

Jersey City Earned Sick Day Roll Out Plan

Objective

The Earned Sick Day Roll Out Plan is aimed at educating Jersey City stakeholders as to the implications of the recently adopted ordinance. A communication plan will show the administrations foresight in not only adopting progressive policy initiatives, but also thinking through implementation, outreach and problem solving. Community partners can be key in the roll out of said plan, since they can expand the reach of the municipality and become a third party validator for the benefits of the initiative.

Organizational Tie-Ins:

Assisting in the creation and execution of the attached roll out plan can increase organizational relationships and existing campaigns for partner organizations. These include:

1. Injecting energy and momentum to the state wide Paid Sick Day initiative.
2. Strengthening benefit floors in the city, therefore strengthening ongoing collective bargaining and organizing campaigns for local labor unions
3. Increasing the prominence of partner organizations in Jersey City.
4. Assisting in the identification of partner organizations, businesses and clergy for upcoming issue campaigns
5. Serving as a platform through which members of the council can gain name recognition and support within their respective districts

Key Components of an Outreach Plan:

Media event for signing

Media outreach on education plan roll out

Creation of educational tools and materials for businesses owners (online for download and distribution)

Educational forums held in each Ward (In collaboration with org partners)

Human interest stories post roll out and implementation

Messaging:

1. Earned Sick Days is a Public Health Initiative

- Mumps Outbreak/ CDC Guidelines example

2. Earned Sick Days is a Women's Equity Issue

- Opportunity to connect to Nancy Pelosi's National Legislative campaign on Women's Equity Issues
- Opportunity to highlight initiatives at Center for American Progress FAIR Shot campaign

3. Responsible employers gain from fair treatment of workers

- cite studies that detail non detrimental impact of similar ordinances and initiatives

Campaign Timeline:

<u>Component</u>	<u>Oct</u>	<u>Nov - Dec</u>	<u>Dec - Jan 2014</u>
Field/ Community Outreach		Public Forums with Councilmembers and business owners, stakeholders and workers within their districts	
Media	Public signing of the ordinance at a supporting business establishment	Identify Human Interest story to highlight upon implementation	
Tools/ Materials			Identify materials for production – online, mailers, for employers <ul style="list-style-type: none"> - Edu tools for workers - Edu tools for employers (posting requirements?)
Study			Identify stakeholders for stakeholder panel to discuss upcoming study <ul style="list-style-type: none"> - Set schedule and convene panel.
Administrative		Identify objectives for Education materials Finalize regulations for Human Services	Identify and contract with agency that will study the impact of the initiative