

**Bay Area Cities with more aggressive timetables to reach \$15**

**Alameda County (4 of 14 cities)**

Berkeley  
 Emeryville  
 Oakland  
 San Leandro

**San Francisco City and County**

City of San Francisco

**Contra Costa County (2 of 19 cities)**

Richmond  
 El Cerrito

**Santa Clara County (8 of 15 cities)**

Cupertino  
 Los Altos  
 Milpitas  
 Mountain View  
 Palo Alto  
 San Jose  
 Santa Clara  
 Sunnyvale

**San Mateo County (3 of 20 cities)**

Belmont  
 Redwood City  
 San Mateo

**Comparison of East Bay Cities with Minimum Wage Ordinances**

<b>City</b>	<b>Effective Date</b>	<b>Current Minimum Wage</b>
Alameda (25 or less employees)		\$10.50
Alameda (more than 25 employees)		\$11.00
San Leandro	2017	\$13.00
Oakland	2015	\$13.23
Richmond	2016	\$13.41
El Cerrito	2016	\$13.60
Berkeley	2014	\$13.75
Emeryville (55 or less employees)	2015	\$15.00
Emeryville (more than 55 employees)	2015	\$15.69

## **Exhibit 2: Summary of Minimum Wage Community Outreach**

### **Business Presentations**

- Alameda Business Network—July 3
- Alameda Referral Network—July 13
- California Restaurant Association Briefing—May 16
- Chamber of Commerce Government Relations and Economic Development Committee—May 2
- Chamber of Commerce Membership mixer—June 13
- Downtown Alameda Business Association Board meeting—April 25
- Downtown Alameda Business Association Membership Mixer—May 16
- Greater Alameda Business Association Board meeting—June 4
- Greater Alameda Business Association Membership Mixer—August 30
- Site visits to 19 nail salons and small restaurants—July 18, 19, and 20
- West Alameda Business Association Board meeting—May 16

### **Community Organizations**

- United Food and Commercial Workers Local 5 Briefing—June 12
- Non-profit Executive Directors Meeting—June 14
- Carpenters Union Local 713 Briefing—June 21
- Alameda Justice Alliance—July 11
- Alameda Renters Coalition—July 18
- Alameda Unified School District—July 24
- Rotary Presentation—July 31
- College of Alameda—August 7

### **Public Hearings at City Boards and Commissions**

- Mayor's Economic Development Advisory Panel presentation—June 21
- Social Services Human Relations Board presentation—June 28

### **Community Workshops and On-line Surveys**

- Business Owner/Manager and Resident/Employee on-line surveys—from June 26 to July 22.
- Four Community Workshops held on July 17 and 19

### **Electronic Communications**

- Emailed draft article to GABA, DABA, WABA, and Chamber for inclusion in their monthly newsletters—June 26
- Emailed news release to Bananas (Child Care Referrals & Resources) to distribute to local child care centers—July 5
- Emailed restaurants on Business License list—July 18
- Emailed surveys to ACCYF and Faith-Based community—July 5
- Emailed surveys to restaurant association to distribute to their Alameda members—June 28
- Emailed surveys to River Rock to distribute to AP tenants—June 28
- Posted news release and webpage—July 5

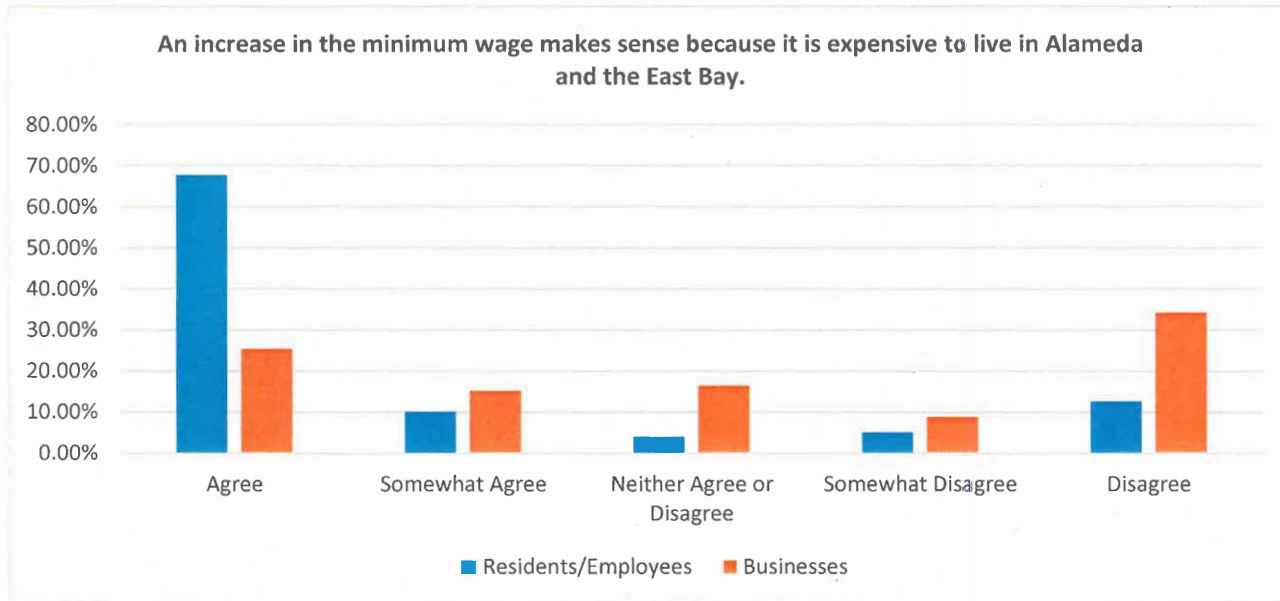
## **Survey Results**

- A. Survey comparisons on three questions contained in both surveys
- B. Employer Survey
- C. Employer Survey: favor or oppose by size and type of business
- D. Alameda Residents and Employees Survey
- E. Summary of Instant Polling (via cell phones) conducted during the four Community Workshops (July 17 and 19, 2018) and Rotary Club Meeting (July 31, 2018)

A. Survey comparisons on three questions contained in both surveys

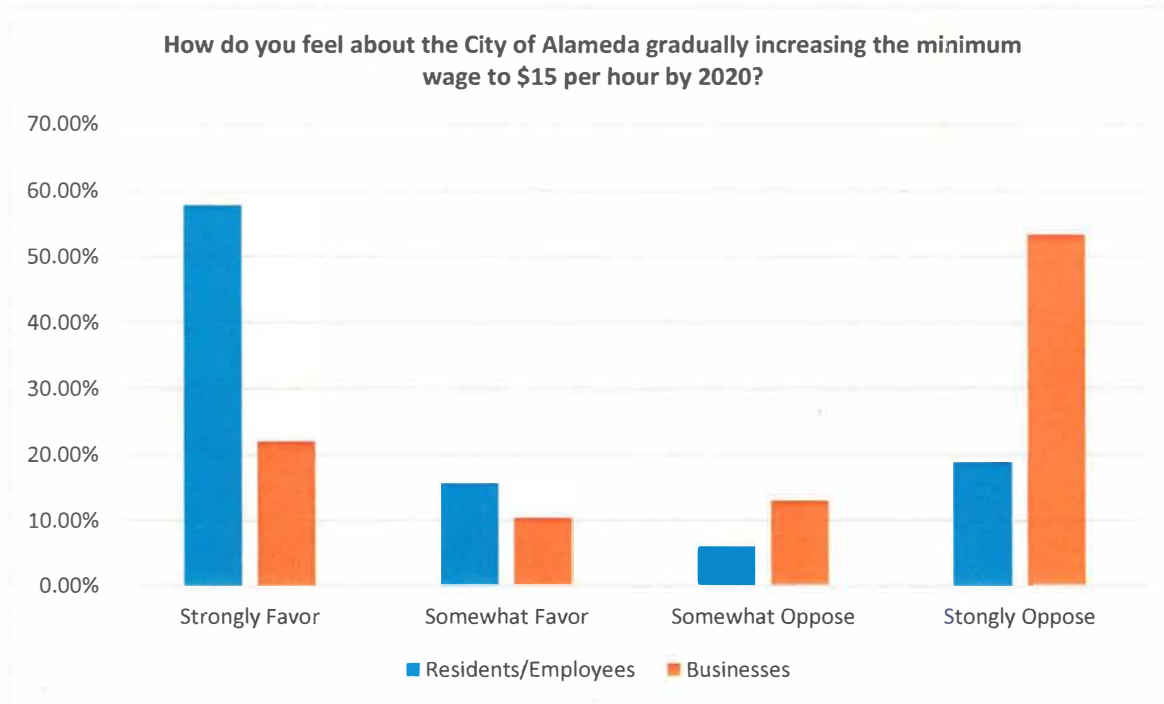
**An increase in the minimum wage makes sense because it is expensive to live in Alameda and the East Bay.**

	Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Disagree
Residents/Employees	67.69%	10.19%	4.16%	5.23%	12.73%
Businesses	25.32%	15.19%	16.46%	8.86%	34.18%



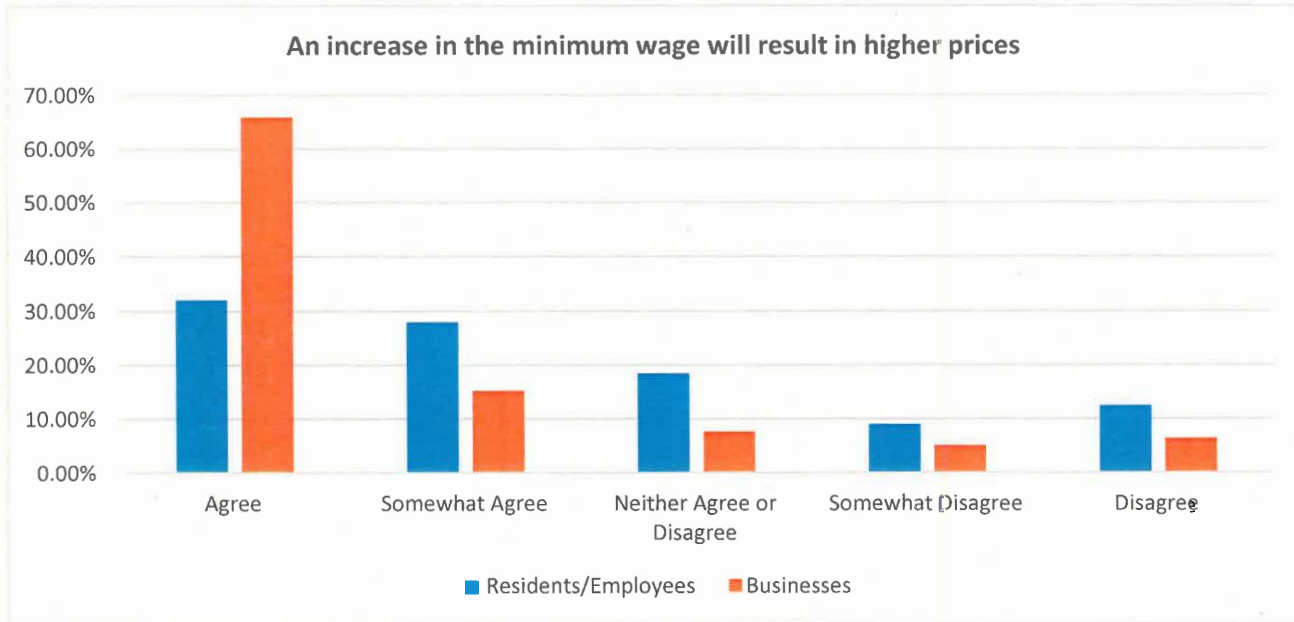
**How do you feel about the City of Alameda gradually increasing the minimum wage to \$15 per hour by 2020?**

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose
Residents/Employees	57.70%	15.66%	6.02%	18.88%
Businesses	22.08%	10.39%	12.99%	53.25%



**An increase in the minimum wage will result in higher prices for the things that I buy and the services I need in Alameda.**

	Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Disagree
Residents/Employees	32.03%	27.99%	18.44%	9.02%	12.52%
Businesses	65.82%	15.19%	7.59%	5.06%	6.33%

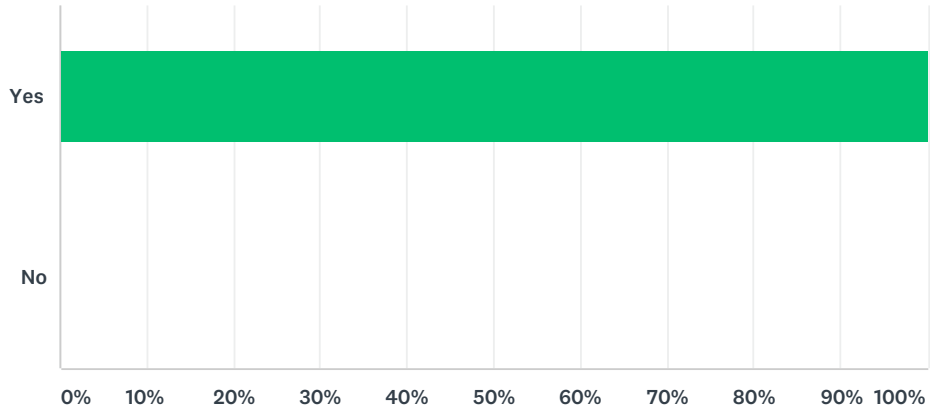


## B. Employer Survey



## Q1 Is your business located in Alameda?

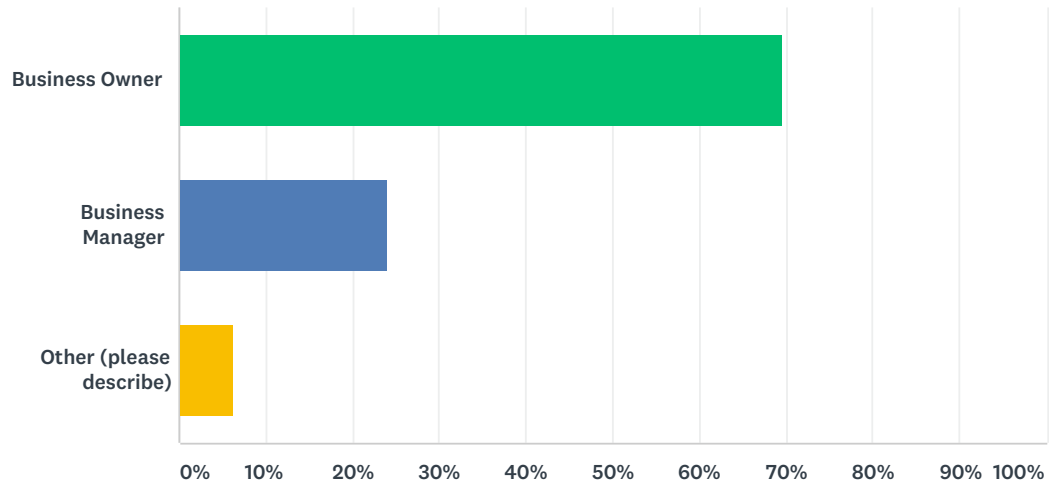
Answered: 79 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	100.00%	79
No	0.00%	0
TOTAL		79

## Q2 What position do you hold in the business?

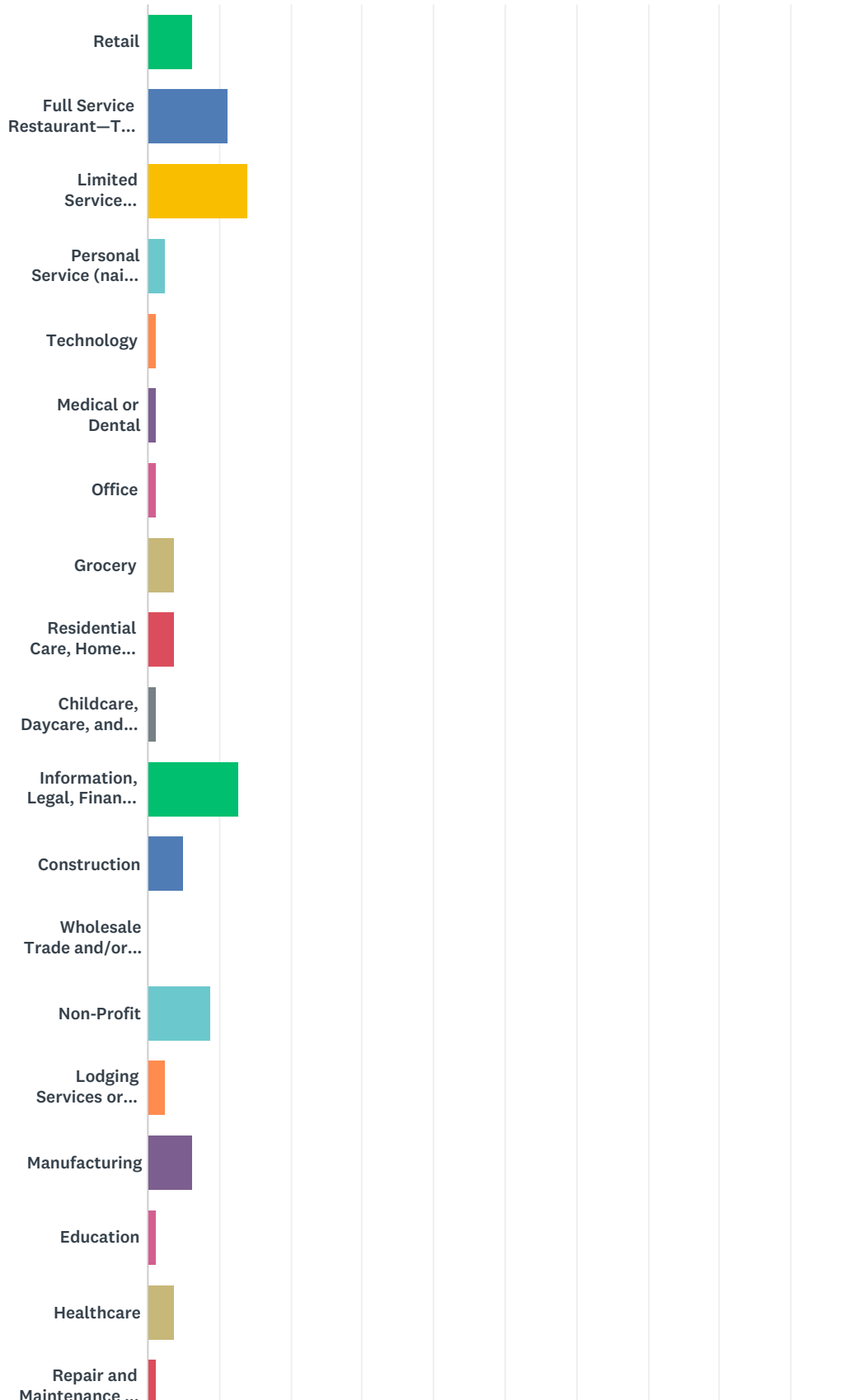
Answered: 79 Skipped: 0



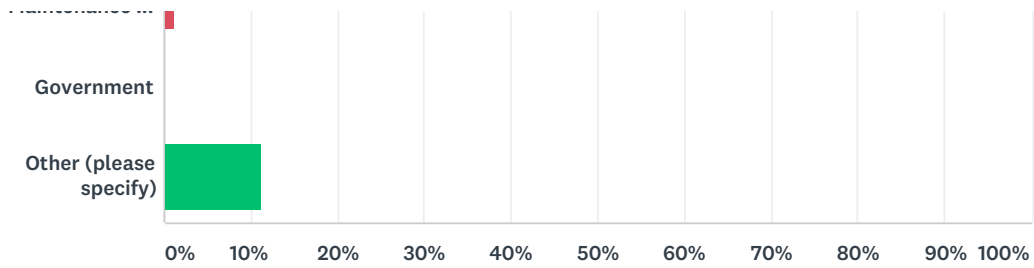
ANSWER CHOICES	RESPONSES	
Business Owner	69.62%	55
Business Manager	24.05%	19
Other (please describe)	6.33%	5
TOTAL		79

### Q3 What industry category best describes your business?

Answered: 79 Skipped: 0



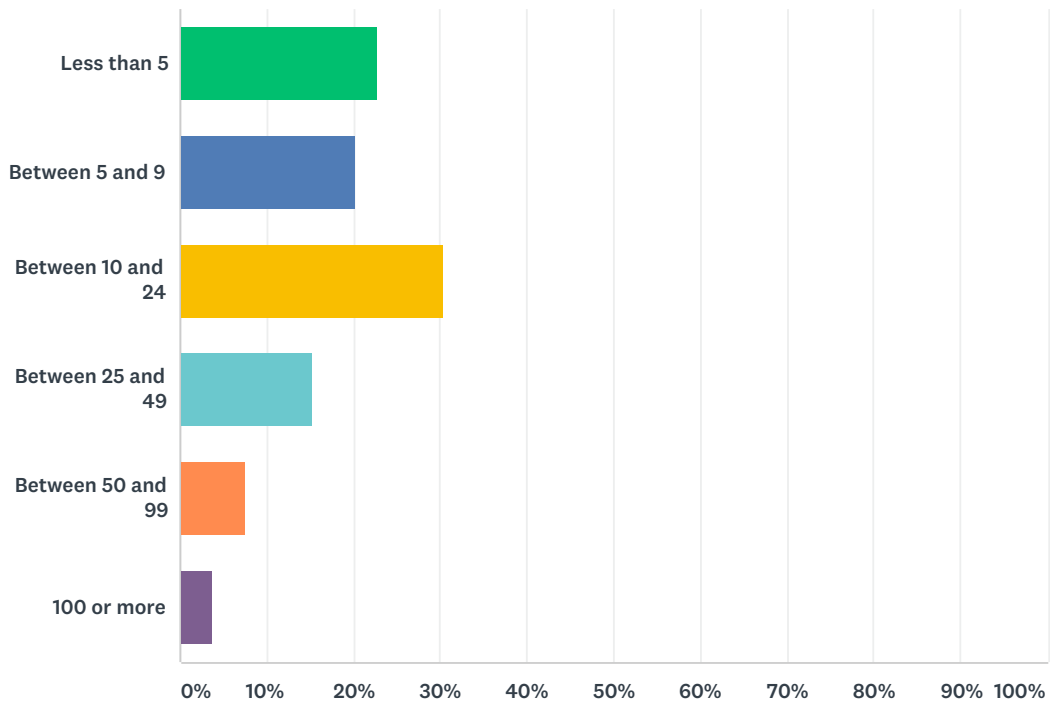
## Minimum Wage Business Survey, June 2018



