



# CITY OF *Los Angeles*

## DEFERRED COMPENSATION PLAN

### Board Report 21-33

Date: June 15, 2021

To: Board of Deferred Compensation Administration

From: Staff

Subject: Deferred Compensation Plan Research and Engagement Goals and Strategies

#### Board of Deferred Compensation Administration

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#### **Recommendation:**

That the Board of Deferred Compensation Administration (Board) approve: (a) the Deferred Compensation Plan (DCP) Research and Engagement Goals and Strategies for calendar year 2021; and (b) proposed participation, contributions, distributions, and asset retention (rollovers) micro-surveys.

#### **Discussion:**

##### **A. Background**

At its meeting on January 19, 2021, the Board approved 2021 DCP strategic initiatives which included the following two initiatives regarding communications and member outcomes and engagement:

- 1) Implement Participant Survey Plan
- 2) Develop DCP Communications Strategic Plan

This report provides staff's proposal to execute these two strategic initiatives.

##### **B. Research and Engagement Goals and Strategies Process Management Document**

On a fiscal year basis, the Board adopts DCP participant goals related to participation, contributions, distributions, and asset retention (rollovers). Establishing goals provides focus for the most efficient and impactful use of staff, stakeholder, and vendor resources. Given that available resources are limited, that our members can devote limited attention to our initiatives,

and that staff can only realistically execute a handful of coordinated campaigns annually, staff believes goals must meet the following tests:

- Marketable (members must be excited by the content)
- Measurable (a means must exist to measure success)
- Meaningful (they must directly relate to an impactful financial-related concern)
- Actionable (they must provide members with clear, realistic calls to action)
- Evidence-Based (evidence must exist that the targets are relevant)

At the end of the fiscal year, staff works with the DCP’s Third-Party Administrator, Voya to review and analyze the results of the participant goals and also takes into consideration the financial and economic environment and other significant events to inform and further refine the setting of the following year’s goals. While these factors are important in developing participant goals, a critical factor that currently is not utilized to inform the setting of participant goals is information regarding participant behaviors, attitudes, needs, and opinions. To solve this information gap, staff is proposing the use of periodic surveys to solicit participant feedback on key perspectives, needs, and concerns that can help guide new thinking on the long-term priorities and objectives for the DCP as well as refine current strategies for achieving DCP participant goals. Accordingly, staff has developed a Research and Engagement Goals and Strategies Process Management Document in **Attachment A**. Within this document, staff has identified current information gaps and research proposals utilizing short and repeated “micro-surveys” to resolve these information gaps. A summary of the proposed research and engagement goals and strategies is provided below:

Goal	Challenge	Research Gap	Research Proposal	Survey Frequency
<p><b><u>Participation by Years of City Service</u></b>            1) Increase participation of employees with less than one year of City service.            b) Increase participation of employees with less than three years of City service.</p>	<p>Non-enrolled population is diverse and tends to be difficult to engage with due to nature of their positions. We need to find the most effective and efficient ways to target and engage population sub-sets, and it is likely that "one size will not fit all" or even most.</p>	<p>Lack of data from non-contributing participants identifying barriers to enrollment.</p>	<p>Micro-surveys and/or focus groups of employees in under-participating populations to identify barriers and inform strategies for overcoming barriers.</p>	<p>No less than annual</p>
<p><b><u>Participants Savings as a Percent-of-Pay</u></b>            Increase the number of participants saving as a percent-of-pay.</p>	<p>Employee contribution method is varied. Contributing as a percent-of-pay is a relatively new option for the DCP. We need</p>	<p>Lack of data for assessing what may be driving behaviors around saving as a dollar</p>	<p>1) Profile this population (e.g. by age, gender, race/ethnicity, tenure, MOU, department, job</p>	<p>No less than annual</p>

