

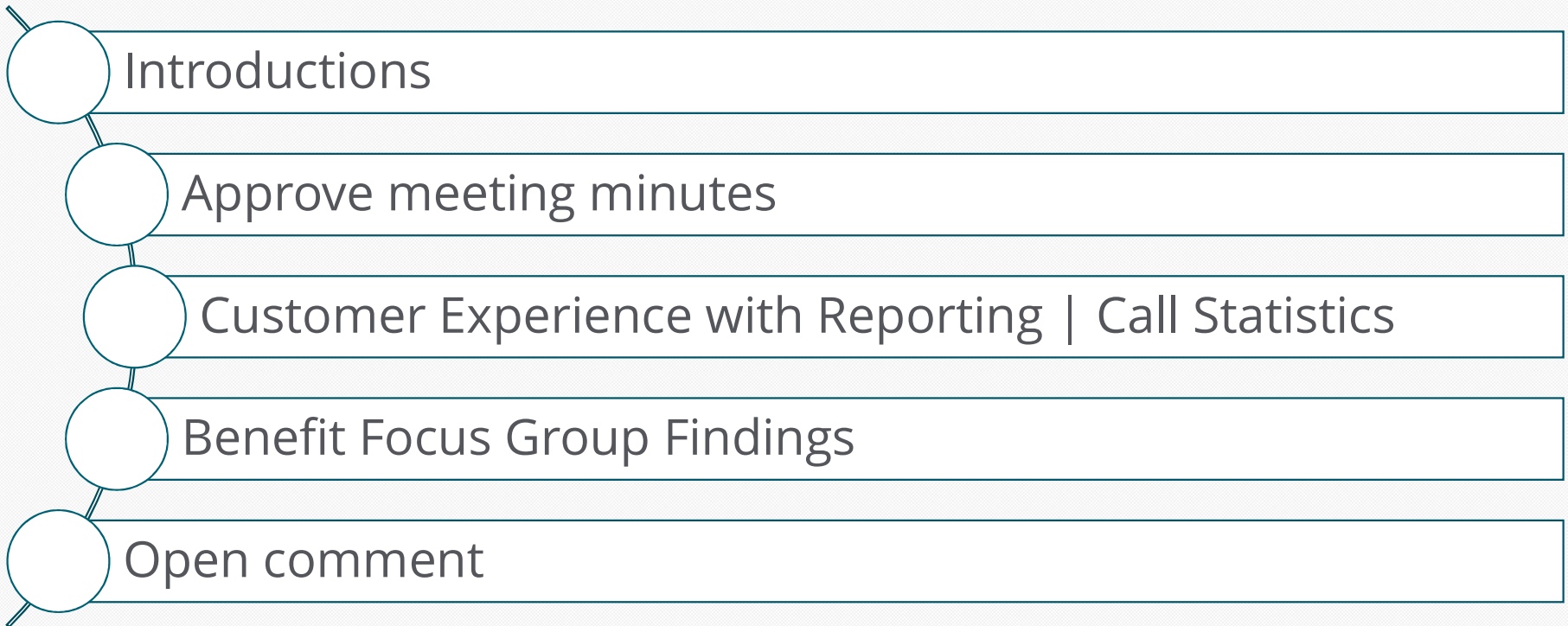
Washington
Paid Family & Medical Leave

 **Employment Security Department**
WASHINGTON STATE

Advisory Committee Meeting
August 15, 2019



Presentation overview



Introductions

- Advisory Committee
- In-person attendees

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

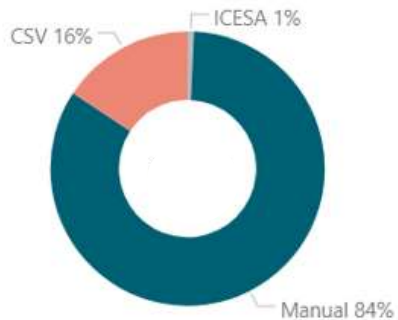
Approve July minutes

- Discussion

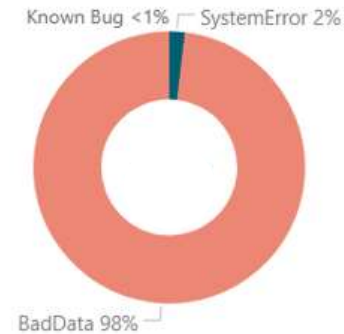
LAUNCH STATS (JULY 1- AUG 9)

	Week 1		Week 2		Week 3		Week 4		Week 5		Week 6	
Total Calls:	3,307		4,396		4,284		4,686		3,925		2,269	
# calls handled	2,586	78%	3,481	79%	3,120	73%	3,179	68%	2,703	69%	2,039	90%
# calls abandoned	721	22%	915	21%	1,164	27%	1,506	32%	1,222	31%	230	10%
Avg abandon time (min)	4:42		4:22		6:02		7:09		5:40		3:49	
Avg wait time (min)	6:22		6:20		9:35		11:37		8:44		4:15	
Total attempts to file:	9,662		18,105		23,283		27,464		24,282		9,397	
# wage reports filed (a)	8,396		15,286		19,676		23,068		20,693		7,803	
# unsuccessful filings (b)	1,266	13%	2,837	16%	3,607	15%	4,396	16%	3,589	15%	1,594	17%

a. Reports filed by method



b. Unsuccessful reports by reason



LAUNCH STATS (JULY 1- AUG 9)

22,867

Total Calls

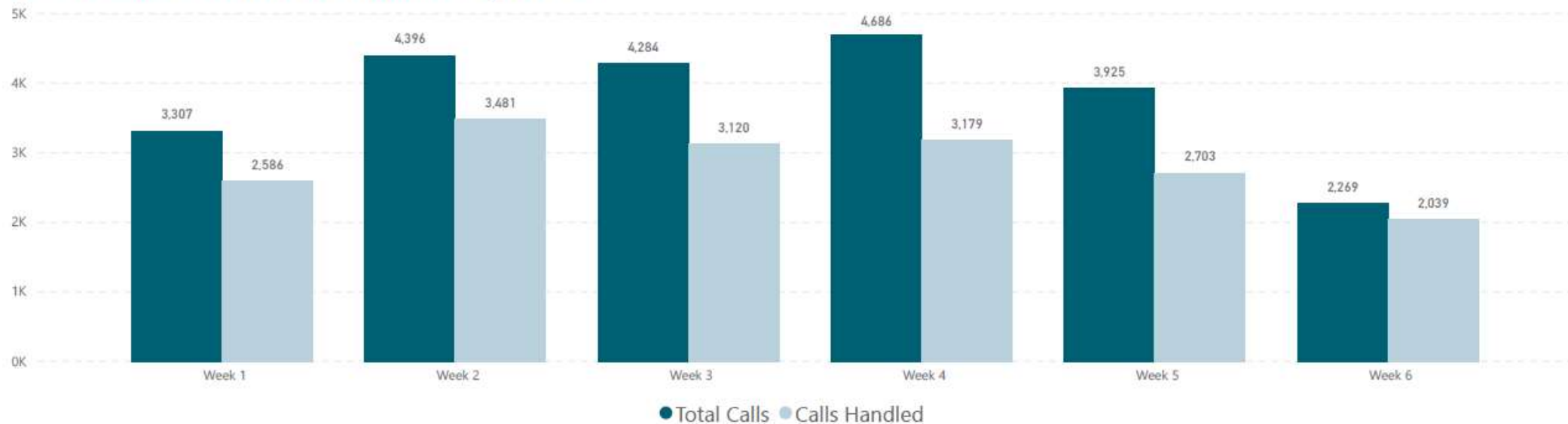
17,108

Calls Handled

5,758

Calls Abandoned

Total Calls Presented & Handled by Week



LAUNCH STATS (JULY 1- AUG 9)

