COMMITTEE MEMBERS:

PASTOR HERRERA JR., CHAIR

JOAN HANCOCK

BOB LAMB

ED LANG

NANCY SPRINGER

Committee Chair Pastor Herrera Jr. will review the scheduled Board actions and make appropriate announcements.



AGENDA ITEM B

Public Comment Session

Members of the public may address the committee at this time.
The Committee Chair may allow public participation
during other agenda items.



AGENDA ITEM C

Public Affairs Program Update





CONTRACTORS STATE LICENSE BOARD

PUBLIC AFFAIRS PROGRAM UPDATE

CSLB's Public Affairs Office (PAO) is responsible for media, industry, licensee, and consumer relations, and outreach. PAO provides a wide range of services, including proactive public relations; response to media inquiries; community outreach, featuring Senior Scam StopperSM and Consumer Scam StopperSM seminars, speeches to service groups and organizations; publication and newsletter development and distribution; contractor education and outreach; social media outreach to consumers, the construction industry, and other government entities; and website and intranet content.

STAFFING UPDATE

PAO is staffed with six full-time positions and one part-time Student Assistant. There is currently one vacancy (Student Assistant). A Graphic Designer III (Amber Foreman) began August 4, 2014.

ONLINE HIGHLIGHTS

Website Redesign Project

PAO staff has worked with Information Technology (IT) division staff to finalize the new CSLB website. The website utilizes the latest state templates, and is adaptable on smart phones and tablets.

The new website also allows an instant license check to be performed from the home page with one click, and makes content management more efficient.

A demonstration will be conducted later in the meeting.

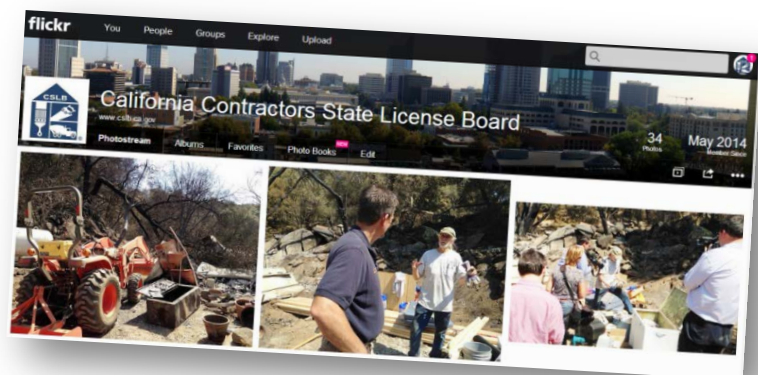
Social Media

Welcome to Flickr

CSLB is now on Flickr, a no-cost, photo-sharing social media website. Flickr allows PAO staff to upload and post high-resolution photos as individual photographs, or in album format.

Flickr gives professional media and our industry followers an opportunity to download photographs at the resolution level of their choosing.

As of August 5, 2014, we have 34 photos available for download on Flickr.





Twitter Growth

CSLB gained 35 followers since May 23, 2014, growing from 1,506 to 1,541. PAO posted 560 tweets during that time period.



The most popular tweet was a link (shown above) of video from the San Marcos wildfire sting.

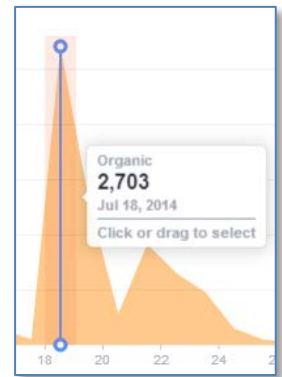
Facebook Growth

On May 23, 2014, CSLB had 1,636 likes. On August 5, 2014, that number grew to 1,680; about 44 new followers in 75 days.