	to profile those employees who are currently utilizing the option and those not utilizing to assess awareness of the option; if employees are aware of this option, we need to identify why they are not utilizing it.	contribution vs. percent-of-pay.	class, account balance, etc.); 2) Micro-surveys and/or focus groups of employees in contributing populations to identify barriers and inform strategies for overcoming barriers.	
<b><u>Percentage of Retirees Closing Accounts</u></b> Maintain the number of retirees who close their accounts to no more than 2.5% of the retiree population.	Retiree behaviors are varied and diverse depending on the individual needs of the retiree when they leave City service. Researching retiree behaviors will assist the Plan in finding opportunities to engage with this population and provide increased education on the benefits of staying with the DCP.	Minimal data exists for the retiree population, including the reasons retirees fully close their accounts and the reasons retirees stay with the DCP, as research tends to focus on active participants.	1) Profile retirees and compile and analyze financial transaction data; 2) Issue feedback surveys to retirees staying with the DCP and those closing their accounts.	Distributed on a quarterly basis to all retirees who closed their account during that time period.
<b><u>Percentage of Retirees Rolling Assets out of the Plan</u></b> Maintain the number of retirees who roll funds out of their accounts to no more than 4.5% of the retiree population.	Retiree behaviors are varied and diverse depending on the individual needs of the retiree when they leave City service. Researching retiree behaviors will assist the Plan in finding opportunities to engage with this population and provide increased education on the benefits of staying with the DCP.	Minimal data exists for the retiree population, including the reasons retirees roll out their accounts to other providers and the reasons retirees stay with the DCP, as research tends to focus on active participants.	1) Profile retirees and compile and analyze financial transaction data; 2) Issue feedback surveys to retirees staying with the DCP and those rolling out their accounts.	Distributed on a quarterly basis to all retirees who roll assets out of the Plan during that time period.

A draft of the micro-surveys covering each of the following categories is provided in **Attachment B**:

- Participation Survey – targeted at non-enrolled but eligible to participate active employees
- Contributions (My Savings Options) Survey – targeted at current DCP participants contributing as a dollar amount and percent-of-pay
- Distributions Survey – targeted at retiree and separated from City service participants who take full distributions.
- Asset Retention (Rollovers) Survey – targeted at retiree and separated from City service participants who take full or partial rollovers.

The use of short micro-surveys will encourage responsiveness and will also allow staff to develop trend data over time.

Finally, the information gathered from the surveys will further help inform and guide the development of effective and coordinated DCP messaging for the purpose of increasing employee participation, engagement, awareness, and satisfaction. Currently, staff has developed interim/provisional communications content and distribution channels targeted at subsets of employees and retired and separated from City service participants as identified in **Attachment A**. Creating robust and targeted messaging is critical for the DCP but without survey research to understand the target audience, it is difficult to know exactly whether the current interim/provisional communications content and distribution channels are effective. Collecting data from the surveys will help to inform the DCP’s messaging and choice of distribution channels as follows:

- Gain insight into various ways to segment communications to appeal to specific subgroups of non-enrolled employees and DCP participants within the larger population.
- Determine the level of targeted messaging – from communications targeted at large, distinct groups to personalization of messages targeted at specific individuals.
- Obtain information on behaviors, attitudes, needs, and opinions in order to employ principals of behavioral finance to influence non-enrolled employees, active participants, and retirees and separated from City service participants to take desired actions in support of the DCP’s participation, contributions, distributions, and asset retention (rollovers) goals.

### C. Conclusion

Obtaining audience feedback is critical to ensuring the DCP understands its audience and their behaviors, attitudes, needs, and opinions. Recent economic and market events, as well as broader workforce and retired participant trends, may be shifting perspectives on saving, investing, and/or withdrawing funds. Accordingly, staff recommends that the Committee recommend to the Board approval of: (a) the DCP Research and Engagement Goals and Strategies for calendar year 2021; and (b) proposed participation, contributions, distributions, and asset retention (rollovers) micro-surveys which will enable staff to obtain valuable information and

feedback to inform the setting of DCP participant goals and communications and engagement strategies.

Submitted by:   
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Jenny M. Yau, Senior Benefits Analyst II