Minimum Average Abandon Time

3:49

Maximum Average Abandon Time

7:09

Minimum Average Wait Time

4:15

Maximum Average Wait Time

11:37

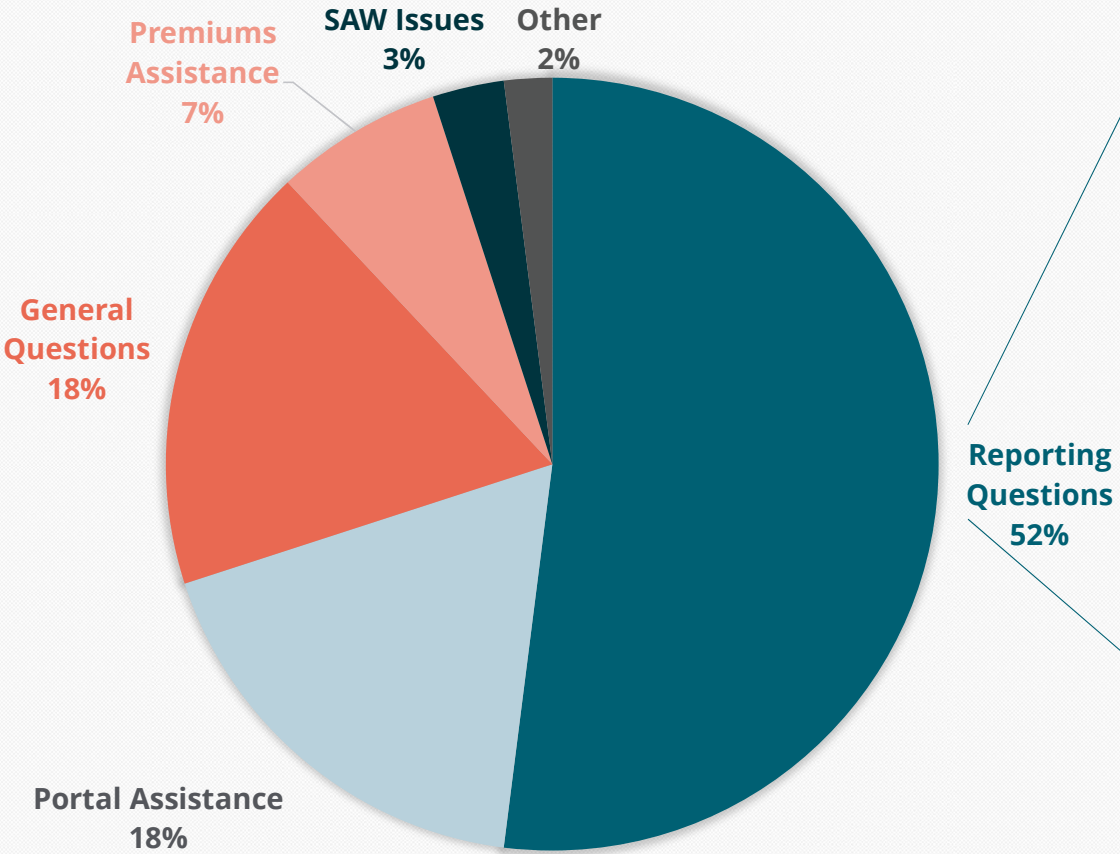
July Average Abandon Time
5:59

July Average Wait Time
9:12

LAUNCH: CUSTOMER EXPERIENCE



Customer Care Team Calls:



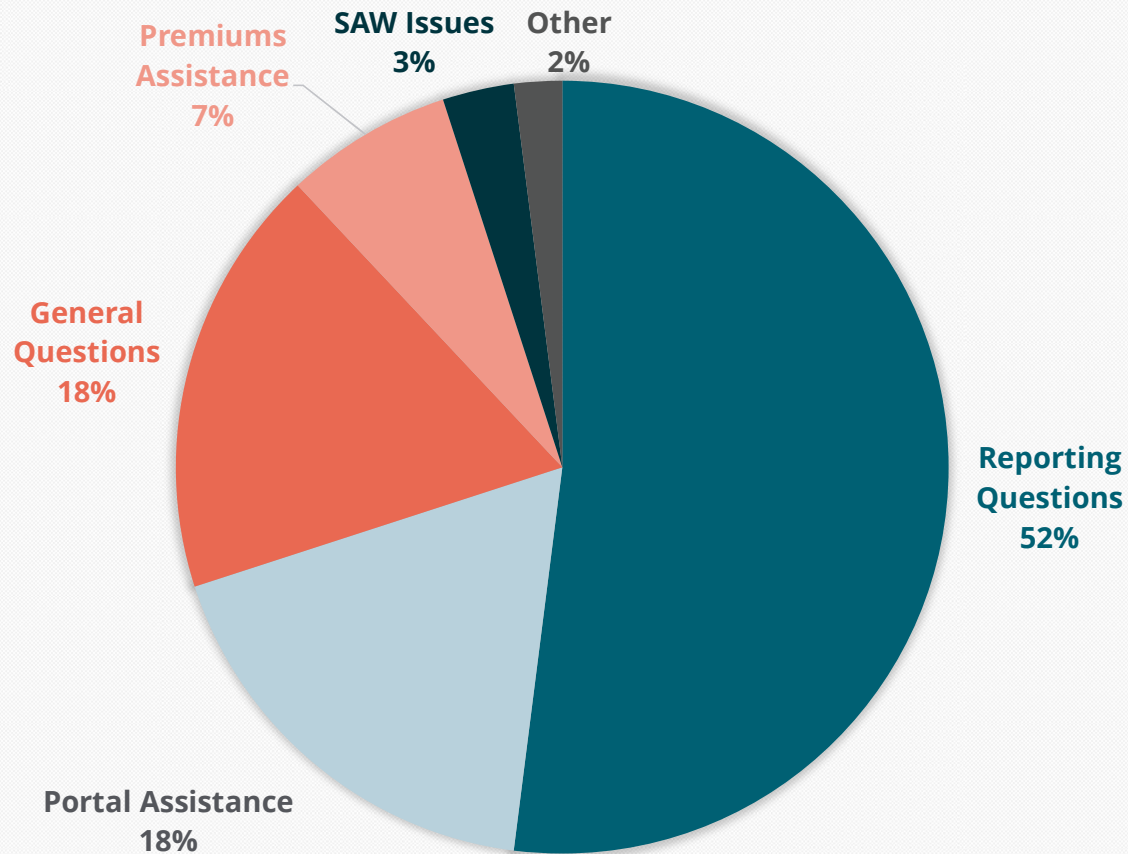
Breakdown of Reporting Questions here:

