

**PRESENTATION ON  
ESTABLISHING A LOCAL  
MINIMUM WAGE**

Community Meeting  
September 21, 2015

**STRATEGIC PLAN UPDATE**

In March 2015, the City Council included establishing a local “living wage” as a strategy towards achieving the goal of


*“Ensuring the public’s health and safety”*

The


**Ensuring Opportunity Campaign to Cut Poverty in Contra Costa**

is currently aiming to achieve a \$15.00/hour minimum wage by 2020 throughout the County.

**What is Ensuring Opportunity?**



A collaborative effort to end poverty in Contra Costa County by addressing structural causes at the policy level.



[www.cutpovertycc.org](http://www.cutpovertycc.org)

**6 Campaign focus areas**



**CONTRA COSTA FAMILY OF FOUR**

**\$23,850** = 2014 Federal Poverty Level  
(12.5% of CCCo. residents –131,800 men, women, children)

**\$37,440** = Two full-time jobs at current minimum wage

**\$41,600** = “ “ at minimum wage in 2016

**\$71,711** = Contra Costa Self-Sufficiency Standard  
\$ needed to avoid relying on public assistance

**\$74,353** = Contra Costa Median Family Income (2012)

### COUNCIL STUDY SESSION

On August 18, 2015, the Council held a study session including:

- o Panel of guest speakers
- o Public comments
- o Direction to staff to draft an ordinance creating a local minimum wage of \$15/hr by either 2018 or 2020 to support low-wage earners in our community.



### LOCAL MINIMUM WAGES

26 Cities/Counties have local minimum wages:

In California:

- o Berkeley
- o Emeryville
- o Los Angeles (City of)
- o Los Angeles County
- o Mountain View
- o Oakland
- o Richmond
- o San Diego
- o San Francisco
- o San Jose
- o Sunnyvale
- o Palo Alto \*
- o Santa Clara \*



### PROPOSED NOTICE POSTING AND RECORD KEEPING PROVISIONS

- o Employers would be required to post regarding the wage rates and employee rights, and maintain payroll records for a certain number of years.
- o City would provide wage bulletin to employers in multiple languages.



### PROPOSED ENFORCEMENT ACTIVITIES

Enforcement would be handled on a complaint-basis.

- o Staff is researching the staffing needs to investigate and evaluate complaints for the program and research how other small cities are handling their programs
- o Ordinance would also allow for proactive investigations that target industries with high rates of violations
- o City would be interested in considering joining a County-wide effort if one is established



### PROPOSED EDUCATION ACTIVITIES

The City will need to educate and inform the both local employers and workers:

- o Outreach to all local businesses
- o Use media to educate the public broadly
- o Identify possible community groups and legal services providers to conduct worker outreach and education



How might the proposed ordinance affect businesses, especially small locally-owned businesses?

### IDEAS TO SUPPORT "HOMEGROWN" BIZ

- o What are the needs of locally-owned businesses?
- o What are possible ways the City could support locally-owned businesses?

### ADDITIONAL PAID SICK LEAVE



- o Staff is researching Paid Sick Leave in other local wage ordinances
- o May be considered in the future (separate ordinance)

### PROCESS

- o Outreach to Gather Community Input
- o Draft Proposed Ordinance
- o City Council Consideration – *likely on November 3rd*



**Online:**  
[www.el-cerrito.org/wages](http://www.el-cerrito.org/wages)

Webpage includes background information, meeting dates & link to online forum for comments

ADDITIONAL QUESTIONS?  
 COMMENTS OR FEEDBACK?

### THANK YOU

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POSSIBLE PHASE –IN SCHEDULES

\$15/hr by 2018

\$15/hr by 2020

2016: \$11.00

2016: \$11.00

2017: \$13.00

2017: \$12.00

**2018: \$15.00**

2018: \$13.00

2019: \$14.00

**2020: \$15.00**