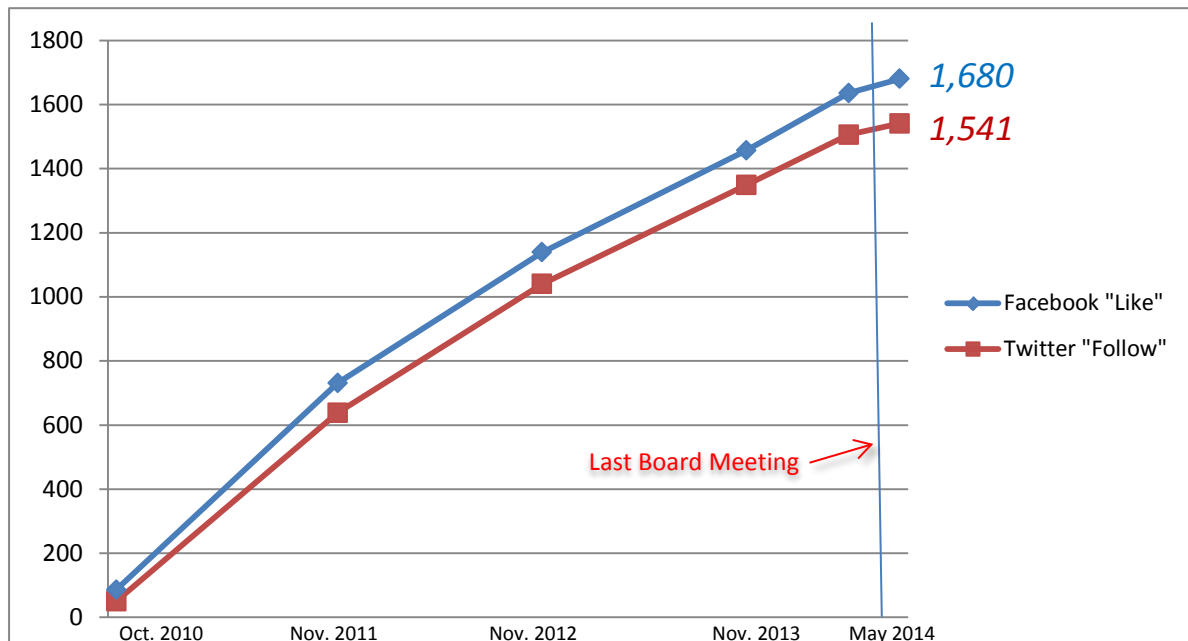
During the same period, PAO staff added 20 new photographs and seven videos. The most popular Facebook post during this period was the California Summer Blitz video post from July 18, 2014 (at left), reaching 4,400 Facebook users.



On July 18, a period peak of 2,703 people visited our site and read a variety of posts. This was the highest number of people ever to visit our Facebook site in a 24-hour period.



Social Media Growth



YouTube Growth

CSLB’s YouTube channel welcomed 15,629 visitors during the May 23, 2014 to August 5, 2014 time period, an average of 220 daily visits.

There have been a total of 253,240 views of the site, an increase of 90,107 in the last year.

Twenty percent of the viewers on CSLB’s YouTube site come to watch the “Completing a Contractor License Application” video.



VIDEO/DIGITAL SERVICES

Predatory Service and Repair Task Force

- *San Leandro Licensee Town Hall Meeting*

PAO staff traveled to San Leandro on July 10, 2014, in support of a town hall meeting on service and repair contracting. PAO produced two videos for the meeting, and made a video recording of Enforcement Chief David Fogt’s presentation. The presentation is available for view on CSLB’s YouTube page.

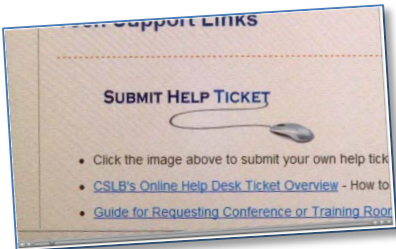


- *Service and Repair Enforcement Operations*

PAO is playing an important behind-the-scenes role in Enforcement’s Service and Repair Task Force efforts. PAO staff shot video at undercover operations that will be used in consumer outreach, and for potential suspect prosecution.



Staff Instruction Video



PAO staff partnered with IT to produce, shoot, and edit a “Help Desk” instructional video. The video is intended to help eliminate confusion as staff transitions to a new online help desk system. The short video now resides on the CSLB intranet site.