- Does my business need to report?
- Wage Report Uploads
- Report Formatting
- TPA Access
- Reporting Amounts
- Power of Attorney Status

LAUNCH: CUSTOMER EXPERIENCE



Customer Care Team Calls:



Examples:

1. (-) SAW, Portal, Reporting
2. (+) SAW, Portal, Reporting
3. (-) Power of Attorney Status

ALL EMPLOYER EMAIL (8/13/2019)

630,000+ sent to:

- All Employers
- Employer Agents
- Independent Contractors

Trouble reporting? Top five tips


Employers have been reporting and paying premiums since July 1. While about 85 percent of reports have been successfully processed, some employers and employer agents (third party administrators) have experienced challenges. Here are the top five tips to help:

1. **Your UBI was not recognized:** Some employers have come in to report and their Unified Business Identifier (UBI) number is not in the system. Our tech team has resolved this for a large number of businesses, so if your UBI was previously unrecognized please try again. If you find it is still not recognized, please email paidleave@esd.wa.gov to let us know and include your UBI number.
2. **No paper reporting:** There is currently no paper reporting process for Paid Family and Medical Leave. If you are unable to report electronically, please call or email our Customer Care Team at 833-717-2273 or paidleave@esd.wa.gov.
3. **Power of attorney forms for employer agents:** If you are a third party administrator and report for other businesses you likely need to submit a signed power of attorney form to report on their behalf. Please go to paidleave.wa.gov/employer-agents to download the form and get more information.
4. **Amount owed does not appear immediately after filing:** Once you submit your report, the balance due does not appear immediately and won't be available until your report is processed. Depending on the reporting method you choose and system traffic, the balance may not update on the same day you report. Go to paidleave.wa.gov/reporting for more information.
5. **Self-employed? You can opt-in!** To learn more about when to elect coverage and why, go to paidleave.wa.gov/elective-coverage.

Please let us know if you continue to experience challenges with reporting. We will not assess penalties or interest associated with late Q1 and Q2 reporting at this time, but our Customer Care Team is available to assist by phone at 833-717-2273 or by email at paidleave@esd.wa.gov.

Beta Focus Group Findings

Brink | Marian Hammond
FM3 Research | Dave Metz



**Exploring Public Perceptions of
Washington's Paid Family and
Medical Leave Program**

*Key Findings from Focus Groups
August 8, 2019*

FM3 | OPINION
RESEARCH
& STRATEGY

330-301

Employee Research



March phone/online survey

- 810 employee interviews in English and Spanish
- Some percentages may not sum to 100% due to rounding
- Showed strong and broad support for the program among most segments of employees



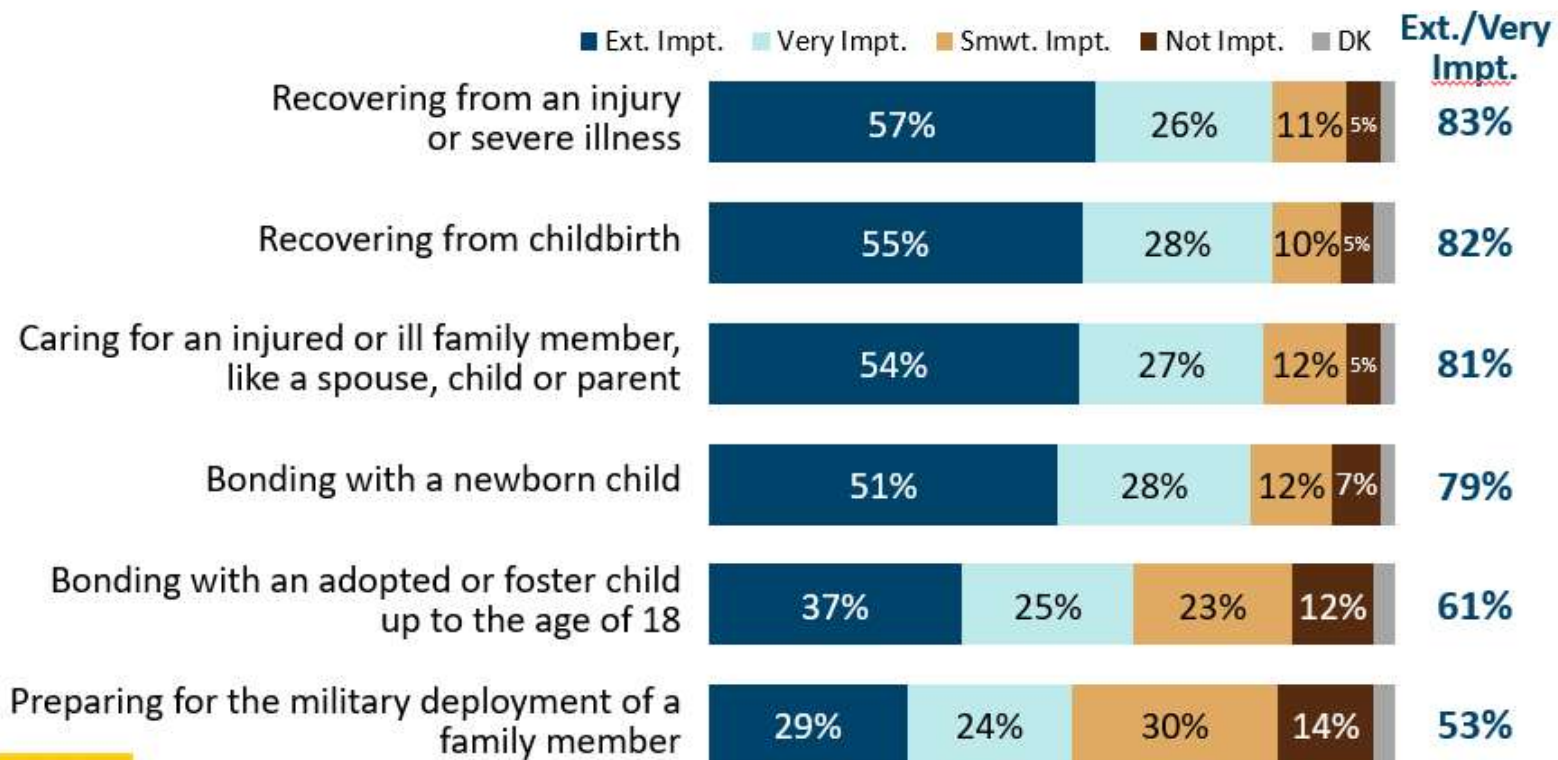
15 focus groups June and July

- 15 groups in Seattle, Spokane and Yakima
- Focused predominantly on subgroups with lower awareness of the program and potentially more obstacles to using it
- Most low-income employees; some groups middle-income employees
- Mix of urban and rural, race, ethnicity, gender and language (English and Spanish)
- Two groups each with health care workers and small business owners



Employees say the most important reasons to use paid leave are to recover from an illness, childbirth, or to care for a family member.