Approved by:   
\_\_\_\_\_  
Steven Montagna, Chief Personnel Analyst

RESEARCH AND ENGAGEMENT GOALS AND STRATEGIES PROCESS MANAGEMENT DOCUMENT										
GOAL	CHALLENGE	RESEARCH GAP	RESEARCH PROPOSAL	AUDIENCES (POPULATIONS)	PROVISIONAL/ INTERIM COMMUNICATION STRATEGIES	PROVISIONAL CONTENT/ MESSAGING	PROVISIONAL MESSENGER(S)	PROVISIONAL FREQUENCY	IMMEDIATE NEXT STEP	NEXT STEP DUE DATE
<p><b>Participation by Years of City Service</b></p> <p>a) Increase participation of employees with less than one year of City service by 1%, from 40% to 41%.</p> <p>b) Increase participation of employees with less than three years of City service by 1%, from 52% to 53%.</p>	<p>Non-enrolled population is diverse and tends to be difficult to engage with due to nature of their positions - we need to find out the most effective and efficient ways to target and engage population subsets, and it is likely that "one size will not fit all" or even most.</p>	<p>Lack of data from non-contributing participants identifying barriers to enrollment.</p>	<p>Micro-surveys and/or focus groups of employees in under-participating populations to identify barriers and inform strategies for overcoming barriers.</p>	<p>Multiple audience sorting options to be determined (pending research outcomes) include: (a) job classification, (b) race/ethnicity, (c) gender, (d) department, (e) tenure, (f) financial literacy or financial wellness data, etc.</p>	<p>1) Targeted postcard mailing 2) Follow-up targeted email 3) Zoom with DCP virtual meetings 4) Annual Plan distribution to departments and labor organizations</p>	<p>1) "Don't be left out. Join our family of super-savers." 2) Zoom with DCP virtual meetings</p>	<p>1) Labor organization; 2) department; 3) affinity groups</p>	<p>No less than annual</p>	<p>Issue surveys</p>	<p>Quarter 3 2021</p>
<p><b>Participants Savings as a Percent-of-Pay (# and %)</b></p> <p>Increase the number of participants saving as a percent-of-pay from 3,064 (9% of contributing participants) to 3,446 (10% of contributing participants).</p>	<p>Employee contribution method is varied among City employees. Contributing as a % of pay is a relatively new option for the DCP. We need to profile those employees who are currently utilizing the option (to determine any noticeable trends) and those not utilizing to assess awareness of the option; if employees are aware of this option, we need to identify why they are not utilizing it.</p>	<p>Lack of data for assessing what may be driving behaviors around saving \$ vs. %.</p>	<p>1) Profile this population (e.g. by age, gender, race/ethnicity, tenure, department, MOU, job class, account balance, etc.); 2) Micro-surveys and/or focus groups of employees in contributing populations to identify barriers and inform strategies for overcoming barriers.</p>	<p>Multiple audience sorting options to be determined (pending profiling of the population) including: (a) job classification, (b) race/ethnicity, (c) gender, (d) department, (e) tenure, (f) financial literacy or financial wellness data, etc.</p>	<p>1) Voya journeys 2) Targeted postcard mailing to employees at certain intervals 3) Follow-up targeted email 4) Zoom with DCP virtual meetings 5) Campaign with incentive to switch to % of pay</p>	<p>1) "Grow your retirement nest egg as your salary grows!" 2) Zoom with DCP virtual meetings</p>	<p>1) Labor organization; 2) department; 3) affinity groups</p>	<p>No less than annual</p>	<p>Issue surveys</p>	<p>Quarter 3 2021</p>
<p><b>Percentage of Retirees Closing Accounts</b></p> <p>Maintain the number of retirees who close their accounts to no more than 2.5% of the retiree population (excluding closures of Qualified Domestic Relations Order and beneficiary accounts).</p>	<p>Retiree behaviors are varied and diverse depending on the individual needs of the retiree when they leave City service. Researching retiree behaviors will assist the Plan in finding opportunities to engage with this population and provide increased education on the benefits of staying with the DCP.</p>	<p>Minimal data exists for the retiree population, including the reasons retirees fully close their accounts and the reasons retirees stay with the DCP, as research tends to focus on active participants.</p>	<p>1) Profile retirees and compile and analyze financial transaction data; 2) Issue feedback surveys to retirees staying with the DCP and those closing their accounts.</p>	<p>Multiple audience sorting options to be determined (pending profiling of the population) including: (a) length of time retired, (b) distribution activity, (c) age, (d) certain demographics included for active surveys, etc.</p>	<p>1) Distributions Survey 2) Stay in the Plan Flyer</p>	<p><u>Top Factors to Stay in the Plan:</u> 1) Low fees 2) Consolidate retirement savings 3) Wide range of investment options 4) Flexible distribution and payout options</p>	<p>1) Local retirement counselors; 2) DCP staff</p>	<p>Surveys would be distributed on a quarterly basis to all retirees who closed their account during that time period.</p>	<p>Issue surveys</p>	<p>Quarter 3 2021</p>
<p><b>Percentage of Retirees Rolling Assets out of the Plan</b></p> <p>Maintain the number of retirees who roll funds out of their accounts to no more than 4.5% of the retiree population (excluding rollovers of Qualified Domestic Relations Order and beneficiary accounts).</p>	<p>Retiree behaviors are varied and diverse depending on the individual needs of the retiree when they leave City service. Researching retiree behaviors will assist the Plan in finding opportunities to engage with this population and provide increased education on the benefits of staying with the DCP.</p>	<p>Minimal data exists for the retiree population, including the reasons retirees roll out their accounts to other providers and the reasons retirees stay with the DCP, as research tends to focus on active participants.</p>	<p>1) Profile retirees and compile and analyze financial transaction data; 2) Issue feedback surveys to retirees staying with the DCP and those rolling out their accounts.</p>	<p>Multiple audience sorting options to be determined (pending profiling of the population) including: (a) length of time retired, (b) distribution activity, (c) age, (d) certain demographics included for active surveys, etc.</p>	<p>1) Asset Retention Survey 2) Stay in the Plan Flyer</p>	<p><u>Top Factors to Stay in the Plan:</u> 1) Low fees 2) Consolidate retirement savings 3) Wide range of investment options 4) Flexible distribution and payout options</p>	<p>1) Local retirement counselors; 2) DCP staff</p>	<p>Surveys would be distributed on a quarterly basis to all retirees who roll assets out of the Plan during that time period.</p>	<p>Issue surveys</p>	<p>Quarter 3 2021</p>

