



PAID FAMILY & MEDICAL LEAVE
 OCTOBER 18, 2018 | 10:00 AM – 12:00 PM
 ADVISORY COMMITTEE MEETING MINUTES
 WASHINGTON STATE LABOR COUNCIL

Attendees	Department Representative: Carla Reyes, Paid Family and Medical Leave Interim Director Paid Family and Medical Leave Act Ombuds: Edsonya Charles Employee’s Interests Representative: Maggie Humphreys Employee’s Interests Representative: Joe Kendo Employee’s Interests Representative: Marilyn Watkins Employee’s Interests Representative: Samantha Grad Employer’s Interests Representative: Tammie Hetrick (phone) Employer’s Interests Representative: Bob Battles Employer’s Interests Representative: Christine Brewer (phone)
Guests	PFML Communications Manager: Clare DeLong
Members Absent	Employer’s Interests Representative: Julia Gorton
Scribe	Tracy Moore

Welcome and Introductions: Carla Reyes

- Introductions at the table. (Note: sign in sheet will capture audience in the room, and conference call technology records the participants dialing in.)
- Both sets (9/12 & 9/21) of September meeting minutes reviewed and approved.

Communications and Marketing Updates: Clare DeLong

Outreach events taking place where the PFML Communications team hasn’t had much contact. With recent marketing activities, the website got over 5,000 views in the 4-day period following the postcard mailing. In terms of effective communications, the postcard is showing the best response so far. Clare highlighted the following data points:

- Page views (paidleave.wa.gov live for 8 weeks) 200,000 (spike in September)
- Newsletter subscribers are over 13,000
- Webinars over 2000 attendees. We will offer more this fall because there has been such a good turnout.
- A/B Test Facebook ads generated over 900k impressions. The click through rate overall was 1.48% which is higher than FB’s average of .9%.
 - The “starting Jan. 1 2019- a new way to take care...” ad was most popular in the “northwestern” counties (between Whatcom and Pierce Counties). The “Premium collection starts of Jan. 1, 2019” ad was preferred and most popular in the rest of the state. Both messages were very effective.
- The post card was sent out last week. A campaign page (www.PaidLeave.wa.gov/2019) is set up to track website visits generated by the post card. 180,000 post cards were mailed out last



**Employment
Security
Department**
WASHINGTON STATE

PAID FAMILY & MEDICAL LEAVE

OCTOBER 18, 2018 | 10:00 AM – 12:00 PM

ADVISORY COMMITTEE MEETING MINUTES

WASHINGTON STATE LABOR COUNCIL

week. The communications team will utilize google analytics to see where website hits are coming from. Larger cities throughout the state are currently showing the most hits.

- Print ads for business journals throughout the state – photos correspond to the local business owners/employees. The photo shoot for the print ads created a nice library of images of employers, employees and even their families for the Program’s use.
- Employer toolkit with the premium calculator was scheduled to launch today (10/18). The Advisory Committee requested the opportunity to review prior to being published. *(Update: Employer Toolkit was circulated for Advisory Committee input immediately. ESD received suggestions from Marilyn Watkins, which were incorporated into the document. The [Employer Toolkit is posted to the website](#) and will be promoted via the listserv).*

The toolkit includes program information, a readiness checklist, sample employee communications (pay stub insert, handbook materials) and a document change log.

- The traditional face-to-face meetings are most effective for outreach and assistance for employer readiness. While the statewide forums have not been as well attended as hoped, they’ve included the right people. Feedback has been positive, and the Communications team have been able to reach out to those that aren’t near the Olympia area to receive their suggestions, questions and feedback as well. 90% of respondents felt as though they’re getting the information they need from forums and webinars.
- Next Steps:
 - The full paid campaign launches next week!
 - Earned media
 - More mailings will go out before January.
 - Other agencies have agreed to share through their networks.

