

Washington **Paid Family & Medical Leave**



Employment Security Department
WASHINGTON STATE

Advisory Committee Meeting
October 18, 2018



PRESENTATION OVERVIEW

Introductions

Approve September Meeting Minutes

Communications | Marketing Update

Technology Update

General Program Update

Open Comment

INTRODUCTIONS

- ▶ Advisory committee
- ▶ In-person attendees

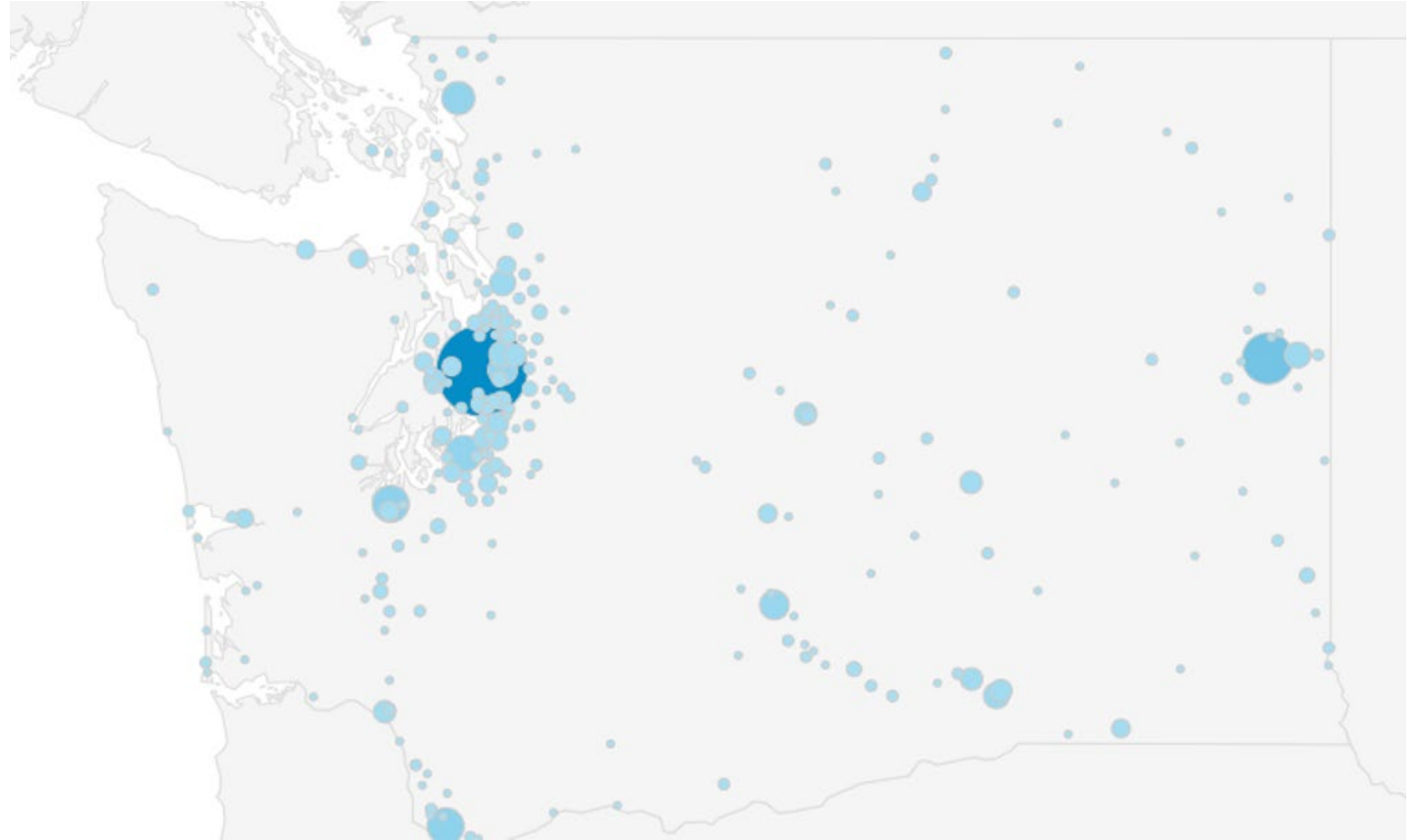
(Note: We will use the conference call feature to identify who is on the phone rather than announce during meeting)

