

# Deferred Compensation Plan BOARD REPORT 15-36

Date: July 1, 2015  
 To: Board of Deferred Compensation  
 From: Staff  
 Subject: Targeted Enrollment Initiative Update

*Board of Deferred  
 Compensation Administration*  
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**Recommendation:**

That the Board of Deferred Compensation Administration receive and file staff's update regarding the Department of Transportation Targeted Enrollment Initiative.

**Discussion:**

As part of the overall effort to increase Plan participation, staff and Empower Retirement have developed a pilot enrollment campaign specifically targeting Department of Transportation (DOT) eligible non-Plan participants. Staff plans to launch this enrollment campaign on a pilot basis in order to assess the effectiveness of a targeted outreach initiative. There are approximately 660 DOT employees who are eligible non-Plan participants. This provides an opportunity to assess effectiveness on a smaller scale and cost before implementing a campaign across other City departments.

As previously mentioned in a prior Board report, the DOT non-participant population is additionally notable in that these employees can mainly be identified within two job classifications: Crossing Guard and Traffic Officer. Of the approximately 660 DOT non-participants, Crossing Guards and Traffic Officers make up two-thirds of this population. Following is a breakdown of the DOT employees eligible to enroll in the Deferred Compensation Plan:

DOT Job Class	DCP Eligible	Participating Count and Percentage		Non-Participating Count and Percentage	
Crossing Guard	235	23	10%	212	90%
Traffic Officer	571	346	61%	225	39%
All Other Classes	733	515	70%	218	30%
<b>TOTAL</b>	<b>1,539</b>	<b>884</b>	<b>57%</b>	<b>655</b>	<b>43%</b>

**ACTION PLAN FOR TARGETED ENROLLMENT INITIATIVE – DOT PILOT**

**GOALS**

1. Achieve a 3% net increase in the number of DOT employees enrolled in the City's Plan between 07/01/15 and 10/31/15.

2. Support the Plan’s overall enrollment objective to achieve a 3% annual net increase in the number of City employees enrolled in the Deferred Compensation Plan Citywide.
3. Carry out a pilot targeted enrollment campaign focused on Crossing Guards and Traffic Officers (note: employees in both classes are typically decentralized and without regular access to the City’s e-mail system, and as such have been more difficult to reach).

### KEY CAMPAIGN STRATEGIES

- Increase awareness of Deferred Compensation Plan features, services and resources through customized communications and partnering with departmental supervisors and employee organization leaders.
- Issue a postcard direct mailing to eligible non-participants (note: the City’s Plan Administrator, Empower, has conducted similar campaigns with other plans that suggest that a 3% increase in enrollment is an achievable objective).
- Schedule meetings at various DOT locations to target broader demographic.
- Develop and place posters to advertise DOT meetings at strategic locations.

### TIMELINE FOR DOT PILOT CAMPAIGN

Staff and Empower have worked to create the following campaign timeline. The campaign will target the month of September for its main outreach efforts.

		START DATE:	END DATE:
1.	Establish introductions and relationships with employee information “Gate-Keepers” (supervisors and labor leaders).	5/11/2015	Ongoing
2.	Department Event: DOT Benefits Fair (anticipated attendance of 150 DOT employees). An Empower representative to set up table service. <i>Note: This date was previously set by department.</i>	7/14/2015	Completed
3.	<i>Crossing Guard Focus:</i> Empower presence has been coordinated at four (4) mandatory safety meetings for all DOT Crossing Guards (July 28, 30 and August 4, 6). <i>Note: These dates were previously set by department.</i>	7/28/2015	8/6/2015
4.	Identify and advertise in appropriate City and union publications, potentially including coordinated DCP/employee union correspondence.	8/1/2015	8/15/2015
5.	Request DOT General Manager to send out department communication to encourage participation in the Plan and to announce upcoming outreach activities.	8/17/2015	n/a
6.	Posters to promote September table service and meetings to be delivered to department facilities or key supervisors.	8/20/2015	8/28/2015
7.	Send out postcards to non-participating eligible DOT employees, to include information on meeting dates in September. <i>Draft sample attached.</i>	8/24/2015	n/a
8.	Post variation of postcard mailing on participant website as bulletin.	8/24/2015	9/29/2015
9.	Two (2) open <b>Group Meetings</b> . <i>Schedule attached.</i>	9/12/2015	9/19/2015