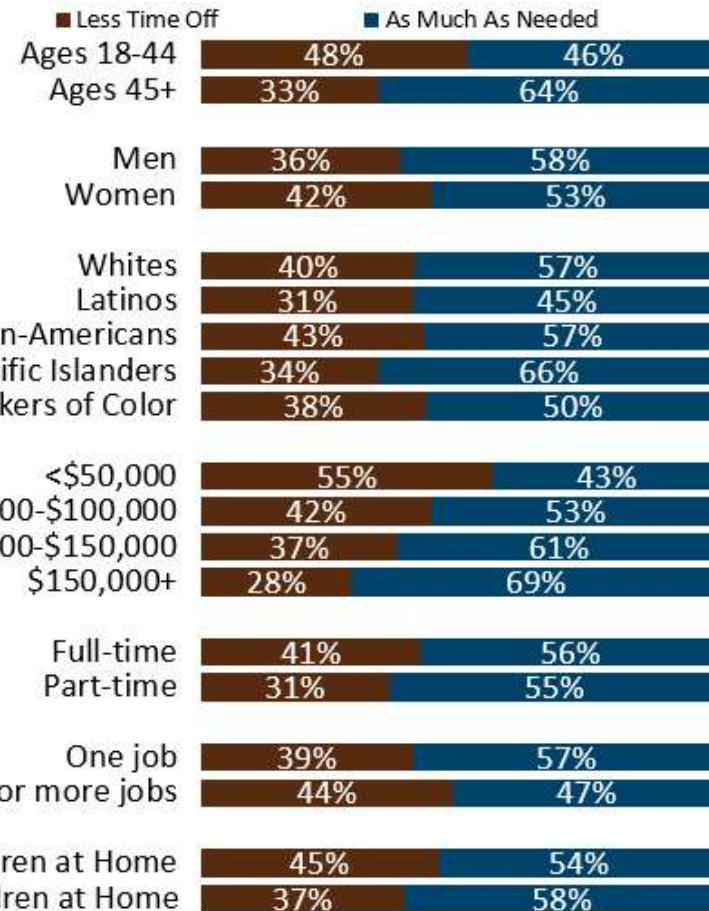
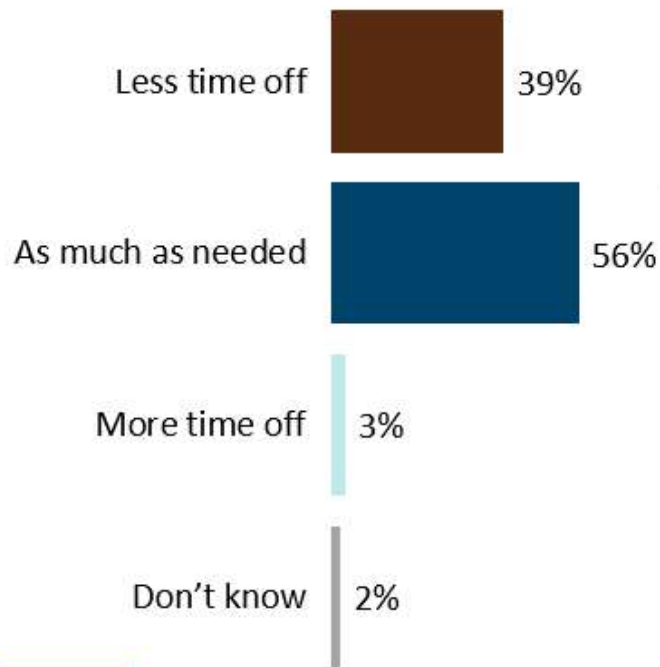
Here is a list of reasons Washington workers may need to use Paid Family and Medical Leave. Please tell me if you think this is an extremely important reason, very important reason, somewhat important reason, or not important reason to use Paid Family and Medical Leave.



Among those who took leave, two in five took less time off than they needed.

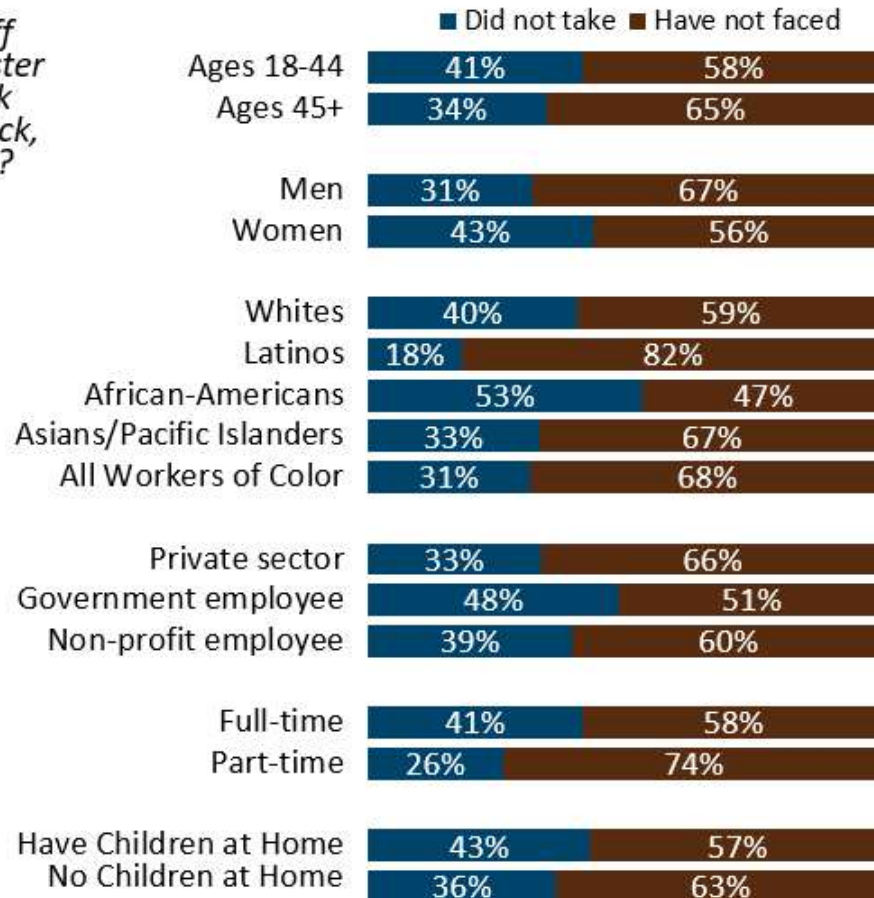
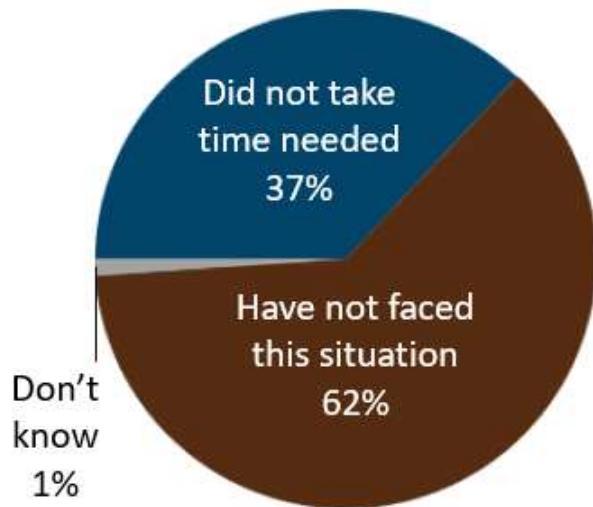
Did you take less time off than you needed, as much time off as you needed, or more time off than you needed?