Technology Update: Carla Reyes

The first launch was planned for 9/17 but the technology platform was not ready, and a new date was set. Carla advised due to additional complexity of the system infrastructure and the four different technological components (Portal, Integration Services, Customer Management, and Accounting) we have experienced another delay. Recognizing the program is currently accepting Voluntary Plans via the website the immediate technology needs are established. We know we have fixed dates for the employer wage reporting and the ability to pay premiums in April 2019, and the pressing efforts now are to promote Employer readiness with the work covered by PFML Communications and Brink’s advertising campaign. The IT team is currently working on a new service delivery road map to determine the scope and velocity of the team’s work.

Carla informed the committee of the items proposed in the service delivery roadmap as deferred scope. This is necessary to prioritize the work in order to meet the critical April 2019 timeframe. The impacts to



PAID FAMILY & MEDICAL LEAVE

OCTOBER 18, 2018 | 10:00 AM – 12:00 PM

ADVISORY COMMITTEE MEETING MINUTES

WASHINGTON STATE LABOR COUNCIL

this proposal were identified in the presentation. In order to validate the proposed deferred scope, Rebecca Grady (PFML Research and Data Manager, onboarded last month) is working with WaTech to collect feedback from Employers next week to seek their prioritization for wage reporting and premium payment functionality.

Recognizing the need for employer readiness, Bob Battles suggested sending something “official” from ESD to Employers prior to the end of the year. The group discussed various ways to capture Employer’s attention and move them towards action, drawing awareness around how to calculate the employee’s deductions beginning in January 2019.

ACTION: Carla Reyes/Clare DeLong - Draft an Employer communication around the premium collection requirements and send to Advisory Committee for review.

General Program Update: Carla Reyes

Voluntary Plan updates:

- 11th application was received yesterday 10/17; 5 Payments received
- First approval was sent yesterday 10/17. This decision took 14 calendar days. This took longer because it’s been heavily scrutinized by care team, supervisors and policy team.
- We are seeing plans across the state.

ACTION: Carla Reyes- determine whether we can release the names of the Employers with approved voluntary plans with the Advisory Committee.

Question from public via the phone – *Is it possible for the department to do a ‘best practices document’ and maybe give employers some examples of what you’ve already seen that was good information for you? Can examples be provided (key information redacted)?*

ACTION: Carla Reyes – Review ‘best practices’ noted from the applications to date and explore putting a fact sheet and possibly examples onto the website.

Other clarifying questions regarding Voluntary Plans:

- Marilyn Watkins – Do the Voluntary Plans typically exceed the state plan? (Carla Reyes - YES)
- Edsonya Charles – Is there a process for an amendment to a voluntary plan once someone has already submitted a plan due to rules not being written and posted yet? (Carla Reyes – Not yet.)

Policy October activities:

All activities are on track, slide highlighted the next activities (October noted in minutes below).

- Phase 2 Employer Requirements- public hearing on 10/24 (Lacey) & 10/29 (Spokane)
- Phase 4 Ongoing Employee Eligibility- CR101 filed 10/3; Listening Session occurred on 10/15



**Employment
Security
Department**
WASHINGTON STATE

PAID FAMILY & MEDICAL LEAVE

OCTOBER 18, 2018 | 10:00 AM – 12:00 PM

ADVISORY COMMITTEE MEETING MINUTES

WASHINGTON STATE LABOR COUNCIL

Open Comment

Question: *Will employers know their Voluntary Plan determination before January 1, 2019?* (Carla Reyes - We suggest that you allow us 30 days to get review the voluntary plan application. Bob Battles added that If a voluntary plan has not been submitted by November 30th, it is very likely that you will fall under the state plan. Voluntary plans are effective the quarter after it is approved. If it is approved, the employers are required to follow through with it for a year. Voluntary plans can be stopped at any time, but they will need to remit payments collected to the state and begin collecting premiums from the employee paychecks.)

Comment: *Employers are avoiding voluntary plans due to part time employees that are eligible for multiple plans.* (Joe Kendo: there will be a system to review the employees work pattern to determine who will be responsible for the leave.)