## DCP PARTICIPATION SURVEY

### **Purpose:**

To better understand the reasons for non-participation and to find the most effective and efficient ways to target and engage eligible but non-enrolled employees to join the Plan.

### **Objectives:**

1. Assess how much information eligible but non-enrolled employees have about the Plan.
2. Identify the most common reasons and potential barriers preventing eligible but non-enrolled employees from joining the Plan.
3. Identify strategies for better and effective communications targeted at various subsets of eligible but non-enrolled employees.
4. Assess how likely/soon employees are to join the Plan.
5. Collect feedback on how staff can support those employees who are ready to join the Plan.

### **Plan:**

An online survey will be sent to City employees who are eligible but not enrolled in the Plan. Participants will be notified of the survey via email and/or postcard. This survey will run at least biannually to develop trend data over time.

### **Survey Population:**

City employees who are eligible but not enrolled in the Plan broken down by various subsets, including but not limited to:

- Job classification
- Department
- Years of City service
- Gender
- Ethnicity

### **Text of Email:**

Thank you for participating in the City of Los Angeles Deferred Compensation Plan (DCP) 2021 Participation Survey! The DCP is a voluntary, supplemental retirement savings program for City employees. Participating employees set aside money from their paychecks on a tax-advantaged basis while working and then withdraw them as a retirement supplement upon separation from service.

The DCP is committed to supporting City employees who wish to save for retirement. Our records indicate you are eligible to join the DCP but have not yet done so. We would appreciate a few minutes of your time to better understand your thoughts around saving for retirement. Your feedback helps us learn more about how we can best support your needs. This survey is completely voluntary and your responses are strictly anonymous unless you elect to share your contact information for us to provide you more information. Please click on the link below to take the survey:

## DCP PARTICIPATION SURVEY

**\*\*\*Important Note:** You should only be receiving this survey if you are eligible but have not yet joined the DCP. If you believe you have received this survey by mistake, please contact (213) 978-1601 Monday to Friday from 8 am to 4 pm, or email us at [LA457@lacity.org](mailto:LA457@lacity.org), to verify your status.

### SURVEY QUESTIONS

**Control Question (in case employees do not read the note above). Please confirm that you are not currently a participant in the DCP.**

- I am not currently participating in the DCP (*if employee selects this, the employee will continue with the survey questions*).
- I am currently participating in the DCP (*if employee selects this, they will be redirected to another page with information on who to contact to verify enrollment status*).

