

**Engaging Employers
to Effectively Enforce
Paid Sick Days
and other Labor Standards**

Main Street Alliance



Importance of Small Business to Local Economies

Over **99%** of all businesses in the U.S. are small businesses, and **92%** are microenterprises (5 or fewer employees).

There are over **29 million small businesses** in the U.S.

They employ **nearly half** of the country's private sector workforce, that is **58 million out of 121 million private sector employees**.

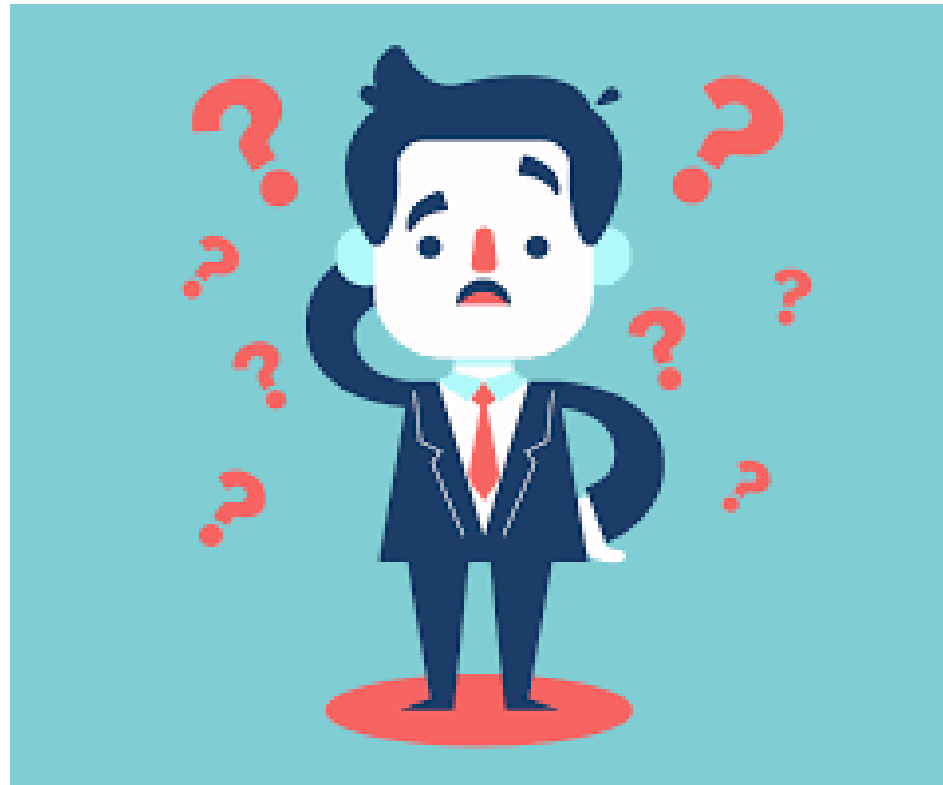
Small Business Owners Support Paid Sick Days laws

Almost two years after New York City's robust PSD law took effect, **86% employers** expressed support for it.

In San Francisco, more than three years after the city passed its law, **more than two-thirds of employers** expressed support for PSD.

A national MSA survey found that **65% of small businesses— including 71% of women and business owners of color**—would support a paid sick days standard.

**Many small business don't know
about the existence of
newly established labor standards.**



New Jersey Family Leave Insurance

MSA surveyed small businesses about the NJ FLI law. **Only half were familiar with the law** and awareness of the individual components of the law is even lower.

40% of respondents were not even sure whether the law applied to their business.



Minneapolis Earned Sick and Safe Time

Outreach conducted nearly a year after the city ESST ordinance was implemented found that **95% of small businesses in North Minneapolis did not know the ordinance existed.**

MSA created a fact sheet for small business owners and **partnered with City Dept. of Civil Rights to conduct small business information sessions on ESST.**



Best Practices

- Conduct outreach prior to implementation
- Public information sessions for small business owners at different dates, times and locations with public/private presenters
- Door to door outreach in commercial districts about info sessions
- Engage small business organizations and small business champions in outreach
- Create simple fact sheets
- Involve payroll systems companies
- Send info mailings to all businesses, including printed posters
- One on one technical assistance



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