(Asked Only of the 49% Who Had Taken Time Off)



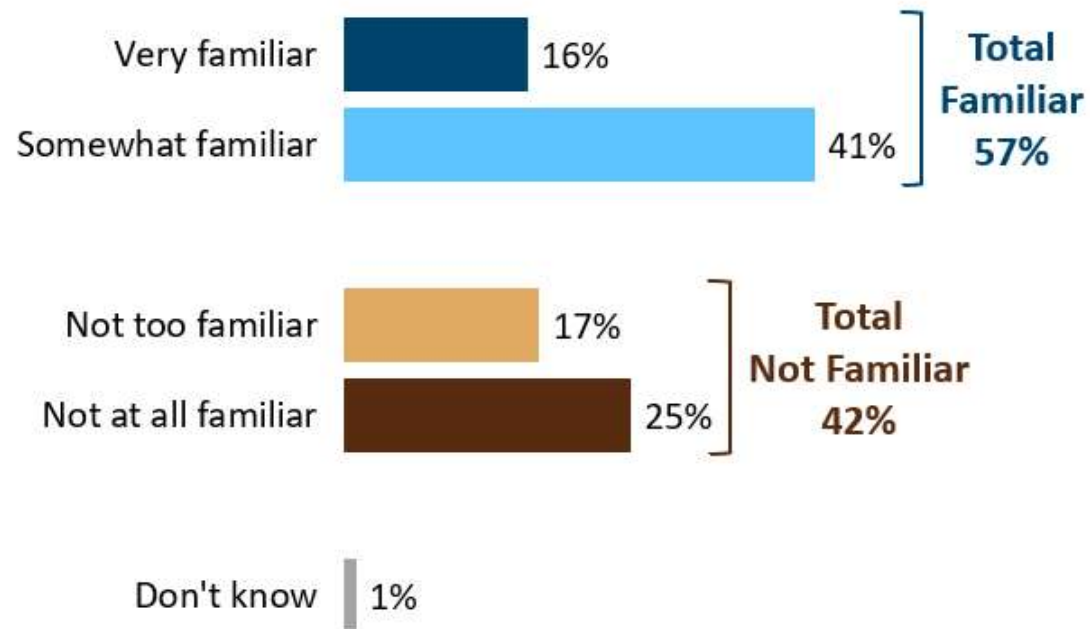
More than one-third say they have not taken time off when they needed to.

Have you ever needed to take time off from work for the birth, adoption or foster placement of a child, to care for a sick family member, or because you were sick, but did not take the time you needed?



A majority is familiar with the Paid Family and Medical Leave program, but few consider themselves “very familiar.”

Are you familiar with Washington’s new Paid Family and Medical Leave program?

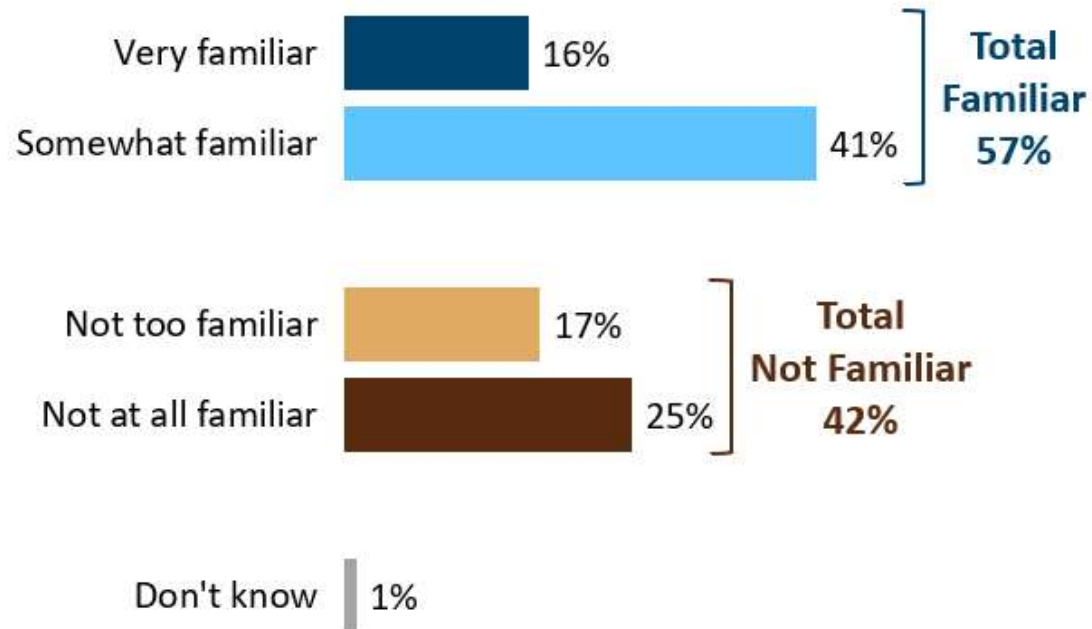


Full-time employees have greater familiarity with the program than do part-time workers.

Demographic Group	Very Familiar	Total Familiar
Age		
Ages 18-44	12%	52%
Ages 45+	19%	63%
Employment		
Full-Time	18%	63%
Part-Time	10%	38%
Ethnicity		
Latinos	9%	36%
African-Americans	12%	40%
Whites	17%	62%
Asians/Pacific Islanders	11%	36%
Workers of Color	11%	43%

A majority is familiar with the Paid Family and Medical Leave program, but few consider themselves “very familiar.”