ANSWER CHOICES	RESPONSES	
Retail	6.33%	5
Full Service Restaurant—Table Service Dining	11.39%	9
Limited Service Restaurant—Fast Food or Fast Casual Dining	13.92%	11
Personal Service (nail and hair salons, massage, etc.)	2.53%	2
Technology	1.27%	1
Medical or Dental	1.27%	1
Office	1.27%	1
Grocery	3.80%	3
Residential Care, Home Care, and/or Social Assistance	3.80%	3
Childcare, Daycare, and/or Pre-school	1.27%	1
Information, Legal, Finance, Insurance, Real Estate, or Professional Services	12.66%	10
Construction	5.06%	4
Wholesale Trade and/or Transportation	0.00%	0
Non-Profit	8.86%	7
Lodging Services or Other Food Services (catering, banquet, etc.)	2.53%	2
Manufacturing	6.33%	5
Education	1.27%	1
Healthcare	3.80%	3
Repair and Maintenance or Other Services	1.27%	1
Government	0.00%	0
Other (please specify)	11.39%	9
<b>TOTAL</b>		<b>79</b>

### Q4 How many of your employees, both full-time and part-time employees, work in Alameda?

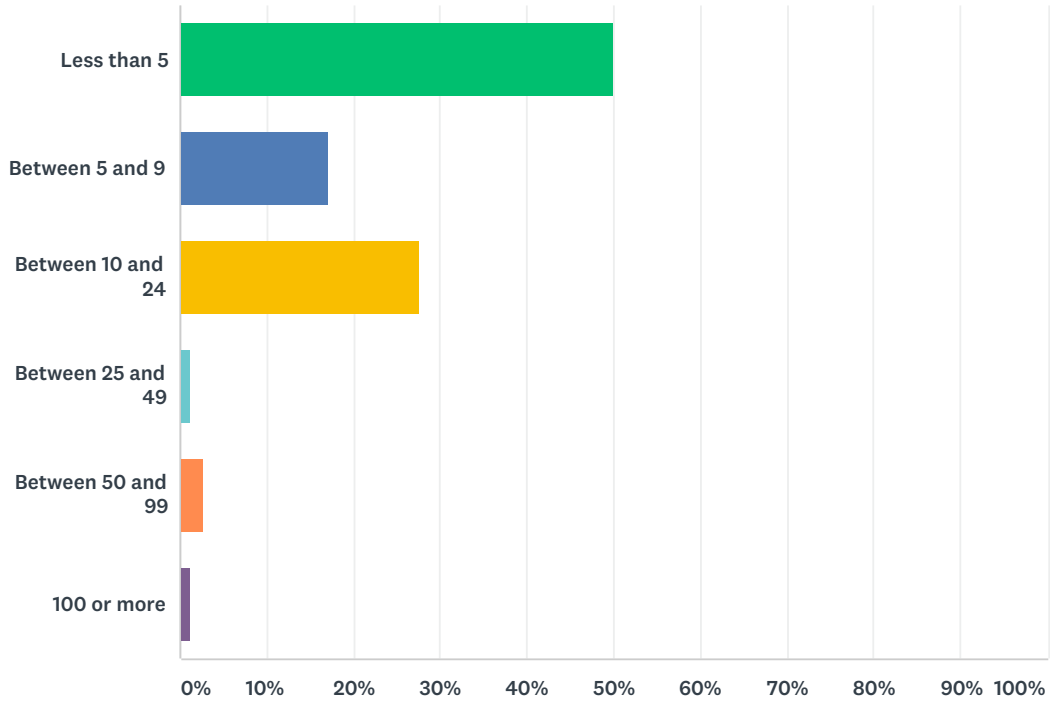
Answered: 79 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 5	22.78%	18
Between 5 and 9	20.25%	16
Between 10 and 24	30.38%	24
Between 25 and 49	15.19%	12
Between 50 and 99	7.59%	6
100 or more	3.80%	3
<b>TOTAL</b>		<b>79</b>

### Q5 How many of your employees working in Alameda are part-time?

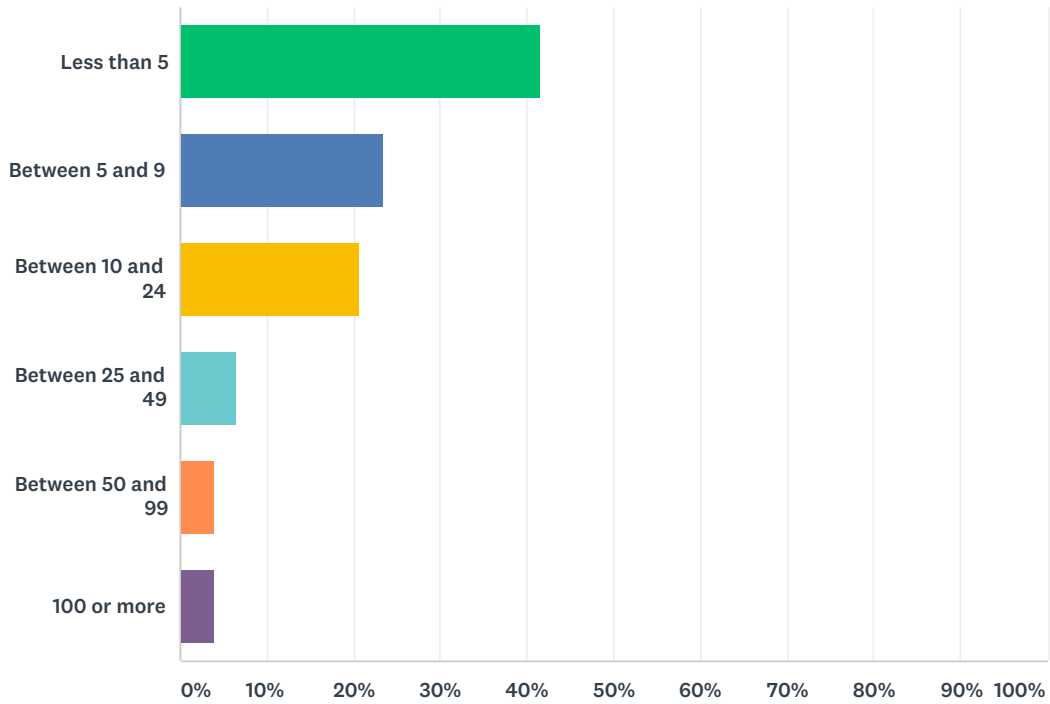
Answered: 76 Skipped: 3



ANSWER CHOICES	RESPONSES	
Less than 5	50.00%	38
Between 5 and 9	17.11%	13
Between 10 and 24	27.63%	21
Between 25 and 49	1.32%	1
Between 50 and 99	2.63%	2
100 or more	1.32%	1
<b>TOTAL</b>		<b>76</b>

## Q6 How many of your employees working in Alameda are full-time?

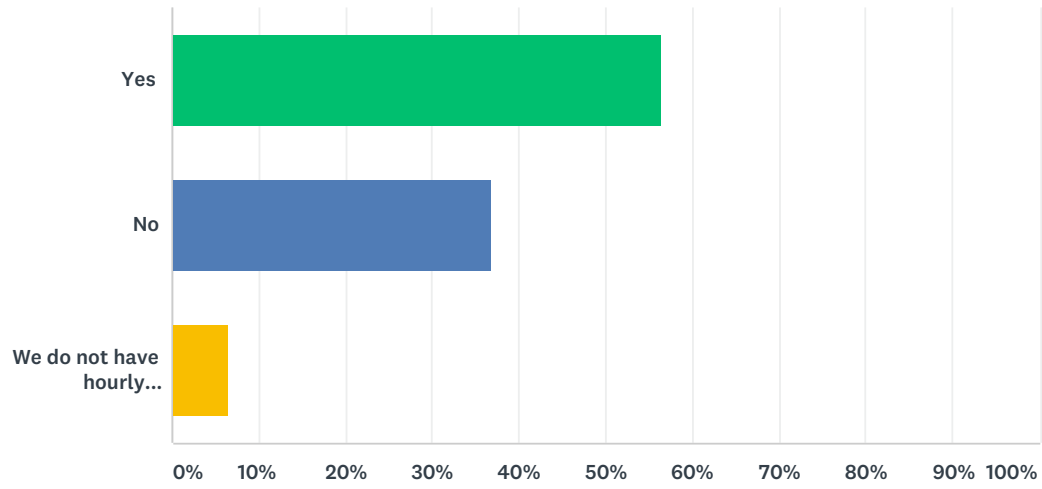
Answered: 77 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than 5	41.56%	32
Between 5 and 9	23.38%	18
Between 10 and 24	20.78%	16
Between 25 and 49	6.49%	5
Between 50 and 99	3.90%	3
100 or more	3.90%	3
<b>TOTAL</b>		<b>77</b>

## Q7 If you have hourly employees, do they receive benefits?

Answered: 76 Skipped: 3

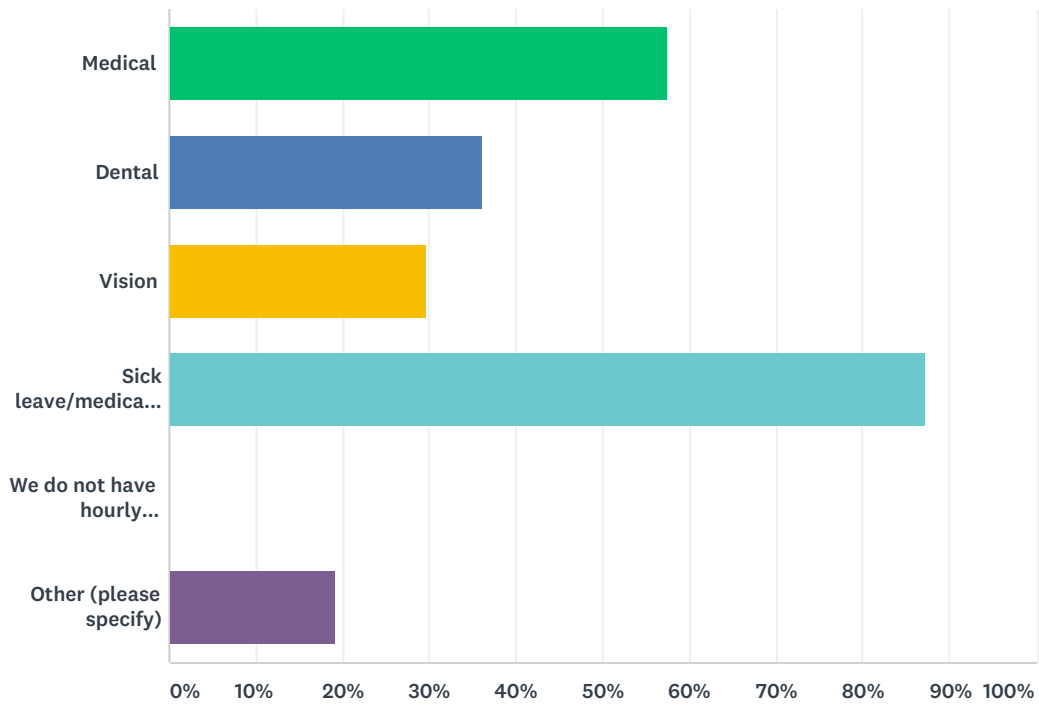


ANSWER CHOICES	RESPONSES	
Yes	56.58%	43
No	36.84%	28
We do not have hourly employees	6.58%	5
<b>TOTAL</b>		<b>76</b>



## Q8 If your hourly employees receive benefits, what benefits do they receive? [Check all that apply]

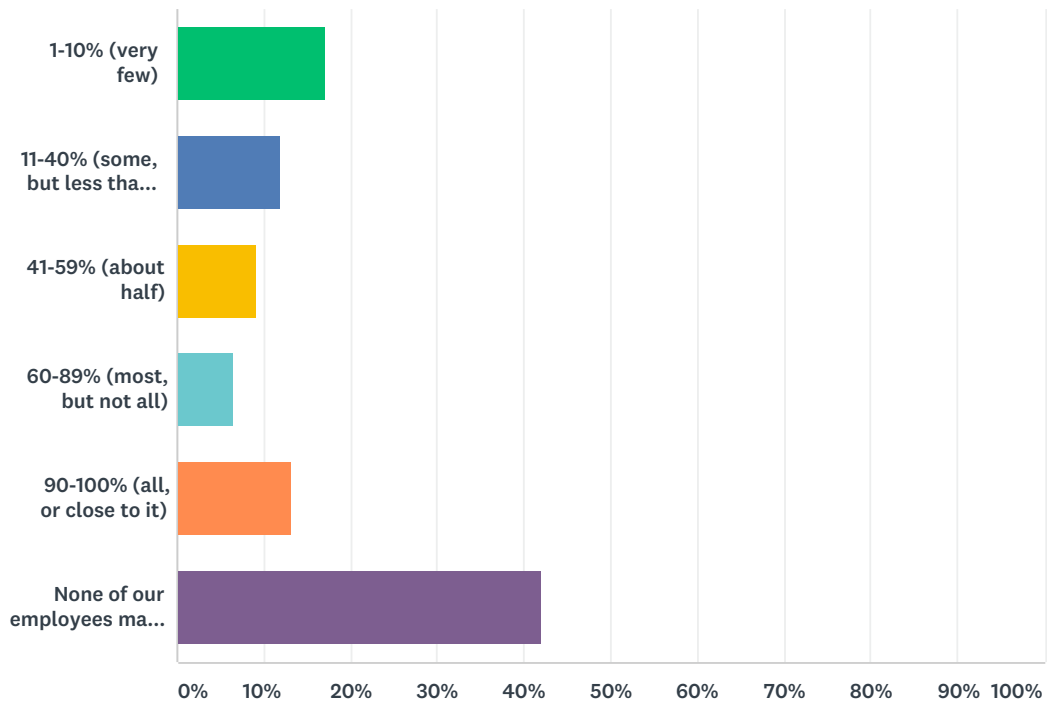
Answered: 47 Skipped: 32



ANSWER CHOICES	RESPONSES	
Medical	57.45%	27
Dental	36.17%	17
Vision	29.79%	14
Sick leave/medical leave and/or vacation	87.23%	41
We do not have hourly employees	0.00%	0
Other (please specify)	19.15%	9
Total Respondents: 47		

## Q9 What percent of your current employees make the minimum wage (\$10.50-\$11/hour)

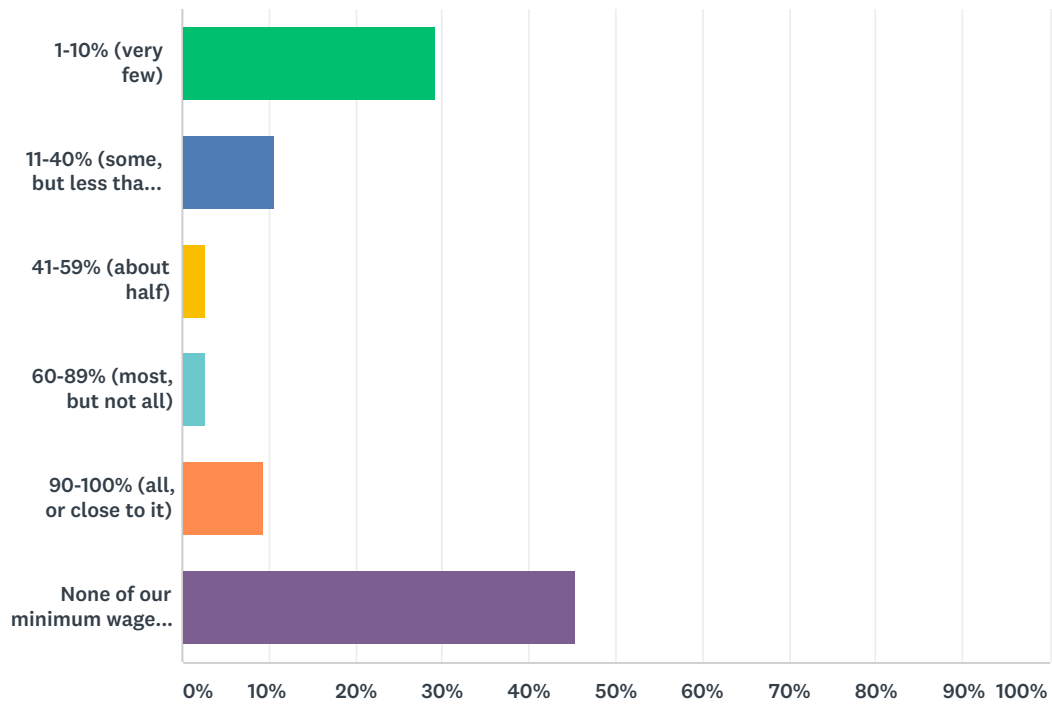
Answered: 76 Skipped: 3



ANSWER CHOICES	RESPONSES	
1-10% (very few)	17.11%	13
11-40% (some, but less than half)	11.84%	9
41-59% (about half)	9.21%	7
60-89% (most, but not all)	6.58%	5
90-100% (all, or close to it)	13.16%	10
None of our employees make the minimum wage	42.11%	32
<b>TOTAL</b>		<b>76</b>

## Q10 What percent of your current minimum wage employees are 18 years old or younger?

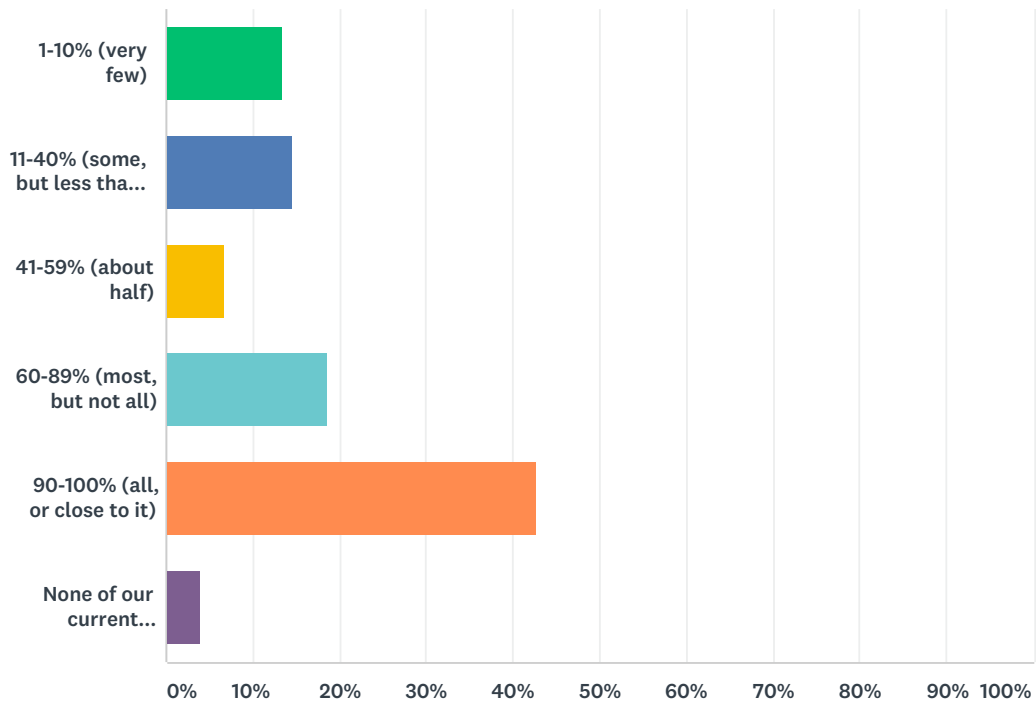
Answered: 75 Skipped: 4



ANSWER CHOICES	RESPONSES	
1-10% (very few)	29.33%	22
11-40% (some, but less than half)	10.67%	8
41-59% (about half)	2.67%	2
60-89% (most, but not all)	2.67%	2
90-100% (all, or close to it)	9.33%	7
None of our minimum wage employees are 18 years old or younger	45.33%	34
<b>TOTAL</b>		<b>75</b>

## Q11 What percent of your current employees make above the minimum wage, between \$11.01 and \$15/hour?

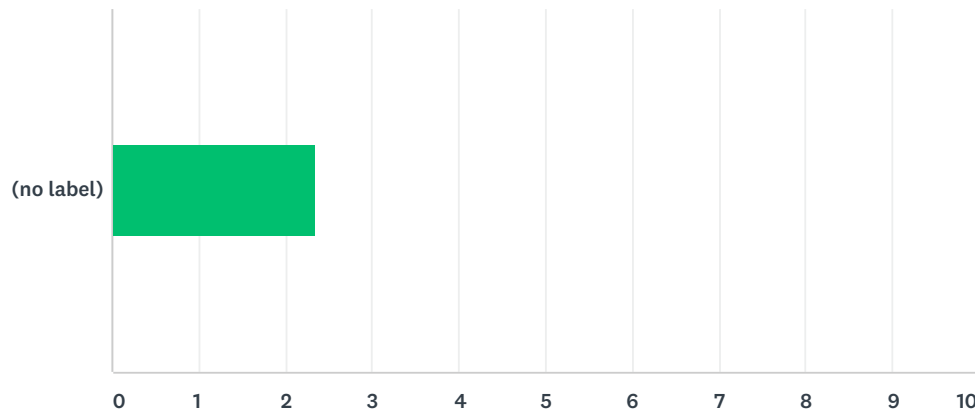
Answered: 75 Skipped: 4



ANSWER CHOICES	RESPONSES	
1-10% (very few)	13.33%	10
11-40% (some, but less than half)	14.67%	11
41-59% (about half)	6.67%	5
60-89% (most, but not all)	18.67%	14
90-100% (all, or close to it)	42.67%	32
None of our current employees make above the minimum wage	4.00%	3
<b>TOTAL</b>		<b>75</b>

## Q12 Your employees at the minimum wage will be more satisfied and more productive

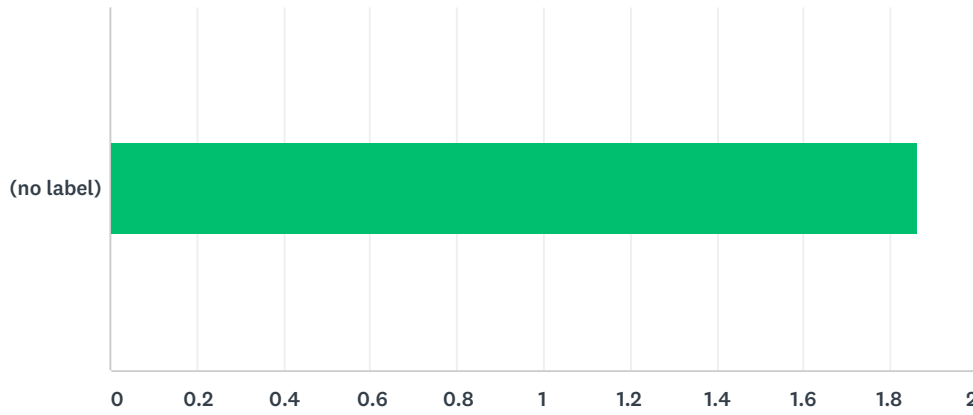
Answered: 74 Skipped: 5



	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	21.62% 16	13.51% 10	51.35% 38	13.51% 10	74	2.34

