

Engagement and Outreach Summary

Date of Meeting	Organization	Number of Attendees
October 16, 2019	United Merchants Association	6
October 16, 2019	Hayward Business Association	5
October 25, 2019	Latino Business Roundtable	20
November 1, 2019	Chamber Government Relations Council	18
November 7, 2019	Downtown Hayward Improvement Area Board	18
November 12, 2019	Community Wide Meeting	3
November 20, 2019	Business Community Meeting	7
November 21, 2019	Hayward Chamber of Commerce Board Meeting	10
November 21, 2019	Hayward Non-Profit Alliance	8
November 21, 2019	California State University East Bay	2
December 3, 2019	Hayward Area Recreation District (HARD)	2
December 11, 2019	Business Community Meeting	8

Summary of Comments Received During Meetings:

- Makes no sense to do this since State already has regulations in place
- Waste of time for city staff
- Bad for youth employment – businesses will stop employing youth as the wages increase
- Mid-year adjustments make no sense
- Business will lay-off workers to make up the difference in costs to the business
- Businesses already pay what they need to pay in order to attract workers
- Staff was asked to clarify what was meant by the different kinds of industries regarding exemptions. Staff explained other cities defined businesses as, for example, a restaurant vs. a non-profit
- Small business owner said he didn't want to have to pay minimum wage, noting \$15 was not enough anyway, but will have to pay \$15 whether he wants to or not in the long run
- Small business owner said they were already paying over \$15 and still could not find workers.
- Housing costs are the problem
- New businesses will have trouble opening if they need to start with wages already at \$15/hour.
- Even if minimum wage is raised to \$15, one business owner said they cannot compete with companies like Amazon that start employees at \$18/hour
- Having to pay \$15/hour in addition to tips and commissions will have an impact. One business owner noted she already has employees who make over \$60,000 a year because of tips and commissions so she shouldn't have to pay \$15/hour, too.
- Small business owner (private, education) noted when wages go up, costs will have to go up, so customers (families) end up paying the price
- Interested if there are any grants or subsidies that will be offered to help small businesses

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- Chamber member asked what the percentage of Hayward residents currently receive minimum wage? Staff replied that we know how many residents receive minimum wage, and how many businesses pay minimum wage, but we don't know how many Hayward residents receiving minimum wage also work in Hayward. Chamber member suggested Council explore if raising the minimum wage would help more residents than it would hurt Hayward businesses.
- Business owner said raising minimum wage \$1 would cost him \$40,000 more a year
- There is no reason to rush this. We have been planning for the State's increase.
- Business in 2019 has been slow for most of B Street.
- Businesses will begin cutting back staff hours to make ends meet, especially if business is slow. Can't pay retail staff to stand around.
- Hayward is not Emeryville or other cities with vibrant active downtowns with day and night traffic. Our socioeconomics are different.
- Hayward should stay the course with the State schedule
- Understands that the push looks noble
- This can strangle the ember of the downtown that is just starting to burn brightly.
- The six-month approach with an increase in July 2020 and January 2021 actually makes it harder for businesses to adapt.
- It is costly and time consuming to have payroll systems changed twice
- If this is approved, recommend just going with the two dollars increase in January 2021
- Why and where is this coming from?
- Businesses will reduce hours for staff, may cut staff hours, store hours
- \$15 is coming no matter what.
- If a business can't pay that then they should not be in business.
- Prices for food goes up as food gets higher quality anyway – organic and non-antibiotic. These are the foods people want and will pay for
- Businesses have to pay \$15 or more now to attract and retain workers anyway
- Cost of losing and training new employees outweighs the cost of increase wages now
- The increase should happen, but not overnight
- Give businesses time to get ready