



DISTRIBUTION DATE: 10-22-15

## **MEMORANDUM**

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Deborah Barnes  
Contracts & Compliance

**SUBJECT:** Minimum Wage Increase,  
Effective January 1, 2016

**DATE:** October 13, 2015

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City Administrator Approval  
/s/

Date: 10-22-2015

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### **INFORMATION**

The Oakland Minimum Wage increases to \$12.55 per hour effective January 1, 2016.

Measure FF, the voter-initiative ballot measure that passed with an 82% majority in November 2014, provides annual increases to Oakland's Minimum Wage based on the local Consumer Price Index for Urban Wage Earners and Clerical Workers. Thus, on January 1, 2016, the rate goes up 30¢, from \$12.25 to \$12.55.

Employers are required to provide notice and prominently display posters on the new Minimum Wage rate to employees by December 15, 2015. Notices must be in languages spoken by more than 10% of employees. The City will provide employer notification posters in English, Chinese, Spanish and Vietnamese; these are available for download at [www.oaklandnet.com/minimumwage](http://www.oaklandnet.com/minimumwage).

Outreach and education efforts to notify employers and workers of the new Minimum Wage are underway including:

- Direct mailing of an informational postcard in four languages to Oakland businesses through the Business License Tax database in early November and a second mailing in late December.
- Distributing of 20,000 informational postcards in four languages throughout the community.
- Displaying ads placed in select newspapers, including the Oakland Tribune, Oakland Post, Sing Tao Daily, and Vision Hispana.
- Distributing a media release.
- Ongoing postings on social media.
- Conducting a series of employer and employee workshops.
- Presenting information on KTOP TV 10.
- Conducting business-by-business walks in commercial districts.

- Oakland Business Assistance Center supported workshops in various languages that include information about the Minimum Wage increase.
- Noticing through databases held by the Business Assistance Center, Contracts and Compliance, Alameda County and the Port of Oakland.

For questions, please contact Deborah Barnes, Director, Contracts and Compliance, at 238-6270 or [dbarnes@oaklandnet.com](mailto:dbarnes@oaklandnet.com).

Respectfully submitted,

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DEBORAH BARNES  
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City Administrator's Office