### Q13 You will reduce the total number of workers that you employ

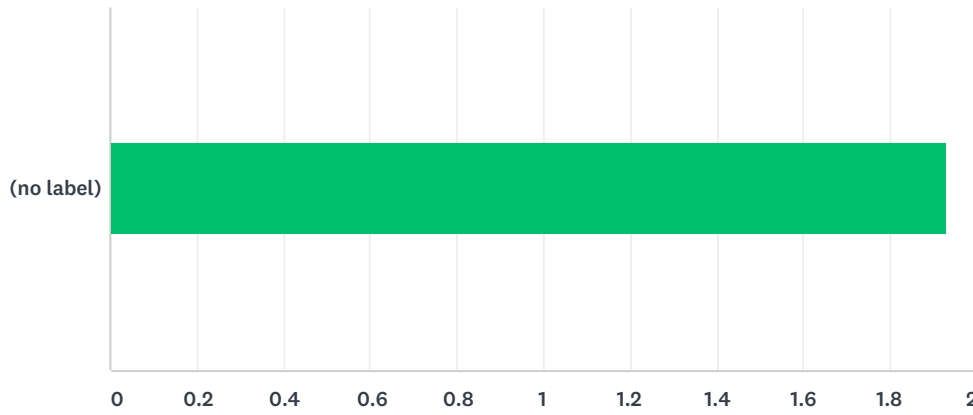
Answered: 77 Skipped: 2



	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	46.75% 36	12.99% 10	33.77% 26	6.49% 5	77	1.86

## Q14 You will reduce the hours for your minimum wage employees

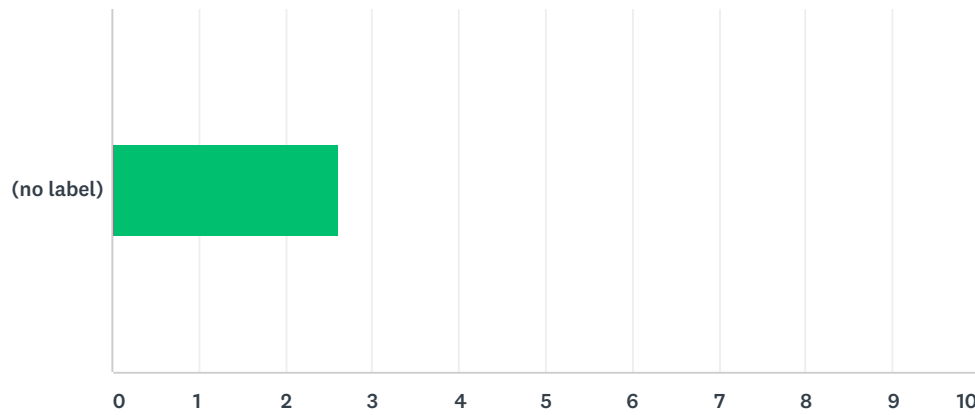
Answered: 75 Skipped: 4



	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	46.67% 35	9.33% 7	40.00% 30	4.00% 3	75	1.93

## Q15 Your costs of employee turnover will decrease because employees will be less likely to quit

Answered: 76 Skipped: 3

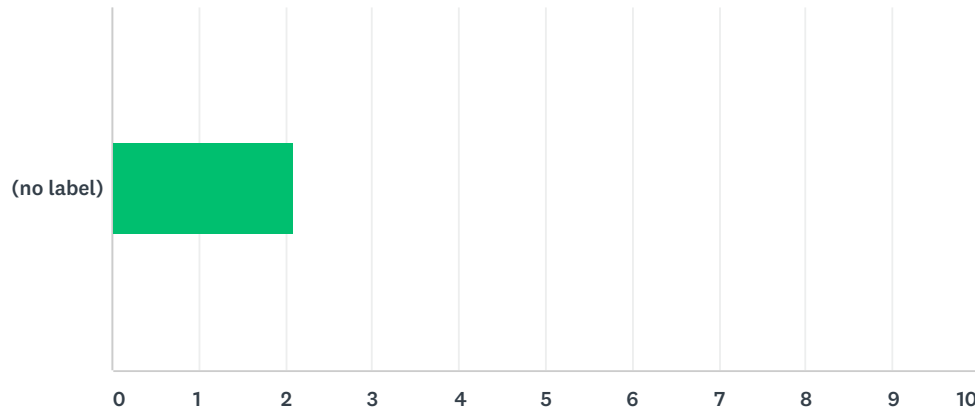


	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	11.84% 9	11.84% 9	69.74% 53	6.58% 5	76	2.62



## Q16 Your wages for non-minimum wage workers may be raised

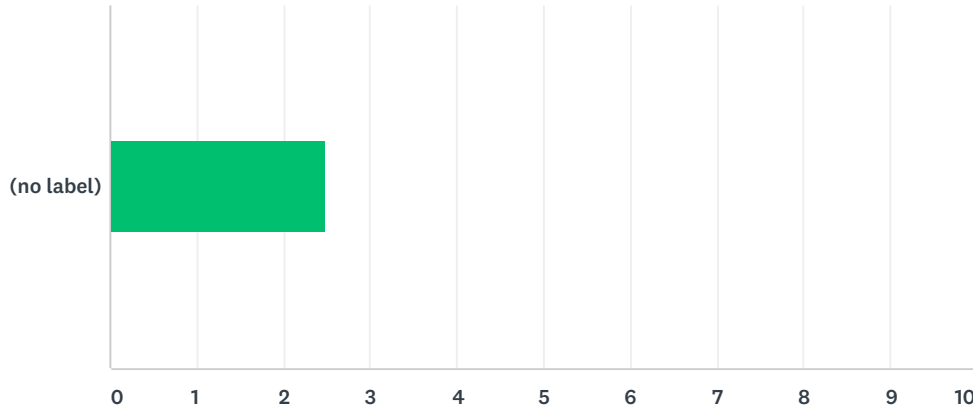
Answered: 76 Skipped: 3



	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	31.58% 24	21.05% 16	40.79% 31	6.58% 5	76	2.10

## Q17 You will close your business

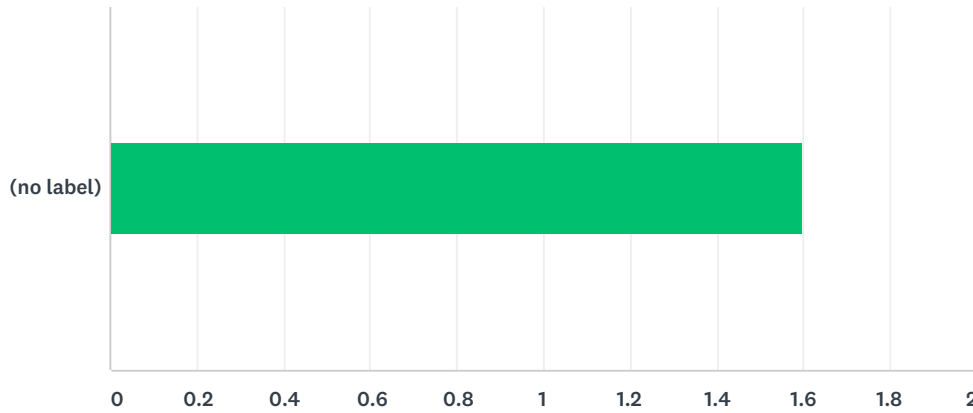
Answered: 75 Skipped: 4



	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	13.33% 10	18.67% 14	58.67% 44	9.33% 7	75	2.50

### Q18 You will need to raise prices on your goods and services in order to pay for the increased labor costs

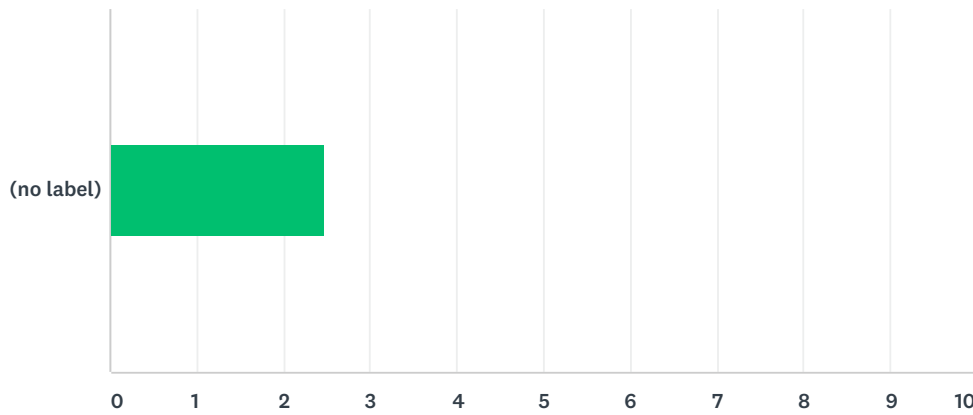
Answered: 77 Skipped: 2



	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	62.34% 48	11.69% 9	23.38% 18	2.60% 2	77	1.60

## Q19 You will move your business to a community that has a lower minimum wage

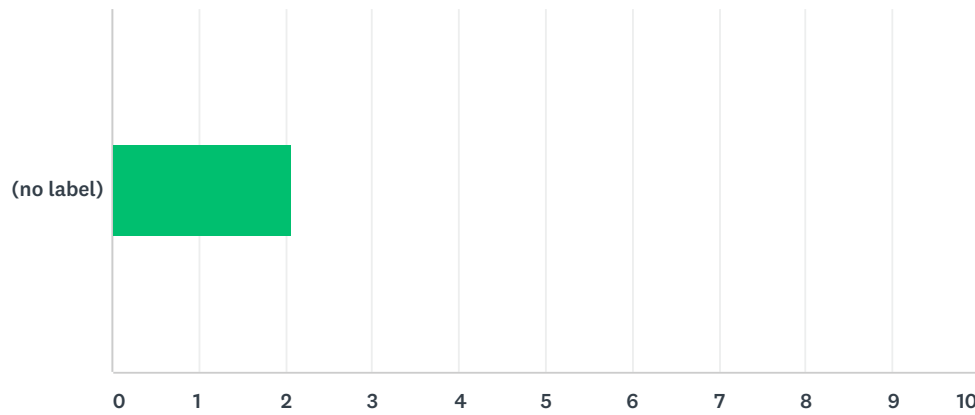
Answered: 77 Skipped: 2



	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	15.58% 12	15.58% 12	57.14% 44	11.69% 9	77	2.47

## Q20 You will invest in technologies that reduce the need for workers and lower labor costs

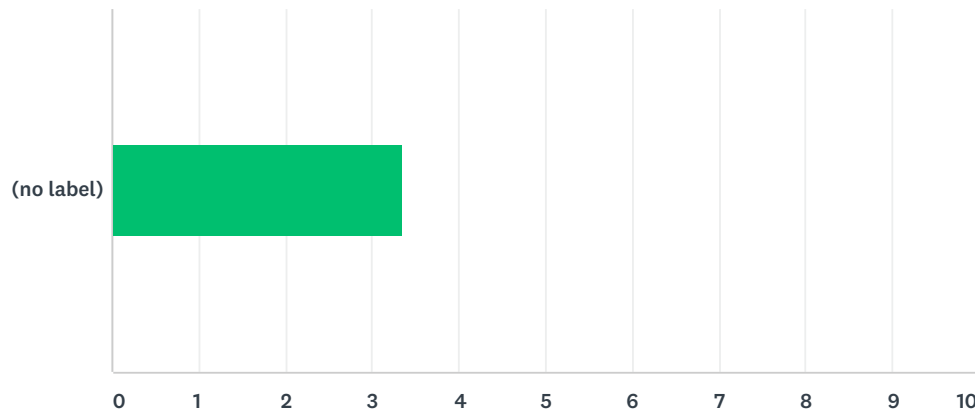
Answered: 78 Skipped: 1



	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	35.90% 28	19.23% 15	43.59% 34	1.28% 1	78	2.08

## Q21 An increase in the minimum wage will help reduce income inequality in our community

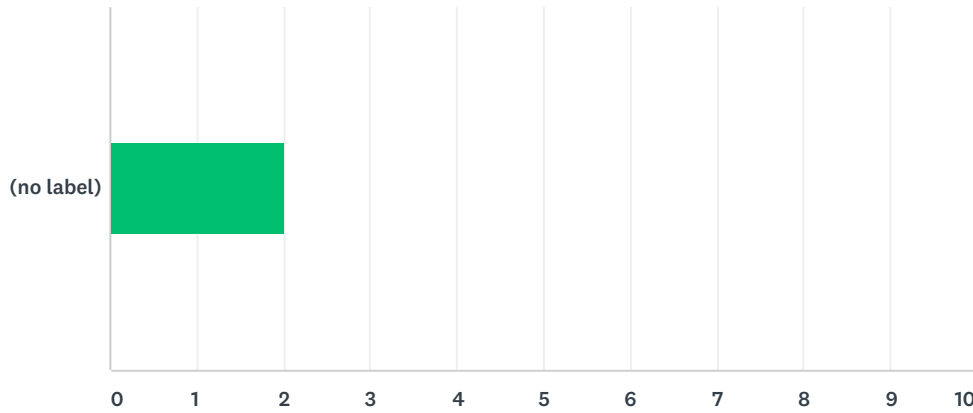
Answered: 79 Skipped: 0



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	24.05% 19	7.59% 6	17.72% 14	11.39% 9	39.24% 31	79	3.34

## Q22 If the minimum wage increases, it will make it harder to start and grow businesses in our community

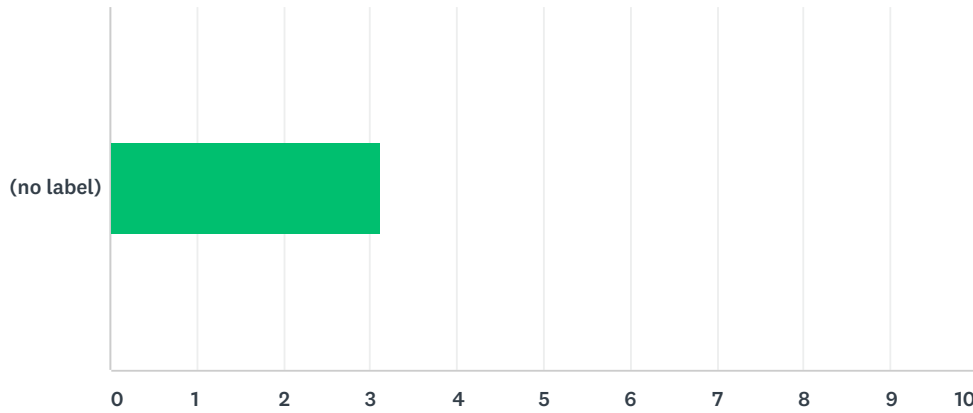
Answered: 79 Skipped: 0



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	56.96% 45	17.72% 14	6.33% 5	5.06% 4	13.92% 11	79	2.01

## Q23 An increase in the minimum wage makes sense for our community, given our high cost of living

Answered: 79 Skipped: 0

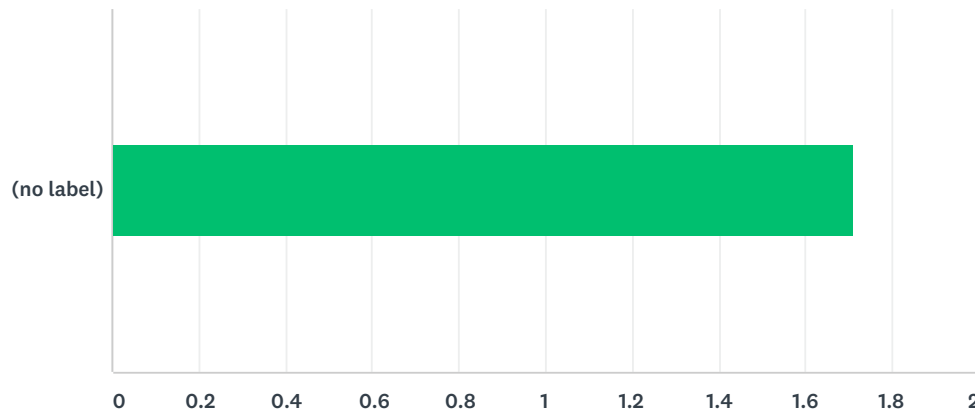


	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	25.32% 20	15.19% 12	16.46% 13	8.86% 7	34.18% 27	79	3.11



## Q24 An increase in the minimum wage will result in higher costs of goods and services in Alameda

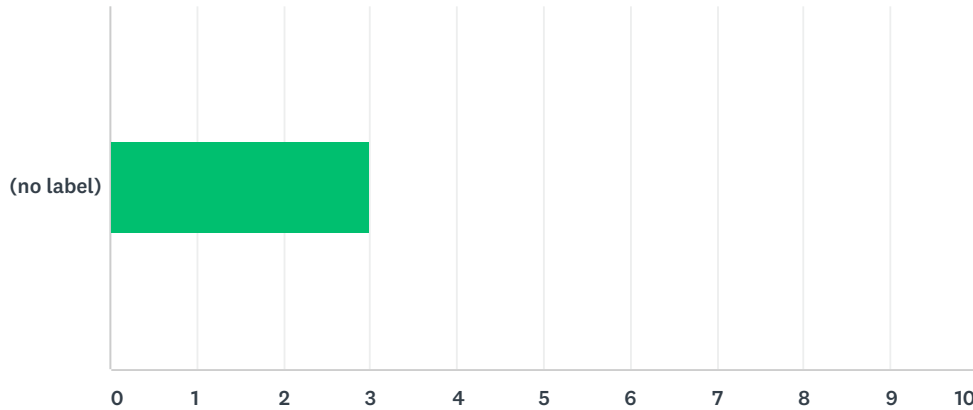
Answered: 79 Skipped: 0



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	65.82% 52	15.19% 12	7.59% 6	5.06% 4	6.33% 5	79	1.71

**Q25 How much do you favor or oppose the City of Alameda raising its minimum wage to \$15/hour by 2020, more quickly than required by the State (which mandates \$15/hour by 2022 for businesses with 26 or more employees and by 2023 for businesses with 25 or less employees).**

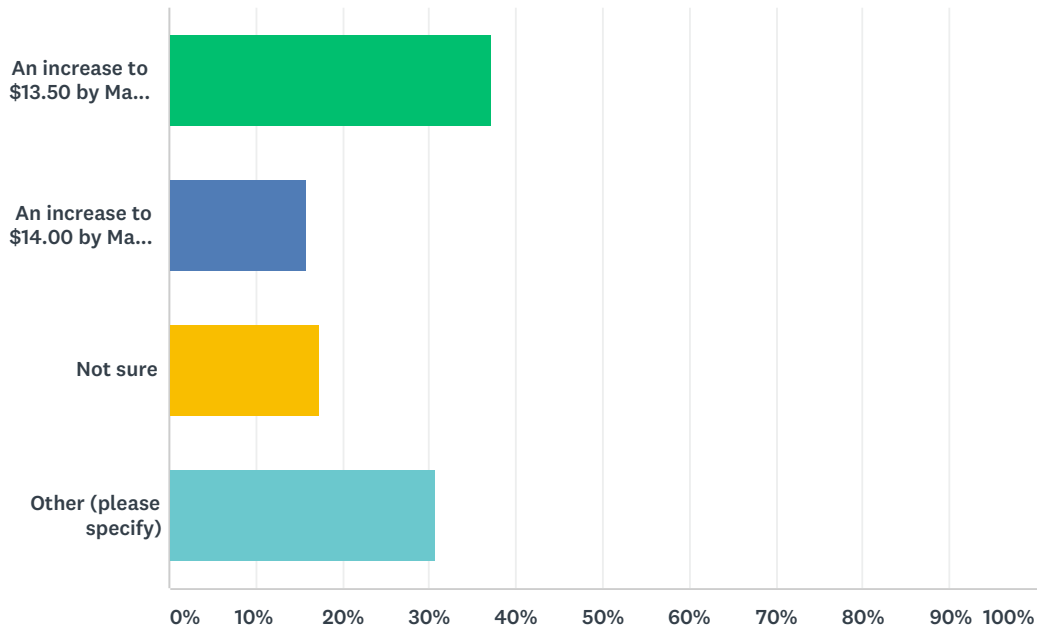
Answered: 77 Skipped: 2



	STRONGLY FAVOR	SOMEWHAT FAVOR	SOMEWHAT OPPOSE	STRONGLY OPPOSE	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	22.08% 17	10.39% 8	12.99% 10	53.25% 41	1.30% 1	77	2.99

Q26 If the City of Alameda decides to raise its minimum wage to \$15 per hour by 2020, which of the following incremental, phased-in approaches would you prefer?

