



Sick and Safe Time Spring 2017 Quarterly Report

Submitted to Committee of the Whole - June 14, 2017

Prepared by: Brian Walsh
Labor Standards Enforcement Division,
Civil Rights Department

Sick and Safe Time Spring 2017 Quarterly Report

REQUIREMENT TO REPORT QUARTERLY

“The City Council hereby directs the Civil Rights Department, together with other affected departments, to report quarterly to the City Council on progress related to implementation of the Sick and Safe Time Ordinance.” [Staff Direction 2.5, LIMS 15-01372](#)

IMPLEMENTATION GOALS

- Provide businesses and employers the information and tools necessary for compliance
- Educate employees about their rights under the ordinance and how to assert them
- Engage staff and stakeholders for effective implementation of the ordinance

KEY OBJECTIVES FOR THE SPRING QUARTER (MARCH – MAY)

- Finalize development and branding of communication tools
- Conduct informational and public listening sessions
- Publish FAQs and Enforcement Rules

MILESTONES SPRING QUARTER (MARCH-MAY)

- Visually updated website
- Presented to over twenty small business associations and groups across the city
- Responded to and resolved more than one hundred requests for technical assistance by email, phone, and in-person
- Created additional brochures, posters, checklists, and other communication tools
- Published FAQs and Enforcement Rules
- Trained 311 operators to process SST complaints and requests for technical assistance
- In collaboration with Communications Department and City Coordinator's Office, media and advertising campaign to raise public awareness is underway
- Hired one additional full-time enforcement staff
- Tested enforcement processes, infrastructure, mechanisms and correspondence
- Contracts with community-based organizations to educate and engage both employers and employees
- Convened eight meetings of the Workplace Advisory Committee

Preparing for the July 1, 2017 effective date of the Sick and Safe Time (SST) Ordinance requirements has generally involved three tasks: (1) creation of rules and information, (2) dissemination of information to the public, and (3) design of enforcement infrastructure. Importantly, on May 30, 2017, Governor Dayton's veto of "pre-emption" legislation lifted a cloud of uncertainty around Sick and Safe Time and paved the way for more robust support of implementation across the city enterprise.

Implementation milestones this quarter featured our SST website (www.minneapolismn.gov/sicktimeinfo) and its visual update including additional graphics and new information. Dissemination of information to employers, including enforcement guidance and procedural rules published this quarter, has been most effective through this online platform. See a graph below on page four to view a summary of recent traffic to the SST website.

Enforcement staff this quarter also presented in-person to over twenty business groups across the city in an effort to raise awareness and increase the business community's comfort with both new requirements and the people enforcing them. The reassurance, relationships, and debunking of misinformation has proved invaluable thus far and will continue. Requests for technical assistance from the public to the Labor Standards Enforcement Division in-person, by phone, and emails increased dramatically at the end of May and show no signs of slowing through June. Staff now receives and resolves multiple requests per day and has planned two live streaming "webinar/workshops" to intensify outreach to employers that may be suddenly tuning in to our message.

Creation of additional communications pieces this quarter included a tri-fold brochure of basic ordinance requirements and explanations. City staff contracted with the Main Street Alliance of MN to conduct one-on-one outreach to businesses and answer questions that some feel uncomfortable asking directly to enforcement staff. We have also found that smaller businesses along neighborhood arteries often need this personal and proactive connection to ensure awareness and understanding. The tri-fold brochure is currently being distributed door-to-door to one thousand small businesses across every major commercial corridor in the city. This canvassing effort is particularly focused on concentrations of immigrant owned businesses.

