



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Councilmember  
Donald Rocha

**SUBJECT:** MINIMUM WAGE INITIATIVE

**DATE:** April 30, 2012

Approved

*Don Rocha*  
PH

Date

*4-30-12*

## RECOMMENDATION

Pull item 2.11 from the consent calendar and provide the following staff direction:

1. Direct the City Manager, with the assistance of City departments, as appropriate, to address the following issues in the report on the minimum wage ordinance prepared in accordance with California Elections Code Section 9212:
  - a. Provide a breakdown of the demographic characteristics of low-wage workers who may be affected by the ordinance, including, where possible, the categories of ethnicity, gender and age.
  - b. Provide information on the ability of workers earning the current California minimum wage rate to afford necessities such as food and housing.
  - c. Review the potential economic benefits of establishing a minimum wage in addition to reviewing potential drawbacks. Consider drawing on San Francisco's minimum wage ordinance as a real-world example, and provide the Council with any studies or analyses of the San Francisco experience that may provide useful context.
2. Seek input on this issue from the Human Rights Commission, Senior Commission and Youth Commission, as their commission meeting schedules permit.

## ANALYSIS

The minimum wage ordinance presents the Council with a complex policy issue. Luckily, before making a decision on this issue, we have the opportunity to seek input from staff. The intent of my direction is to ensure that important information will be included in the report, and that both the benefits and drawbacks of the ordinance are fully analyzed.