Email Alert Feature



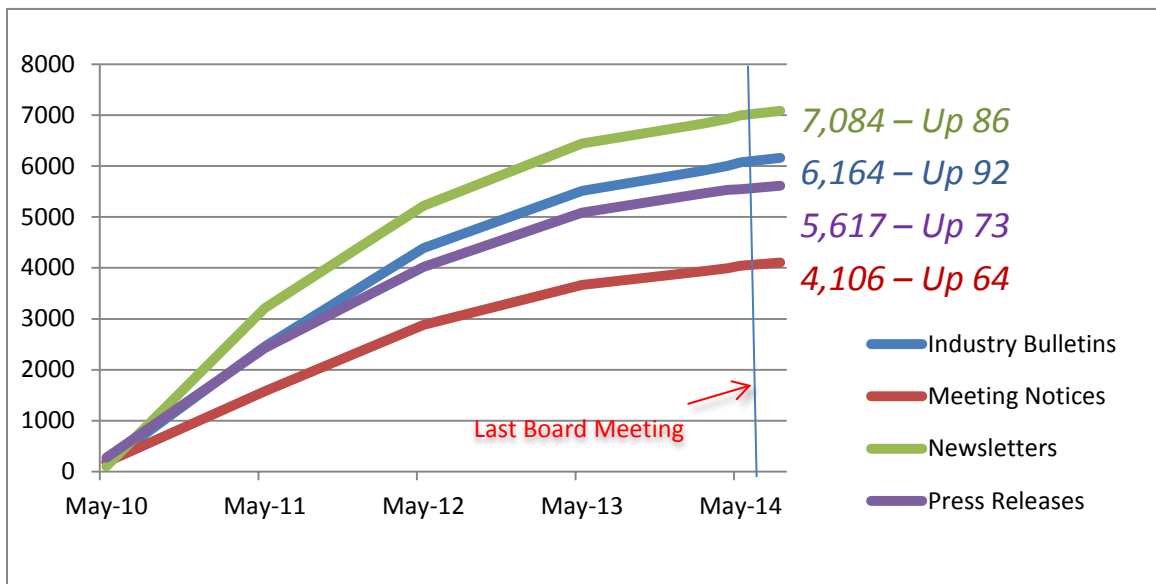
PAO continues to publicize a website feature launched in May 2010 that allows people to subscribe to their choice of four email alerts from CSLB:

- California Licensed Contractor newsletters
- News Releases/Consumer Alerts
- Industry Bulletins
- Public Meeting Notices/Agendas

The subscriber database continues slow, but steady gains, with a current total of 22,971 subscriptions, an increase of 315 accounts activated since the June Board meeting.

PAO also utilizes a database consisting of email addresses voluntarily submitted on license applications and renewal forms. This list currently consists of 78,432 active email addresses, which brings the combined email database to 101,403 addresses.

Email Alert Sign-Up Statistics





MEDIA RELATIONS HIGHLIGHTS

Media Calls

Between May 23, 2014 and August 5, 2014, PAO staff responded to more than three dozen media inquiries and provided interviews to a variety of online, newspaper, radio, magazine, and television outlets.

News Releases

PAO continued its policy of aggressively distributing news releases to the media, especially to publicize enforcement actions and undercover sting operations. Between May 23, 2014 and August 5, 2014, PAO distributed eight news items.

Release Date	Release Title
May 30, 2014	CSLB Sting Snares 12 Illegal Contracting Suspects in San Mateo County
June 3, 2014	CSLB Sting in Seaside Drives Home the Importance of Verifying a Contractor License Number
June 5, 2014	Ten Unlicensed Contractors Arrested in San Marcos Wildfire Area
June 25, 2014	CSLB Arrests 10 Illegal Contracting Suspects During Alameda County Undercover Sting
July 1, 2014	CSLB Undercover Sting in Folsom Draws Full House of Unlicensed Operators
July 18, 2014	Sex Offenders, Convicted Felons Snagged in Contractors State License Board Statewide Sting
July 22, 2014	CSLB Warns Consumers about Deceptive Home Improvement Offers, Contract Cancellation Rights
July 31, 2014	Contractors Board and Local District Attorneys Warn Unlicensed Contractors to Stay Away from Sand Fire Burn Areas

News Media Events

Cocos Wildfire Sting Operation (San Diego County)

In early June, PAO held a news conference in San Marcos to publicize results of a sting operation held in the wake of the previous month’s Cocos wildfire. That fire destroyed three dozen dwellings.



CSLB’s news conference following the operation received widespread coverage from nearly every San Diego-area media outlet.