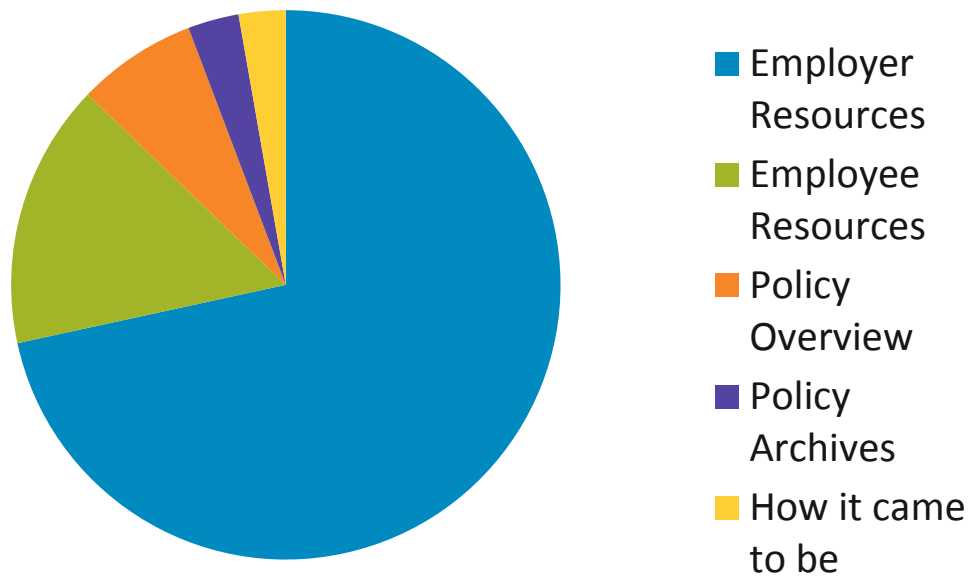
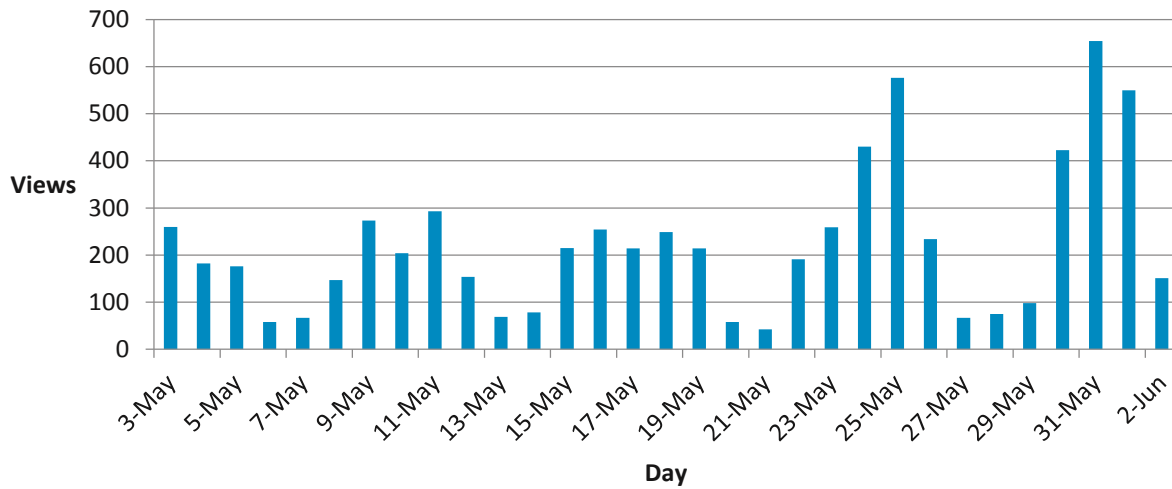
A paid media campaign has been designed in collaboration between Civil Rights, Communications, Neighborhood Community Relations, and City Coordinator's Office staff. This media campaign's execution is now underway and will include public transit bus benches, community radio, internet, and community newspaper advertising. Enforcement staff appeared this quarter for two hours on La Raza Spanish language radio and has been confirmed for additional appearances throughout summer 2017. Listener call-in questions during these radio shows have been constant.

Enforcement infrastructure has been tested throughout the winter and spring quarters. Processes, correspondence, documentation, and Practice Manager Software are being polished. This quarter, one additional full-time employee was hired to enforce SST. Enforcement staff has also recently consulted and attended online trainings with the MN Department of Labor, the City of St. Paul, and "sister" jurisdictions including New York City, Seattle, San Francisco, and Tacoma, WA. Finally, Civil Rights staff has worked with 311 and trained its staff to triage and track incoming phone calls and questions. 311 operators are also now trained to help callers use a new online form on the SST website to file complaints.

Civil Rights staff convened and supported eight meetings of the Workplace Advisory Committee during the spring quarter. Importantly, enforcement staff has engaged two member organizations deeply trusted by low wage workers in north and south Minneapolis. A contractual agreement and related co-enforcement is planned to ensure that vulnerable low wage employees actually receive the intended benefit of their SST protections. We look forward to delivering on the promise of the SST ordinance through genuine community partnerships that inform strategic, proactive enforcement priorities.