Answered: 75 Skipped: 4



ANSWER CHOICES	RESPONSES	
An increase to \$13.50 by March 2019 and to \$15.00 by March 2020	37.33%	28
An increase to \$14.00 by March 2019 and to \$15.00 by March 2020	16.00%	12
Not sure	17.33%	13
Other (please specify)	30.67%	23
Total Respondents: 75		

## Q27 Other comments:

Answered: 32 Skipped: 47

## Q27 Other comments:

Answered: 32 Skipped: 47

#	RESPONSES	DATE
1	with the increase on minimum wage it will put the smaller businesses out and we will either have to close or ask for our residents to pay more than what they can afford. The residents are already paying a lot of money and that is not fair to them either. In the care home industry we are trying to help them with their daily lives and if we are unable to do that because of the increase in minimum wage then they will not get the care that they deserve.	7/20/2018 3:44 PM
2	costs of doing business are escalating at a rate requiring price increases that our customers will not support. everyone wants higher wages, but no one is really willing to support the costs with their own pocketbooks. Property owners need to consider rent stabilization until businesses balance the new wage and consumers need to support price increases of 30-40%. If that does not happen, full-service restaurants will be forced to switch service models leading to job loss.	7/20/2018 11:44 AM
3	Do people realize that raising the minimum wage means it will make the prices go up on everything. A sandwich at the store will be \$15-17 !!! And Apple will be \$5!!	7/18/2018 3:32 PM
4	This harms low income workers more than it helps them.	7/18/2018 12:55 PM
5	Why can't tipped employees have a different minimum wage?	7/16/2018 2:49 PM
6	Please pass this! I'm a manager in a place that has under 5 employees and I only make 10.50 an hour and am going to have to move if I don't get some sort of a raise. The owner never gives raises, so thank God for state and city minimum wage mandates! It's sad an depressing to know if we had a few more employees, I'd make .50 cents more and if I live 6 block to the east, in oakland, I'd make over \$3.00 more. Please pass this our lively hood depends on it.	7/13/2018 4:05 PM
7	When Oakland raised the minimum, we lost 30% of our customers due to restaurant closings in the first 18 months of the changeover. For some businesses--hospitality in particular where employees are also compensated in tips--it's a devastating change.	7/13/2018 11:38 AM
8	Doing a survey to see whether people understand basic economics borders on dereliction of duty and certainly oozes a pandering-to-the-uneducated-voter mentality.	7/12/2018 7:20 PM
9	This is one of the dumbest proposals ever. Nearly all of the minimum wage employees who work in Alameda do not live here. You are simply hurting local businesses (hard enough to get businesses to locate here already), reducing employment, and increasing prices for local residents. If you take Economics 101, you will quickly understand that the minimum wage actually hurts the poor and minorities and simply gives a raise to secondary income earners in wealthier families (like high school students), reducing overall employment and increasing costs. Please educate yourself on the facts before proposing such ridiculous and counterproductive laws!	7/12/2018 6:10 PM
10	For restaurants, employees do not rely on hourly pay. They rely on tips earned. So an increase in hourly pay for a server makes very little difference to their income. I strongly oppose to increase minimum wage, for restaurants especially, because that will caused an increase in food cost.	7/12/2018 5:12 PM
11	Retail/commercial rent is high as well. Not certain if Alamedans would still support local businesses if we have to pass on some of the costs to them by raising prices.	7/10/2018 6:47 PM
12	The cost of housing requires me to hire workers from outside of Alameda. The commute becomes an issue and they leave after about 6 months. A raise in hourly rate will not make housing any more affordable if you make \$13.50 or \$15. Most still not able to pay high rents	7/7/2018 4:41 PM

## Minimum Wage Business Survey, June 2018

13	I've owned a very stabile business for 15 years, 50% of my Alameda based staff have been with me for over 10 years. Currently our jobs all start at \$14 or \$15 per hour, in addition we pay annual bonus of \$1000 to \$10,000, \$100 birthday gift, medical benefits, paid vacation of 1 - 3 weeks, depending on length of employment, and all Federal holidays. If you make this mandatory min wage increase, I'd have to raise everyone 30% .. as a min. wage job is pretty defeating and no one could be happy performing at the lowest possible level. I want my staff to thrive and minimum wage is not the answer to self motivation or drive. You are ruining Alameda, PLEASE MOVE before we become a city of big box stores without any identify at all. It's interesting to me that the folks making this decision at the city, do not own or operate businesses, furthermore, there's not one person on the city council with any employees, so you do not know what you're talking about.	7/5/2018 9:56 PM
14	Aside from the poor economic rationale, a minimum wage creates a liberty problem by denying a willing person's freedom to work for anything less than the minimum wage. Raising a minimum wage only exacerbates the problem.	7/5/2018 9:22 PM
15	We actually need to raise the minimum wage much higher to address the severe inequality in our community. I support moving to \$22.	7/5/2018 9:16 PM
16	I also live in Alameda.	7/5/2018 2:22 PM
17	You should follow what the state is doing and keep it with that timeline. Businesses have planned for this already and it is fair and reasonable. Increasing the timeline with this short of a notice is unfair to small businesses in Alameda.	7/5/2018 10:34 AM
18	Min.wage is an artificial wage factor. Wish it would stay low and less of factor. Raising .in. wage forces me to raise rates artificially. I currently pay over \$15 for years. Now	7/2/2018 9:35 PM
19	I wish we could have no minimum wage restrictions	6/28/2018 3:20 PM
20	You are asking the wrong questions about Wages. Min Wage is out base and then we have incentives, bonuses, Tips etc so employees make \$25-\$35/hr. If you raise the min wage, I have to cut hours (OT) and reduce commissions. Min wage workers who truly only make \$11 are only worth that and will lose jobs. Good employyes already make way more than \$11 becasue they are rewarded for productive work, not just showing up. Raising the min wage hurts Middle Class hourly workers and rewards low skill lazy workers. Good employees over 18 are not making only \$11 anywhere in CA. Raising the base rate for my people will actually reduce pay as they will have to cut OT hrs to 0 because it is too expense for me to make \$.	6/28/2018 2:13 PM
21	My employees are high school kids - THEY ARE NOT THE BREAD-WINNER IN THE FAMILY. Raising the min wage will just mean I will not hire high school age kids, thereby reducing their access to entry level jobs.	6/28/2018 1:24 PM
22	If our minimum wages increase, I will have to increase the wages for our other employees because they need to make more than the lower level employees. Each of our local vendors will do the same. We will then increase our prices so we can make the same profit. Further, as minimum wages increase and businesses increase their prices, those on a set income have much less buying power. They are the ones really hurt the most. We have many people in Alameda on set income.	6/28/2018 11:13 AM
23	P{lease look closely at the effect of Oakland's minimum wage increase. We lost 35% of our wholesale wine business due to restaurant closures directly related to wage pressure. None of those restaurants had minimum wage employees but the next effect was to cause rapid wage inflation for all hourly workers. Take a serious look at the margin in the restaurant business, it's much smaller than the wage increase costs. For our part our hospitality staff have been well compensated all along. However the wage pressure along with skyrocketing lease costs have made our direct to consumer business marginal. We do not have the ability to raise our prices as our competition comes not only from California but around the globe. The state's plan for gradual increases allows our customers and us to adjust rather than deal with a sudden shock./	6/28/2018 10:45 AM
24	Firstly, there are questions not asked that are a bit telling. "Do you favor a variegated approach to the minimum wage ordinance that protects non-profits and small businesses with seasonal, part time or teenaged employees? would have been a good question to add. We are a micro non-profit, which has been providing access to the San Francisco Bay through sailing for thousands of underserved youth for five years. We employ many of our graduates. they are 15-18 years old, mainly. our entire business model will need to change if these minors must be paid \$15/hour. Currently, at \$10.50/hour, it is straining our budget. Please consider or affirm exceptions to the minimum for those who, by their age and/or seasonal status, don't need a living wage as they are dependents or are doing this as a hobby job.	6/28/2018 10:03 AM

## Minimum Wage Business Survey, June 2018

25	Central control of markets never has the intended result and will not help the poor and needy.	6/28/2018 9:53 AM
26	In the service industry there are many employees who are either in high school/college, have limited language skills or at a general "entry level" of experience. I am more in favor of a trainee wage with some sort of supports provided through EDD helping to establish the responsibilities involved in the employee/employer relationship in order to increase the skill set of employees. Without this increased skill set, there will be a disconnect between what customers are expected to pay for services and the level of services provided. Under the proposal outlined here and given the experience we as employers encounter of unskilled labor, you will likely see customers choose to dine out in other communities where the demand for service draws the best candidates for employment. This could easily be a losing proposition for many small business owners in Alameda and I firmly believe that should small business not be part of the community, the entire quality of life in a small city like Alameda is compromised.	6/27/2018 10:13 PM
27	It will be very hard to keep my business open	6/27/2018 12:49 PM
28	Your survey has some errors so I wasn't able to record my answers very well. 1) You jumped right into #7 "Do your hourly employees..." and there is nowhere to indicate we don't have hourly employees. 2) Someone forgot to edit the last choice to correct the wording in #10 & #11. Looks like a copy/paste error.	6/27/2018 11:40 AM
29	Tipped employees should not make minimum wage. The front of the house make much more than the kitchen staff and raising minimum wages creates a greater wage disparity. So, not only do we need to raise the minimum wage employees, but also everyone else up the chain - to be fair. Prices will go up considerably. The sit down restaurant may become a thing of the past. Counter service / self serve. Well meaning people are shooting themselves in the foot. It's already too expensive to live here. If this gets voted in it will only make the problem worse. Everything will cost more.	6/27/2018 10:37 AM
30	The minimum wage increase is not the problem to solve an affordable cost of living. The median income is what have to change to suit that increase. The city of Alameda should fight for rent control, electricity, gas, etc...An employee making \$12.00 an hour and working 40 hours a week will get an additional \$480 increase if his wage goes to \$15.00 is this enough to pay \$3200 for 2 bedrooms apartment? The business owner is taking this increase directly from his profit. The business owner needs an additional 8% of sales increase to offset the minimum wage increase. What is the city's plan to increase traffic to local businesses and help offsetting that cost? Thanks.	6/27/2018 10:33 AM
31	It does not make sense to raise it this fast. This big of a jump will close small businesses. Starbucks and other corporate giants benefit more than workers in this scenerio. Large corporations can absorb additional costs, where small businesses have no choice but to close thier doors.	6/27/2018 9:49 AM
32	We have a commitment to paying our employees a living wage aligned with the state living wage information. It has been difficult budgetarily, but our employee stay.	6/27/2018 9:38 AM

C. Employer Survey: favor or oppose by size and type of business

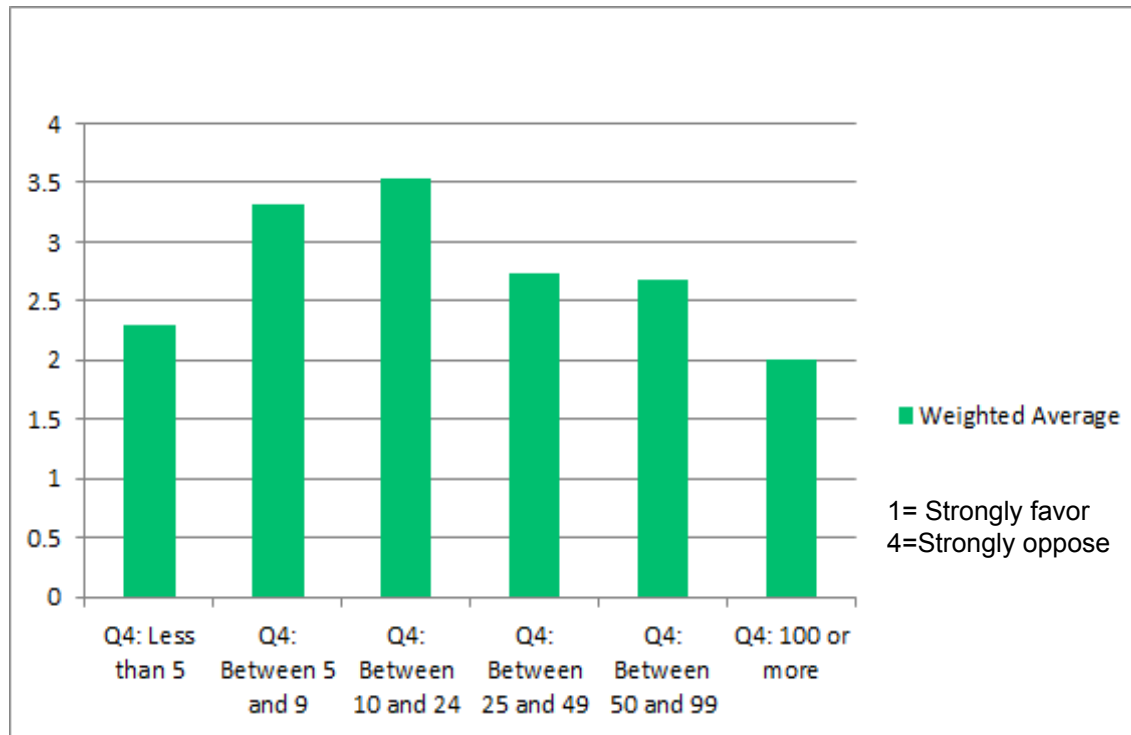


# Minimum Wage Business Survey, June 2018

## How much do you favor or oppose the City of Alameda raising its minimum wage?

Weight	1		2		3		4		Not sure		Total		Weighted Average
	Strongly favor		Somewhat favor		Somewhat oppose		Strongly oppose						
Less than 5	47.06%	8	11.76%	2	5.88%	1	35.29%	6	0.00%	0	22.08%	17	2.29
Between 5 and 9	6.25%	1	12.50%	2	25.00%	4	56.25%	9	0.00%	0	20.78%	16	3.31
Between 10 and 24	8.33%	2	8.33%	2	4.17%	1	79.17%	19	0.00%	0	31.17%	24	3.54
Between 25 and 49	36.36%	4	9.09%	1	0.00%	0	54.55%	6	0.00%	0	14.29%	11	2.73
Between 50 and 99	16.67%	1	16.67%	1	50.00%	3	16.67%	1	0.00%	0	7.79%	6	2.67
100 or more	33.33%	1	0.00%	0	33.33%	1	0.00%	0	33.33%	1	3.90%	3	2
<b>Total</b>	<b>22.08%</b>	<b>17</b>	<b>10.39%</b>	<b>8</b>	<b>12.99%</b>	<b>10</b>	<b>53.25%</b>	<b>41</b>	<b>1.30%</b>	<b>1</b>	<b>100.00%</b>	<b>77</b>	

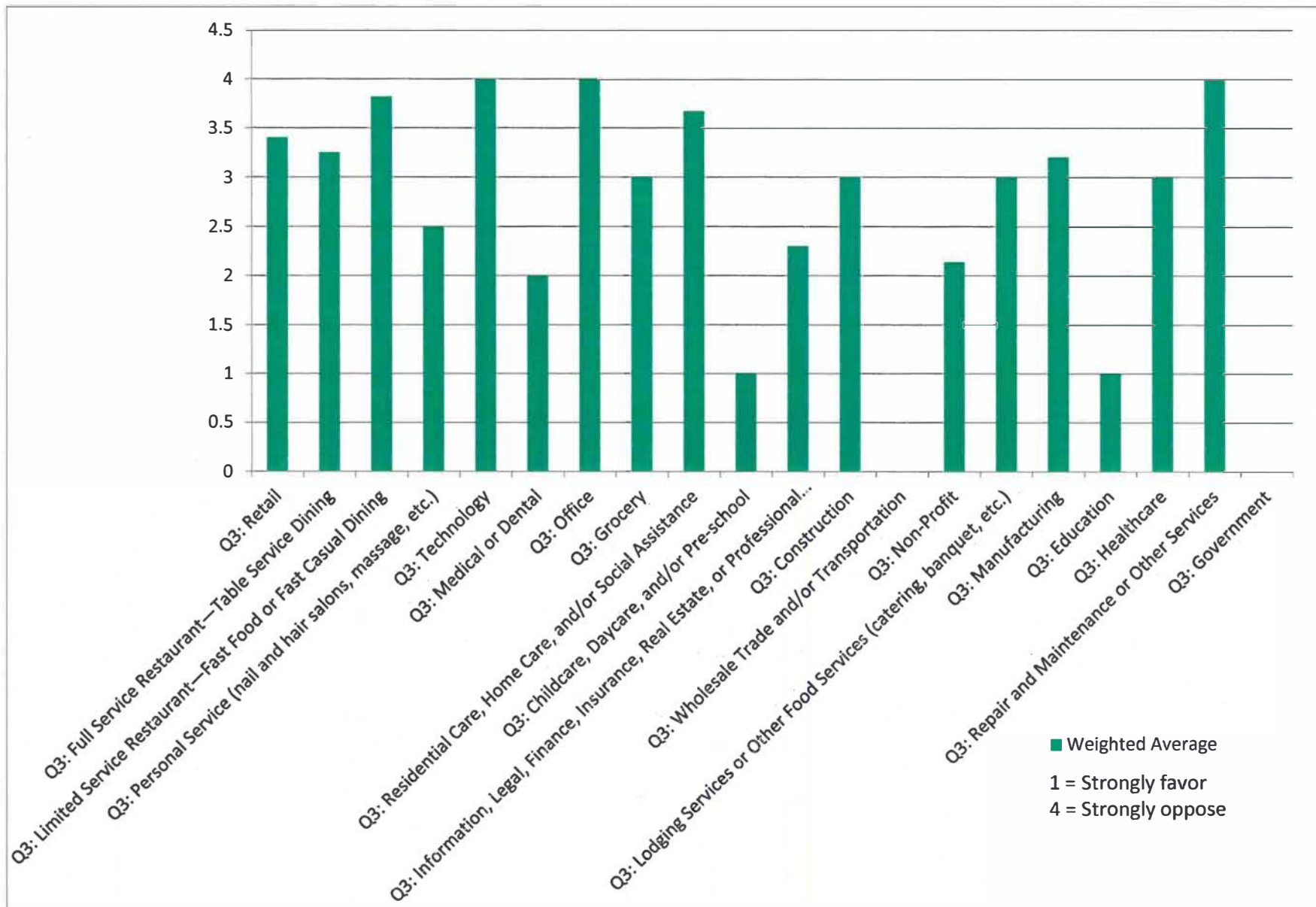
Note: The three largest businesses with 100 or more employees are in the construction, education, and residential care sectors



## Minimum Wage Business Survey, June 2018

### How much do you favor or oppose the City of Alameda raising its minimum wage to \$15/hour by 2020?

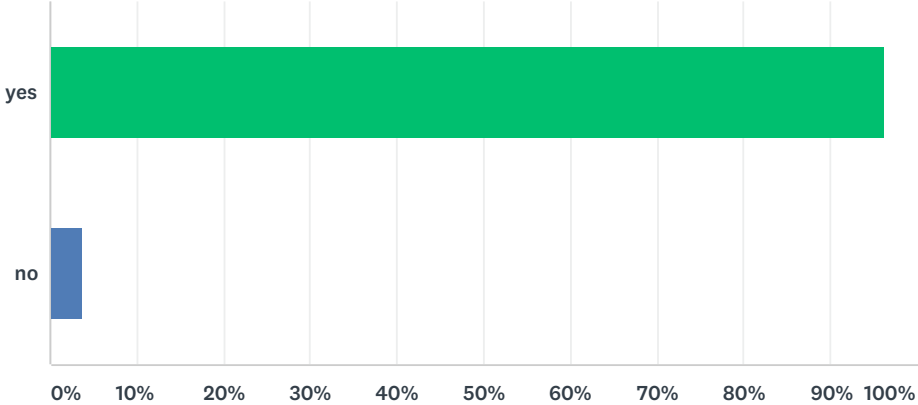
weight	1		2		3		4		Not sure	
	Strongly favor		Somewhat favor		Somewhat oppose		Strongly oppose			
Retail	20.00%	1	0.00%	0	0.00%	0	80.00%	4	0.00%	0
Full Service Restaurant—Table Service Dining	12.50%	1	12.50%	1	12.50%	1	62.50%	5	0.00%	0
Limited Service Restaurant—Fast Food or Fast Casual Dining	0.00%	0	0.00%	0	18.18%	2	81.82%	9	0.00%	0
Personal Service (nail and hair salons, massage, etc.)	50.00%	1	0.00%	0	0.00%	0	50.00%	1	0.00%	0
Technology	0.00%	0	0.00%	0	0.00%	0	100.00%	1	0.00%	0
Medical or Dental	0.00%	0	100.00%	1	0.00%	0	0.00%	0	0.00%	0
Office	0.00%	0	0.00%	0	0.00%	0	100.00%	1	0.00%	0
Grocery	0.00%	0	50.00%	1	0.00%	0	50.00%	1	0.00%	0
Residential Care, Home Care, and/or Social Assistance	0.00%	0	0.00%	0	33.33%	1	66.67%	2	0.00%	0
Childcare, Daycare, and/or Pre-school	100.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Information, Legal, Finance, Insurance, Real Estate, or Professional Services	40.00%	4	20.00%	2	10.00%	1	30.00%	3	0.00%	0
Construction	25.00%	1	0.00%	0	0.00%	0	50.00%	2	25.00%	1
Wholesale Trade and/or Transportation	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Non-Profit	57.14%	4	0.00%	0	14.29%	1	28.57%	2	0.00%	0
Lodging Services or Other Food Services (catering, banquet, etc.)	0.00%	0	50.00%	1	0.00%	0	50.00%	1	0.00%	0
Manufacturing	20.00%	1	0.00%	0	20.00%	1	60.00%	3	0.00%	0
Education	100.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Healthcare	33.33%	1	0.00%	0	0.00%	0	66.67%	2	0.00%	0
Repair and Maintenance or Other Services	0.00%	0	0.00%	0	0.00%	0	100.00%	1	0.00%	0
Government	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Total</b>	<b>23.53%</b>	<b>16</b>	<b>8.82%</b>	<b>6</b>	<b>10.29%</b>	<b>7</b>	<b>55.88%</b>	<b>38</b>	<b>1.47%</b>	<b>1</b>



## D. Alameda Residents and Employees Survey

# Q1 Do you live in Alameda?

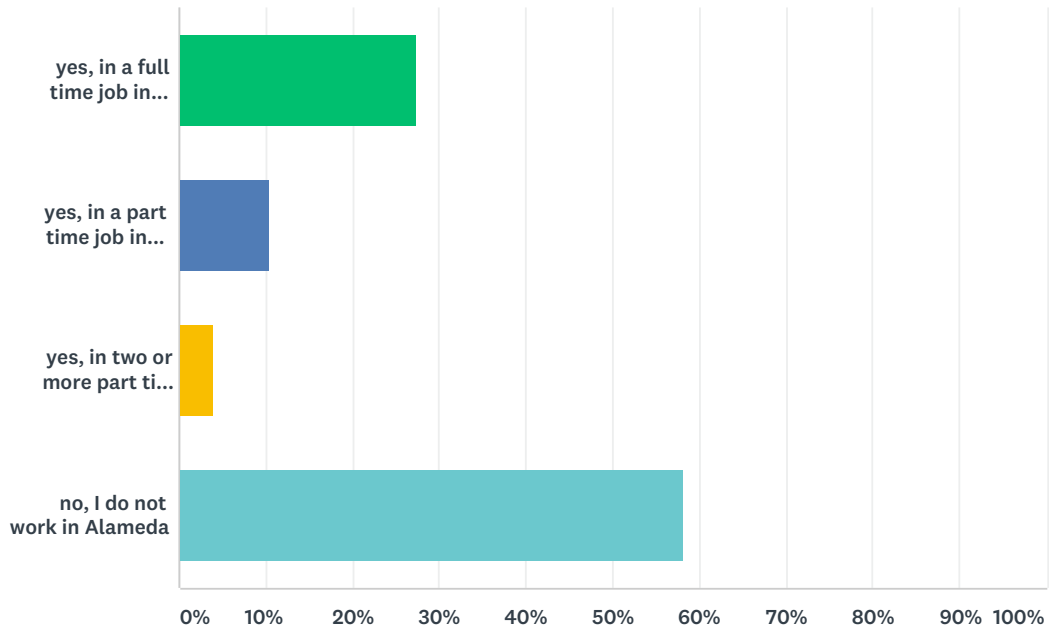
Answered: 752 Skipped: 3



ANSWER CHOICES	RESPONSES	
yes	96.28%	724
no	3.72%	28
TOTAL		752

## Q2 Do you work in Alameda?

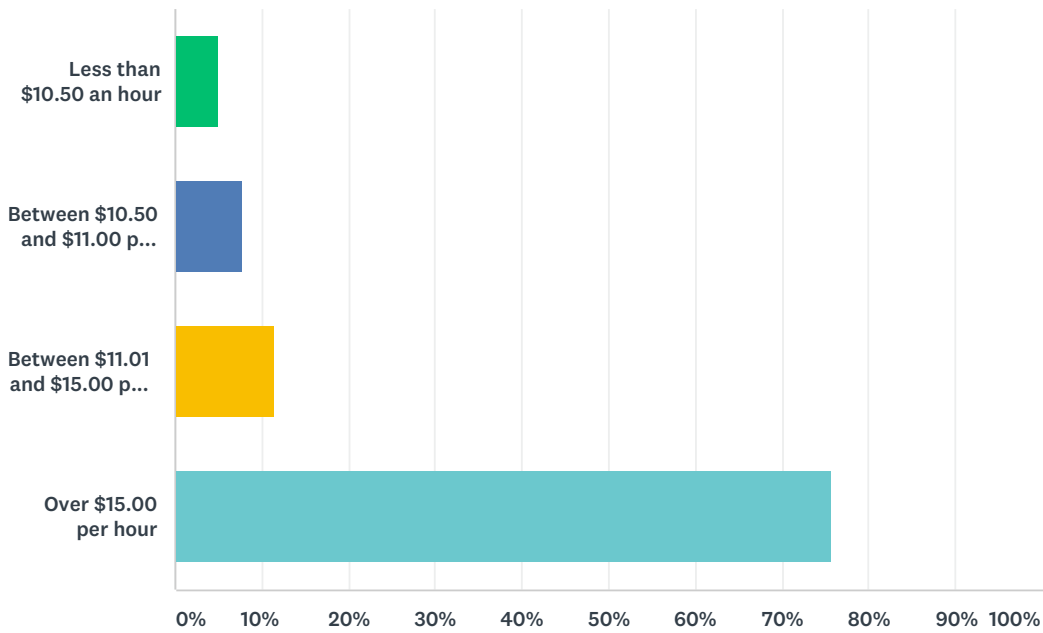
Answered: 748 Skipped: 7



ANSWER CHOICES	RESPONSES	
yes, in a full time job in Alameda	27.41%	205
yes, in a part time job in Alameda	10.43%	78
yes, in two or more part time jobs, with at least one of the jobs in Alameda	4.01%	30
no, I do not work in Alameda	58.16%	435
TOTAL		748

Q3 If you work in Alameda, how much are you paid per hour? For salary employees, please choose the hourly equivalent.