Summer California Blitz Undercover Sting Operations



PAO worked with CSLB’s Statewide Investigative Fraud Team (SWIFT) to publicize undercover sting operations conducted simultaneously in eight different statewide locations.

Ninety-seven people were caught during the operation, including 11 repeat offenders, four sex offenders, four suspects with active arrest warrants, four suspects on probation, two former CSLB licensees, and a woman who received widespread media attention last year as a so-called “Sweetheart Swindler.” Three of the suspects were taken to jail.

One of those who went to jail was Samantha Pham of Elk Grove. Ms. Pham was on probation after pleading guilty to various felonies last year, including theft from an elder and an allegation of aggravated white collar crime. Pham was convicted of swindling an older man out of a luxury car, \$200,000, and his Bay Area home. Her sentence included three years of supervised probation. She now faces contracting without a license charges, a potential violation of her probation.



Sand Fire Educational Outreach (El Dorado/Amador Counties)



In late July, PAO worked with SWIFT to conduct outreach to Sacramento-area media in the aftermath of the Sand Fire. That wildfire burned more than 4,000 acres and destroyed dozens of structures. Media members accompanied CSLB and an investigator from the El Dorado County District Attorney’s Office as they went through the fire area, meeting with fire victims, and

posting warning signs.

PAO also shot video and still pictures of the educational outreach and made the materials available online to media outlets that were not in attendance.

INDUSTRY/LICENSEE OUTREACH HIGHLIGHTS

California Licensed Contractor Newsletter

The summer 2014 *California Licensed Contractor* quarterly newsletter was released online in mid-July. The publication is targeted to CSLB’s nearly 300,000 licensees. To save costs, three issues are posted online; a fourth is printed and mailed to each licensee.



Industry Bulletins

PAO alerts industry members to important and interesting news by distributing Industry Bulletins. Bulletins are sent out via email on an as-needed basis to just over 6,000 people and groups. Distribution includes those who have signed up to receive the bulletins via CSLB’s Email Alert system. Between May 23, 2014 and August 5, 2014, PAO distributed three industry bulletins.

Release Date	Bulletin Title
May 30, 2014	Cal/OSHA Targets Construction Sites for Inspections
June 3, 2014	CSLB Streamlines License Experience Review Process
June 18, 2014	Independent Contractor? Day Laborer? What’s the Correct Employee Classification?

PUBLICATION HIGHLIGHTS

CSLB publications (print and online) in production:

Completed

- August 18, 2014 Committee Meetings Packet
- July 30, 2014 Executive Committee Meeting Packet

In Production

- Industry Expert Handbook
- Contractor/Applicant Guide (booklet)
- Consumer Guide (booklet)
- Mechanics Lien (Spanish)

In Development

- Sunset Review Report
- Contractor Outreach Materials
 - Checklist of Consumer Questions During Bid
 - Why You Should Hire a State-Licensed Contractor
 - Building Permit Information
 - Contractor Insurance and Bond Information
 - Contractor Reference form
- Description of Classifications Booklet (Spanish)

CSLB Forms/Letters

PAO is working with other CSLB divisions to review and update all forms and letters, and to ensure all distributed materials have received proper legal review and have been assigned a tracking number.

**COMMUNITY OUTREACH HIGHLIGHTS****Senior Scam StopperSM Seminars**

Twenty-four Senior Scam StopperSM seminars have been conducted since the June Board meeting; at least 27 more events will occur between now and November.

Seminars since the Board's June meeting:

