

August 18th, 2014

To: Supporters of the Fair & Uniform Minimum Wage Initiative PAC
From: Tim Eyman

Here's our situation in Washington state:

PROBLEM: The \$15 minimum wage has been passed in SeaTac, Seattle, and Port of Seattle and continues to spread (Tacoma, Olympia, Bellingham, and other cities). The good guys have been fighting back city-by-city. They've failed every time. A legislative bill in Olympia on state preemption was introduced last session and it went nowhere.

SOLUTION: A statewide initiative to the Legislature has been already been filed by Fernando Neuenschwander of Seattle. The signature drive for it can begin immediately – its ballot title reads: *This measure would require the minimum wage to be uniform and consistent statewide for the employees of all employers subject to Washington's Minimum Wage Act, and prohibit any conflicting local minimum wage requirements. Should this measure be enacted into law? Yes [] No [].*

This is an exceptionally good description. Statewide polling shows that 49% of voters support a uniform minimum wage, 43% support cities setting it higher. Our initiatives win statewide with just 25% of the vote in Seattle. But in that same poll, 44% of *Seattle voters* support a uniform minimum wage! Only 52% of Seattleites support cities setting it higher. That means the campaign doesn't have to change voters' minds, it simply has to reinforce a majority of voters' existing position.

TIMELINE: We have from now until the end of the December to collect the necessary signatures (the public vote on it will be November, 2015). However, this signature drive has to be done quickly. The Seattle referendum failed to qualify because the business groups pushing it made a rookie mistake: their fundraising was deathly slow, putting the signature drive on a slow roll-out, giving the SEIU and other opponents time to counterattack with blockers (people who stand around the petitioner and scare away signers). That radically drove up their costs and eventually shut down their signature drive. Our plan is to have our signature drive start on September 1 and end on October 31. That gives opponents very little time to react. But since it is a "pedal to the metal" strategy, it requires all funding to be available upfront.

COST: \$2.2 million. \$1.1 million for the fall 2014 signature drive, minimum \$1.1 million for the fall 2015 campaign.

Progressive activists are showing us our path to victory: their only fear is a state effort. From 2 publications:

Beware the State (of Washington)

Even as Seattleites celebrate their victory, the \$15 minimum wage is under attack on several fronts. ... (Head of the King County Labor Council David) Freiboth warned of the potential of a state-level challenge. Washington State has a ballot initiative process that a state-level business coalition is trying to use to invalidate the new city minimum wage law. "If there is enough collective force on the business side to challenge this with a big money initiative referendum campaign, then we've still got problems," Freiboth said.

As The Seattle Times notes, the eastern half of the state is very conservative and, in alliance with moderate suburban voters, they could overturn the more liberal cities' laws: A poll last fall showed that a majority of statewide voters did not feel sympathetic to the \$15 minimum wage, despite its popularity in the cities it actually covers.

From a different publication:

That's not at all a given, though, if business interests local and national raise piles of money to paint it as some dark political evil coming to murder your friendly latte stand and bookstore. (A statewide initiative) would put progressive Seattle at the mercy of our much more conservative state, essentially hamstringing us forever.

Doing a statewide initiative is the only way to protect every jurisdiction – and it gives all voters across the state a voice in the final decision.

Here's a Seattle Times column about it: **Tim Eyman's intriguing counterattack to Seattle's \$15 minimum wage**, By Erik Smith, SEATTLE TIMES, June 9, 2014, <http://blogs.seattletimes.com/opinionnw/2014/06/09/eyman-initiative-offers-intriguing-counterattack-to-seattles-15-minimum-wage/> (best part: *All it takes is a vote in the mid-twenties in Seattle to put over a proposition that is favored by the rest of the state. "If Eyman gets 25 percent in Seattle, he wins," Pepple says.*)

Thanks for your consideration.

Regards,



Tim Eyman

{Contact information redacted}