



Utility Workers Union of America, Local 132

1155 Amelia Ave, Glendora, CA 91740

Telephone: (909) 305-9802

www.uwua132.org

uwua@uwua132.org

Organizing Road Map (Approx. 12-months)

9/6/25

Quarter 1 (Months 1–3) – Foundation & Research:

<u>External</u>	<u>Internal</u>
Map workplaces at prospective non-unionized companies.	Kick off “Save Our Service” (SOS) campaign with initial petition drive.
Begin door-to-door, house calls, and truck chases for outreach.	Conduct member survey to identify top issues.
Launch digital outreach pilot (SMS/email cold campaign).	Train first cohort of volunteer organizers.
Hold at least 2 know-your-rights sessions.	Prepare CPUC testimony & identify allies for upcoming hearings.

Deliverables: Workplace maps, baseline supporter list, initial outreach metrics, SOS campaign launch packet.

Quarter 2 (Months 4–6) – Engagement & Visibility:

<u>External</u>	<u>Internal</u>
Establish initial workplace organizing committees at target utilities.	Roll out lunch-and-learns and department huddles.
Begin follow-ups with identified leaders/influencers.	Solidarity actions (union shirt days, sticker-ups) across worksites.
Release first public-facing materials on issues.	Publish wage/benefit benchmarking research for member education.
Organize the first rally or informational picket.	Build coalition support with community and faith-based groups.

Deliverables: Committee rosters, public action/event, research report, coalition sign-on letter.

Quarter 3 (Months 7–9) – Expansion & Pressure Building:

<u>External</u>	<u>Internal</u>
Expand outreach to second-tier targets (prospective non-unionized companies.).	Evaluate SOS campaign progress (petitions, actions, member feedback).
Collect and analyze comparable utility contracts for leverage.	Train second cohort of leaders/organizers.
Increase media visibility: op-eds, press releases, and worker stories.	Host strategic planning retreat with leaders.

Andrew Roble

Local 132 UWUA Organizer
Chairman & Trustee
AndrewRoble@uwua132.org

Malisa Megerle

Local 132 UWUA Organizer
Co-chair & Orange Coast
Region Officer
OrangeCoast@uwua132.org

Host community town hall or worker forum.	Prepare joint actions with coalition partners.
Deliverables: Media hits , contract comparison packet , updated supporter tracking , coalition event .	

Quarter 4 (Months 10–12) – Consolidation & Escalation:

<u>External</u>	<u>Internal</u>
Formalize organizing committees at multiple utilities.	Conduct year-end member survey & reporting on campaign progress.
Escalate public pressure: larger rally, multiple workplaces leafleting actions.	Solidarity actions timed with public campaigns (SOS + external drives).
Build majority support metrics in at least one target utility.	Leadership debriefs and organizer evaluation.
Prepare for potential recognition/certification campaigns.	Update 12-month calendar for the next cycle (contracts, CPUC, legislative sessions).

Deliverables: [Majority support mapping](#), [escalated action](#), [annual report](#), [next-year calendar](#).

Ongoing (All Quarters)

Track metrics in Action Builder (contacts made, supporters identified, leaders developed).
Maintain monthly reports to leadership and coalition partners.
Adjust strategies based on conditions (management pushback, political opportunities).

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