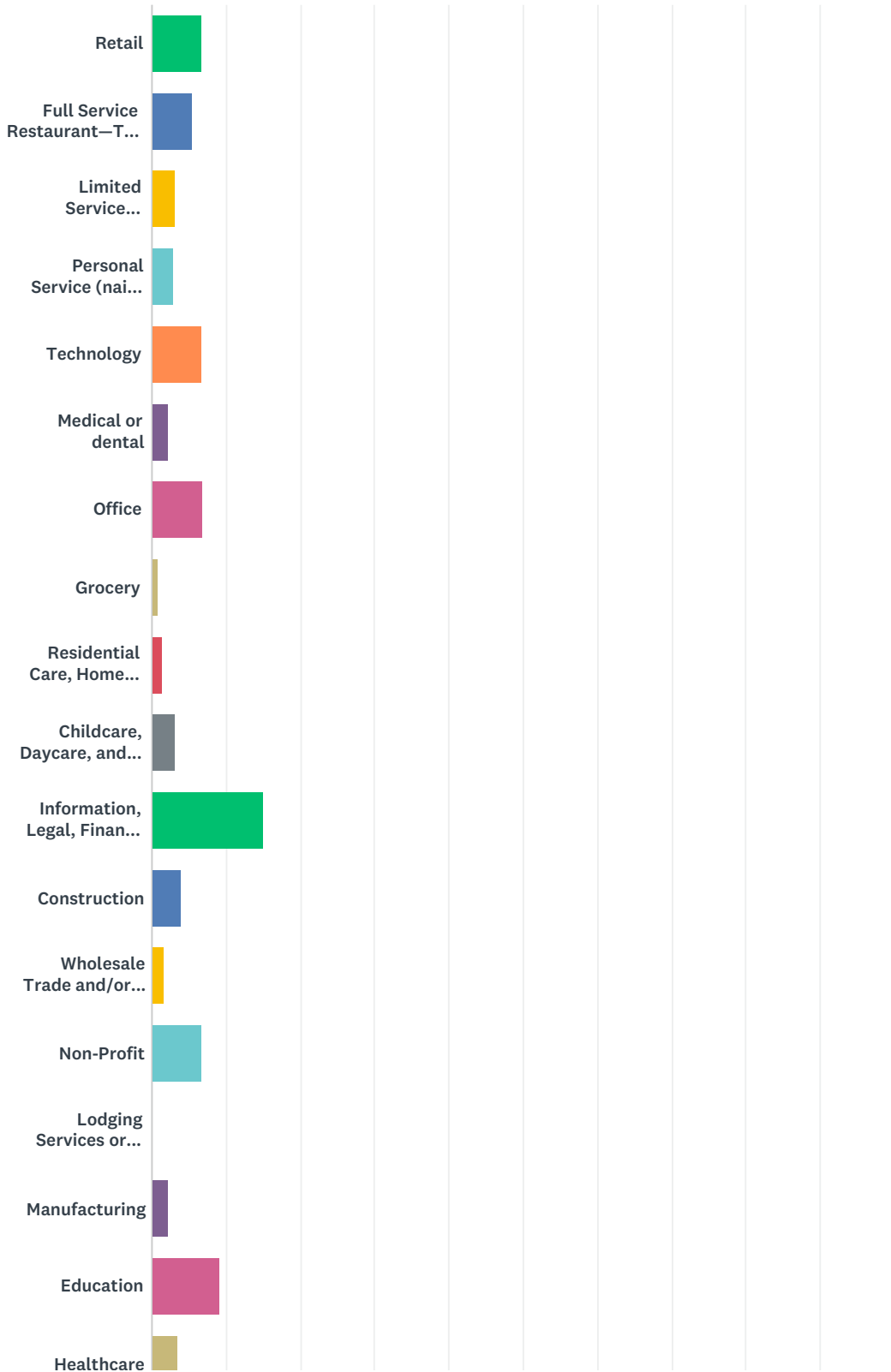
Answered: 339 Skipped: 416



ANSWER CHOICES	RESPONSES	
Less than \$10.50 an hour	5.01%	17
Between \$10.50 and \$11.00 per hour	7.67%	26
Between \$11.01 and \$15.00 per hour	11.50%	39
Over \$15.00 per hour	75.81%	257
<b>TOTAL</b>		<b>339</b>

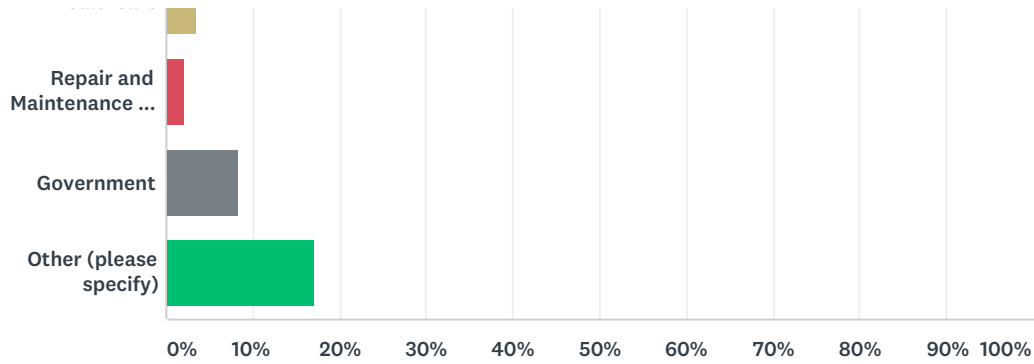
Q4 If you work in Alameda, what industry category best describes your job? [Choose one category per job. If you have more than one job in Alameda, please check all applicable categories.]

Answered: 344 Skipped: 411





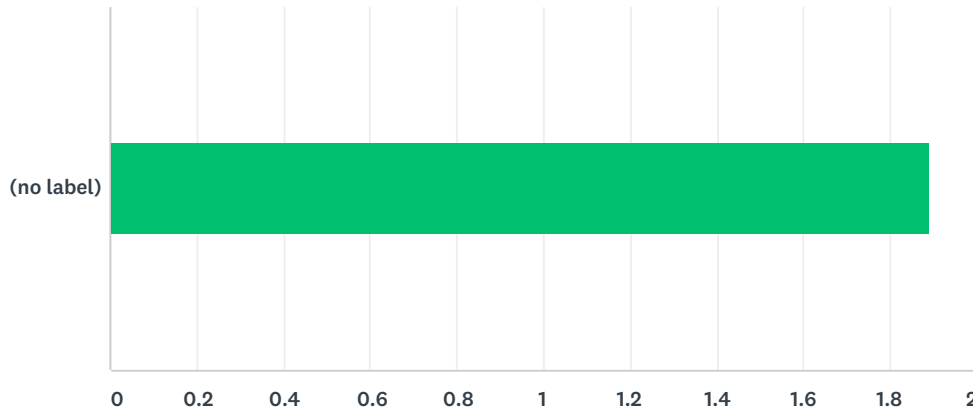
## Minimum Wage Survey, June 2018



ANSWER CHOICES	RESPONSES	
Retail	6.69%	23
Full Service Restaurant—Table Service Dining	5.52%	19
Limited Service Restaurant—Fast Food or Fast Casual Dining	3.20%	11
Personal Service (nail and hair salons, massage, etc.)	2.91%	10
Technology	6.69%	23
Medical or dental	2.33%	8
Office	6.98%	24
Grocery	0.87%	3
Residential Care, Home Care, and/or Social Assistance	1.45%	5
Childcare, Daycare, and/or Pre-school	3.20%	11
Information, Legal, Finance, Insurance, Real Estate, or Professional Services	15.12%	52
Construction	4.07%	14
Wholesale Trade and/or Transportation	1.74%	6
Non-Profit	6.69%	23
Lodging Services or Other Food Services (catering, banquet, etc.)	0.29%	1
Manufacturing	2.33%	8
Education	9.30%	32
Healthcare	3.49%	12
Repair and Maintenance or Other Services	2.03%	7
Government	8.43%	29
Other (please specify)	17.15%	59
Total Respondents: 344		

### Q5 An increase in the minimum wage will help me or other people in our community.

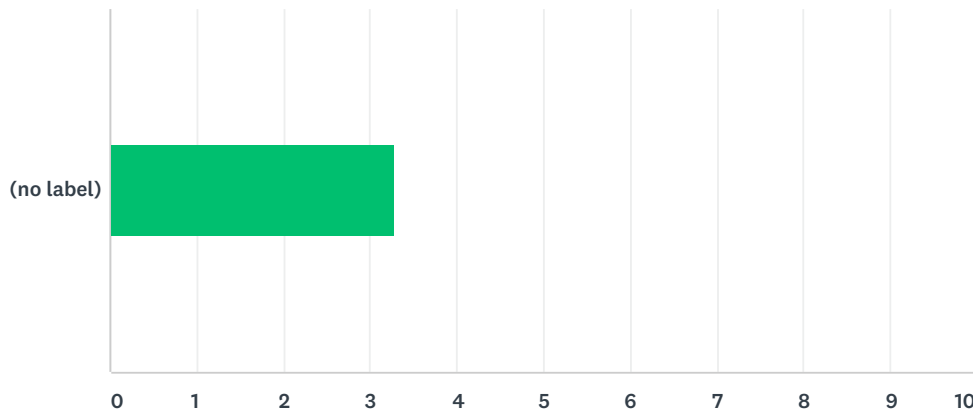
Answered: 752 Skipped: 3



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	65.69% 494	9.97% 75	6.52% 49	4.92% 37	12.90% 97	752	1.89

**Q6 If the minimum wage increases, it will make it harder to start and grow businesses in our community.**

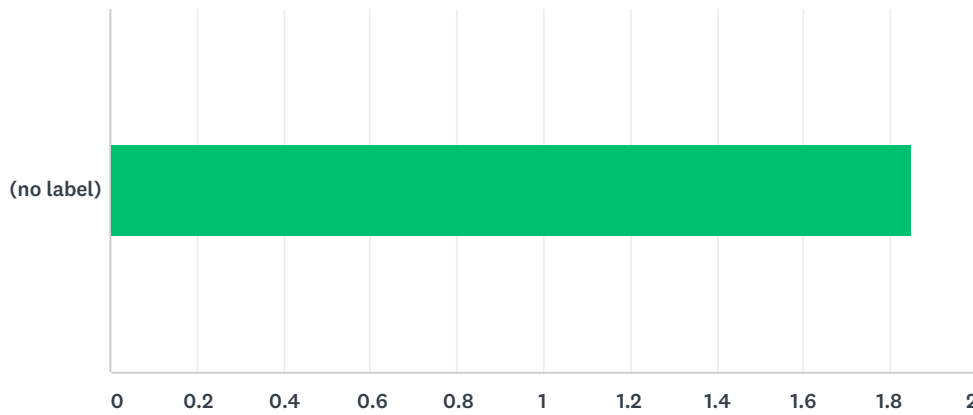
Answered: 751 Skipped: 4



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	19.97% 150	16.25% 122	13.85% 104	15.85% 119	34.09% 256	751	3.28

### Q7 An increase in the minimum wage makes sense because it is expensive to live in Alameda and the East Bay.

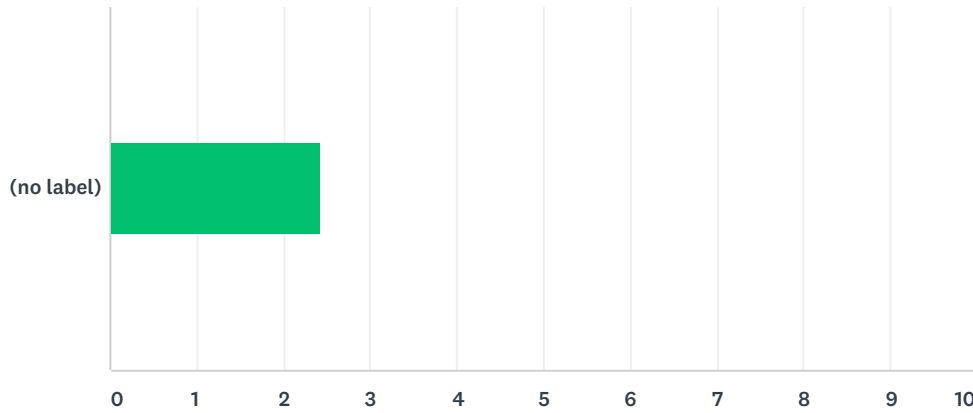
Answered: 751 Skipped: 4



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	67.78% 509	10.12% 76	4.13% 31	5.19% 39	12.78% 96	751	1.85

**Q8 An increase in the minimum wage will result in higher prices for the things that I buy and the services I need in Alameda.**

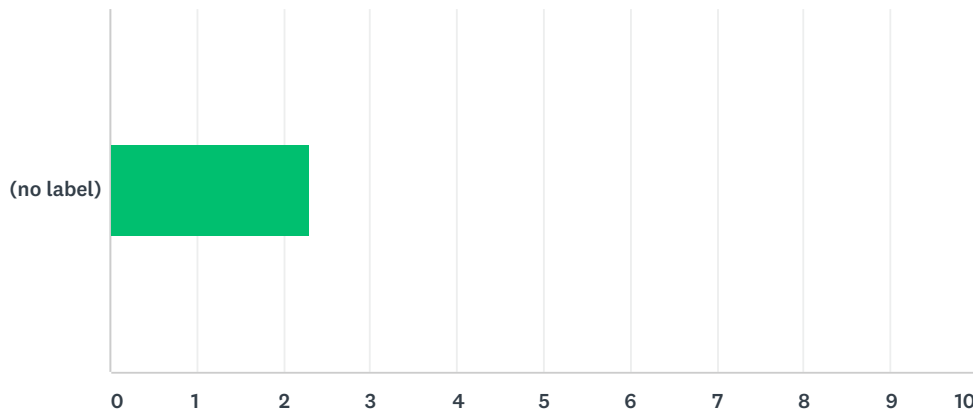
Answered: 748 Skipped: 7



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	31.95% 239	28.21% 211	18.32% 137	9.09% 68	12.43% 93	748	2.42

Q9 I am willing to pay more for the goods and services in Alameda, if the prices increase due to a higher minimum wage.

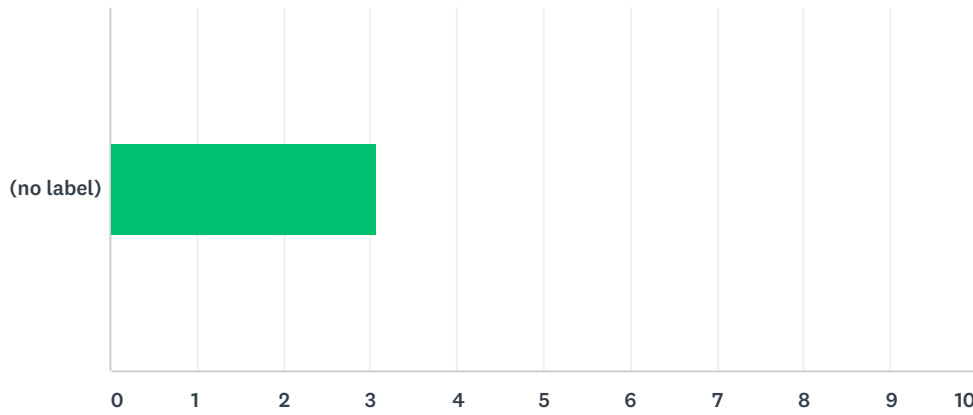
Answered: 748 Skipped: 7



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	46.52% 348	18.45% 138	11.10% 83	6.28% 47	17.65% 132	748	2.30

**Q10 A higher minimum wage will reduce the number workers in local businesses, since businesses will need to find ways to pay for the wage increase.**

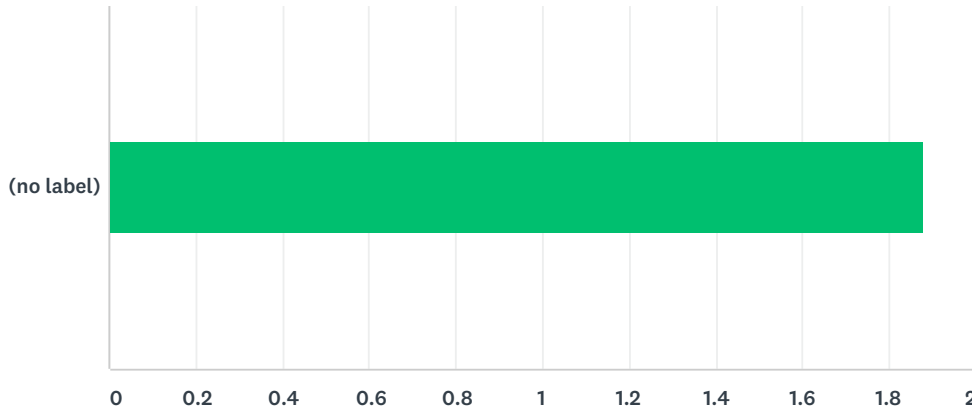
Answered: 751 Skipped: 4



	AGREE	SOMEWHAT AGREE	NEITHER AGREE OR DISAGREE	SOMEWHAT DISAGREE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	22.37% 168	14.91% 112	20.11% 151	17.44% 131	25.17% 189	751	3.08

Q11 How do you feel about the City of Alameda gradually increasing the minimum wage to \$15 per hour by 2020? This accelerates the State's mandated increase to the minimum wage, achieving \$15 an hour by 2022 for businesses with 26 or more employees and by 2023 for businesses with 25 or less employees.