APPROVE SEPTEMBER MINUTES

- ▶ Two Meetings: 9/12 (Seattle) and 9/21 (Conference Call, In person Olympia)
- ▶ Discussion

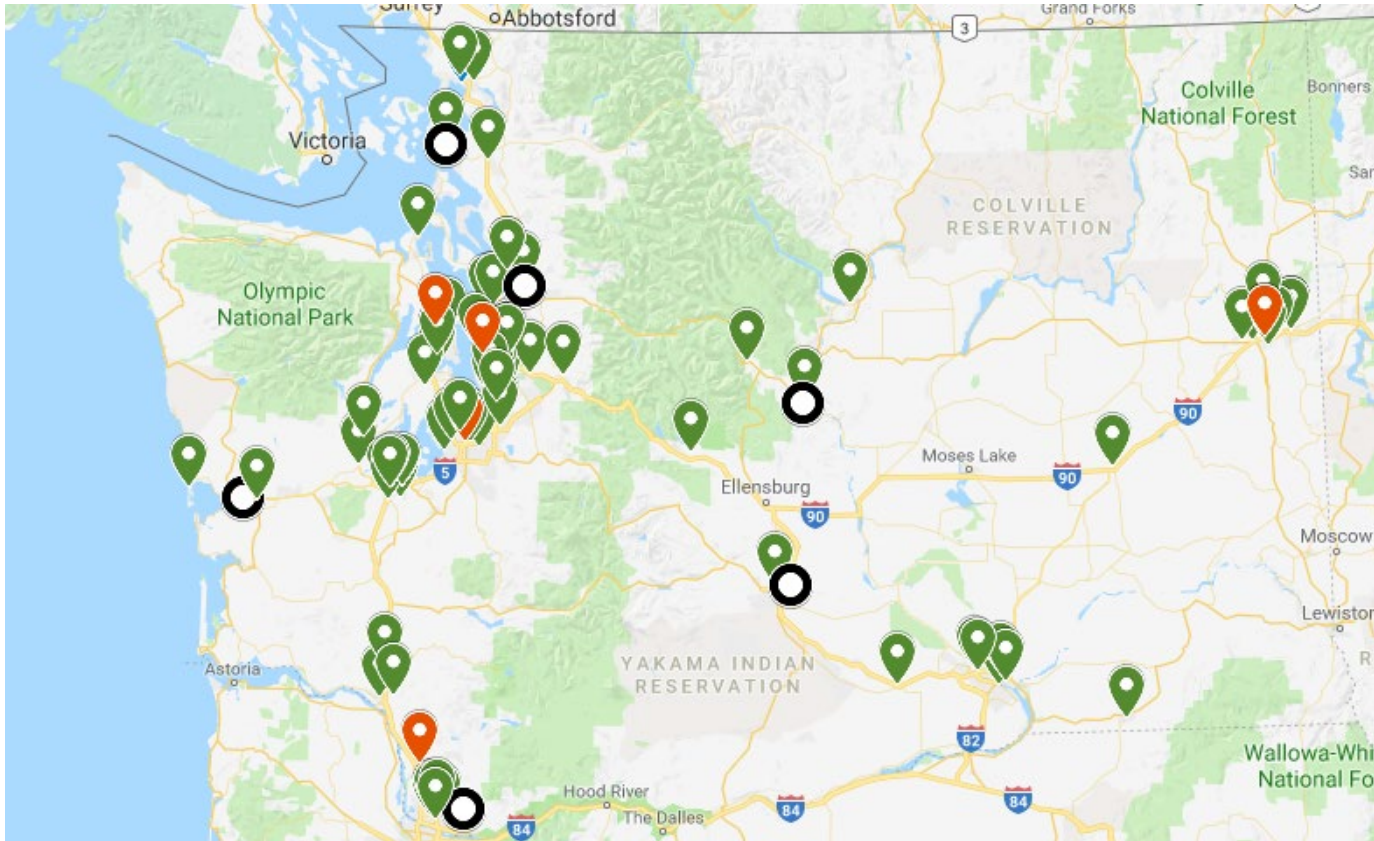
COMMUNICATIONS | MARKETING UPDATE

- ▶ Outreach
- ▶ A/B ad results
- ▶ Postcard
- ▶ Print Ads
- ▶ Employer Toolkit
- ▶ Message Map
- ▶ Next Steps