Date	Location	Legislative/Community Partner(s)
June 12, 2014	Union City	Asm. Bill Quirk
June 13, 2014 (am)	Hayward	Rep. Eric Swalwell
June 13, 2014 (pm)	San Lorenzo	Asm. Bill Quirk
June 20, 2014	Hayward	Asm. Bill Quirk
June 27, 2014	Castro Valley	Asm. Bill Quirk
June 30, 2014	Coronado	Rep. Scott Peters
July 7, 2014	Coronado	Sen. Marty Block
July 9, 2014	Oceano	Sen. Bill Monning/Asm. Katcho Achadjian
July 10, 2014	Fontana	Sen. Norma Torres
July 15, 2014	Perris	Sen. Richard Roth
July 18, 2014	Danville	Sen. Mark DeSaulnier
July 24, 2014 (am)	Buena Park	Asm. Sharon Quirk-Silva
July 24, 2014 (pm)	Glendale	Asm. Mike Gatto
July 29, 2014	Scotts Valley	Sen. Bill Monning/Asm. Mark Stone
July 30, 2014	Jurupa Valley	Sen. Richard Roth
July 31, 2014	Montclair	Sen. Norma Torres
August 1, 2014	Goleta	Asm. Das Williams
August 7, 2014 (am)	Stockton	Rep. Jerry McNerney
August 7, 2014 (pm)	Antioch	Rep. Jerry McNerney
August 8, 2014 (am)	Suisun City	Asm. Jim Frazier
August 8, 2014 (pm)	Orangevale	Asm. Beth Gaines
August 12, 2014	Lincoln	Asm. Beth Gaines
August 15, 2014 (pm)	Pittsburg	Sen. Mark DeSaulnier
August 15, 2014 (pm)	San Jose	Asm. Paul Fong
August 21, 2014 (am)	Redondo Beach	Asm. Al Muratsuchi
August 21, 2014 (pm)	Chino	Sen. Norma Torres/Asm. Curt Hagman
August 22, 2014	La Cañada Flintridge	Asm. Mike Gatto
August 25, 2014	Roseville	Asm. Beth Gaines
August 26, 2014 (am)	Citrus Heights	Lakeview MHP
August 26, 2014 (pm)	Milpitas	Rep. Mike Honda



August 28, 2014	Norwalk	Rep. Linda Sanchez
September 4, 2014	Menifee	Asm. Melissa Melendez
September 8, 2014	San Marino	Sen. Carol Liu
September 10, 2014	Tulare	Asm. Connie Conway
September 11, 2014	South Orcutt	Asm. Katcho Achadjian
September 12, 2014 (am)	South Pasadena	Asm. Chris Holden
September 12, 2014 (pm)	Los Angeles	Asm. Jimmy Gomez
September 15, 2014	San Diego	Asm. Shirley Weber
September 16, 2014	Moreno Valley	Asm. Jose Medina
September 26, 2014	Sacramento	Asm. Roger Dickinson
September 29, 2014	South San Francisco	Asm. Kevin Mullin
October 1, 2014	Palo Alto	Asm. Rich Gordon
October 2, 2014	Santa Monica	Asm. Richard Bloom
October 3, 2014	San Carlos	Asm. Kevin Mullin
October 15, 2014	Rancho Cordova	Neil Orchard Sr. Activities Center
October 17, 2014	Rio Vista	Asm. Jim Frazier
October 24, 2014	Cypress	Rep. Linda Sanchez
October 27, 2014	San Diego	San Diego County District Attorney's Office
November 6, 2014	Hollywood	Asm. Richard Bloom
November 14, 2014	Delta – TBA	Asm. Jim Frazier
November 20, 2014	San Jose	Asm. Nora Campos

EMPLOYEE RELATIONS

Intranet (CSLBin)

In November 2013, PAO, with the assistance of IT staff, launched a new employee-only intranet site, called *CSLBin*. The site reorganized information used by employees on a daily basis.

Since its debut, *CSLBin* has run dozens of stories and photos on employees around the state and their good deeds, as well as highlights including disaster response and enforcement operations.

News about employees and the organization are prominently featured on the *CSLBin* home page. Another section, "Employee Highlights," features more staff news such as awards, retirements, and promotions. There also is a photo gallery where multiple pictures are posted, and a "10-Second Bio" that spotlights CSLB employees who stand out at work or in the community. An archive section is home to older stories and photos that can be easily retrieved.



Staff reaction to the site has been very positive. Employees from around the state have supplied a steady stream of photos and news tips about colleagues and upcoming events.

CSLBin also functions as a resource center for employees, with easier-to-find forms, policies, and other information used by staff around the state. Other features include bios of all Board members, an enhanced staff phone list, event calendar, real-time weather updates, and photo slide shows.