RESULTS

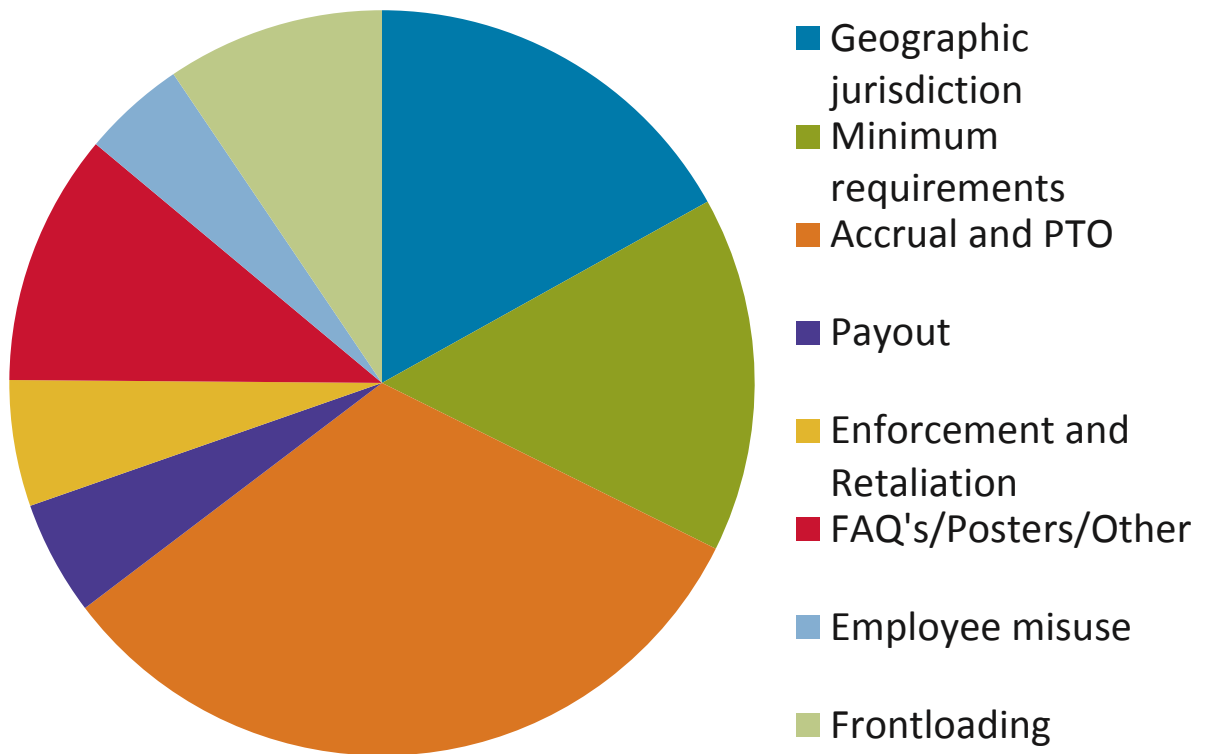
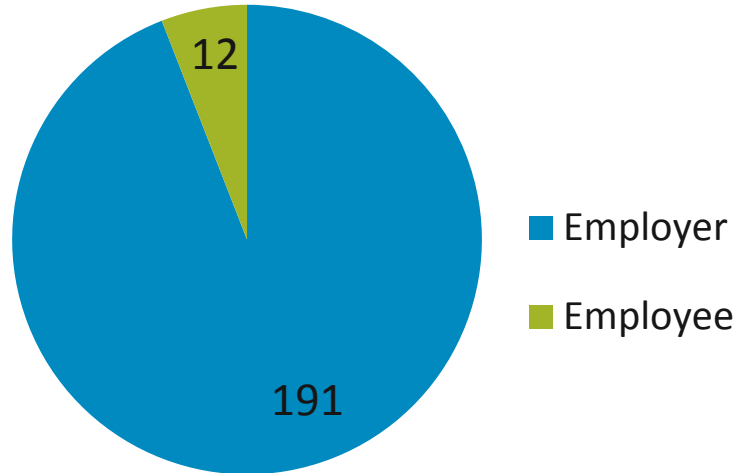
Website Views in May (7,031 views) (2,736 unique visitors)



Topics Viewed

Email Inquiries: Quantity and Type of Information Requested

December 2016-May 2017



OBJECTIVES FOR NEXT QUARTER

- Answer questions
- Investigate and resolve complaints
- Trainings and webinars
- Media campaign including paid advertising
- Door-to-door canvassing to educate small business owners
- Co-enforcement and collaboration with community based organizations

CONTACT INFORMATION

Call: Minneapolis 311

Email: sicktimeinfo@minneapolismn.gov

Website: www.minneapolismn.gov/sicktimeinfo

In person: City Hall room 239