### Demographic Questions

**1. What is your age group?**

- a. 25 or under
- b. 26 to 40
- c. 41 to 55
- d. 56 to 64
- e. 65 to 74
- f. 75 or older
- g. I prefer not to answer

**2. What City department do you presently work for? (Drop down list)**

**3. Which employee labor organization (MOU #) are you currently represented by? (Drop down list)**

**4. What is your employment status?**

- a. Full-Time Civilian
- b. Half-Time Civilian
- c. Sworn
- d. Other – please specify

**5. With which ethnicity do you most identify? (Check all that apply)**

- a. White or Caucasian
- b. Black or African American
- c. Hispanic or Latino
- d. Asian
- e. American Indian or Alaska Native
- f. Native Hawaiian or other Pacific Islander



## DCP PARTICIPATION SURVEY

- g. Other – please specify
- h. I prefer not to answer

### 6. With which gender do you most identify? (Choose one)

- a. Female
- b. Male
- c. Non-binary
- d. Other
- e. I prefer not to answer

### 7. What work schedule do you have?

- a. 5/40 schedule
- b. 9/80 schedule
- c. 4/10 schedule
- d. 72 hour schedule (reduced workweek)
- e. 3/12 schedule
- f. Other – please specify

### 8. At what City facility do you work?

- a. Airports
- b. City Hall, City Hall East, City Hall South
- c. Cal Trans Building
- d. El Pueblo
- e. Figueroa Plaza
- f. Fire and Police Pensions Building
- g. LACERS Building
- h. Garland Building
- i. Library Main (Downtown)
- j. Personnel Department Building
- k. LAPD Building (Downtown)
- l. Public Works Building
- m. Marvin Braude Building
- n. West Los Angeles
- o. Harbor
- p. Hyperion
- q. Zoo
- r. Other – please specify

### Survey Questions

### 9. Prior to this survey, were you aware of the City's DCP?

- a. Yes

## DCP PARTICIPATION SURVEY

- b. No

### 10. How did you hear about the DCP? Check all that apply.

- a. Manager or co-workers
- b. DCP local counselor
- c. Citywide email or print communication
- d. DCP website (LA457.com)
- e. Labor organization
- f. Employee orientation
- g. Friends or family
- h. Personal financial advisor
- i. I have not heard of the DCP prior to taking this survey
- j. Other – please specify

### 12. Please indicate how much you agree or disagree with the following statements regarding your reasons for not presently participating in the DCP.

*Strongly Agree      Agree      Neither Agree nor Disagree      Disagree      Strongly Disagree*

- a. I want to participate but need time and/or more information before I do so
- b. My current living expenses absorb all my income
- c. I am prioritizing paying off debts/loans
- d. I am prioritizing saving for a home
- e. I am prioritizing saving for a child's college education
- f. I am prioritizing saving for another major purchase or expense (e.g. a car, home improvement, etc.)
- g. I am prioritizing building an emergency fund
- h. I will have sufficient retirement income and won't need a DCP account
- i. I save for retirement on my own and don't need the DCP

### 13. Please indicate how much you agree or disagree with the following statements regarding potentially enrolling in the DCP?

*Strongly Agree      Agree      Neither Agree nor Disagree      Disagree      Strongly Disagree*

- a. I would like to talk to a local counselor for assistance with enrolling
- b. I would like to receive more written information about the DCP before making a decision
- c. I'm ready to enroll but don't know how to do it
- d. I would like to participate in the DCP in the future but I'm not interested in doing so now
- e. I have no interest in participating in the DCP

## DCP PARTICIPATION SURVEY

**14. Would you like us to contact you to provide you information or assistance, or to provide additional feedback?**

- a. Yes
- b. No

**If you answered yes, please provide us the following information:**

Contact Information

Name: \_\_\_\_\_

Employee ID: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

We appreciate your feedback! If you have any questions or would like to provide additional feedback, please contact us at (213) 978-1596 or by email at [LA457@lacity.org](mailto:LA457@lacity.org).

Thank you for completing this survey!

## DCP MY SAVING OPTIONS SURVEY

### **Purpose:**

To better understand participant awareness of contribution options and resources to support their decision-making.

### **Objectives:**

1. Understand participant preferences and awareness of resources regarding decisions of **how much to save**.
2. Understand participant preferences and awareness of resources regarding decisions related to the **tax treatment of contributions** (Pre-Tax or After-Tax).
3. Understand participant preferences and awareness of resources regarding decisions related to **contribution type options** (fixed dollar or percent of pay).

### **Plan:**

An online survey will be sent to City employees who are enrolled in the DCP. Participants will be notified of the survey via email and/or postcard. This survey will run at least biannually to develop trend data over time.