PAO STRATEGIC PLAN UPDATE

PUBLIC AFFAIRS OBJECTIVES	TARGET	STATUS
1. Establish outreach strategy to address predatory service and repair scams (E)	August 2014	<ul style="list-style-type: none"> Completed – Ongoing Adjustments
2. Complete flagship consumer publication (E)	September 2014 New Date: November 2014	<ul style="list-style-type: none"> Delayed due to graphic designer vacancy
3. Complete flagship contractor publications (E)	December 2014 New Date: March 2015	<ul style="list-style-type: none"> Delayed due to graphic designer vacancy
4. Work with IT division to determine feasibility of an opt-on “Find a Contractor” website feature (B)	December 2014	<ul style="list-style-type: none"> Preliminary meetings have occurred
5. Work with IT division to determine feasibility/need to update pocket license cards (B)	December 2014	<ul style="list-style-type: none"> Meeting planned for August 2014
6. Determine feasibility of developing system to send licensees renewal information an updates via text and email (B)	December 2014	<ul style="list-style-type: none"> Not started
7. Explore feasibility of obtaining a contract for advertising services to enhance media outreach opportunities (B)	December 2014	<ul style="list-style-type: none"> Not started
8. Develop contractor bid presentation kit (B)	March 2015	<ul style="list-style-type: none"> PAO has begun developing list of materials to include
9. Develop CSLB style guide and brand standards manual (B)	March 2015	<ul style="list-style-type: none"> Delayed due to graphic designer vacancy



ENFORCEMENT OBJECTIVES	TARGET	STATUS
8. Partner with Public Affairs Office and CA Energy Commission to create an energy efficiency campaign (B)	January 2015	<ul style="list-style-type: none">• This is an ongoing effort

AGENDA ITEM D

Review and Approval of 2014-17 CSLB Communications Plan





Public Affairs Office Communications Plan

I. Purpose

CSLB's Public Affairs Office (PAO) provides relevant, accurate, and consistent information to various stakeholders and audiences. Communications include all written, spoken, visual, and electronic (including Internet) interactions.

This plan supports CSLB's strategic objectives, and provides a framework for the variety of internal and external communications that will be developed and managed from 2015-2017.

PAO's range of distribution methods effectively relays the CSLB consumer protection and education messages to help gain support and cooperation from the general public and multiple stakeholder groups.

II. CSLB Mission Statement

The Contractors State License Board (CSLB) protects consumers by regulating the construction industry through policies that promote the health, safety, and general welfare of the public in matters relating to construction.

CSLB accomplishes this by:

- Ensuring that construction is performed in a safe, competent, and professional manner;
- Licensing contractors and enforcing licensing laws;
- Requiring licensure for any person practicing or offering to practice construction contracting;
- Enforcing the laws, regulations, and standards governing construction contracting in a fair and uniform manner;
- Providing resolution to disputes that arise from construction activities; and
- **Educating consumers so they can make informed choices.**

III. Public Affairs Office Mission Statement

PAO's mission is to provide timely, accurate, and useful information to CSLB's stakeholders, with a primary goal of protecting California consumers in matters relating to construction.

PAO accomplishes this by:

- Providing information and materials to educate consumers so they can make informed choices when hiring contractors and managing a construction project;
- Building and maintaining a positive, responsive, and professional relationship with news media outlets and reporters;
- Expanding CSLB's visibility with consumers, licensees, potential licensees, and the construction industry;
- Serving as an information conduit for CSLB's employees and Board members; and
- Partnering with other state and local government agencies, including trade organizations and other interested groups.



IV. Staff and Financial Resources

▪ **Public Affairs Staff**

Position Title	Name	Key Duties
Chief of Public Affairs	Rick Lopes	Lead for Public Affairs Office, Charts Direction of Communications Program, Leads Media Relations Efforts, Special Projects
Information Officer II	Melanie Bedwell	First-Level Supervisor, Contract Manager, PAO Project Manager, Publications Director, Special Projects, Media Relations
Information Officer I	Tom O’Hair	Media Relations, Video Production and Digital Coordinator, Social Media Outreach Coordinator
Information Officer I	Steve Breen	Publications Coordinator, Intranet Coordinator, Media Relations
Graphic Designer III	Amber Foreman	Graphic Design and Publication Production
Associate Government Program Analyst	Jane Kreidler	Outreach Coordinator, Senior Scam Stopper SM Program, Speakers Bureau Coordinator
Student Assistant	Vacant	Office Support

▪ **Financial Resources**

The Public Affairs Office has a \$700,000 budget allotted specifically for paid advertising and other outreach programs through an outside advertising/public relations agency. Other outreach costs (publications, travel, etc.) are part of CSLB’s operating budget. No paid advertising campaigns were conducted during the previous Communications Plan period (2011-2014).