Answered: 752 Skipped: 3



	STRONGLY FAVOR	SOMEWHAT FAVOR	SOMEWHAT OPPOSE	STRONGLY OPPOSE	(NO LABEL)	N/A	TOTAL	WEIGHTED AVERAGE
(no label)	57.85% 435	15.56% 117	6.12% 46	18.75% 141	0.66% 5	1.06% 8	752	1.88



## Q12 Other comments:

Answered: 199 Skipped: 556

## Q12 Other comments:

Answered: 200 Skipped: 557

#	RESPONSES	DATE
1	Increasing the minimum wage is bad for business and the economy in general. Business owners will not allow their bottom line to decrease due to an increase in minimum wage. Increasing the minimum wage will result in fewer jobs and ultimately more automation. Thanks for the survey!	7/31/2018 2:59 PM
2	Please stop making laws that the majority of Alamedans DON'T want	7/21/2018 9:12 PM
3	This is good but a living wage makes more sense.	7/19/2018 11:28 PM
4	Survey's are a horrible and really inept basis for city policy.	7/19/2018 11:18 AM
5	Can you afford a \$17 sandwich?? If you don't want to eat fast food that's what it will cost.	7/18/2018 3:21 PM
6	Increasing wages doesn't equate to better goods or service and could lead to a vicious circle of higher cost of living which means you need higher wages and so forth....like the "If You Give a Mouse a Cookie" book and it's sequels. By the way as of July 1, Emeryville has gone up to \$15(under 56) and \$15.69(56 and over).	7/17/2018 11:41 PM
7	I work full time and still do not earn enough to cover the entirety of my rent.	7/16/2018 10:59 AM
8	DO NOT increase the minimum wage. It will only discourage businesses from coming to Alameda. There are too many empty store fronts along major streets and at South Shore and other malls.	7/15/2018 4:00 PM
9	Can a family with two full-time workers afford rent in Alameda with the current minimum wage?	7/14/2018 7:00 PM
10	You cannot live, survive, or even consider thriving at this low wage. Businesses large and small need to support employees with the best wage possible even if it means higher prices. Watching the high numbers of shoppers and diners in our small town, the bulk of us with expendable income can/should support efforts to secure a living wage for others.	7/14/2018 1:43 PM
11	Businesses here are having difficulty finding employees, and yet one business found it ok to fire an 82 year old for ? Maybe hiring older people would help. Nobody can afford to take low paying jobs without health care.	7/14/2018 7:03 AM
12	People deserve a livable wage. Oakland ha made steps in the right direction and so should we.	7/12/2018 9:05 PM
13	I am on a visa and not allowed to work legally anywhere else except the school I am at. It's been so stressful and I struggle A LOT to live and pay my rent here. I just cancelled my optometry appointment because the copay was hysterically unaffordable. How should I work and provide care for others if I can't take care of myself. This is so serious.	7/12/2018 7:26 PM
14	A terrible proposal! Minimum wage employees do not live in Alameda! This will do nothing but raise the prices for residents and discourage businesses from locating here. Can you please focus on issues that actually make a difference like getting our bloated budget under control? The fact that you are proposing this law means you are not educated on basic economics. This will do nothing but damage our community. Terrible idea.	7/12/2018 6:13 PM

## Minimum Wage Survey, June 2018

15	<p>There is no need to increase the minimum wage this fast. At the state rate, the minimum wages increase is 4-5 times the annual inflation rate, so the standard set by the state already more than covers inflation. I used to work in Oakland and once they increased their minimum wages, prices on dining items increased \$1 per item. Alameda actually works because compared to Oakland the price for services is affordable, the price for residential rent is affordable, and the cost of owning/maintaining a business is affordable. The cost of doing business is soaring in Oakland, that's why there's hardly any small local business left - just large business towers or renovated commercial buildings who kick out their existing tenants in the prospect of attracting higher rent clients, only to see storefronts vacation for years ( no joke) after a landlord renovates his building. None of the small businesses on Park St could survive in Oakland (whether Downtown, Temescal, Grand) because the Alameda business (the second hand store, the book store, speciality shops like sunglasses and other clothes) would not be able generate enough income to survive the rents and minimum wage in Oakland. If you increase the minimum wage, you increase EVERYTHING else. Why? Because you when increase the minimum base, EVERYTHING else gets affected and increases. There minimum is the minimum for a reason - it's at the bottom of everything and which means when you increase the minimum wage you increase the price or cost of everything else. There's nothing wrong with increasing the minimum wage. But increasing it 36% in two years is exorbitant and uncalled for.</p>	7/12/2018 3:57 PM
16	<p>Its really will be great to increase minimum wage rent its just over border in Alameda Ca!!!</p>	7/12/2018 3:48 PM
17	<p>The City of Alameda needs to raise the minimum wage immediately to at least \$13.75 (matching Berkeley's) and then work towards implementing a livable wage asap. Alameda teacher's face this same issue of being one of the lowest paid in Alameda County. I applaud Alameda for being a leader on environmental issues (AMP, straw ban, etc.), however lagging behind our neighboring cities in both teacher &amp; minimum wage pay is a disgrace. Jason Wilson 1830 Elm Street, Alameda Part-time employee at Buena Vista United Methodist Church and Alameda Council, Boy Scouts.</p>	7/12/2018 2:36 PM
18	<p>I have been working at senior leaving in Alameda for 2 years and its really hard to get a raise im on \$12 an hour as a server. And i also rent a studio at \$1000 monthly in alameda. And getting a increase will really helpful with my school feeds and supporting my son. Thanks...</p>	7/12/2018 2:28 PM
19	<p>INFLATION INCREASES FASTER than wages.... SHOULD INCREASE to \$22.00 per hour.. and BEAT INFLATION NOW</p>	7/12/2018 12:54 PM
20	<p>We need this soon. People can't afford to live and work in alameda</p>	7/11/2018 3:51 PM
21	<p>Cities across the nation have shown that increasing the minimum wage has resulted in lower prices on some items.</p>	7/11/2018 1:36 PM
22	<p>yet another feel good move by Alameda government. stop trying to regulate the heck out of things. Let's focus on traffic and emergency access off the island. More misguided priorities. California is killing itself with this stuff. Enough!</p>	7/11/2018 8:57 AM
23	<p>we are loosing quality employees to other cities due to our low minimum wage. families who live in alameda and make minimum wage are being pushed out of alameda</p>	7/11/2018 8:32 AM
24	<p>\$15/hr is barely, if at all a living wage as it is, particularly if one lives in Alameda. The minimum wage should be increased in Alameda to \$15/hr immediately. Why wait. The time for that increase is now.</p>	7/11/2018 8:29 AM
25	<p>I live at Cardinal Point and see the struggles that our staff has making ends meet. Some hold 3 jobs to support their families. We also have trouble recruiting staff because other cities around us have higher minimum wages. It is only because we have some very loyal staff that we are able to keep some really wonderful members of our staff to serve us.</p>	7/10/2018 11:42 PM
26	<p>We need to be onboard with competitive market when unemployment is so low, plus \$10.50/hour would be considered poverty level or low income. How can store owners consciously pay so low?</p>	7/10/2018 8:27 PM
27	<p>Used to live in Alameda and continue to shop and dine there.</p>	7/10/2018 1:55 PM
28	<p>I own a small business in SF and gladly raised the wages of my employees when minimum wage became \$15. I had been paying them that already!</p>	7/10/2018 9:12 AM
29	<p>this is not a radical change but a logical adjustment of the state wide plan to meet local conditions.</p>	7/10/2018 9:01 AM
30	<p>The reason I don't work in Alameda is because the minimum wage is so low, if it was more like the wages in San Francisco, then I would definitely work in this city.</p>	7/10/2018 8:31 AM
31	<p>move it up like Oakland does. A youth or new employee rate makes sense too</p>	7/9/2018 9:03 PM

## Minimum Wage Survey, June 2018

32	I think it's hard to make the adjustment but then we get used to it. People need to make a living wage and if your business depends on people who make to little, maybe you need to be in a different business.	7/9/2018 8:54 PM
33	I can't work in Alameda because neighboring cities pay me more.	7/9/2018 8:27 PM
34	Minimum wage in the Bay Area should be \$20/hr.	7/9/2018 8:05 PM
35	I would favor a faster increase. As it is no one I know uses goods and services because we are all too strapped paying obscene rent. If I made more money I would spend more money, and I know this is the case for many others. Businesses would have to pay employees more but the increase in disposable income would make up for this and more.	7/9/2018 7:26 PM
36	Alameda businesses appear to struggle to find workers.	7/9/2018 5:32 PM
37	Why cant we start sooner ?	7/9/2018 3:50 PM
38	As my children have grown up in Alameda, they find that they cannot afford to live here, even though they very much want to do so. A higher minimum wage is an essential step in keeping Alameda together as a community.	7/9/2018 2:04 PM
39	Don't run a business unless you can afford to pay a living wage. Also, in the Bay Area \$15 is not a living wage.	7/9/2018 1:25 PM
40	NO ONE CAN LIVE IN ALAMEDA on \$15/ hr unless they are supported by their parents or spouses. There are hardly any apartments available for under \$2000/ month and it is only getting worse. I can barely make it on my jobs of \$25-\$30	7/9/2018 12:39 PM
41	Please increase the minimum wage. We can't afford to live here on what we make now a days... rent increased. Why not our pay? How are we expected to work here for less then it takes to pay our rent? We litterally have to choose between the rent, or food. Please help.	7/9/2018 11:45 AM
42	Why add something that the State has already addressed? If the City increases sales tax and minimum wage, the products they sell will be more expensive. Simple economics, the more expensive your product is the more likely residents will seek that similiar product elsewhere, especially for bigger ticket items. If the City really wants to increase tax revenue, i would make a concerted effort to ensure stores can sell their products for less then neighboring Bay Area City's. This will not only increase tax revenue, but also allow for businesses to compete for more qualified workforce and pay more based on demand, and not a City mandate.	7/9/2018 11:17 AM
43	I strongly encourage those interested in raising the minimum wage to review <a href="http://minimumwage.com">minimumwage.com</a> . I did basic research on the economics of a minimum wage increase and studies show that it doesn't help with poverty.	7/9/2018 11:00 AM
44	The sooner we get to \$15/hr the better. Currently, two people working full time cannot afford to rent a single room in a three bedroom apartment. At \$15/hr they would be able to get a studio apartment of their own.	7/9/2018 6:21 AM
45	I make less than 40,000 a year, and I am more than comfortable paying more money for services like food outings and movie tickets if it means that more minimum wage workers have more expendable cash, allowing them to have more access to these services, creating a long term, net benefit for local businesses and the Alameda community.	7/8/2018 9:10 PM
46	as a business owner I would be thrilled to be able to pay my staff \$15+ per hour BUT where does it come from? Rent and other operational expenses are outpacing any profit. We are owners who actually work in our business and our incomes have been stagnant since 2011, and were hardly extravagant then. Every bit we make goes into the biz. And by the way, we are not a shabby concern. If guests will support a 30% price increase and landlords will hold off on rent increases until things stabilize with new wages then, yes, of course let's do this.	7/8/2018 8:12 PM
47	Elizabeth strike in the balance of business growth versus affordability. In the grand scheme of things well it would be a nice to have for some folks to have an increase in minimum wage I would hate for it to hurt the businesses in town. The public should not have to keep eating more and more costs that the businesses pass down. They should be getting innovative to find more ways to cut costs & bring in additional income. While I absolutely support the increasing minimum-wage I don't support Alamedans having to pay for it. We are already getting robbed by housing bridge tolls and continued increases petroleum and grocery fees which all land in our hands to pay for. I personally am looking to move away from California much to my dismay because it is getting absolutely ridiculous, so crazy expensive to live here...Even good paying jobs do not keep up with the increases in cost of living.	7/8/2018 5:52 PM

## Minimum Wage Survey, June 2018

48	people are willing to pay premium prices to live here, but don't want to pay a premium for the services that come along with that. Change needed to keep good services going forward.	7/8/2018 2:40 PM
49	I think keeping it lower will encourage companies to come here verses Oakland that loses them	7/8/2018 4:44 AM
50	I am in favor of this. That said, grant-funded non-profits need a longer lead in time since their program fees are already set based on lower wages. They will need time to do additional fund raising and/or will pass on the cost through higher fees. This is significant because they often serve the children and families of the same low wage workers by providing much needed services such as after school care. That said the delay does not need to be significant - for example, a July 1, 2019 for these non profits should suffice. Thank you!	7/7/2018 10:29 PM
51	Its a very complicated situation as the housing issue is also. \$117,000 is now low income? I'm perplexed.	7/7/2018 8:03 PM
52	I strongly favor indexing minimum wage and raising it until then.	7/7/2018 7:59 PM
53	Increasing minimum wages along with increased sales tax will only put more financial burden to working people because prices of goods n services will increase as well.	7/7/2018 3:43 PM
54	In other communities I have lived in increasing the minimum wage has not had an adverse effect.	7/7/2018 2:58 PM
55	I think we should immediately match Oakland's minimum wage to keep residents working locally, then make adjustments in a schedule. Higher caliber workers will stay in town if the wages are high enough. Money talks. It translates to quality of life.	7/7/2018 2:43 PM
56	When something is just given to people, across the board, without them earning it , and regardless of how good the job they do, or how much better their co-workers do it, it is not valued, there's no motivation, it limits ambition and decreases self-confidence and a sense of self reliability.	7/7/2018 2:18 PM
57	By 2022 inflation will have increased more than your minimum wage And rents increase exponentially thanks to your not protecting tenants rights	7/7/2018 6:18 AM
58	An incricrese to \$15.00 dollars an hrs by 2020 will put lots out of work. Business will not be able to afford to hire new people, and may be able to layoff some. I think it's a good idea, but let's do it gradually.	7/7/2018 3:56 AM
59	Increase the Minimum Hourly Wage to \$15.00 starting January 2019!!!!!! NOW!!!!!!	7/6/2018 9:11 PM
60	Get control of the cost of living to a reasonable level and you don't have to worry about straining for minimum wage increases. It's laughable how out puppetlike the city government is and the hateful landowners that pull the strings. Shameful history past present but hopefully not future.	7/6/2018 7:51 PM
61	I am a job developer and employment counselor in Oakland and the wage rate in Alameda is far too low you can not attract competent good employees with such low wages people are getting jobs in San Francisco and Oakland in Berkeley and other cities with higher wages	7/6/2018 7:36 PM
62	The cost of living is very high in the SF Bay Area: <a href="https://smartasset.com/mortgage/what-is-the-cost-of-living-in-san-francisco">https://smartasset.com/mortgage/what-is-the-cost-of-living-in-san-francisco</a> .	7/6/2018 4:52 PM
63	The city of Alameda needs to be competitive with the other areas offering a higher wage and to support the housing crisis	7/6/2018 9:41 AM
64	Increasing the minimum wage will especially adversely effect family-owned businesses and those that hire recent immigrants. This has happened in Oakland Chinatown and elsewhere.It will also discourage hiring unemployed youth and at risk populations.	7/6/2018 8:28 AM
65	We should absolutely move to \$15 ASAP. It is a matter of social and economic justice and I am happy to pay to make it happen. In fact, \$15 is far short of a Livinh Wage and what we really should be doing is planning toward \$22/hr.	7/5/2018 9:09 PM
66	Increase minimum wage to \$15 NOW!	7/5/2018 5:13 PM
67	As a community, we have a duty to our local workers to provide a wage that will better help them subsist.	7/5/2018 2:51 PM
68	I applaud Alameda for being proactive about this.	7/5/2018 1:24 PM
69	Could you make the increases by 2019?	7/5/2018 1:13 PM

## Minimum Wage Survey, June 2018

70	For those living and working in the Bay Area, even an increase to \$15/hr is laughable. Considering the excessive and ever-increasing rent/housing prices, lack of actually affordable living spaces, and the mounting crisis of our homeless population, I don't see how anyone working a full time job would ever be able to make ends meet on \$15/hr. Realistically speaking, that will become an even more impossible goal by the time the minimum wage would actually hit in 2020. If we are thinking in terms of quality of life and intending a minimum wage to work for working people, then it should be a lot closer to \$20-25/hr.	7/5/2018 12:09 PM
71	Keep raising min wages and you be paying 30 bucks for a burger. Want to make more coin, improve your work skills..	7/2/2018 4:47 PM
72	I know businesses that have shut down and laid off employees due to minimum wage increases. I also know workers who have been affected by this. I suppose these survey results are interesting for electeds to know, but you should check with businesses too so you know what will actually happen to businesses and workers.	7/1/2018 2:50 PM
73	Research on the minimum wage is conflicted. It is really hard on those just starting out. No one can imagine the increase really matches the costs in Alameda. On the other hand if we have to do it but 2022 it will not make that much choice difference. Either way plan to lose small businesses	7/1/2018 1:44 PM
74	Minimim wage should be handled by State and Federal	7/1/2018 1:38 PM
75	ALAMEDA'S COST OF LIVING IS CURRENTLY MORE THAN \$15/HR IT SHOULD BE MORE LIKE \$20/HR BY 2022/23 PROBABLY BE MORE APPROPRIATE AT \$25/HR	7/1/2018 1:21 PM
76	11. Encourage Alameda businesses to hire people who live in Alameda.	7/1/2018 11:26 AM
77	Even \$15 an hour minimum wage is too low. The day laborers make that much or more, btw. With the cost of living here, the minimum should be \$35 if the job doesn't offer benefits, \$25 if they do.	6/30/2018 10:48 PM
78	The problem is that the jobs that you want the wages to go up are on jobs that were designed for students working part time. not for what is now the norm full time workers trying to support families over three people. ask any economics expert from a top tier university world wide and the answer to the problem is education and training, not trying to out trick the laws of economics. no one has ever been able to get around the laws of economics in history to date	6/30/2018 11:42 AM
79	I don't currently work in Alameda because I would not be able to afford to live here if I did. Thankfully, my partner has recently gotten a more lucrative job (also outside of Alameda), and I am now looking for work in Alameda but finding it difficult to find something that does not pay dramatically less than what I make working much further away. Thanks for making this survey available!	6/29/2018 5:50 PM
80	It is ridiculous that Alameda minimum wage is so much lower than neighboring cities- especially when our rents are much higher! Don't let greedy people who can pay more for goods and services- but will complain about it- determine the outcome on this. Let's do right by our lowering earning residents. Alameda is already becoming a privileged city and I want diversity retained- it makes us all better off!	6/29/2018 11:25 AM
81	We all deserve a living wage!	6/29/2018 8:51 AM
82	I believe you will see a lot of the mom and Pop restaurants close due to an increase in minimum wage	6/29/2018 7:00 AM
83	Small businesses will not survive. See SF and Oakland.	6/28/2018 10:54 PM
84	If a business won't pay a living wage it doesn't deserve to be in business.	6/28/2018 10:06 PM
85	Why stop at \$15? Have you seen what it cost to rent here? We need to be at \$18 by 2023 at the very least.	6/28/2018 10:04 PM
86	As a recruiter we have increased our wages ahead of the raise in minimum and it leads to happier and healthier employees. They are less likely to work multiple jobs if they have a higher rate. I am strongly in favor of raising the minimum well ahead of the state.	6/28/2018 9:41 PM
87	I think consistency is important across the region.	6/28/2018 6:25 PM
88	What the state has in plan is good for workers and business. Any rate that accelerates that will be harmful to small businesses.	6/28/2018 5:46 PM



## Minimum Wage Survey, June 2018

89	Your survey is flawed - why aren't you asking if respondents own a business? Why aren't you asking what the impact of a \$15 wage will have on my business? As a restaurant owner - front of the house staff should not receive a \$15/hourly— they are already making at minimum \$30/an hour in tips in addition to their \$11/hourly wage.	6/28/2018 5:06 PM
90	are you serious, Richmond pays more than Alameda as a min. wage as do all other Cities, we should be ashamed.	6/28/2018 4:03 PM
91	Increase it faster. Alameda's minimum wage is pathetic, and increases traffic because Emeryville and Oakland are only a few minutes away.	6/28/2018 3:58 PM
92	Question 10 probes my thoughts but I wanted to write it explicitly. A minimum wage law is an unemployment law. It means that employers can not hire an extremely low skill person for their value to the company. The only choice the business has will be to not hire a prospective employee like this. This hurts this already vulnerable low skill and low wage group. People need introductory jobs to learn responsibility and develop a work ethic so that they are worth more than that low wage and find a job at pays appropriately. Removing that opportunity with a minimum wage law is not the way to improve low skill employee's opportunities. Direct government support for low skill people that amends their wage is better for the person's development and contribution to society.	6/28/2018 3:35 PM
93	Keep alameda working in alameda. People are looking to surrounding areas for work because Alameda doesn't pay enough to live in Alameda.	6/28/2018 3:34 PM
94	We should model our Minimum Wage on Emeryville.	6/28/2018 3:34 PM
95	Please do not discriminate against people whose skills are worth \$10/hr or less. They should still be allowed to work.	6/28/2018 3:17 PM
96	While my income is well above minimum wage, I recognize that for many it is extremely difficult to survive, and will continue to be difficult at \$15 per hour.	6/28/2018 2:53 PM
97	Living in Alameda, the Bay Area, is very expensive. We need to help the locals if we can. I also wish we could lower rents.	6/28/2018 2:38 PM
98	Thanks for asking. We definitely need raise to \$15 asap so ppl can afford to live here	6/28/2018 2:38 PM
99	Anyone working for minimum wage can't afford to live here...we are retired and it's really hard	6/28/2018 2:24 PM
100	Very disappointed that the city can't get other stuff promised done first. What about Webster st redevelopment? What about Central Ave. bike path, what about cameras on entry exit from island for crime reduction, what about addressing Oddie and Vellas violation of city charter?	6/28/2018 2:11 PM
101	The minimum wage needs to be raised to \$15 or more per hour now!	6/28/2018 1:50 PM
102	The problem is housing prices, which is a problem of the city not letting enough units get built. Higher min wage will lower total take-home pay (see Seattle Results). It will cause prices to go up and rents to increase as all the \$ will go to landlords. Fix the housing problem by building apartments, not squeezing small businesses that are already struggling with the added expense of doing business in Alameda.	6/28/2018 1:38 PM
103	Please increase the minimum wage. We need to be competitive with other cities including Oakland. People need to be able to live in the Bay Area and it's the right thing to do. Perhaps have the fire department not have an engine respond to medical calls or change fire department staffing to not be 24 hour shifts to save money and overtime costs. Just throwing this out there but pretty sure it will fall on deaf ears.	6/28/2018 1:37 PM
104	There should be a lower minimum wage for high school students or those under 18 to encourage hiring students for part time work. If they have never worked before, it is hard to justify paying the higher minimum wage.	6/28/2018 1:02 PM
105	The increase will not just impact the minimum wage category, it will also impact the skilled worker & lower level managers that make near \$15-20PH now. if the people they supervise receive and increase then so should they in their mind. And that thought process will continue up the ladder until once again the price of goods and services must rise to eep up with the cost of labor and the ratio will be right back to where it is today.	6/28/2018 12:59 PM
106	If you can't afford to pay your employees fairly you don't deserve to be in business!	6/28/2018 12:57 PM
107	We should do the increase now. Do the 15\$ an hour across the board. We need to move forward and level the playing field. Having a different wage for the number of employees is going to paralyze some of our business. Just do it and let's move on to healing our town.	6/28/2018 12:45 PM

