Advisory Committee Meeting
October 17, 2019
Presentation overview

Introductions

Approve meeting minutes

Benefits Release Version 1.0

Marketing & Communications

2020 Advisory Meetings

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 announcing during meeting)
Approve September minutes

• Discussion
Benefits Version 1.0--MVP Process

Pre-screen
Paidleave.wa.gov
- Hours you worked?
- In WA?
- Qualifying event?

Application
Portal
- Customer files by phone
- Pre-paid card OR Direct Deposit is established for customer

Processing
CCT calculates:
- Benefit $
- Remaining leave
- CCT Enters info into system
- Sends determination

Bi-weekly claim
CCT
- Enters info into system
- Trigger payment

Payment
Reversal on returns (Treasury)

Yes
- Checklist to apply and login button
- Additional info on qualifying, and option to proceed

No

Automated
Manual
Hybrid
Benefits Version 1.0 Integrated Timeline

September
- Sept 30 – Oct 2 User test: User test application process
- Oct. 1 Reporting starts Q3

October
- Oct. 28 Feature complete
- Nov. 12-25 user test: Post-feature complete

November
- Phase six rules in effect

December
- Jan. 2020 Benefits claims open

January
- Jan. 2020 Reporting starts Q4

Communications
- Health care provider, social worker outreach
- WorkSource ambassador trainings
- Paid ads

Operations
- Oct. 1 Team 5 starts
- Oct. 16 Team 6 starts

Training
- Staff trainings and procedure development

Benefit guide released
Mandatory poster released
Paidleave.wa.gov refresh
Future release strategy - Post January

Benefits (Version 1.0)
- Online Weekly Claims & Process Optimizations (1.1)
- Online Bi-Weekly Claim Integrated Correspondence Printing & Storage
- Treasury Management Improvements
- CCT Tool Improvements

Claim Processing Automation & Child Support Withholding (1.2)
- Benefit Application Common Exceptions
- Redetermine Benefits Decision
- Benefit Calculation Integration
- Benefits Online User Experience Improvements
- Enhancements
- Child Support Integration

Trust Fund Protections (1.3)
- Overpayments
- Premium Penalties & Interest
- Premium Billing Refunds

Grants & Appeals (1.4)
- Small Business Assistance Grants Appeals for Benefits
- Premium related appeals

Audits & Investigations (1.5)
Future Release Strategy - What’s Not In

- System generated employer notification
- Ombuds Tracking System
- Cloud Migration
- Live Chat
- Job Protection
- Access online features in languages other than English
- Legislative Mandated Reports
- Records Disclosure & Retention
- Annual income statement for benefits
- Accept Benefit application by phone
CHELSEA THOMAS, PREGNANCY
37 | TACOMA | MARRIED | LANGUAGE: ENGLISH

▶ BIO
Chelsea is in the second trimester of her pregnancy and is excited to spend time bonding with her new child. After her first baby was born, she used her employer’s leave option, but it was considerably shorter (six weeks) than the state program which will allow her to maximize the time she has with her baby. Chelsea wants to know more about what steps to take to apply for the program so the process is uncomplicated for her and her employer.

▶ OCCUPATION
Full-time salaried at a tech firm

▶ HOW CHELSEA GETS THINGS DONE
Frequent technology use and high-speed internet access

▶ CHELSEA’S GOALS
• Maximize time with her child while minimizing impact on her employer.
• Confirm that she qualifies.
• Find out how her husband can maximize his time off – can he take Family Leave? Different times or the same time?
• Combine with existing benefits offered through her company to maximize bonding time.
• Apply online. Expects the process to be uncomplicated.
• Complete the application before the baby is born to minimize paperwork post-birth.

▶ CHELSEA’S BARRIERS
• Weekly claim.
• Concern for her employer (not a lot of bandwidth).
• She will be one of the first in her company to use this – fear of the unknown.
• Timing of payments and reimbursement rate.
• Employer might not have processes or knowledge around the program/application/claim.
Customer Feedback – Chelsea Persona

• Had 7 one-on-one feedback sessions from 9/30- 10/4
• Tested (paper versions):
  • Checklist
  • Calculator
  • Application
• Working with our usability vendor to compile all feedback
Paid and earned media

Goals:

- Targeting and reaching those who need the benefit prior to, and at, launch.
- Amplifying after launch.