	<i>Due to the 24-hour, 7-day a week schedule for Traffic Officers, Saturday meetings would better serve this audience.</i>		
10.	<i>Traffic Officer Focus: Eight (8) <b>Table Service</b> sessions at four DOT locations (twice at each location) – Central, Southern, Hollywood, Valley Parking Enforcement. Schedule attached.</i>	9/15/2015	9/29/2015
	<b>OVERALL CAMPAIGN MEASUREMENT PERIOD</b>	7/1/2015	10/31/2015

**METRICS**

Staff is monitoring Plan enrollments on a monthly basis and tracking by department. Staff will monitor DOT enrollments for the months July through October and report back on the results of this campaign.

Submitted by: \_\_\_\_\_  
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Reviewed by: \_\_\_\_\_  
Alexandra Castillo

Approved by: \_\_\_\_\_  
Steven Montagna



YOU HELP OTHERS SAFELY  
REACH THEIR DESTINATIONS.  
NOW LET US HELP YOU REACH YOURS.

Traveling the road to retirement security through the  
**City of Los Angeles Deferred Compensation Plan**

*A SPECIAL ENROLLMENT INVITATION TO  
EMPLOYEES OF THE DEPARTMENT OF TRANSPORTATION*

**DRAFT**



**CITY OF** *Los Angeles*  
DEFERRED COMPENSATION PLAN

Achieving retirement security is a journey. Sometimes we need signals to adjust speed or change direction. But the most important guidance is knowing when it's time to "Go."

**You have a green light to begin saving through the City's Deferred Compensation Plan.**

Learn how easy it is to enroll, contribute what you can afford and invest in a way that feels right for you. Attend a group information meeting or stop by any of the locations listed below to meet one-on-one with a plan representative.

Table Service	Deferred Compensation Meeting
<b>Central Parking Enforcement</b> Tuesdays, September 15 & 22, 2015 1 pm to 5 pm	<b>Western Parking Enforcement</b> Saturdays, September 12 & 19, 2015 9 am to 11 am
<b>Hollywood Parking Enforcement</b> Thursdays, September 17 & 24, 2015 7 am to 6 pm	<i>Seating is limited for the Saturday Deferred Compensation Meetings.</i>  <i>Please RSVP to attend a Saturday meeting via email: <a href="mailto:www.perdcp@lacity.org">www.perdcp@lacity.org</a> or call 213-978-1601.</i>  <b><i>Refreshments will be provided.</i></b>
<b>Southern Parking Enforcement</b> Wednesdays, September 16 & 23, 2015 6:30 am to 5 pm	
<b>Valley Parking Enforcement</b> Tuesdays, September 22 & 29, 2015 7 am to 5 pm	

Name  
Address  
Indicia



Snap a picture of this invitation with your smart phone or bring the invitation with you to the group meeting or one-on-one session and you'll be entered to win [prize giveaway].

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Sep 2015 (Pacific Time)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12 Western Parking Enforcement Saturdays, September 12 & 19, 2015 9 am to 11 am
13	14	15 Central Parking Enforcement Tuesdays, September 15 & 22, 2015 1 pm to 5 pm	16 Southern Parking Enforcement Wednesdays, September 16 & 23, 2015 6:30 am to 5 pm	17 Hollywood Parking Enforcement Thursdays, September 17 & 24, 2015 7 am to 6 pm	18	19 Western Parking Enforcement Saturdays, September 12 & 19, 2015 9 am to 11 am
20	21	22 Central Parking Enforcement Tuesdays, September 15 & 22, 2015 1 pm to 5 pm  Valley Parking Enforcement Tuesdays, September 22 & 29, 2015 7 am to 5 pm	23 Southern Parking Enforcement Wednesdays, September 16 & 23, 2015 6:30 am to 5 pm	24 Hollywood Parking Enforcement Thursdays, September 17 & 24, 2015 7 am to 6 pm	25	26
27	28	29 Valley Parking Enforcement Tuesdays, September 22 & 29, 2015 7 am to 5 pm	30	1	2	3