## Minimum Wage Survey, June 2018

108	Please start soon. This has been needed for a long time.	6/28/2018 12:45 PM
109	take care of business, fix the potholes, keep the parks clean, stop lavish benefits for cops, fire and other city workers, no sanctuary city, no rent control	6/28/2018 11:15 AM
110	Business owners should be able to choose their employees wages based on performance, experience and longevity. Forces a minimum wages takes away incentives for employees to work harder or to earn a higher wage.	6/28/2018 10:16 AM
111	As we all know \$15 an hour is not nearly enough.	6/28/2018 9:39 AM
112	There need to be exceptions. Businesses with few employees, workers under age 18 and employees who also receive tips should possibly be exempt from the requirement.	6/28/2018 7:59 AM
113	I worked as a librarian in Alameda and was proud to serve my community. I took home less than \$20 an hour, though (almost exactly what I paid my babysitter), and left after 8 months in the summer of 2017. I now make over twice as much per hour in another community, but it makes me sad to leave the island for work. I was born here and have lived here my entire life.	6/28/2018 6:20 AM
114	The only jobs affected are at the very bottom of the ladder, and I will always support helping the least well off	6/28/2018 12:58 AM
115	It would be nice if we paid our teachers more.	6/28/2018 12:01 AM
116	Please don't raise the minimum wage, otherwise we will lose jobs !	6/27/2018 11:59 PM
117	Rent. Nothing more to say	6/27/2018 11:27 PM
118	This is greatly needed -- I am glad that the city is heading in this direction. Thank you!	6/27/2018 10:54 PM
119	This will make it more difficult to hire part time students and drive up costs in Alameda. Don't agree	6/27/2018 10:39 PM
120	Needs to happen sooner!	6/27/2018 9:56 PM
121	Higher minimum wages eliminates lower wage jobs and makes Alameda businesses less competitive with other jurisdictions.	6/27/2018 9:05 PM
122	Given that we are adjacent geographically to Oakland and other cities who have raised minimum wages above the state minimum, I see no reason why we should not do the same in the City of Alameda.	6/27/2018 8:40 PM
123	Suggest that creating point should be \$13 now growing to \$15 by state deadline. Then we'r can compete with San Leandro for workers.	6/27/2018 8:17 PM
124	Alameda employees deserve a liveable wage.	6/27/2018 7:45 PM
125	I am making 10.50\$ an hour. I have 2 jobs and work to pay my 2 bedroom apartment. Bc I have 2 kids. 6 and 7 years old. My husband works as well as a caregiver To pay car payment. Increasing minimum wage in alameda is worth deserving.. Business in Alameda is booming. And Only business owners have quality of life And driving luxuries cars ..	6/27/2018 6:58 PM
126	No family can live on min wage of \$10/hr in Bay Area. For those of us who can afford to pay a little extra for foods and services, raising it more quickly is the right thing to do.	6/27/2018 6:42 PM
127	As the parent of a child with disabilities, this affects me directly. Having a minimum wage lower than Oakland's, certain care agencies (respite care) pay only the city minimum wage. This puts me at a disadvantage when trying to find workers to care for my son, where they automatically get paid a higher rate for working in Oakland, which has many times the population and surrounds Alameda. Why would any worker travel through Oakland to Alameda to get paid less? I can suplliment their pay, but so can Oakland residents, so the inequality that makes it harder to hire someone also increases the amount I'd have to suplliment to be competitive. Alameda's minimum wage should be AT LEAST the same as Oakland's, so that we can attract those workers looking for work in Oakland. That will increase our labor pool - workers know what the minimum wages for different cities are. In fact, having a larger labor pool could lower the total labor cost.	6/27/2018 6:01 PM
128	This increase will significantly hurt small local businesses. Only big, corporations will be able to absorb increased payroll costs. Do you want to lose our small town feel and only have big box stores and restaurants? Further, I don't believe a 16 year old should earn that amount. They have limited work skills.skill	6/27/2018 5:41 PM



## Minimum Wage Survey, June 2018

129	Minimum wage jobs are supposed to be starter jobs for teenagers and people who are new to the workforce. These jobs generally don't require much skill. Minimum wage was never intended to be a "living wage" for people with families. If the minimum wage is artificially inflated, the net result will be a loss of jobs for teenagers and others looking to get started in the workforce. European countries have many examples of how high minimum wages have resulted in more companies investing in automation rather than paying workers to do unskilled and semi-skilled jobs. It's important to keep the minimum wage at a level suitable to allow young people to get their first work experience.	6/27/2018 5:41 PM
130	I make more than this proposed minimum wage & as a single parent I'm struggling to minimally survive	6/27/2018 5:40 PM
131	Hardest hit will be small businesses. I don't want to lose them in Alameda but we will lose workers to Oakland because of higher wages	6/27/2018 5:39 PM
132	An increased minimum wage is a win for Alameda. Increased wages means getting more of us closer to a living wage. We live in one of the most expensive areas in the country and our minimum wage should reflect that. In addition, workers that make more spend more, and depend less on government aid and personal debt to get by.	6/27/2018 5:35 PM
133	Only one option? What's up with that?	6/27/2018 5:20 PM
134	I am retired, and have rental property	6/27/2018 5:15 PM
135	There are a lot of businesses in Alameda that have fewer than 25 employees. They will be hurt if minimum wage is increased too fast. I am afraid bigger businesses will find ways to reduce their costs and will simply be detrimental to the people we are trying to help. We need to look at the bigger impact if things get accelerated faster.	6/27/2018 5:13 PM
136	If a higher minimum wage is bad for the economy, then we should all be reduced to the current minimum wage. Won't that make a great economy? Lower pay will "Make Alameda Great Again."	6/27/2018 5:04 PM
137	My observations are that many of our minimum wage workers do not live in Alameda. Are the businesses overall able to support the increase or will employees lose their jobs?	6/27/2018 4:50 PM
138	I don't think asking people what they think without giving them more information is a good way to approach this matter. I think you should consult with experts in economics who can advise you about the potential outcomes of increasing the minimum wage. Present the advice you get to the people and then ask them what they think.	6/27/2018 4:50 PM
139	Actually s/b \$15 NOW....cost of living is already so high, hard for bottom-tier workers to keep up, and middle tier to catch up...PROFITS and the economy do not seem to be lagging, ONLY the wages....it's the right thing to do...!!!	6/27/2018 4:50 PM
140	It's the right thing to do, since we want people who live here to work here. It's expensive to live, so people need to make more money in Alameda to stay in jobs (in Alameda). Traffic is already a mess, so anything that helps (perhaps) alleviate people leaving for jobs off island is a good thing.	6/27/2018 4:38 PM
141	Minimum wage needs to be at least \$13 *now* — \$15 ideally.	6/27/2018 4:28 PM
142	Why does our city council continue to want to subsidize income for workers and tenants at the expense of small business /landlords. It's obvious the state has done studies in order to minimize the hardship on current businesses by creating a ladder for increasing the minimum wage through 2022. Why challenge the science. When Alameda businesses start seeing employees quitting due to a higher wage elsewhere they will adjust naturally to remain competitive. Let the small business make this decision not the city council.	6/27/2018 4:18 PM
143	Thank you for this excellent initiative :)	6/27/2018 4:16 PM
144	It would make costs increase for commerce which is passed onto consumers who already have issues affording things. Growth in Alameda already is putting a strain on the traffic situation which is worse than when the base was in operation.	6/27/2018 4:14 PM
145	Increase it. The sooner the better. If I have to pay higher prices and taxes to facilitate it, so be it.	6/27/2018 4:12 PM
146	The minimum wage is supposed to be the minimum amount required to live, \$15/hr (31k/yr) doesn't even come close!	6/27/2018 4:11 PM
147	Our city officials are not qualified to design complex economic policies. Inevitably this will end up hurting workers and local businesses. Please don't meddle with this, and let the state's design run its course.	6/27/2018 4:10 PM

## Minimum Wage Survey, June 2018

148	Given the high cost of housing in Alameda I think it is important to raise the minimum wage. Aslo it stimulates the economy of workers have more \$ to spend.	6/27/2018 4:09 PM
149	Yes, please do this.	6/27/2018 3:57 PM
150	Just do it	6/27/2018 3:54 PM
151	We have too many empty commercial spaces. I truly believe that many restaurants will go out of business. Restaurants food costs have gone through the roof. Personally i don't mind paying more, but the general public can't afford it.	6/27/2018 3:53 PM
152	Raising the mon wage will cost jobs, see Seattle...	6/27/2018 3:53 PM
153	The State has already enacted legislation. A stand-alone Alameda wage increase is redundant and empty virtue signaling. Please STOP!	6/27/2018 3:51 PM
154	Folks need to be able to live with enough for the day-to-day expenses and enough to be able to set aside for occasional 'rainy day'. Places that don't recognize this have seen their down-town districts die. Count the number of shuttered businesses along International in Oakland, Market in SF, or Telegraph in Berkeley. And do't get me started on Detroit or NYC. It is past time for the US to institute a basic living allowance for everyone in the country and nake major tax-code revision to fund it. (Start with a 90% tax rate on anyone whose income, from ANY source, is greater than \$100,000) Also add Universal Health Care, abolish for-profit Prisons, cap Executive pay at 10x the lowest paid temp/intern, I can go on for a couple of hours. But. Now, I am retired, so take my opinions with a little salt.	6/27/2018 3:50 PM
155	I'm strongly in favor of a minimum wage ordinance that is nuanced and variegated according to all the different types of employment relationship there are. I volunteer for a non-profit that uses teens and college kids for summer seasonal work. Lumping these kids in with full time, permanent employees; breadwinners who are trying to pay rent and feed a family is counter productive. I think an adult, in a full time permanent position deserves \$15 an hour, regardless of what it does to prices or types of businesses that choose Alameda. entry level wages have consistently shrunk by comparison of management and professional salaries over the last 20 years and have not come close to matching inflation. this is because the entry level job market is gamed by business. However, a high school student with a weekend job flipping burgers or, in our non-profit's case, teaching sailing for 10 weeks in the summer doesn't need or deserve the same wage. These exceptions are made in MANY minimum wage ordinances so there's a precedent.	6/27/2018 3:46 PM
156	Government should NOT be involved in setting commercial wages. The market should do it.	6/27/2018 3:44 PM
157	You don't want to get me started ! I compete with full timers at their pay \$30.00 + @hr.... I do their work.... my pay @ \$13.00.... I very seldom miss a shift. I'm at 26.5 yrs of sevice.	6/27/2018 3:42 PM
158	Given that neighboring cities have already raised their minimum wage to \$13 or more, Alameda must not be too gradual.	6/27/2018 3:39 PM
159	When prices go up to cover the minimum wage increase, I can afford it; however, the minimum wage people are no better off, so why do it? Alameda wil be at a disadvantage compared to other cities.	6/27/2018 3:38 PM
160	Minimum wage laws are almost always well intentioned. They, however, will likely have inadvertent impacts on the people subject to the government action. Alameda should empower workers and employers by ensuring they are not deprived of an opportunity for employment because of the expense of employment. Unless we are prepared to assume that no person in their right mind could ever take a job less than the minimum wage, a mandatory minimum wage would deprive the economy of at least some arraignments that are mutually beneficial for the worker, employer, and consumer. If a minimum wage acceleration is necessary. Strongly recommend researching the economic impacts on pricing in Alameda verse CPI. A minimum wage that makes goods more expensive may have the impact of raising paychecks only to raise expenses. Do not accelerate California's minimum wage as it would amplify the impact of the california minimum wage law in Alameda.	6/27/2018 3:34 PM
161	California is known as a hostile environment for business. This is just another example of it. Things like this are reasons we continue to lose businesses to other states.	6/27/2018 3:32 PM
162	STOP BUILDING	6/27/2018 3:31 PM
163	It is not fair to ask people to make a living on poverty level wages.	6/27/2018 3:29 PM
164	Those of us with money need to expect to pay for our services. Raise that wage!	6/27/2018 3:29 PM

## Minimum Wage Survey, June 2018

165	More money in people's pockets, more they have to spend on goods and services.	6/27/2018 3:26 PM
166	Small businesses will suffer and # of employees will be reduced; Increasing the minimum wage is a band aid to the larger issue of economic disparities...that will in the end be more harmful when small businesses reduce employees or worse yet...close down permanently.	6/27/2018 3:22 PM
167	I am extremely unhappy that the Council is considering spending \$250K+ of tax dollars to accelerate the state increase by two years, after wasting nearly \$1M of taxpayer dollars on the completely avoidable Keimach matter. This minimum wage initiative is not well thought out and is being rushed through in an election year. I believe it will cost considerably more than \$250+K once the floor of the lowest classification of City employees' pay is raised, and you had better believe I will not be voting to increase the local sales tax to pay for it.	6/27/2018 3:17 PM
168	It's crazy that we don't pay higher wages. People need to live, pay bills and raise families. We have people who want to work and we need to take care of them and appreciate what they can offer the work force.	6/27/2018 3:17 PM
169	Completely unnecessary to do this out of step with the state and other cities.	6/27/2018 3:15 PM
170	A slow increase in the minimum lets inflation take the gain away from the employee. Ideally the new minimum, when reached, should be indexed to increase automatically with inflation. (Yes, there are several different official inflation rates. Just pick one. Any of them is better than zero indexing.)	6/27/2018 3:13 PM
171	Increased wages help support businesses long term since employees will stay on longer - rather than leaving for better pay. And since Alameda employees are already in town, they will spend money here, even if they live elsewhere. This is also good for business. I think it feeds back into the community. Thanks for asking!	6/27/2018 3:09 PM
172	What are our city officials being paid? I think all employees should be paid what city officials are paid since they seem to always complain about their salaries. \$15 isn't even a living wage. If the residents of Alameda can afford \$1 million dollar homes they can afford \$15 minimum wage.	6/27/2018 3:03 PM
173	I am a restaurant owner. The profit margins in the restaurant business are already razor thin. I am conflicted because I understand how expensive it has become to live here. That being said, the city doesn't think twice about raising fees and making it difficult for small businesses.	6/27/2018 3:00 PM
174	The minimum wage increase in Oakland put too much strain on small businesses and contributed to some mom and pop shops closing. I am FIRMLY against accelerating the minimum wage increase since it puts too much strain on small businesses who already have financial strain from trying to compete with the big box stores. The minimum wage increases also get passed along to consumers as higher prices. What then happens is even though the minimum wage went up, there is less employment and higher prices so nothing got fixed. Let's learn from San Francisco and Oakland by NOT doing this. A 40-50% increase in the minimum wage over two years would place a huge economic shock on businesses here. We are better off working on lowering costs (more housing, fewer barriers to creating jobs, etc) and getting better jobs here (the kind that will actually allow people who work at them to live here). Raising wages from \$10.50 to \$15 won't fix the affordability issue - it will just make living here even less affordable and will cause the independent shops that make Alameda unique to close up.	6/27/2018 2:57 PM
175	Raising the minimum wage leads to inflation. Think tighten the belt rather than new taxes and kicking the can.	6/27/2018 2:57 PM
176	Minimum should be \$13,00 hr	6/27/2018 2:55 PM
177	Two, three or four more dollars an hour is not going to pay the bills in the Bay Area. But that increase will hurt small businesses. They will reduce staff, reduce staff hours, raise prices or lower quality, resulting in less gross income, and for full-service restaurants, less tipping. A gradual approach is better for business, and better for the employee who will still have a job. In five years, the robots will be here anyway making hamburgers (already happening in San Francisco), and the gig economy (Lyft/etc.) will take over a ton of waitstaff as everyone eats in, and gets their wine delivered too.	6/27/2018 2:54 PM
178	\$15 is still too low considering the cost of living here. And by 2020 it will be even worse. The minimum wage needs to be higher, sooner.	6/27/2018 2:54 PM
179	We also need to close the loopholes whereby large companies evade their rightful share of municipal costs.	6/27/2018 2:52 PM
180	This is a realistic approach to helping those that earn the least, but won't help them in the long run because of skyrocketing costs of living and housing in the greater Bay Area.	6/27/2018 2:49 PM

## Minimum Wage Survey, June 2018

181	Minimum wage is not and should not be intended to be a living wage. Trying to do so will undermine the entry level job market.	6/27/2018 2:47 PM
182	It creates fewer jobs and hours for low skill jobs. As it is it hard for teenagers to get after school and summer jobs. Raising minimum wage pushes up all other wages which pushes up housing costs. If you are concerned with housing costs the answer is NOT to increase minimum wage	6/27/2018 2:41 PM
183	Many college students are home to raise funds for return to school...and are below minimum wage....but we want these bright youngsters to invest their time and energy (and hopefully, their future) in Alameda....pay them enough to make their stay worthwhile!	6/27/2018 2:41 PM
184	By raising the minimum wage rents and cost of doing business will go up along with it. The effect will be minimal and will help no one who earns just the minimum wage. Sales Tax revenue will decrease because business will decrease. Increase community college opportunities so people can earn more than the minimum Wage with skills that determine this.	6/27/2018 2:40 PM
185	It's high time we paid a living wage. \$15 is not sufficient but it's a good start. Glad Alameda is considering taking a progressive stance here.	6/27/2018 2:39 PM
186	either way...to "gradually" increase the min wage is going to mean nothing. by the time it is increased to \$15, prices for everything are going to STILL out strip the income of min wage jobs. increase it NOW to \$15. that would make a real diff instead of offering this fake incremental increase.	6/27/2018 2:37 PM
187	It's only fair!	6/27/2018 2:34 PM
188	Employment data based on my work before retirement.	6/27/2018 2:34 PM
189	Economic studies have consistently found that raising the minimum wage worsens the employment opportunities of the least skilled and educated members of the society. This worsens income inequality.	6/27/2018 2:33 PM
190	The minimum wage as it stands is not a livable wage and needs to be increased to at least \$15 an hour ASAP.	6/27/2018 2:32 PM
191	NO! Wages should be driven by the market, not government. Please do not dictate what businesses should pay employees in Alameda!!!	6/27/2018 2:29 PM
192	None	6/27/2018 2:29 PM
193	In favor. Also in favor of homeless intervention. <a href="http://www.streetsteam.org">http://www.streetsteam.org</a> Or any other actual option, not sweeping them to the next street	6/27/2018 2:26 PM
194	Unfair burden on businesses and will make them not want to stay in Alameda. Look at the drawbacks before enacting another law	6/27/2018 2:24 PM
195	Thank you! Everyone deserves a living wage!	6/27/2018 2:24 PM
196	This especially effects workers who work for tips. I am already reducing my amounts I leave for tips. "Tips" is an acronym for "To Insure Prompt Service." Most people who work for tips don't know that. I do not leave tips when I go to a walk-up counter (such as Starbucks, etc.) because that's not its intention. Many places now add on their own "gratuity." That should be my decision. So, minimum wage goes up, tips go down, prices go up.	6/27/2018 1:21 PM
197	Thank you!	6/27/2018 1:13 PM
198	The City should use the same plan as the State.	6/27/2018 9:51 AM
199	Everyone deserves a living wage.	6/27/2018 9:38 AM
200	Let the market decide and keep government out!	6/27/2018 9:38 AM

E. Summary of Instant Polling (via cell phones) conducted during the four Community Workshops (July 17 and 19, 2018) and Rotary Club Meeting (July 31, 2018)

# Minimum Wage Workshop

All runs (last updated Aug 15, 2018 8:33am)

9

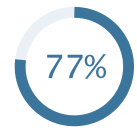
Polls

36

Participants

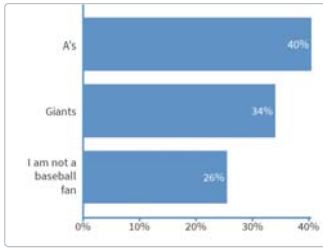
33

Average responses



Average engagement

## Are you an A's or Giants fan?



Response options	Count	Percentage
A's	19	40%
Giants	16	34%
I am not a baseball fan	12	26%

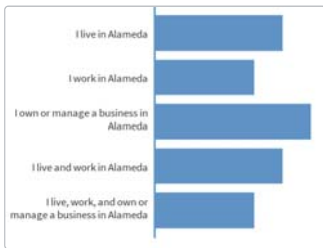


Engagement

47

Responses

## Please check one:



Response options	Count	Percentage
I live in Alameda	9	21%
I work in Alameda	7	16%
<b>I own or manage a business in Alameda</b>	<b>11</b>	<b>26%</b>
I live and work in Alameda	9	21%
I live, work, and own or manage a business in Alameda	7	16%

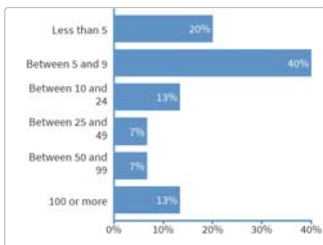


Engagement

43

Responses

## If you own a business in Alameda, how many of your employees (both part-time and full-time employees) work in Alameda?



Response options	Count	Percentage
Less than 5	3	20%
<b>Between 5 and 9</b>	<b>6</b>	<b>40%</b>
Between 10 and 24	2	13%
Between 25 and 49	1	7%
Between 50 and 99	1	7%
100 or more	2	13%

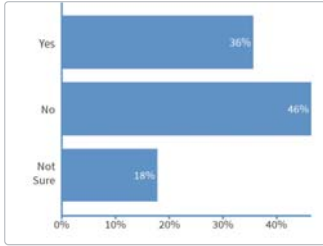


Engagement

15

Responses

### Do you believe that Alameda should have a more aggressive timetable than the State's to reach \$15 per hour?

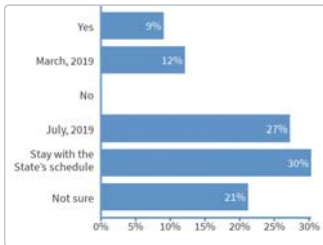


Response options	Count	Percentage
Yes	10	36%
No	13	46%
Not Sure	5	18%

69% Engagement

28 Responses

### Looking at the phased in approach, do you think the initial step increase should occur in March or July, 2019?

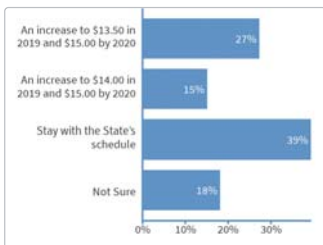


Response options	Count	Percentage
Yes	3	9%
March, 2019	4	12%
No	0	0%
July, 2019	9	27%
Stay with the State's schedule	10	30%
Not sure	7	21%

81% Engagement

33 Responses

### Do you think the initial step should be an increase to \$13.50 or \$14.00?

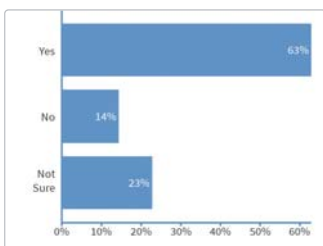


Response options	Count	Percentage
An increase to \$13.50 in 2019 and \$15.00 by 2020	9	27%
An increase to \$14.00 in 2019 and \$15.00 by 2020	5	15%
Stay with the State's schedule	13	39%
Not Sure	6	18%

86% Engagement

33 Responses

### If Alameda has an annual CPI adjustment to its minimum wage, should there be a cap (e.g. 3.5 or 5 percent)?

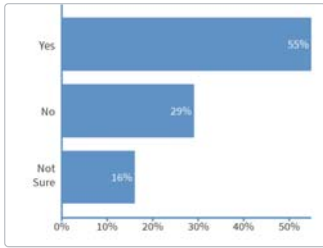


Response options	Count	Percentage
Yes	22	63%
No	5	14%
Not Sure	8	23%

92% Engagement

35 Responses

### Should there be a distinction between small and large businesses, giving smaller businesses an additional year to reach \$15?



