

ROTH COMMUNICATIONS IMPLEMENTATION PLAN

OBJECTIVES

- (a) Develop unique communication concept/material (Primary Material) for introducing and explaining the Roth savings option.
- (b) Revise all relevant Informational Guides to incorporate into, and ensure consistency with, Primary Material.
- (c) Revise all relevant Great-West General Forms to incorporate into, and ensure consistency with, Primary Material.
- (d) Revise all relevant Plan Specialized Forms to incorporate into, and ensure consistency with, Primary Material.
- (e) Revise Plan website language to incorporate into, and ensure consistency with, Primary Material; and revise Plan website functionality to provide for all necessary Roth-specific/related transactions.
- (f) Conduct Citywide Roth educational group meeting module.

WORK PLAN

- (a) City staff will be responsible for developing Primary Material.
- (b) Great-West will be responsible for revising Informational Guides.
- (c) Great-West will be responsible for revising Great-West General Forms.
- (d) City staff will be responsible for revising Plan Specialized Forms.
- (e) Great-West will be responsible for revising Plan website language and Plan website functionality.
- (f) Great-West local staff will be responsible for developing Roth educational group meeting module.

Note: Group meetings will be targeted across the City for the month of July/August as part of the Roth introduction. Group meetings will include giveaways and the opportunity to win prizes as incentives for attending.

MATERIALS DEFINITIONS

Primary Material

- Flyer/Brochure answering question “What is Roth?” and describing in general terms the distinction between Roth and Traditional contributions; should also include supporting Q&A or other vehicle for delineating differences between Roth & Traditional contributions.

Informational Guides

- Enrollment booklet
- Distribution Guide
- Plan Highlights

Great-West General Forms

- Enrollment Form
- Distribution Form
- Incoming Rollover Form

Plan Specialized Forms

- Catch-Up Form
- Accrued Leave Form
- Notice of Job Transfer form

Website

- All relevant Plan Website pages

COMMUNICATION VENUES

- Special Mailing (pre-go-live)
- Citywide Email (pre-go-live)
- Group Meetings (post-go-live)
- Newsletter (post-go-live)
- Website (news bulletin – pre- and post-go-live)

Objective will be to expose Plan participants to these materials no less than three times during a window of no more than 60 days.

METRIC

Measure number of Plan participants who have elected a Roth contribution by 90 days following Roth introduction date.

TIMELINE

PRODUCTION COUNTDOWN CALENDAR ROTH COMMUNICATIONS

Current Update: April 5, 2011

Roth Go Live

Date--> 7/1/2011

| DAYS REMAINING | DATE | ACTIVITY | STATUS |
|----------------|-----------|---|---------|
| 77 | 4/15/2011 | Finalize first draft of Primary Materials | Pending |
| 70 | 4/22/2011 | No later than this date, conduct focus group for Primary Materials | Pending |
| 63 | 4/29/2011 | Finalize and submit to Great-West for compliance review Primary Materials | Pending |
| 63 | 4/29/2011 | Finalize and submit to Great-West for compliance review Announcement Cover Letter & Group Meeting Schedule | Pending |
| 56 | 5/6/2011 | Great-West finalize Enrollment Form, Distribution Form, Rollover Forms & all other General GW forms for compliance review | Pending |
| 49 | 5/13/2011 | Great-West complete compliance review of Primary Materials | Pending |
| 49 | 5/13/2011 | Great-West finalize Enrollment Form, Distribution Form, Rollover Forms & all other General GW forms for compliance review | Pending |
| 42 | 5/20/2011 | Finalize Primary Materials | Pending |
| 42 | 5/20/2011 | Finalize Announcement Cover Letter & Group Meeting Schedule | Pending |
| 42 | 5/20/2011 | Great-West finalize Enrollment Guide, Distribution Guide & all other relevant guides for compliance review | Pending |
| 42 | 5/20/2011 | Place order for Plan meeting giveaways for use at group meetings | Pending |
| 35 | 5/27/2011 | Great-West complete compliance review of Enrollment Form, Distribution Form, Rollover Forms & all other General GW forms | Pending |
| 28 | 6/3/2011 | Great-West finalize Website pages for compliance review | Pending |
| 28 | 6/3/2011 | Great-West complete compliance review of Enrollment Guide, Distribution Guide & all other relevant guides. | Pending |
| 21 | 6/10/2011 | Great-West complete compliance review of Plan website pages. | Pending |
| 16 | 6/15/2011 | Great-West complete Plan website prototype for transaction changes. | Pending |
| 16 | 6/15/2011 | Issue Special Mailing to Plan participants (cover letter + Primary Materials) announcing Roth introduction | Pending |
| 16 | 6/15/2011 | Finalize Roth newsletter article for Q2 newsletter | Pending |

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| 16 | 6/15/2011 | Receive delivery of promotional materials for use at group meetings and other physical distribution venues | Pending |
| 9 | 6/22/2011 | Participants Receive Roth special mailing | Pending |
| 4 | 6/27/2011 | Finalize Citywide email announcing Roth savings option | Pending |
| 0 | 7/1/2011 | Issue Citywide email announcing Roth savings option | Pending |
| 0 | 7/1/2011 | Go live w/Roth contributions | Pending |
| -21 | 7/22/2011 | Mail Q2 newsletter | Pending |
| -91 | 9/30/2011 | Measure number of participants electing Roth contributions | Pending |