



Memorandum

TO: CITY COUNCIL

FROM: Councilmembers Rocha,
Liccardo & Kalra

SUBJECT: Rebuttal Arguments for Minimum
Wage Initiative

DATE: August 3, 2012

Approved

Don Rocha
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Date

8-3-12

RECOMMENDATION

3.3(c): The City Council should allow rebuttal arguments to be submitted and published for the Minimum Wage Initiative.

ANALYSIS

The Minimum Wage Initiative is likely to be one of the most discussed and debated initiatives proposed to voters this fall, and as a true initiative measure brought by members of the community, the public has not had the benefit of a thorough policy conversation or an outreach process. While we have joined others in voicing our concern over the use of this process, this Council has long held that it values democracy and full transparency. In light of that, we should provide the greatest amount of discussion and debate possible through allowing rebuttal arguments to be published in the sample ballot.

It is likely to cost roughly \$36,000 to allow rebuttals to be printed on this initiative. Examining the costs and benefits of this action, we believe it is in the best interest of the City of San Jose and our residents that proponents and opponents of the measure have a greater opportunity to educate the public on their positions.