### **Survey Population:**

City employees who are enrolled in the DCP broken down by various subsets, including but not limited to:

- Job classification
- Department
- Years of City service
- Gender
- Ethnicity

### **Text of Email:**

Thank you for participating in the City of Los Angeles Deferred Compensation Plan (DCP) 2021 My Savings Options Survey! The DCP is committed to supporting City employees who wish to save for retirement. Our records indicate you are currently enrolled in the DCP. We would appreciate a few minutes of your time to better understand your thoughts around the different methods of contributing to the DCP. Your feedback helps us learn more about how we can best support your needs. This survey is completely voluntary and your responses are strictly anonymous unless you elect to share your contact information for us to provide you more information. Please click on the link below to take the survey:

**\*\*\*Important Note:** You should only be receiving this survey if you are enrolled in the DCP. If you believe you have received this survey by mistake, please contact (213) 978-1601 Monday to Friday from 8 am to 4 pm, or email us at [LA457@lacity.org](mailto:LA457@lacity.org), to verify your status.

## DCP MY SAVING OPTIONS SURVEY

### SURVEY QUESTIONS

**Control Question (in case employees do not read the note above). Please confirm that you are currently a participant in the DCP.**

- I am currently participating in the DCP (*if employee selects this, the employee will continue with the survey questions*).
- I am not currently participating in the DCP (*if employee selects this, they will be redirected to another page with information on who to contact to verify enrollment status*).

### Demographic Questions

**1. What is your age group?**

- a. 25 or under
- b. 26 to 40
- c. 41 to 55
- d. 56 to 64
- e. 65 to 74
- f. 75 or older
- g. I prefer not to answer

**2. What City department do you presently work for? (Drop down list)**

**3. Which employee labor organization (MOU #) are you currently represented by? (Drop down list)**

**4. What is your employment status?**

- a. Full-Time Civilian
- b. Half-Time Civilian
- c. Sworn
- d. Other – please specify

**5. With which ethnicity do you most identify? (Check all that apply)**

- a. White or Caucasian
- b. Black or African American
- c. Hispanic or Latino
- d. Asian
- e. American Indian or Alaska Native
- f. Native Hawaiian or other Pacific Islander
- g. Other – please specify
- h. I prefer not to answer

**6. With which gender do you most identify? (Choose one)**

- a. Female

## DCP MY SAVING OPTIONS SURVEY

- b. Male
- c. Non-binary
- d. Other
- e. I prefer not to answer

### 7. What work schedule do you have?

- a. 5/40 schedule
- b. 9/80 schedule
- c. 4/10 schedule
- d. 72 hour schedule (reduced workweek)
- e. 3/12 schedule
- f. Other – please specify

### 8. At what City facility do you work?

- a. Airports
- b. City Hall, City Hall East, City Hall South
- c. Cal Trans Building
- d. El Pueblo
- e. Figueroa Plaza
- f. Fire and Police Pensions Building
- g. LACERS Building
- h. Garland Building
- i. Library Main (Downtown)
- j. Personnel Department Building
- k. LAPD Building (Downtown)
- l. Public Works Building
- m. Marvin Braude Building
- n. West Los Angeles
- o. Harbor
- p. Hyperion
- q. Zoo
- r. Other – please specify

# DCP MY SAVING OPTIONS SURVEY

## Survey Questions

### YOUR CONTRIBUTION AMOUNT

1. How much do you currently contribute to the City's DCP per pay period?

Dollar Election

- a. \$1 - \$50
- b. \$51 - \$100
- c. \$101-\$250
- d. Over \$250
- e. Unsure

Percent of Pay Election

- a. 1%-3%
- b. 4%-6%
- c. 7% of higher
- d. Unsure

2. **Approximately how frequently do you typically adjust your bi-weekly contribution amount?**

- Multiple times throughout the year
- Once per year
- Less frequently than once per year
- Never
- Unsure

3. **Please indicate how much you agree with the following statements regarding how you determine your current DCP savings amount:**

*Strongly Agree                      Agree                      Neither Agree nor Disagree                      Disagree                      Strongly Disagree*

- a. I focus primarily on how much I can afford.
- b. I focus primarily on how much I need to save to meet my savings objectives.
- c. I follow the advice of colleagues, friends, or advisors.
- d. I consult with DCP resources such as local counselors, published materials, or the DCP online retirement calculator.