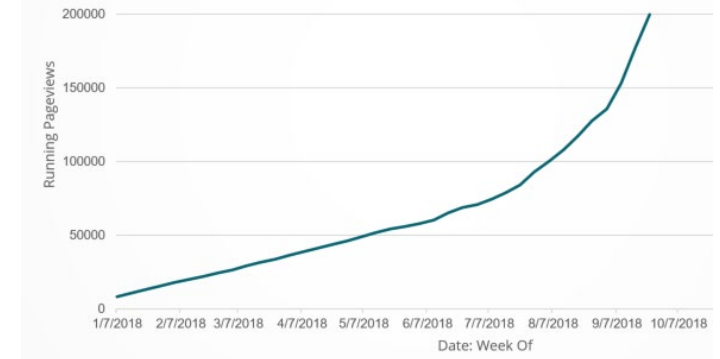
Website traffic map

OUTREACH

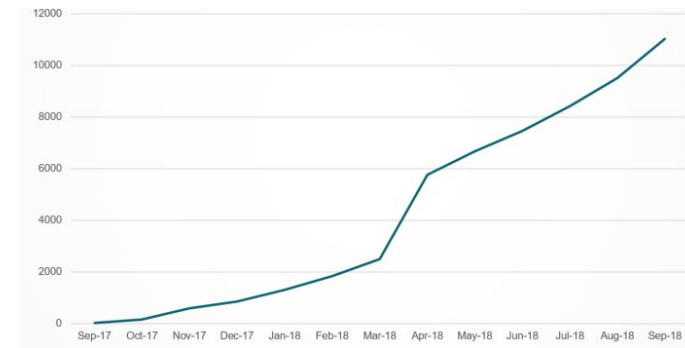


Green = In person
 Red = Webinar
 Dot = Forum

PAGEVIEWS



NEWSLETTER SUBSCRIBERS



WEBINAR ATTENDEES



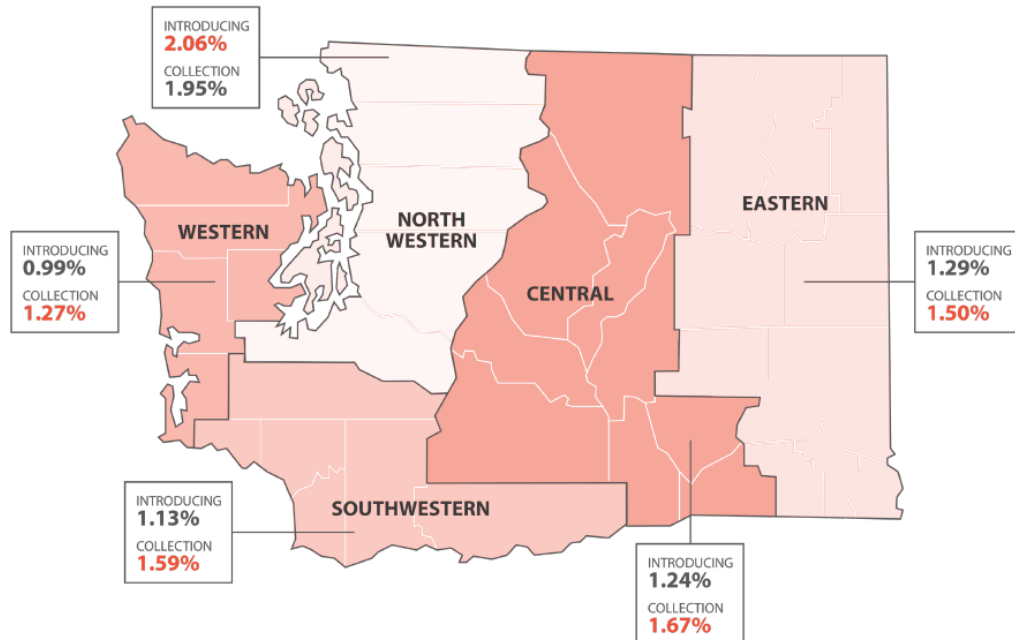


A/B TEST FACEBOOK ADS

The Facebook split-test ran from September 28 to October 10, generating 908,988 impressions.