<table>
<thead>
<tr>
<th>Audience</th>
<th>November ’19</th>
<th>December ’19</th>
<th>January ’20</th>
<th>February ’20</th>
<th>March ’20 – Dec. ’20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knows about the program and needs it (planners) – Personas: Chelsea and Eduardo</td>
<td>May or may not know about it and needs it (unplanned) – Personas: Kevin and Carole</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising tactic</td>
<td>Targeted EE: digital, social, display, SEM.</td>
<td>Targeted ER ads for HR, benefits managers and small business (around managing the benefits).</td>
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<td>Launch ads on other platforms – rolling out TV, radio, print, etc.</td>
</tr>
<tr>
<td>Earned media</td>
<td>Earned media around Planner Guide(s)</td>
<td>Launching in Jan, Benefits guide and poster as opportunity to talk 1.0 process</td>
<td>We launched! Earned media around benefits launch milestone.</td>
<td></td>
<td>Use increasing ad campaign as earned media opportunity.</td>
</tr>
<tr>
<td>Outreach</td>
<td>WorkSource trainings, health care provider/social worker outreach and trainings, state agency outreach and coordination.</td>
<td></td>
<td></td>
<td>+Ambassador training launch</td>
<td></td>
</tr>
<tr>
<td>Key deliverables</td>
<td>Planner Guide</td>
<td>PaidLeave.wa.gov refresh</td>
<td>Benefit Guide (multiple languages)</td>
<td>Mandatory poster</td>
<td>Updated ER toolkit</td>
</tr>
<tr>
<td>Other key activities</td>
<td>User test</td>
<td>Adjudication training CCT</td>
<td>Benefits 1.0 launch</td>
<td>Benefits 1.2</td>
<td>Benefits 1.3</td>
</tr>
</tbody>
</table>

Exact dates and details may change.
BRINK

WASHINGTON PAID FAMILY AND MEDICAL LEAVE

CREATIVE CONCEPT

OCTOBER, 2019
An Important New Campaign Phase

Washington Paid and Family Medical Leave is entering an important new phase, where employees will have access to benefits for the first time.

The campaign will need to evolve in order to speak to employees’ aspirations, concerns and barriers, while it continues to speak to employers’ values of being there to care for their employees.
The Creative Direction addresses four key themes identified in focus groups:

- People universally resonate with the idea that we will all need to care for ourselves or loved ones at key moments in our lives.
- Knowing that the program is available to nearly every Washingtonian is critical, especially to lower-wage employees who don’t have many other benefits at work.
- Many are concerned about burdening their colleagues or employers, and feeling a sense of community support for using the benefit is important.
- Hearing that they are already contributing to the program reinforces a sense that this benefit is “theirs” rather than out of reach.
Here for you.
One obstacle that gets in the way is the feeling employees have of not wanting to cause undue stress on fellow workers or their boss. This direction speaks to idea that this is benefit is not just for the best jobs or the workers looking for an easy way out of a tough spot, it’s the new normal way working people take care of their lives.
Big moments happen for all of us.

There’s no such thing as skipping the tough stuff.

But there are such things as support. Compassion. Protection.

And because of Paid Family and Medical Leave, those things are here for all of us too.

So instead of feeling stressed, you can feel safe.

Instead of losing income, you can cover your bills.

Instead of wishing you could help a family member, you can be there when they need it most.

This is what Paid Family and Medical Leave does.

It makes life’s big moments less hard, so you can focus on what matters.

It’s here for all of us, Washington.

It’s here for you.
It's here for you.

You've already earned it.

Paid Family and Medical Leave is a new benefit for everyone in Washington—and it's available now. If you worked an average of 16+ hours a week last year, you qualify for paid time off to care for yourself or a family member when it's needed most.

Get details at paidleave.wa.gov

It's here.
It's yours.

Paid Family and Medical Leave is a new benefit for everyone in Washington—and it's available now. If you worked an average of 16+ hours a week last year, you qualify for paid time off to care for yourself or a family member when it's needed most.

Get details at paidleave.wa.gov
Here for you: Paid Family and Medical Leave.

So you can be there for life's big moments.
Here for you.
Paid Family and Medical Leave. Learn about your new benefits.

Here for your employees.
Time off keeps business healthy too. Learn how it works.
Visual Direction

Visuals: Bright, positive colors applied through bold typography and simple, accessible iconography. Creating simple animation with the icons for banner ads, video and web will create visual interest, break through the clutter and create a way to intentionally incorporate photography into the concept, once we have those assets. (Brink to share example of animation style)

Mock-up ad: Sample digital ad (first two of three frames)
Eye-catching color combinations break from the clutter. Bold, high contrast text treatments combined with clear icons create a simple, direct and accessible concept. The icons (currently for placement only) will represent specific moments of care and human connection which will animate and evolve to include photography.

Colors: Vibrant and energized. High contrast palette to ensure maximum accessibility at all times.
2020 Advisory Committee meetings

Discussion:

• January – May: In Olympia, 3rd Friday of the month, 1-3pm?

• In June, shift to 3rd Thursday of the month, 10am- noon; alternating between Olympia and Seattle?

• Frequency?
For the good of the order: open comment

Next meeting Wednesday, November 13, 2019
Continue the conversation

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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 10/07/2019

385 preliminary applications
47 medical  |  28 family  |  310 both

334 completed applications received

303 applications fully processed
248 approved  |  31 denied  |  24 withdrawn