

Argument in favor of Measure D

Do you believe \$8 an hour is too little to live on in San Jose?
If your answer is “yes,” then vote “yes” on Measure D.

Measure D increases the minimum wage in San Jose from \$8 to \$10.
That’s all it does, but that single action is of real importance to tens of thousands of local families.

Measure D sets our minimum wage at a level that reflects our values and our sense of fairness.
It means that those who work hard and play by the rules can earn a livable wage, pay their bills, and take care of their kids.

Measure D recognizes the difficulty of earning the state minimum in one of the highest cost cities in the country. San Jose rents average \$1,800 a month. That’s \$400 more than the monthly pay of a minimum wage worker.

Fortunately, increasing the minimum wage is both the right thing to do and the smart thing to do. When low-wage workers receive a raise, they spend virtually every dollar close to home. That is likely to help small neighborhood businesses. Raising the minimum wage will generate an estimated \$70 million dollars in demand for local goods and services. More local spending leads to more local hiring.

Outside political interests will probably contribute record amounts to defeat Measure D. Many of these groups lobbied against raising the state minimum wage when it was only \$6 an hour. They falsely argue a higher minimum wage will lead to the loss of jobs although they know leading economists have repeatedly refuted this phony claim. These groups have relentlessly opposed any effort to raise the minimum wage. Their values are not our values.

\$8.00 is too low for San Jose. Vote “yes” on Measure D.

Proponents:

1. Michael M. Honda Member of Congress
2. Geovanno Belaski Owner, Azucar Latin Bistro
3. Judy Chirco Small Business Owner
4. Norman Kline Small business Owner
5. H. Robyn Levine Owner, Details Clothing Co.