Are you familiar with Washington’s new Paid Family and Medical Leave program?



Full-time employees have greater familiarity with the program than do part-time workers.

Demographic Group	Very Familiar	Total Familiar
Age		
Ages 18-44	12%	52%
Ages 45+	19%	63%
Employment		
Full-Time	18%	63%
Part-Time	10%	38%
Ethnicity		
Latinos	9%	36%
African-Americans	12%	40%
Whites	17%	62%
Asians/Pacific Islanders	11%	36%
Workers of Color	11%	43%

Awareness increases with income as well.

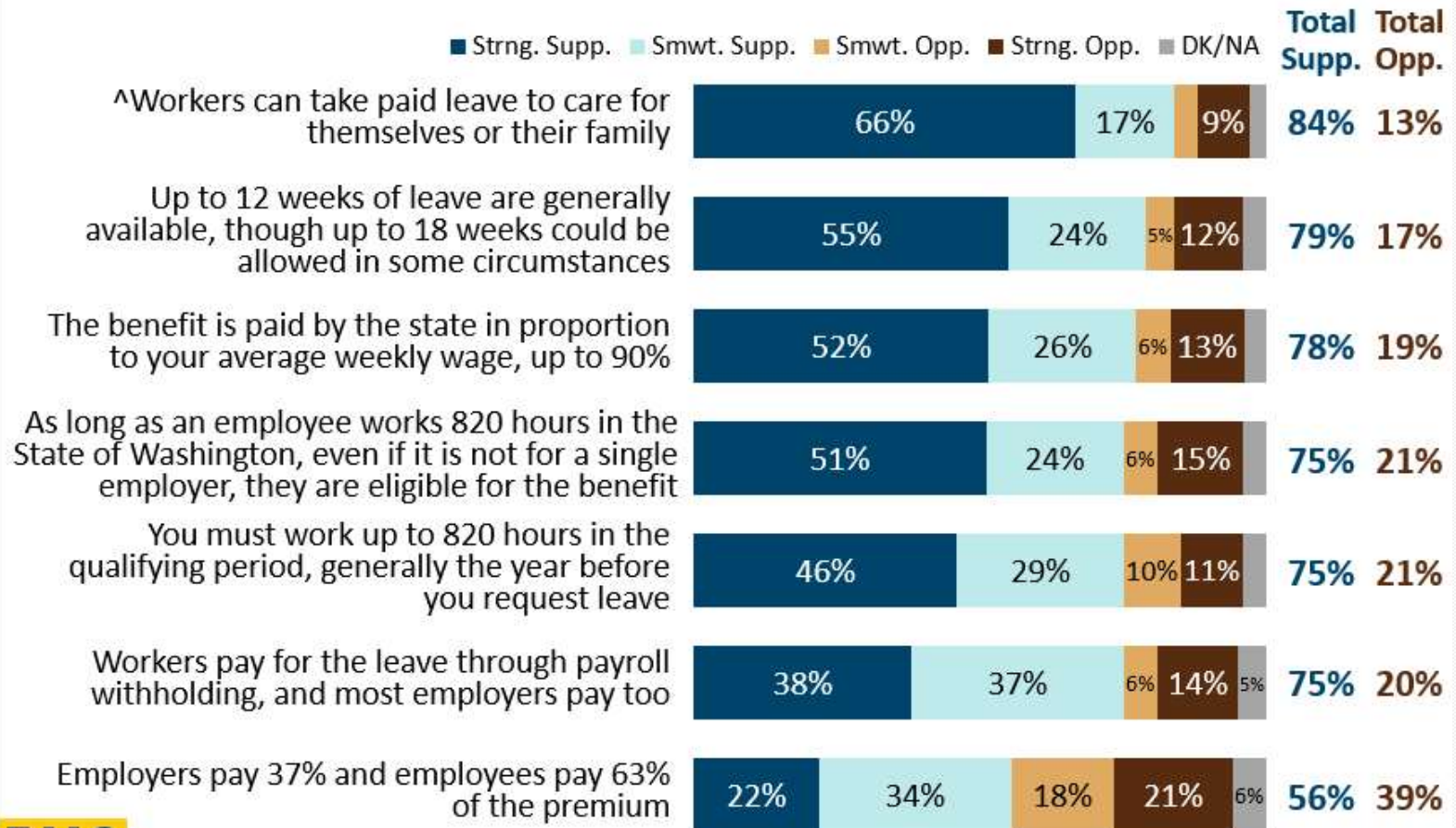
Demographic Group	Very Familiar	Total Familiar
Household Income		
<\$50,000	7%	47%
\$50,000-\$100,000	13%	57%
\$100,000-\$150,000	16%	63%
\$150,000+	25%	63%
County		
Clark County	8%	40%
King County	16%	58%
Spokane County	25%	73%
Snohomish County	14%	50%
Pierce County	11%	61%
Other Counties	17%	58%

Focus group participants had a highly favorable reaction to Paid Family and Medical Leave.

- ✓ Participants offered said the program was important and they were likely to use it, even if they had questions about how the program works.
- ✓ Those who had a clearer initial understanding of Paid Family and Medical Leave – or had heard of it before - were most likely to view it favorably.
- ✓ The level of detail in the infographic shared in the groups was hard for participants to interpret without help from the moderator.
- ✓ Some participants didn't want to imagine a scenario in which they would need this program, and as a result offered lower importance ratings.

Importance	Likelihood of Use
<i>How important you think this program will be to you, on a scale of 0 to 100, where 0 is not at all important and 100 is extremely important?</i>	<i>Please indicate how likely you would be to use this program if one of the family or medical needs arose. Use a scale of 0 to 100, where 0 is not at all likely to tell them and 100 is extremely likely to tell them about it.</i>
85	90

All aspects of the program receive a majority of employees' support.



Certain questions and points of confusion were consistent across the employee groups.

- ✓ Aspects that were most confusing about the program were:
 - **Portability** – many assumed the program was administered through their employer, not the State, and therefore the hours worked at multiple jobs could count towards their eligibility.
 - **Job protection** - the criteria on how to qualify for job protection caused some confusion since they differed from the criteria to be eligible for the program.
 - **Sign-up and logistics** – participants wanted to know more about how to access the program, how long it would take to get approved and start receiving the benefit, and its duration.
 - **Breaking up the 12 weeks** - it was also not intuitive that participants could split up the 12 weeks and use time as they needed it.
 - **FMLA** - participants familiar with FMLA were confused about how the two programs would interact.
 - **Timing** – participants were surprised, and in some cases resentful, that the deductions from their paycheck had already occurred without their being notified.
 - **Negative impacts** – participants expressed concern about fraud and harm to small businesses.
- ✓ A comparison to unemployment insurance was easy shorthand on logistics.