The average clickthrough rate (CTR) overall was 1.48%.
(Facebook's average CTR across all platforms is 0.9%)

FACEBOOK SPLIT-TEST PERFORMANCE BY REGION



POSTCARD-

180K MAILED LAST WEEK!

Whether it's cancer, surgery or caring for a new child, we all need to give or receive care at some time in our lives. Washington's new Paid Family and Medical Leave program strengthens companies of every size by making it possible to give their employees a way to take time for care.

Are you ready to be there for care?

Premium collection starts:

Jan. 1, 2019

First quarter premiums due:

April 30, 2019

Employee benefits start:

Jan. 1, 2020

Get ready:

PaidLeave.wa.gov/2019

Employment Security Department, Paid Family and Medical Leave
P.O. Box 19020, Olympia, WA 98507-0020



Introducing
benefits that
take care of
**the people who
take care of
your business.**

Get Ready: Premium
collection begins Jan. 1, 2019

www.PaidLeave.wa.gov/2019

Washington
**Paid Family &
Medical Leave**

PRINT ADS



Washington
Paid Family & Medical Leave

**Starting
Jan. 1, 2019**

A new way to take care of the people who take care of your business.

HD Fowler

Employers of all sizes must start collecting premiums for Paid Family & Medical Leave on January 1. This statewide insurance program will give every eligible employee access to up to 12 weeks of paid leave starting in 2020. It's easy to get started, and there are special grants available for small businesses.

Get your business ready at paidleave.wa.gov

Spokane Journal of Business



Washington
Paid Family & Medical Leave

**Starting
Jan. 1, 2019**

A new way to take care of the people who take care of your business.

Phuong Tran, Lava Java

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Bellingham Business Journal



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Carrie Fowler Antonelli, HD Fowler

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425 Business

PRINT ADS

Washington
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A new way to take care of the people who take care of your business.

Molly Moon Neitzel, Molly Moon's Homemade Ice Cream

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Esther Liu, LSW Architects

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Chris Knudson, Well 80 Brewery

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Puget Sound Business Journal