4. **Please indicate how much you agree with the following statements regarding your saving objectives:**

*Strongly Agree                      Agree                      Neither Agree nor Disagree                      Disagree                      Strongly Disagree*

- a. I would like to increase my DCP savings but have other financial priorities right now.
- b. I would like to increase my DCP savings but haven't gotten around to it yet.
- c. I would like to increase my DCP savings but need to earn more to be able to do so.
- d. I would like to increase my DCP savings but need more guidance about how to determine the right amount.

## DCP MY SAVING OPTIONS SURVEY

- e. I am saving the right amount for me at this time.

### TAX TREATMENT OF YOUR CONTRIBUTIONS

**5. My current contributions to the DCP are:**

- Pre-tax contributions  
 After-tax (Roth) contributions  
 Both Pre-tax and Roth contributions  
 Unsure

**6. Please indicate how much you agree or disagree with the following statements regarding Pre-Tax and After-Tax (Roth) contributions:**

*Strongly Agree*      *Agree*      *Neither Agree nor Disagree*      *Disagree*      *Strongly Disagree*

- a. I did not realize, prior to taking this survey, that I have a choice between contributing Pre-Tax or After-Tax (Roth).  
b. I understand the difference between Pre-Tax and After-Tax (Roth).  
c. I prefer my current Pre-Tax or After-Tax (Roth) contribution method and do not intend to change it.  
d. I would like more information and guidance to help me determine whether contributing Pre-Tax or After-Tax (Roth) is best for me.

### YOUR CONTRIBUTION TYPE

**7. My current contribution type for the DCP is:**

- Fixed dollar amount  
 Percent of pay  
 Unsure

**8. Please indicate how much you agree or disagree with the following statements regarding your contribution type:**

*Strongly Agree*      *Agree*      *Neither Agree nor Disagree*      *Disagree*      *Strongly Disagree*

- a. I did not realize, prior to taking this survey that I have a choice between contributing as a fixed dollar amount and percent of pay.  
b. I understand the difference between fixed dollar amount and percent of pay contribution types.  
c. I prefer my current contribution type and do not intend to change it.  
d. I would like more information and guidance to help me determine whether contributing fixed dollar or percent of pay is best for me.



## DCP MY SAVING OPTIONS SURVEY

### RESOURCES

9. Prior to taking survey, please indicate your level of awareness of the following DCP informational resources:

Highly aware                  Somewhat aware                  Not at all aware

- Local DCP counseling services
- Retirement calculator on my account page when I log into my account
- DCP website (LA457.com)
- Contribution rate calculator ([la457.com/percent-of-pay](http://la457.com/percent-of-pay))
- Information on Pre-tax and Roth contributions on DCP website ([la457.com/pretax-vs-aftertax](http://la457.com/pretax-vs-aftertax))
- Money Matters webinars with local retirement counselors ([la457.com/money-matters](http://la457.com/money-matters))
- Contributions page on DCP website ([la457.com/contributions](http://la457.com/contributions))

We appreciate your feedback! If you have any questions or would like to provide additional feedback, please contact us at (213) 978-1596 or by email at [LA457@lacity.org](mailto:LA457@lacity.org).

Thank you for completing this survey!

## DCP DISTRIBUTIONS SURVEY

### **Purpose:**

To better understand the decision process that leads a Retiree to initiate a full distribution rather than stay in the Plan.

### **Objectives:**

1. Understand the principal reasons Retirees take full distributions
2. Identify improvements to process and communications that encourage participants to maintain their accounts to help support their future retirement readiness
3. Assess Retiree satisfaction with decision to take full distribution
4. Assess Retiree perceived retirement security since leaving the Plan

### **Plan:**

An online survey will be sent to retirees who have taken full distributions from their accounts within the last 90 days. Participants will be notified of the survey via email (or postcard for those without an email address on file). The process will run every quarter.

### **Survey Population:**

- Retirees who have taken full distributions from the Plan within the last 90 days
- Account balances greater than \$50,000

### **Text of Email:**

The City of Los Angeles Deferred Compensation Plan is committed to supporting our retired participants in achieving and maintaining their retirement income security. In the last few months, our records indicate that you took a full distribution of your Deferred Compensation Plan account. We would appreciate a few minutes of your time to help us better understand your reasons for taking a full distribution so that we can better understand the needs of our retiree population and how we can best support them. The survey is completely anonymous unless you elect to share your contact information at the end. Please click on the link below to take the survey.