V. Guiding Principles

PAO is committed to using its individual and collective experience, judgment, and talent to provide staff with the most effective and creative public relations counsel and services possible.

Staff proactively advocates for the interests of CSLB and California consumers, based on the belief that the board serves an important regulatory role for one of the state’s most important industries, and that educated consumers are in a better position to protect themselves from problems during a construction-related project. PAO believes in paying special attention to opportunities to offer an increased level of protection for vulnerable California populations, including those with a low income and older adults.



CSLB is mandated to ensure that contractors meet the minimum trade standards for licensure; PAO serves as an educational resource for licensees, providing information to help them understand laws and operate a successful business.

PAO provides Board members with CSLB information and facts to assist them when developing board policy and addressing the public.

PAO strives to use the newest and most effective communication channels and technology to reach its various stakeholders, utilizing the Internet whenever possible, and other cost-effective methods that provide wide audience reach.

The contributions of each PAO staff member is honored and the team that its success reflects individual and collective efforts.

VI. Target Audiences

- Consumers
 - Vulnerable Populations, Especially Seniors and Low-Income
- Licensees
- Unlicensed Contractors
- Industry and Trade Groups
- Building Officials/Departments
- State Elected and Appointed Officials and Representatives
- Prosecutorial Agencies
- Other Interested Groups

VII. Communication Messages

- Check The License First
- Consumers take a big risk when they hire an unlicensed contractor
- CSLB is a resource when hiring a contractor
- Know Your Rights
- Unlicensed or unscrupulous contractors may try to scam you (disaster)
- Benefits/How to become a licensed contractor
- Putting construction project success in consumers' hands

VIII. Communication Channels

The current message delivery environment is most successful through electronic-driven channels:

- CSLB Website
- Video
- Reality-Based Television Show(s)
- Social Media
- Publications (online and print)



- Media Outreach (news releases, industry bulletins, media events)
- Community Outreach (Senior Scam StopperSM seminars, CSLB Speakers Bureau)
- Paid Advertising
- Industry/Trade Publications

IX. Short-Term Goals

- Attract Media Attention to News Releases and Other Outreach
- Respond Quickly and Accurately to Media Inquiries
- Increase Video-Producing Capabilities, especially live Web streaming
- Build Social Media Presence
- Maintain Current Consumer Outreach Programs
- Develop New Opt-In Licensee Search Feature for CSLB Website
- Utilize Technology to Develop Opportunities to Interact with Various Stakeholders
- Regularly Update CSLB Website & Intranet Content
- Maintain Most Wanted Website Feature
- Help Re-establish CSLB Forms Committee

X. Long-Term Goals

- Build CSLB Awareness with Consumers
- Develop CSLB Brand as a Leading Consumer Protection Agency
- Expand Graphics Brand Across All Facets of CSLB
- Build Partnerships to Extend Outreach Budget
- Stay on the Leading Edge of Technology for Effective Communication
- Maintain Educational Materials Available to Licensees
- Develop Newsletter Committee (editorial board)
- Expand Partnerships with Other State, Federal, and Local Agencies, as well as Industry/Trade groups
- Provide Expanded Video and Printed Educational Materials
- Increase the Number of Foreign Language Print and Online Materials

XI. Timetable and Priorities

Specific timetables and priorities are determined and set by the Board during its annual strategic planning session.

XII. Measurements of Success

- Increase in Website License Look-Ups
- Increase in Visits to CheckTheLicenseFirst.com
- Conducting at Least Two Senior Scam StopperSM Seminars Per Month



- Number of Partnerships Created
- Number of Press Releases Issued
- Number of Press Events Conducted
- Number of Live Webcasts Produced
- Number of Videos Produced
- Increase in Facebook “Likes”
- Increase in Twitter “Followers”
- Feedback from Periodic Surveys
- Number of Chat Events Hosted
- Launch of Licensee Education Page
- Number of Foreign Language Materials Available and Distributed

Numeric values that represent improvement goals and results will be given to the above methods, such as percentages of increase, number of impressions, surveys, and other measurable tracking.

AGENDA ITEM E

Review of Sunset Review Report



AGENDA ITEM F

Demonstration of New Website



AGENDA ITEM G

Adjournment