Several obstacles to participation in the program came up during the discussion.

- ✓ These obstacles included:
 - Previous **negative experiences with government** programs and excessive paperwork;
 - Generalized **lack of trust**, particularly acute among African-American participants;
 - **Workplace culture** that created an obstacle for using the program, even if it was legal to do so;
 - Concern about impacts on **coworkers and employers**;
 - Fear of **retribution**; and
 - Challenges in accessing information on the program due to **language barriers**.
- ✓ Participants said despite these possible challenges, if they had the appropriate information on how to access Paid Family and Medical Leave and were in need, they'd take advantage of it since the alternative would be a *complete* loss of income.

African American, Seattle: How much paperwork would have you to deal with to actually take advantage of that if you were to have one of these situations? Is there going to be a lot of red tape to go through? How many forms do you have to fill out? That would be one thing that would really kind of sway my decision as far as being willing to take advantage...

The most effective incentives would be knowing the program is legally required; employer encouragement; and job protection.

Potential Supports and Incentives	Much More Likely	Somewhat More Likely	No Difference
Knowing that your employer is required by law to offer this leave	41	12	8
Hearing encouragement from your employer, manager or supervisor to take paid leave	36.5	13.5	9
Knowing that at companies with more than 50 employees, it is illegal to fire someone for using Paid Family and Medical Leave	36	13	10
Hearing encouragement from your coworkers to take paid leave	32.5	12.5	14
Knowing that other people in your workplace are taking paid leave without negative consequences	30	15	14
Having someone available at a community center or local government office to help you fill out the paperwork and find out more information	28	15	15

The top-scoring message referenced the commonality of facing emergencies and needing support during those times.

(UNIVERSAL) Life holds big moments for all of us. Sometimes those moments demand more of our time—like when a new child arrives, an aging parent falls, or we become seriously ill. When it happens, Paid Family and Medical Leave gives each of us the support to be off work and still be paid. And that can make a tough time a little easier for all of us.

Rural White, Yakima: I thought it just kind of covered a wide variety of life [experiences]. Any of that can happen. You never know.

Latinx, Yakima: Ever since my parents came, I have always been concerned about them getting ill.

Rural White, Spokane: I think just because it explains things more. For me, it's visual, I can picture it in my mind when you're describing what they are.

Latinx, Seattle: [I liked it] because we all have big moments.

The second-best message had a focus on “being there for family” that also resonated strongly.

(BEING THERE) Being there to care for loved ones during life’s unplanned events is important. There’s peace of mind in knowing that paid time off is available to every employee when it’s needed most—to care for an elderly parent with a health issue, or a spouse with a cancer diagnosis, or to recover from a back injury from an accident. Washington Paid Family and Medical Leave takes care of employees so they can take care of the people they love.

Rural White, Spokane: My sister-in-law has cancer and she is on chemo and my wife is close to that age and it just kind of hit close to home.

Latinx, Yakima: It is important because you are taking time to be with your family. You have to be there to support a family member or someone injured. You have to be there to give them full support.

Healthcare employees' willingness to tell their patients and clients about the program depended on the type of patients they dealt with and the time available.

- ✓ Participants who worked as nurses or doctors who saw patients repeatedly were more likely to say they could share information about the program; home care workers felt their role might obviate the need for others to take leave.
- ✓ Several cited other people in their workplace whose role it was to communicate this information – notably social workers.
- ✓ Some said that compressed time with patients, lacking confidence in their own understanding of the program or not having collateral to share made it less likely that they would talk to their patients.

Importance	Likelihood to Educate
<i>How important you think this program will be to your patients/clients, on a scale of 0 to 100, where 0 is not at all important and 100 is extremely important?</i>	<i>Please indicate how likely you would be to tell one of your patients/clients about this program if one of the family or medical needs arose. Use a scale of 0 to 100, where 0 is not at all likely to tell them and 100 is extremely likely to tell them about it.</i>
64	77