### **SURVEY QUESTIONS**

1. **Why did you take full distribution from your Deferred Compensation Plan account?  
Please select all that apply.**

- I needed the funds for personal expenses
- I provided funds to family members, friends, or a charitable organization
- I wanted to decrease my debt
  - I decreased my consumer debt
  - I decreased my mortgage debt
  - Other \_\_\_\_\_
- I wanted to make a large purchase
  - I purchased a home

## DCP DISTRIBUTIONS SURVEY

- I purchased a vehicle
- Other \_\_\_\_\_
- I needed to pay for medical expenses
  - I paid for medical expenses for myself
  - I paid for medical expenses for a family member
  - Other \_\_\_\_\_
- I needed resources for elder care for a family member
- I needed to finance a relocation
- I was under the impression I must cash out my funds upon retirement
- Other \_\_\_\_\_

**2. Were you aware that the Plan allows retirees to take loans from their accounts?**

- Yes
- No

**3. Please the extent to which you agree or disagree with the following statement:**

*Overall, I am satisfied with my decision to take a full distribution of my account.*

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree

**4. Please the extent to which you agree or disagree with the following statement:**

*I am optimistic that I will have sufficient income to last through retirement.*

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree

**5. How can we improve the Plan for all retirees?**

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## DCP DISTRIBUTIONS SURVEY

6. May we contact you regarding this survey for follow-up or to participate in a focus group?

- Yes
- No

**If you answered yes, please provide us the following information:**

Contact Information

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

We appreciate your feedback! If you have any questions or would like to provide additional feedback, please contact us at (213) 978-1596 or by email at [LA457@lacity.org](mailto:LA457@lacity.org).

Thank you for completing this survey!

## DCP ASSET RETENTION SURVEY

### **Purpose:**

To better understand the decision process that leads a retiree to initiate an outgoing rollover rather than keeping assets in the Plan.

### **Objectives:**

1. Understand the principal reasons retirees take rollouts
2. Collect feedback from retirees on their experience leaving the Plan
3. Identify improvements to process and communications that increase retention
4. Assess retiree satisfaction with decision to leave the Plan
5. Assess retiree perceived retirement security since leaving the Plan

### **Plan:**

An online survey will be sent to retirees who have taken rollouts within the last 90 days. Participants will be notified of the survey via email (or postcard for those without an email address on file). The process will run every quarter.

### **Survey Population:**

- Retirees that have rolled money out of the Plan within the last 90 days
- Exclude rollouts from beneficiaries
- Exclude QDRO accounts
- Exclude rollouts to other City Plans

### **Text of Email:**

The City of Los Angeles Deferred Compensation Plan is committed to supporting our retired participants in achieving and maintaining their retirement income security. In the last few months, our records indicate that you transferred your account balance to another provider. We would appreciate a few minutes of your time to help us better understand why you decided to transfer your account so that we can better understand the needs of our retiree population and how we can best support them. The survey is completely anonymous unless you elect to share your contact information at the end. Please click on the link below to take the survey.

### **SURVEY QUESTIONS**

1. **Why did you transfer your account from the Deferred Compensation Plan? *Please select all that apply.***
  - I believe I can better meet my investment objectives with another service provider
  - Transferring allows me to work with a financial advisor who can offer investment advice
  - Transferring allows me to work with a preferred self-directed brokerage provider
  - I was dissatisfied with the City's Plan products and services

## DCP ASSET RETENTION SURVEY

- I wanted to consolidate my assets with another employer-sponsored plan or provider
- I wanted lower investment fees
- Other: \_\_\_\_\_

**2. Please the extent to which you agree or disagree with the following statement:**

***Overall, I am satisfied with my decision to transfer my account from the Deferred Compensation Plan.***

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree

**3. Please the extent to which you agree or disagree with the following statement:**

***I am optimistic that I will have sufficient income to last through retirement.***

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree

**4. Are there any changes or improvements to the Plan that may have made it more likely that you would maintain your account with the City?**

- Yes
  - If yes, please explain what changes or improvements might have prevented you from transferring your account.

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- No

**5. How can we improve the Plan for all retirees?**

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## DCP ASSET RETENTION SURVEY

6. May we contact you regarding this survey for follow-up or to participate in a focus group?

- Yes
- No

**If you answered yes, please provide us the following information:**

Contact Information

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

We appreciate your feedback! If you have any questions or would like to provide additional feedback, please contact us at (213) 978-1596 or by email at [LA457@lacity.org](mailto:LA457@lacity.org).

Thank you for completing this survey!