



***FIGHT
PROP 22***

No on Prop 22
The Uber/Lyft Power Grab

**DEFEATING THE GIG COMPANY BALLOT MEASURE
THAT THREATENS WORKERS' RIGHTS AND UNION JOBS**

California Labor

FIGHT TO SAVE OUR JOBS!!!!

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PROP 22: POWER GRAB THAT THREATENS UNION JOBS

- Prop 22 exempts Uber, Lyft DoorDash, Instacart and other corporations from ALL labor law that protects all workers
- They are pushing Prop 22 to create an UNDERCLASS of workers who don't have protections in the law and eliminate their responsibility to pay for unemployment, workers' comp and Medicare
- If they win, the door will be wide open for these companies to expand unchecked and unregulated, threatening union jobs in EVERY industry



WHAT DOES PROP 22 DO?

- ELIMINATES CORE WORKERS RIGHTS WE'VE ALL FOUGHT TO ENACT OVER DECADES
- Eliminates company responsibility to contribute to Social Security, Medicare, Unemployment Insurance, Workers Comp and other social safety net programs
- Eliminates company liability to consumers on issues ranging from sexual assault to injury or death



WHAT DOES PROP 22 DO?

- Creates an unfair advantage for companies that don't follow labor laws, threatening public and private sector union jobs
- Shifts the burden to taxpayers and strains state and local budgets
- Strips away local control on workers' rights

WHAT'S AT STAKE:

EMPLOYEE VS INDEPENDENT CONTRACTOR

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Employee

- ✓ MINIMUM WAGE
- ✓ SICK DAYS
- ✓ WORKERS' COMP
- ✓ PAID FAMILY LEAVE
- ✓ UNEMPLOYMENT BENEFITS
- ✓ RIGHT TO ORGANIZE

Independent Contractor

- NO MINIMUM WAGE
- NO SICK DAYS
- NO WORKERS' COMP
- NO PAID FAMILY LEAVE
- NO UNEMPLOYMENT BENEFITS
- NO RIGHT TO ORGANIZE

WHAT'S AT STAKE

- GROWTH of a business model that threatens good jobs and the middle class
- AT RISK: Union jobs in hospitality, construction, retail, public transit, delivery, entertainment and many other industries
- RACE TO THE BOTTOM: Lowers standards on wages, health care and retirement
- BARRED FROM A UNION: Hundreds of thousands of gig workers will be left without basic protections in the law or any opportunity to organize

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WHAT'S AT STAKE: **PUBLIC SECTOR UNIONS**

- Straining the safety net – poverty wages and no benefits means drivers have to rely on government assistance
- Less tax revenue for government services
- Gig companies want to expand to public sector, transportation, school bus drivers, admin jobs – public sector union jobs at risk

WHAT'S AT STAKE: **PRIVATE SECTOR UNIONS**



- Drivers, Transportation, Delivery, Grocery, Entertainment, homecare, health care, hotel/hospitality and many more union jobs are at risk
- Gig companies want advantage to take union work
- Race to the bottom – gig companies lower standards on wages, benefits



WHAT'S AT STAKE: **BUILDING TRADES UNIONS**

- App-based services like Handy threaten to take union jobs away from construction workers – eliminate hiring halls
- Gig companies create an uncompetitive advantage that threatens union employers
- Race to the bottom – gig companies lower standards on wages, benefits

PROP 22: PRIMARY FUNDERS



- ✓ Uber (*valuation \$50 billion*)
- ✓ Lyft (*valuation \$25 billion*)
- ✓ Instacart (*valuation \$8 billion*)
- ✓ Doordash (*valuation \$13 billion*)
- ✓ Postmates (*valuation \$2.5 billion*)

Together, these companies have raised \$110 million...so far

CA AG & CITY ATTORNEYS SUE UBER/LYFT

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- Attorney General Becerra and City Attorneys in SF, SD and LA sued Uber and Lyft over misclassification of employees. ***While a big boost to our campaign, it's likely to take many months to be decided in court***

“California has ground rules with rights and protections for workers and their employers. We intend to make sure that Uber or Lyft play by the rules”
-- AG Xavier Becerra

The New York Times MAY 5, 2020

California Sues Uber and Lyft, Claiming Workers Are Misclassified

The ride-hailing companies are accused of defying a new state law that says gig workers should be treated as employees.