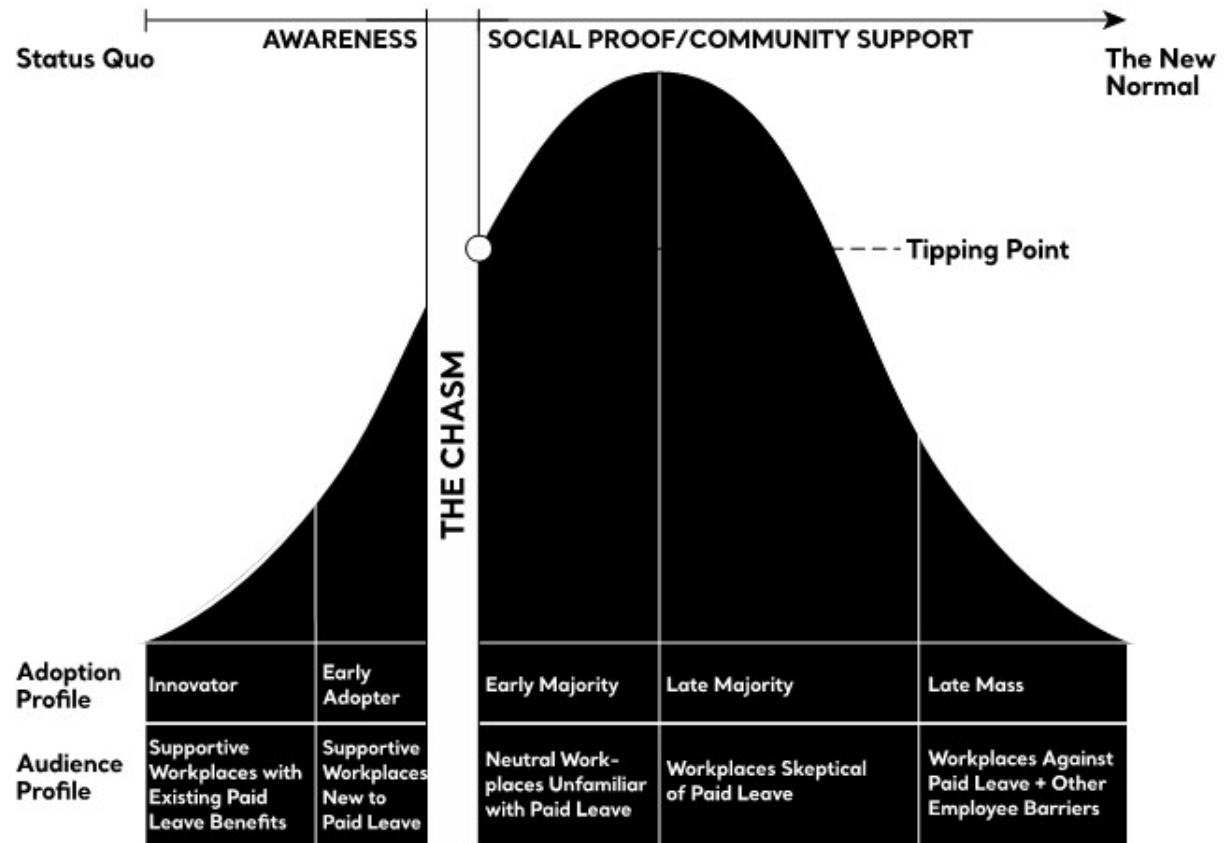
Major Takeaways

1. Keep it **clear and simple**. Too much detail, too many numbers, and information that was too technical (or included caveats like “up to”) eroded participants’ support for the program.
2. Dispelling a few key **misconceptions** can be impactful: benefits are portable; leave can be taken in chunks; at large businesses, jobs are protected; and benefits are available to all workers, regardless of immigration status.
3. Emotional messaging plays an important role for employees. People don’t want to think about having to take leave, but they know that when **“big moments”** take place in their lives – particularly unexpected ones – they will need some time away from work.
4. The concept of **family** was a critical motivator throughout. Employees regularly talked about the need to put family first, and small businesses talked about their employees as family. Leave is about helping those you care about as much (or more) than it is about helping yourself.



Research: Implications for Creative Campaign

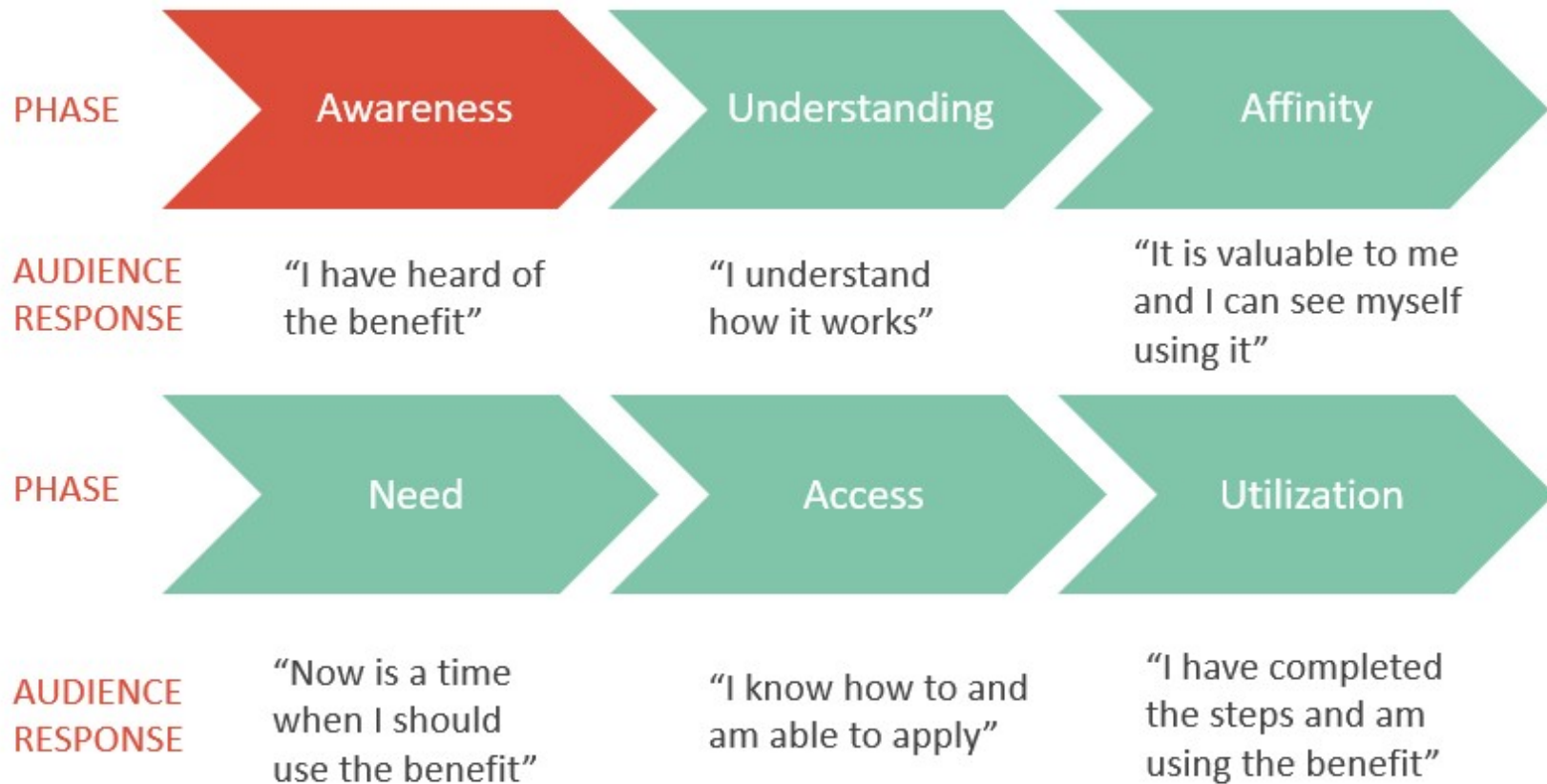
THE INNOVATION CURVE



Situation analysis

- ▶ Broad understanding of the universal need to care for themselves or others at key moments.
- ▶ Generally supportive of paid leave — with some questions and concerns.
- ▶ Some significant barriers for some Washingtonians:
 - ▶ **Belief that the program applies to them**
 - ▶ **Complexity of understanding and applying for the benefit, and system/language barriers along the way**
 - ▶ **Concerns about retaliation from coworkers or employers**
 - ▶ **Concerns about wage replacement and job protection**
- ▶ Over time, the program's momentum will remove some of these barriers. Workplaces and health care providers will adapt to address system issues; and as more Washingtonians use it, others will follow their lead.
- ▶ Many barriers are more significant than a communications campaign can address in this first year.

THE AUDIENCE JOURNEY



Developing the campaign

- ▶ Sequenced Campaign: We will build a sequenced campaign that segments key audiences, identifies where each is in the journey, and does two things:
 1. Push Innovators & Early Adopters: “Pushes” Innovators and Early Adopters and some Early Majority to use the benefit now.
 2. Pulls Early Majority and Late Majority: Builds increased support among the Early Majority and Late Majority to help create the “pull” to remove barriers and move them toward future use.

For the good of the order: open comment

Next meeting **Wednesday**, September 11, 2019

Continue the conversation

Carla Reyes

Director, Paid Family & Medical Leave

Employment Security Department

360-485-2349

creyes@esd.wa.gov



Visit us online at
www.paidleave.wa.gov



Join our listserv at
bit.ly/PaidLeaveList



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

Voluntary plan update

As of 8/09/2019