Yakima Valley

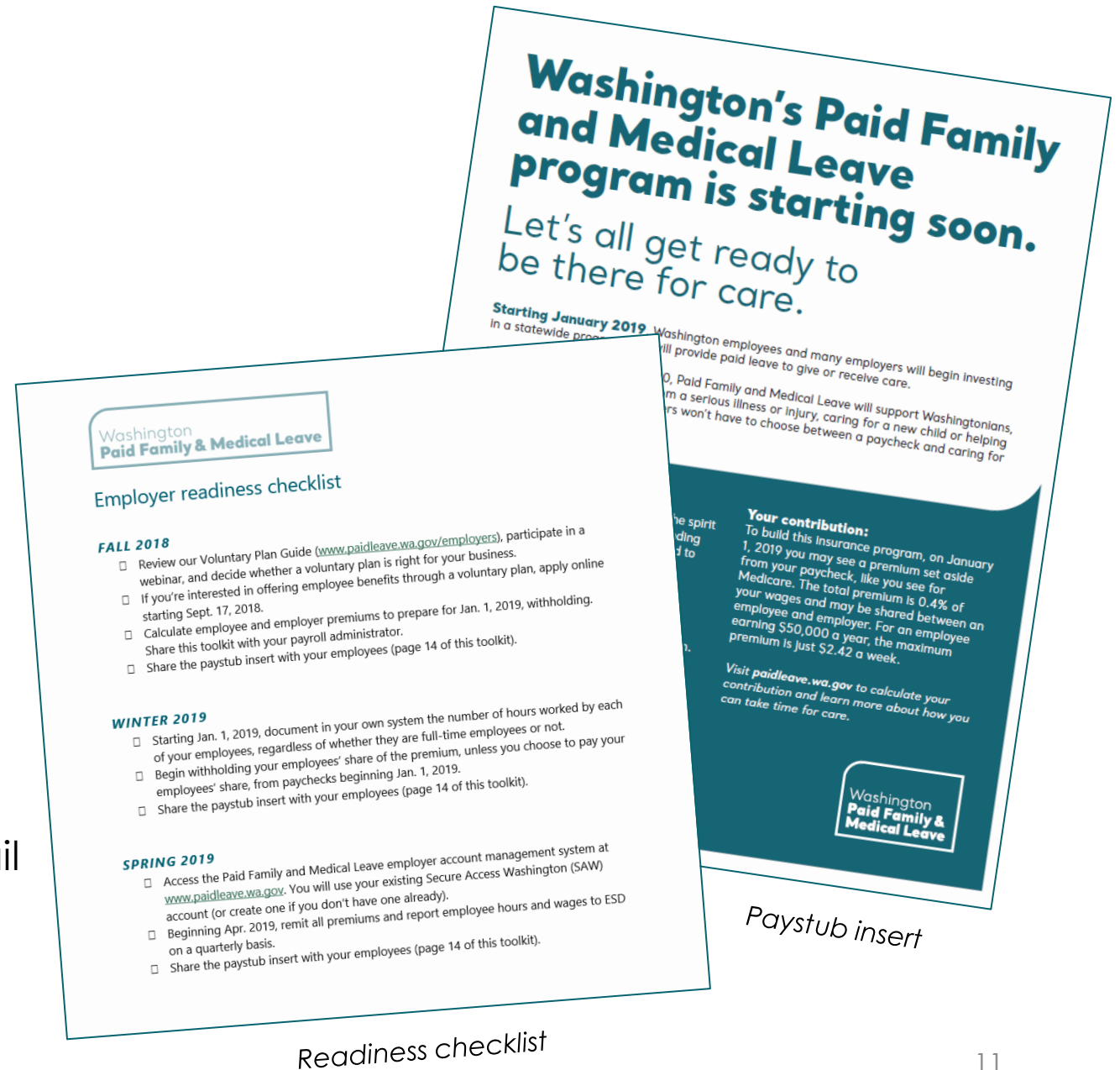
Vancouver Business Journal

South Sound Business & Tri-Cities Business Journal

EMPLOYER TOOLKIT

EMPLOYER TOOLKIT CONTENTS:

- ▶ About This Toolkit
- ▶ About the Program
 - ▶ Employer Responsibilities
 - ▶ Premiums
 - ▶ Reporting
 - ▶ About the Benefit
- ▶ Readiness Checklist
- ▶ Sample Employee Communications
 - ▶ Employee Handbook Materials
 - ▶ Sample text for a blog, newsletter or email
 - ▶ Sample paystub insert/attachment
- ▶ Document Change Log



MESSAGE MAP

Sept.- October

Key messages

- Prepare for premiums + key dates.
- All employers must participate, with few exceptions.
- Go to paidleave.wa.gov for details.

Delivery

Facebook (Ad set #1)
Radio (Ad set #1)
Digital Advertising (Ad set #1)
Print (Ad set #1)
Presentations
Forums
Mailer
Emails
Webinars
Toolkit
Customer Care Center

November

Key messages

- Prepare for premiums + key dates.
- All employers must participate, with few exceptions.
- Go to paidleave.wa.gov for details.

Delivery

Facebook (Ad set #2 + video)
Radio (Ad set #2)
Digital Advertising (Ad set #2 + video)
Print (Ad set #2)
Presentations
Mailer
Emails
Earned media
Webinars
Customer Care Center

December

Key messages

- Are you ready for premiums?!
- All employers must participate, with few exceptions.
- Go to paidleave.wa.gov for details.

Delivery

Facebook (Ad set #3 including video)
Radio (Ad set #2)
Digital Advertising (Ad set #3 + video)
Print (Ad set #3)
Presentations
Mailer
Emails
Earned media
Webinars
Customer Care Center

Premium collection
Jan. 1, 2019



2018 Call to Action

- Go to paidleave.wa.gov for up-to-date-details
- Subscribe to our listserv & follow our social
 - Download & share the toolkit
 - Join our live webinars (Aug. – Dec.)