UBER/LYFT CHEATING WORKERS ON UI

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MOTHERBOARD
TECH BY VICE

Uber and Lyft Owe California \$413 Million in Unemployment Insurance Taxes, Study Says

It's a "massive burden shift from multi-billion dollar gig companies to taxpayers and workers."



CONFIDENTIAL POLLING: **A SNEAK PEEK**

- When voters read the ballot measure title and summary, they're confused. We start off behind 50%-41%
- Our base isn't our base
- When voters have a little more information on what the measure means, we see HUGE shifts
- We see the biggest gains among young voters, women and Democrats

CONFIDENTIAL POLLING
A SNEAK PEEK
MESSAGING THAT WORKS

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Our best messaging accomplishes two things: shows Prop 22 is funded by Uber/Lyft to strip protections from workers AND highlights wealthy companies are trying to get out of paying their fair share for things we all need, like UI

[Social Security, Medicare and UI] Prop 22, written by Uber and Lyft, would save these companies HUNDREDS of MILLIONS of dollars every year by avoiding paying into Social Security and Unemployment Insurance and not having to contribute to Medicare. **Voting NO on this measure will ensure these companies pay their fair share and do not pass the burden on to small businesses and California taxpayers.**

[Burden Shift] Prop 22 is another example of how large corporations refuse to pay their fair share and instead shift the burden on to workers and taxpayers. Voting NO will hold big business accountable and make them play by the same rules as the rest of us.

CONFIDENTIAL POLLING

A SNEAK PEEK

UNDERMINING THE CREDIBILITY OF THE COMPANIES IS KEY

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- Lyft currently sits at 62% favorable, 23% unfavorable among the general public.
- Uber's numbers aren't quite as good at 50%-42%, but still a slim majority have a favorable opinion.
- Because we will be outspent, we must sow distrust of the companies behind the measure

CONFIDENTIAL POLLING – A SNEAK PEEK

- Polling shows a clear path to victory
- We need 75% of union voters to vote NO
- We must chip away at the companies' favorability especially with base voters AND erase confusion about what the measure does and who it benefits

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TAKE ACTION TO SAVE YOUR JOBS

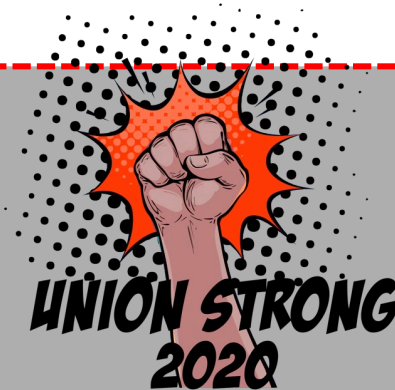
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**TEXT TO PLEDGE
NO ON PROP. 22:**

TEXT 235246
w/ the message
GIG GREED



Join Campaign Trainings

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Build the NO on 22 Campaign
Nov 3 General Election
Save Our Jobs

90 Minutes – video, stories, discussion

Thursday, 8/13, 5:30-7pm
Saturday, 8/22, 10-11:30am

UNION MEMBERS MAKE THE DIFFERENCE!

75% OF MEMBERS NEED TO VOTE

NO ON 22

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What you can do:

Take & Share the Pledge to Vote NO 22

TALK to TEN friends & family-Pledge to Vote No:

- Talk to co-workers at work or virtually
- Send emails and texts
- Post the link to social media: Facebook, Instagram, Twitter

In your Union: Reach members 6-8 times

- Visit essential worksites
- Send Union letters, emails and texts with link to pledge
- Virtual phone banks
- Post to social media: Facebook, Instagram, Twitter



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SICK

OF

GIG

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#NoonProp22

#SickofGigGreed