Response options

Yes

No

Not Sure

Count

17

9

5

Percentage

55%

29%

16%

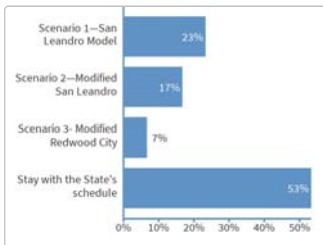


Engagement

31

Responses

### Of the three scenarios presented, which one do you prefer?



Response options

Scenario 1—San Leandro Model

Scenario 2—Modified San Leandro

Scenario 3- Modified Redwood City

Stay with the State's schedule

Count

7

5

2

16

Percentage

23%

17%

7%

53%



Engagement

30

Responses

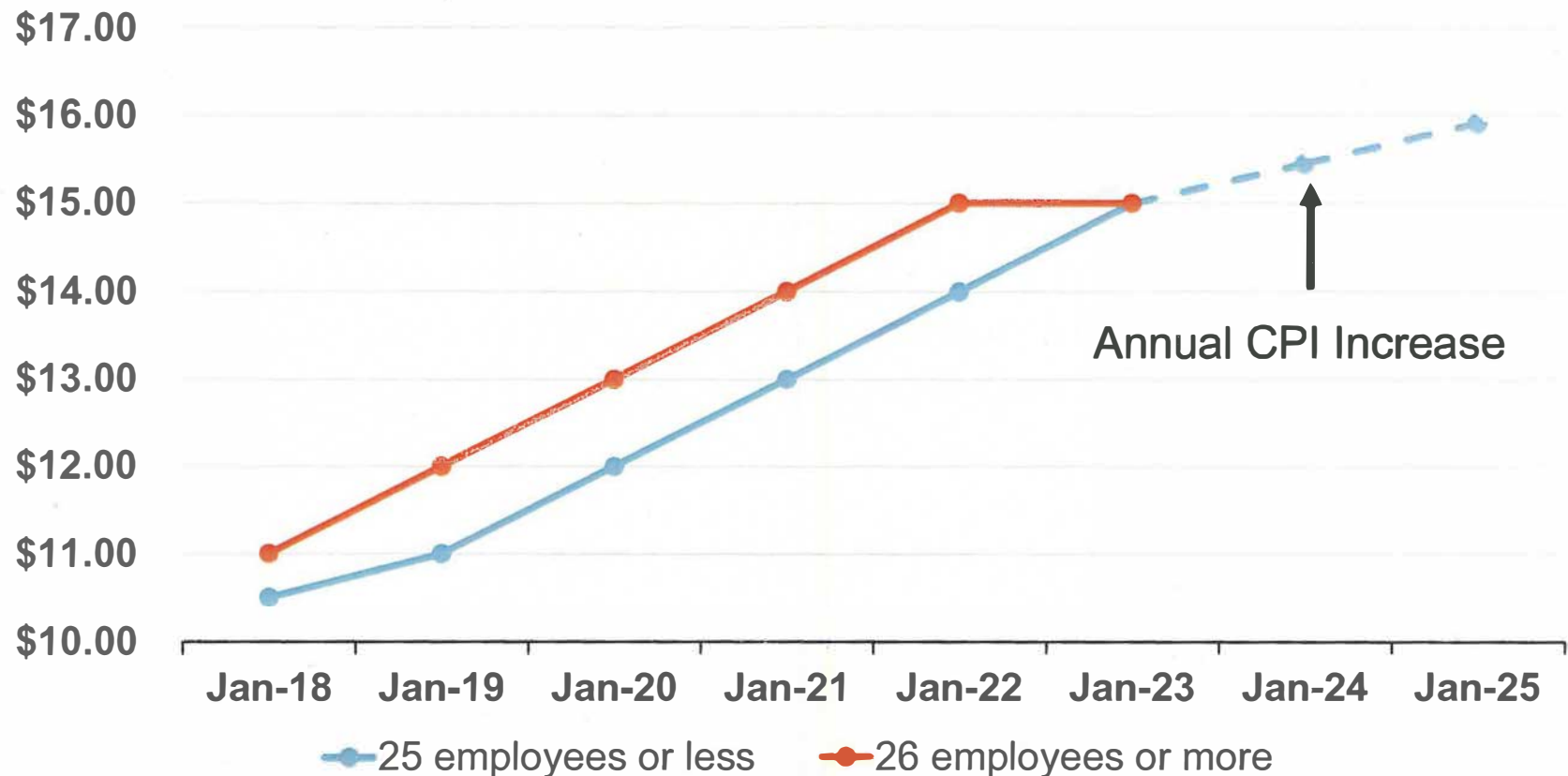
**\*\*Some participants answered the first two questions more than once\*\***



**Scenarios Presented During  
Community Outreach  
(Intended for Discussion Purposes  
Only) and Matrix**

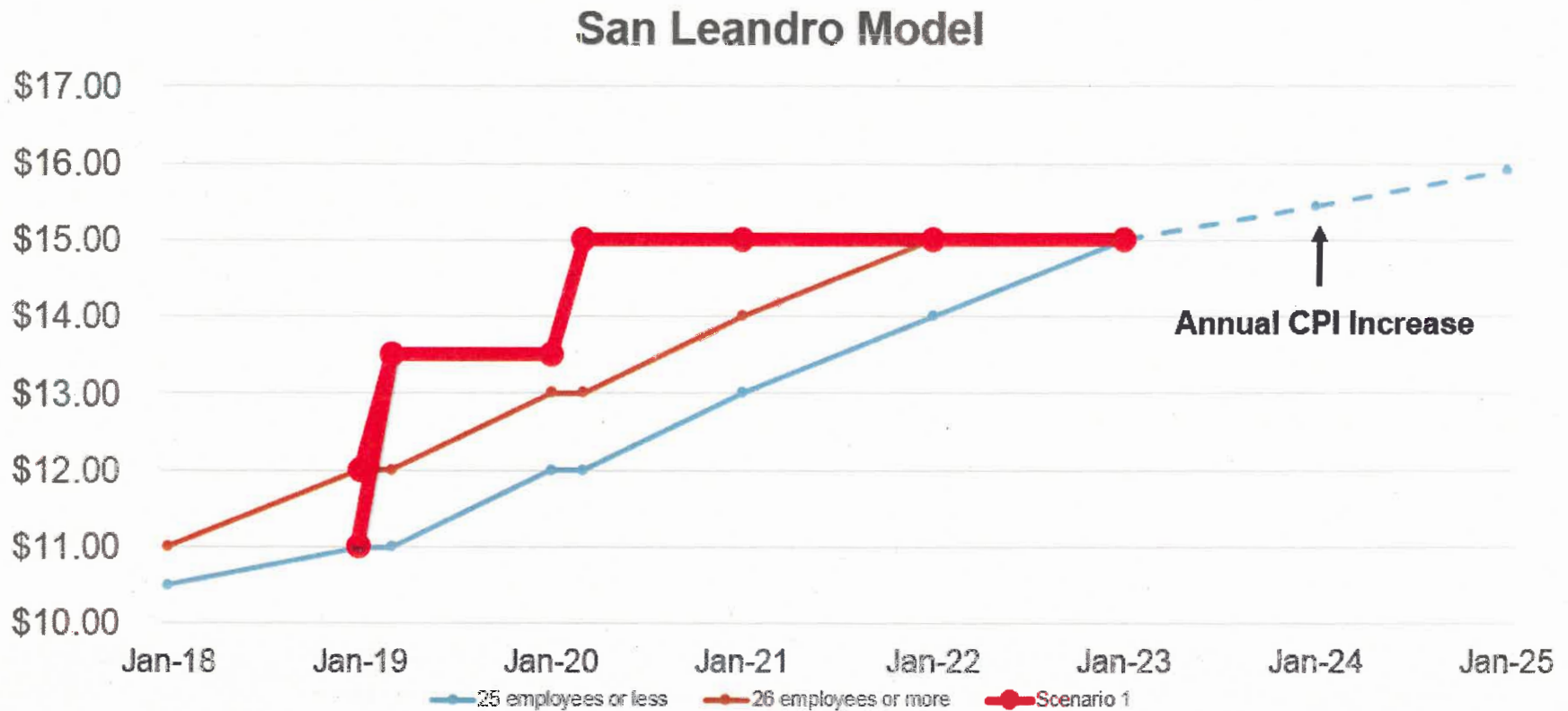
# California's Minimum Wage

California's Minimum Wage



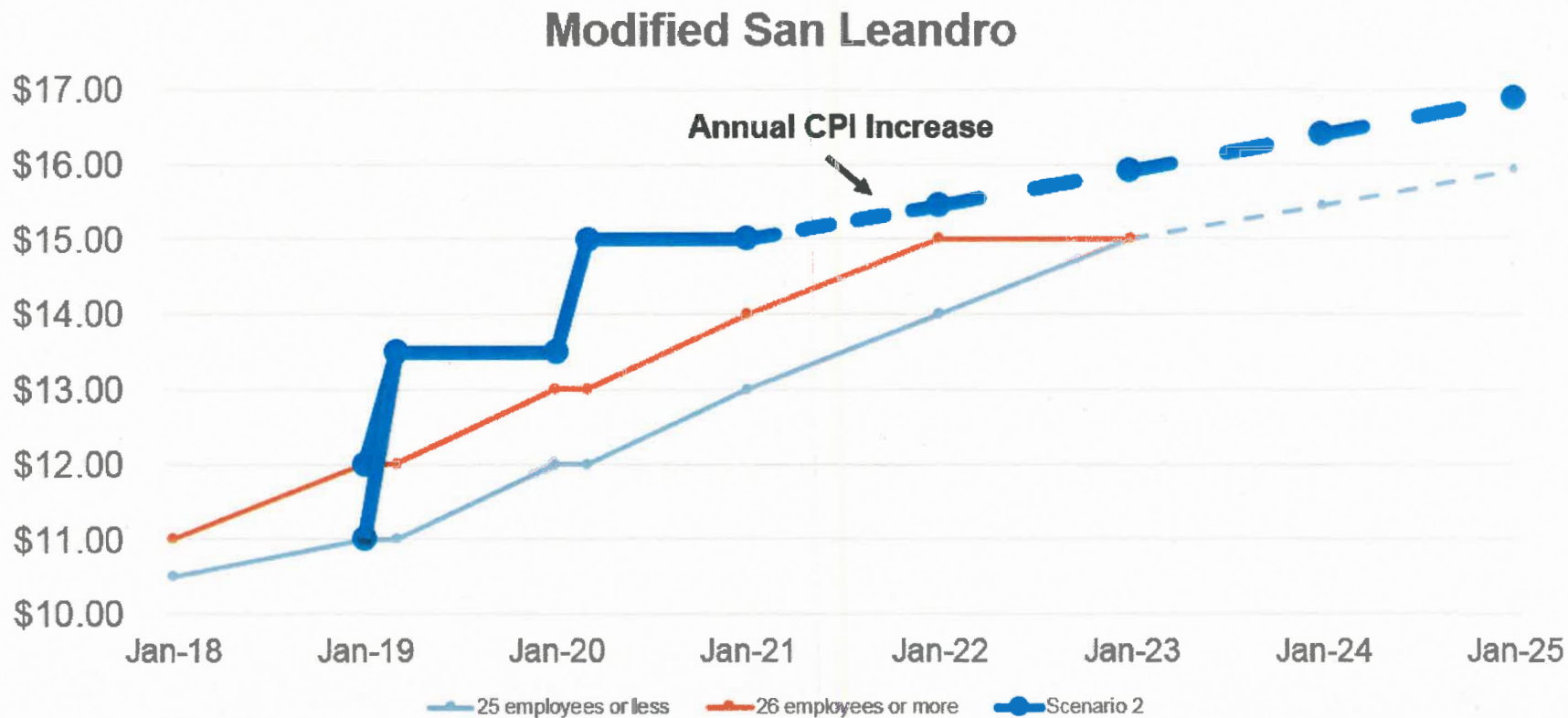
**\*After 2023, state minimum wage annually increases at rate of CPI; the dash lines show a hypothetical 3 percent increase.**

# Scenario I: San Leandro Model



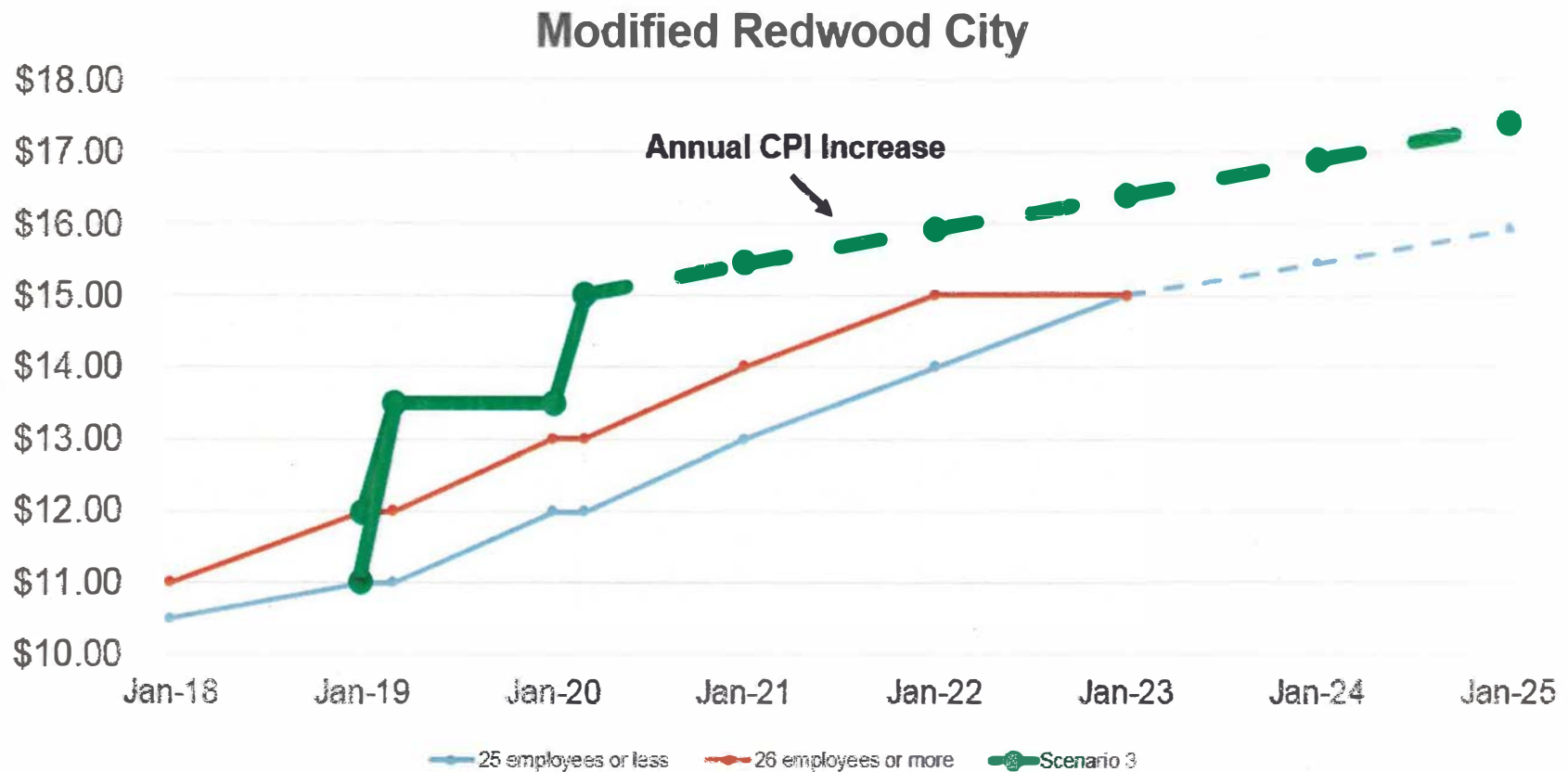
**\*After 2023, state minimum wage annually increases at rate of CPI; the dash lines show a hypothetical 3 percent increase.**

# Scenario 2: Modified San Leandro



**\*After 2023, state minimum wage annually increases at rate of CPI; the dash lines show a hypothetical 3 percent increase.**

# Scenario 3: Modified Redwood City

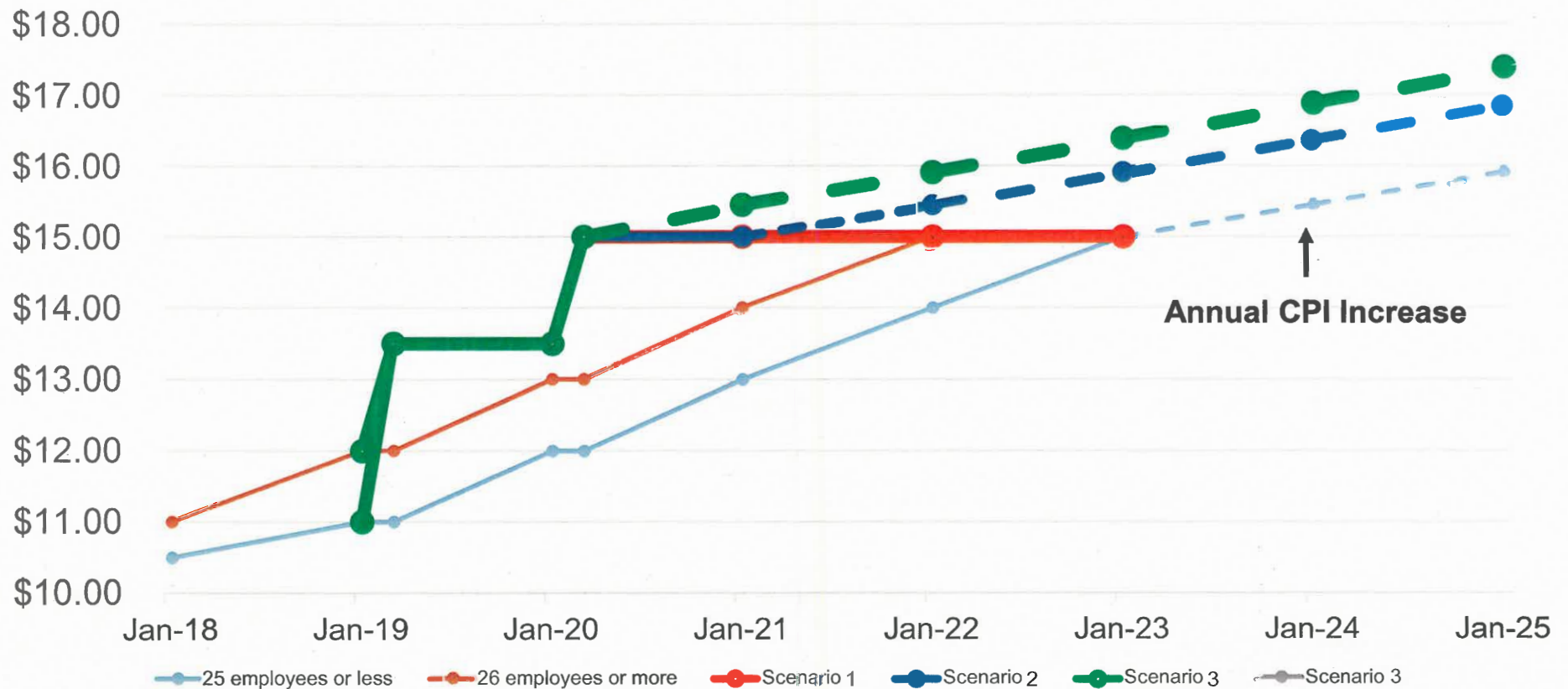


**\*After 2023, state minimum wage annually increases at rate of CPI; the dash lines show a hypothetical 3 percent increase.**



# Summary of Scenarios

## Summary of Scenarios



**\*After 2023, state minimum wage annually increases at rate of CPI; the dash lines show a hypothetical 3 percent increase.**



# Other Policy Considerations

## Various Exemptions and Policy Issues

- “Learner”/Job training programs and Youth Considerations
- Non-profit organizations
- Health, housing or meal benefits
- Distinction between small and large employers
- Sales commissions to be deducted
- Cap on CPI index





# Minimum Wage Workshop

All runs (last updated Aug 15, 2018 8:33am)

9

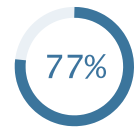
Polls

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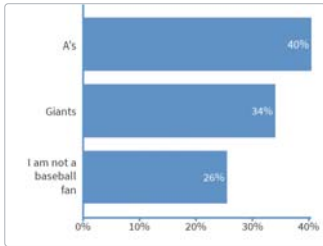
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Average responses



Average engagement

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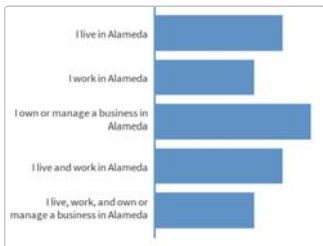


Engagement

47

Responses

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Response options

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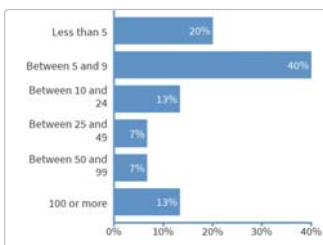


Engagement

43

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Response options

Count

Percentage

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20%

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Between 10 and 24

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13%

Between 25 and 49

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7%

Between 50 and 99

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13%

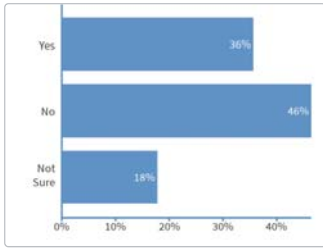


Engagement

15

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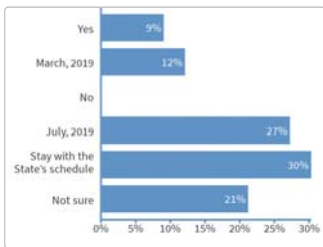


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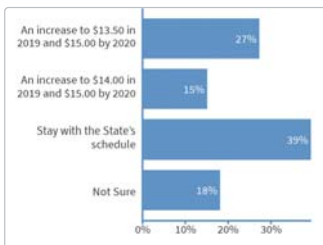


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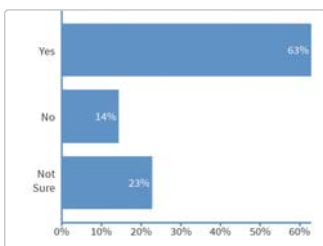


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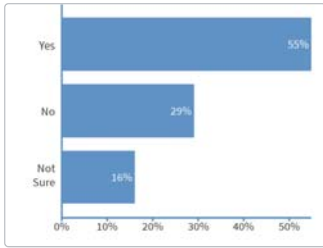


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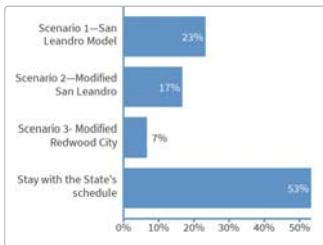


Engagement

31

Responses

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Count

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5

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16

Percentage

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Engagement

30

Responses

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