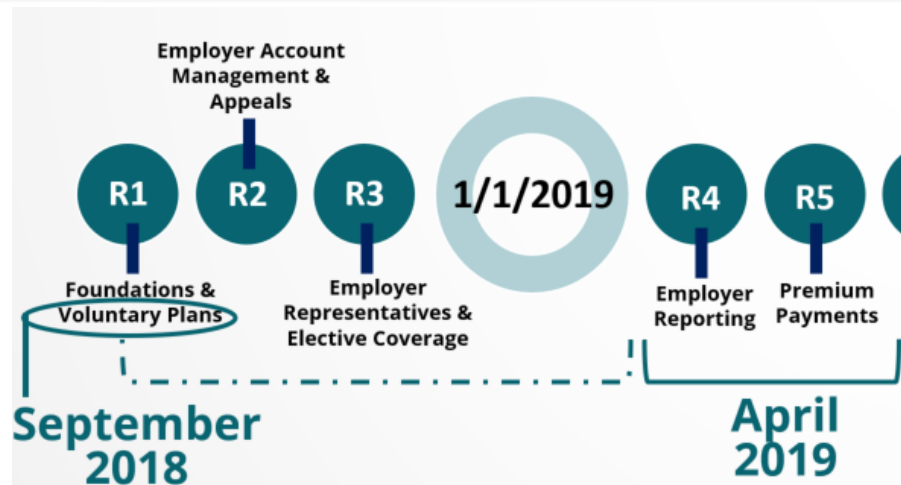
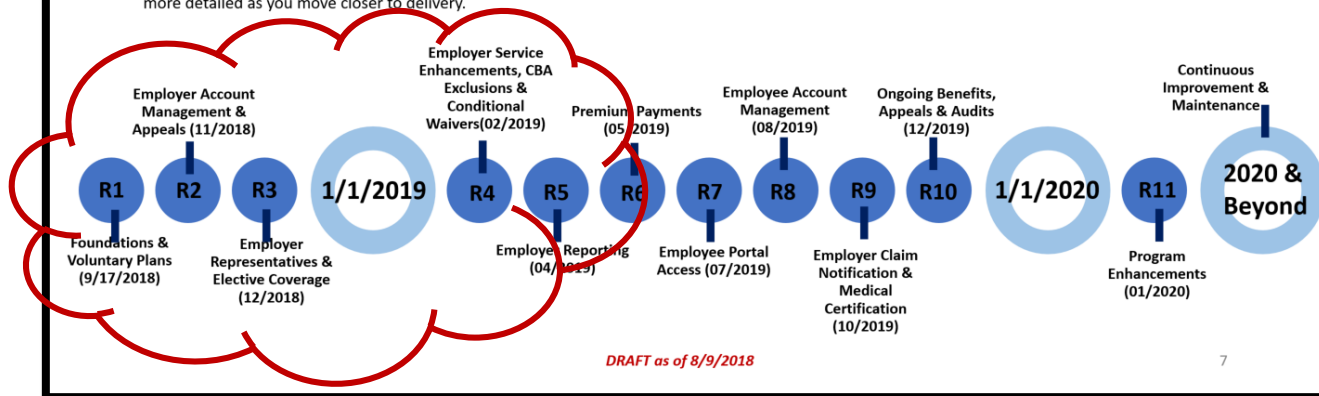
COMMUNICATIONS | MARKETING NEXT STEPS

- ▶ Full paid campaign launch
- ▶ Earned media
- ▶ More mailings to go out before January
- ▶ Other agencies to share through their networks

TECHNOLOGY UPDATE

Paid Family and Medical Leave Service Delivery Road Map

- The Paid Family and Medical Leave Service Delivery Road Map provides information about the plan for release of key services, information and tools that support the program's implementation. The project team is Agile and embraces changes at every point in the process to rapidly respond to changing or emerging rules; customer feedback; and continuous enhancement to previously delivered services. This ability to adapt to change means the plan will evolve based on the most current and best information we have. The Road Map will be updated to reflect changes as they are identified.
- The Road Map reflects a release about every 7 weeks over the course of the project. Releases will occur on this cadence; however, the scope of each release is subject to change as noted above. We won't wait until everything is done to deliver something that adds value for the customer. The Road Map each planned release with a more detailed description of the services we plan to be able to deliver by that point in time.
- The Road Map will have a corresponding work break down for each release. This will include all the planned activities we believe will be required to accomplish each of the listed objectives for the release. In Agile teams plans start at a high level and go through a process of becoming more and more detailed as you move closer to delivery.



Overview:

- R1 schedule slippage.
- Voluntary Plans accepted via website.
- R2 & R3 have been combined and targeted to release at same time.
- Employer Reporting and Premium Payments moved earlier (R4 & R5).
- R2-R5 *technology* scope has been revised while maintaining core business services.

