



## BOARD REPORT 18-53

Date: December 18, 2018  
To: Board of Deferred Compensation Administration (Board)  
From: Staff  
Subject: 2018 National Retirement Security Week Campaign

### Board Members

**John R. Mumma**  
*Chairperson*

**Thomas Moutes**  
*Vice-Chairperson*

**Raymond Ciranna**  
*First Provisional Chair*

**Robert Schoonover**  
*Second Provisional Chair*

**Wendy G. Macy**  
*Third Provisional Chair*

**Joshua Geller**  
**Hovhannes Gendjian**  
**Neil Guglielmo**  
**Linda P. Le**

### **Recommendation:**

That the Board receive and file report regarding results of the 2018 National Retirement Security Week campaign.

### **Discussion:**

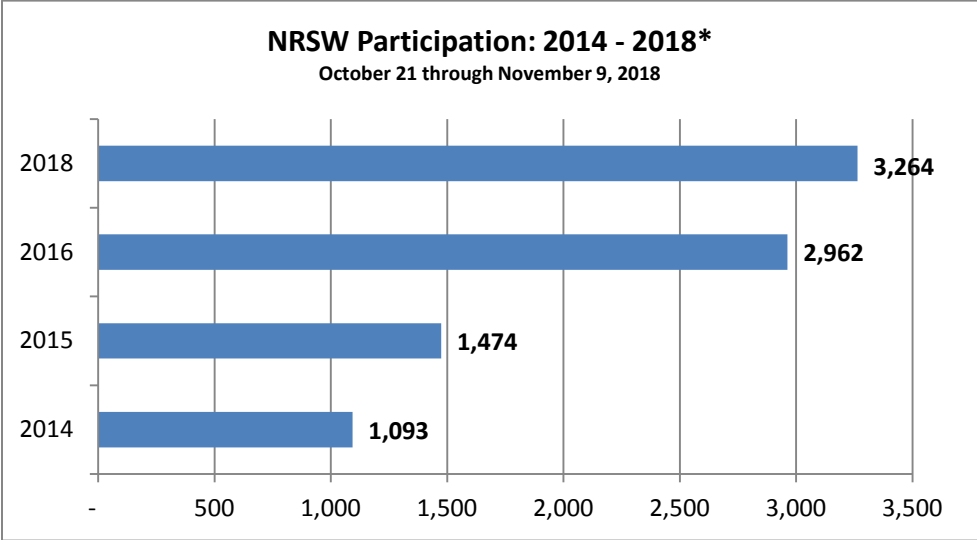
The U.S. Senate passes an annual resolution for National Retirement Security Week in order to raise public awareness of tax-preferred retirement vehicles, increase personal financial literacy, and engage the people of the United States on the keys to success in achieving and maintaining retirement security. At its July 17, 2018 meeting, the Board approved staff's proposed 2018 National Retirement Security Week campaign (NRSW campaign) for the City's Deferred Compensation Plan (DCP), which took place October 21-27, 2018. Subsequently, in order to increase participation, staff extended the NRSW campaign for an additional two weeks, through November 9, 2018.

For the NRSW campaign, staff and Voya Financial, the DCP's Third-Party Administrator, developed a web-based interactive quiz entitled "Name That Year." Participants were invited to answer a number of popular culture questions associated with DCP-related topics. At the end of the quiz, participants were able to enter into a drawing to win a Target gift card. The objective for the NRSW campaign was to create engagement with active and retired participants, increase participant savings, encourage new members to join, and promote DCP services and features. The NRSW campaign also provided an opportunity to promote the new DCP Resource Center and Facebook page, both of which launched in the third quarter of 2018.

Staff worked with the Mayor's Office to produce a video announcement from Mayor Eric Garcetti launching the NRSW campaign and encouraging new employees to sign up and current participants to engage with DCP resources. Staff also worked with Councilmember Paul Koretz to introduce a resolution before the Los Angeles City Council declaring October 21-27, 2018, as Retirement Security Week in the City of Los Angeles.

To promote the NRSW campaign, a City-wide email was sent to all active employees and retirees. Employees that did not have an email address on file were mailed postcards informing them of the NRSW campaign. In addition, a short announcement about the NRSW campaign was included with third quarter quarterly statements delivered to all DCP participants via email or regular mail.

Participation results indicate that 2018 was the most successful NRSW campaign to date for the City’s DCP, with 3,264 employees taking the interactive quiz. Historical participation figures including prior campaigns are detailed below:



\* Note that 2017 is not included because the campaign for that year differed substantially from other years, as it occurred at the same time as the City’s change to Voya. The 2017 campaign focused on incentivizing participants to establish online account access with Voya (not a comparable metric).

The NRSW campaign helped prompt 9,271 total unique visitors to the new DCP Resource Center. The table below provides data on the top five web page topics accessed by participants during the NRSW campaign:

Resource Center	
Page	Views
NRSW Campaign	6,682
Home	4,153
Contributions limits	266

Resource Center	
Page	Views
Join the Plan	173
Plan Highlights	171

The 2018 NRSW campaign was the DCP's most successful to date. Staff looks forward to building on this success for the 2019 NRSW campaign.

Submitted by: \_\_\_\_\_  
Kevin Hirose

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