

## **Emeryville Minimum Wage Impact Study 2016 Survey Contract**

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### **Background**

#### ***2015 Oakland Minimum Wage survey***

In July 2015, Sepi Aghdaee (MPP/MBA student at the Lokey School) and Carolyn Sherwood Call (Associate Dean at the Lokey School) conducted an online survey of Oakland businesses to explore general business conditions and gather information about how Oakland businesses responded to the increase in Oakland's minimum wage (Measure FF) which went into effect on March 1, 2015. The investigators worked with City of Oakland staff to generate questions that would provide useful information to the City in its business development efforts.

The City of Emeryville would like to use this survey as a template for their own study of the effects of their own minimum wage increase ordinance.

### **Benefits of Proposed 2016 Emeryville survey**

A comprehensive survey of Emeryville businesses would provide several benefits to public and private entities.

- The City would have information it could use in targeting policies to help mitigate any negative consequences of the wage increase. Balancing the needs of employees and employers requires data and analysis to assist informed decision making.
- Business owners and business groups would have information they could use to guide advocacy efforts with the city and to seek resources from other public and private sources.
- The survey would provide business owners with an important avenue for expressing their concerns and challenges to city officials. One finding of the 2015 survey in Oakland was that many business owners did not feel heard by city officials. Asking business owners about their concerns and challenges could help them feel heard.

## **Outcomes of Proposed 2016 Emeryville survey**

The primary outcome of the 2016 survey will be a report of findings which will be available to the public by the middle of October 2016. The report will provide details about survey responses and highlight key takeaways. The 2015 report, "Oakland Business Conditions Survey: Impact of Measure FF", provides an example of our survey report work.

## **Proposal for 2016 Emeryville survey and analysis**

For the 2016 Emeryville survey and report, we would like to use the 2015 Oakland survey as the main architecture of the project, but modify it slightly to meet the specific needs of Emeryville.

### **(1) Enhancing the 2016 survey**

To build the 2016 survey, we would use the 2015 general business conditions questions as a starting point, revising a few of the questions based on the experience with the 2015 survey. We will consult with the City of Emeryville in adapting the survey questions to their specific case.

### **(2) Outreach to 40% of city businesses**

The City of Emeryville will provide to the Mills researchers a database of Emeryville business contacts. This will be especially important with nationally based businesses whose owners are not locally based. Mills will use this data base for outreach through emails, phone calls, or in person visits as needed. Mills will supplement contact info where gaps may exist. The survey sampling will be aimed at providing a balanced cross section of Emeryville business types and locations. 40% is estimated to be 480 businesses. If time allows, more businesses will be contacted.

### **(3) Survey analysis**

Mills will analyze the survey results and present them in a report, using, again, the 2015 report as a template. Emeryville has requested an analysis and comparison to how other cities implemented their ordinances. Mills will attempt to develop this section if time allows. The highest priority will be placed on the survey and analysis.

## **Timeline**

- August 19<sup>th</sup> finalize contract between Mills and the City of Emeryville
- Week of August 22<sup>nd</sup> begin work, meet with city staff to modify survey questions and set up resources for outreach
- August 22- September 22 Outreach and survey completion
- September 23- October 24 Analyze results and write report

This timeline is based on 300 hours for student researchers  
40 hours for faculty supervision  
and 8 hours for principle investigator

## **About the Principal Investigator**

Carolyn Sherwood Call is an economist and Oakland native who serves as Associate Dean & MBA Academic Director at the Lorry I. Lokey School of Business and Public Policy at Mills College. Dr. Sherwood Call teaches economics courses at the Lokey School and has also served as its Acting Dean. With Sepi Aghdaee, an MPP/MBA student at the Lokey School, she conducted the July 2015 survey of Oakland business conditions and wrote the report of its findings. Prior to Mills, she taught economics at Saint Mary's College of California and was an economist at the Federal Reserve Bank of San Francisco. At the San Francisco Fed, she specialized in local and regional economic issues with particular emphasis on the nine western states that comprise the 12<sup>th</sup> Federal Reserve district. She holds a B.A. from Pomona College and a Ph.D. in Economics from the University of California, Berkeley.

## **Supervisor and Student Researchers**

Leah Mowery, Graduate Research Assistant, is a current MBA/MPP student at the Lorry I. Lokey School of Business and Public Policy at Mills College Mills. She is conducting similar research for the school in the 2016 Oakland Business Conditions survey. In addition, she researched and co-wrote a secondary research and policy paper for the National Farm to School Network on the economic ROI for local economies with increased local food procurement by schools.

## **Proposed Budget**

Total budget of \$20,000 would include:

- Student workers to conduct outreach to businesses and provide support for survey design, data analysis, and report
- Faculty supervision, analysis, and oversight of project and final report
- Employer benefits and taxes for students and faculty
- Miscellaneous costs (transportation, photocopying, mailing, etc.)
- Administrative overhead