MILESTONE 2 – PROPOSED DEFERRED SCOPE

R2 - Employer Account Management & Appeals

- Employers to send messages to ESD via Portal
- Automated appeals (e.g. file an appeal (Voluntary Plan), including supporting documentation, view status, route to OAH
- Customers initiate chat with ESD from paidleave.wa.gov
- Conduct investigations and audits associated with employer responsibilities

R3 - Employer Representatives & Elective Coverage

- Employers delegate a third-party to act on their behalf
- Request a conditional waiver of program participation for specific employers
- Self-employed could change/remove elective coverage
- Full automation (integration services) of loading financial and bank files, and build reports that go direct to AFRS

R4 - Employer Reporting

- Auto-populate information about employees from the UI Tax filing system
- Move between UI Tax system and PFML Portal
- Update employee and wage information from previous reports
- Auto return responses to employers for commonly asked questions
- Manage customer contacts through an integrated Service Desk Tool

R5 - Premium Payments

No Scope Deferment proposed

IMPACT:

- ✓ Employer use the Customer Care Team email instead
- ✓ Employer mails/uploads paper appeal requests
- ✓ ESD tracks appeal action in CRM

- ✓ TPAs initiate delegation
- ✓ Employer uploads conditional waiver web form
- ✓ Accounting staff uses report function from R1
- ✓ Once Elective Coverage is selected it is in place for 3 years

- ✓ Customers can move between UI & PFML via SAW
- ✓ Updating info from previous reports moved to release by June 2019 (no prior reports to draw from before this time)
- ✓ Integrated Service Desk work begins January 2019

EMPLOYER FEEDBACK – VERIFYING DEFERRED SCOPE – R3 THRU R6

R2 - Employer Account Management & Appeals

R3 - Employer Representatives & Elective Coverage

R4 - Employer Reporting

R5 - Premium Payments

R6 - Employer Service Enhancements, CBA Exclusions & Conditional Waivers

Scope is determined due to this Release is currently being developed

PURPOSE:

Verify proposed deferred scope with employers for Release 3 through 6; seek their prioritization for wage reporting and premium payment technology functionality. Seek the feedback via two avenues: Survey and Focus Groups.

TIMEFRAME / TARGET:

Survey - Emailed to Employers week of 10/22; 100 Employer responses
3 Focus Groups (2 in person / 1 remote) –10/23-10/25; 36-40 Employer / Third Party Administrator (TPA) participants

AUDIENCE:

Targeting the Employers who are actively seeking information about reporting and premium payments. Leveraged the Premium Collection & Reporting Overview webinar participant list (~300 registered).

Currently 20 Employers / TPAs engaged to participate in focus groups.

Will increase participation by:

- Recruiting via newsletters and social media,

GENERAL PROGRAM UPDATE

Voluntary Plans Received & Processed

Application Received		Payment Received	Processed	Approved	Average Processing Time
11		5	1	1	TBD– 14 calendar days for the one approved.
Medical	Both				
2	9				

Employers based in Spokane, Snohomish and King Counties, representing a wide range of organizational type and size

GENERAL PROGRAM UPDATE - POLICY

Phase 2 Employer requirements:

- ▶ **Public hearing in Lacey-October 24**
- ▶ **Public hearing in Spokane-October 29**
- ▶ **CR103 (adopted rules) filing November 2**
- ▶ Rules effective December 3

Phase 3 Benefit applications:

- ▶ Listening session August 9
- ▶ Draft 1 posted to engagement site September 12
- ▶ Stakeholder meeting September 18
- ▶ **Draft 2 posted to engagement site November 2**

Phase 4 Ongoing employee eligibility:

- ▶ **CR101 (notice of intent to rule make) filing October 3**
- ▶ **Listening session October 15**

FOR THE GOOD OF THE ORDER

▶ Open Comment

CONTINUE THE CONVERSATION

Carla Reyes

Interim Director, Paid Family &
Medical Leave

Washington State Employment
Security Department

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CReyes@ESD.WA.GOV



Visit us online at
www.esd.wa.gov/paid-family-medical-leave



Join our listserv at
bit.ly/PaidLeaveList



Ask questions and make
comments on our public forum
at bit.ly/CommentForum