



Memorandum

TO: RULES AND OPEN GOVERNMENT COMMITTEE **FROM:** Councilmember Donald Rocha
SUBJECT: MINIMUM WAGE ORDINANCE OUTREACH EFFORTS **DATE:** May 31, 2012

Approved *Don Rocha* Date *5/31/12*

RECOMMENDATION

Direct the City Manager to bring forward to the Rules Committee proposed outreach measures, as may be permitted by law, to inform the business and nonprofit communities about the possibility that the voters could enact a minimum wage ordinance at the November 2012 election.

ANALYSIS

In her supplemental memo on the minimum wage item dated May 18, the City Manager recommended that the Council send the minimum wage ordinance to a November 2012 election. As part of the rationale for her recommendation, she explained that a November election would “allow sufficient time for outreach and preparation by the business and non-profit communities on the proposed initiative.”

At the May 22nd meeting, I asked staff whether they would benefit from Council direction as to what kind of outreach activities they should pursue in advance of the November election to let businesses know that the voters may enact a minimum wage requirement. Staff indicated that Council direction would be useful. Unfortunately, because of the motion to end debate, I was unable to request that such direction be added to the final motion.

The purpose of this memo is to give staff the opportunity to propose outreach measures of the kind the City Manager references in her supplemental, and give the Rules Committee and other councilmembers the opportunity to review the proposal.