



Category

National Retirement Security Week

Title of Project

National Retirement Security Week "Name That Year!"

Project Implementation Date

October 2018

Plan Asset Size

\$6.5 Billion

Project Description

National Retirement Security Week is a perfect opportunity to engage all of the City's 45,000 plus employees who are eligible or already participating in the City's Deferred Compensation Plan (Plan). Staff wanted to create an interactive program that was fun, engaging, and utilized gamification. Staff developed a quiz that incorporated fun facts from Plan throughout its history and provided additional prize incentives to participants. Staff also engaged the Mayor's Office and City Council to help raise the profile of NRSW throughout the campaign.

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National Retirement Security Week took place on October 21-27, 2018. 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 Plan'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 Plan-related topics. At the end of the quiz, participants were able to enter into a drawing to win a Target gift card.

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 Plan 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 statements delivered to all Plan participants via email or regular mail.

Goal: The objective of the NRSW campaign was to create engagement with active and retired participants, increase participant savings, encourage new members to join, and promote Plan services and features.

Activities:

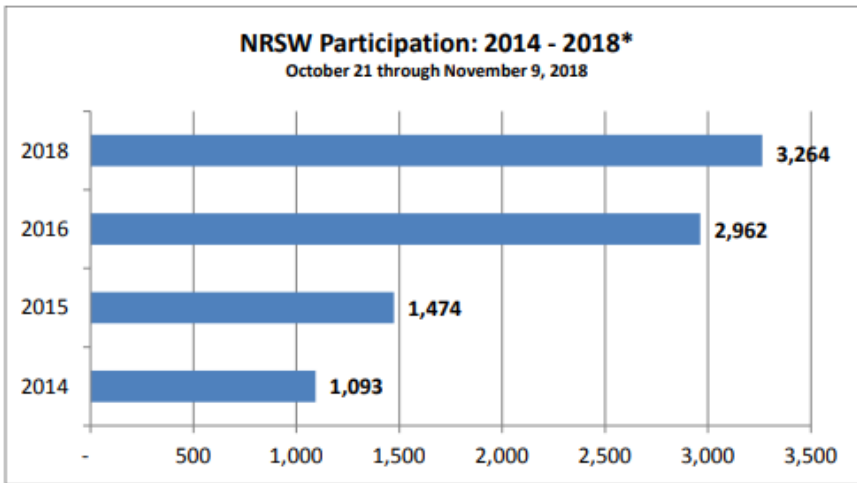
- Quiz postcard
- Kickoff email
- Quiz email
- Mayors Video
- Facebook post
- LA457 landing page
- City proclamation
- *Name that Year!* Quiz

Results:

Participation results indicate that 2018 was the most successful NRSW campaign to date for the City's Plan, with 3,264 employees taking the interactive quiz. The NRSW campaign helped prompt 9,271 total unique visitors to the new LA457.com Plan site.



The 2018 NRSW campaign was the Plan's most successful to date.



* Note that 2017 is not included because the campaign for that year differed substantively 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).

LA457.com site visits

Page	Views
NRSW Campaign	6,682
Home	4,153
Contribution limit	266
Join the Plan	173
Plan Highlights	171

Postcard

name that year!

Create and Live Your Best Retirement

Let's Play!
National Retirement Security Week

VOYA
FINANCIAL

Dear Plan Participant,

October 21-27, 2018 is National Retirement Security Week! To celebrate, we invite you to play our "Name That Year!" quiz by visiting our new resource center at myLA457.com and clicking on "National Retirement Security Week."

Have fun testing your knowledge of pop culture and key dates that relate to the City's Deferred Compensation Plan, which has helped so many people prepare for retirement over the years. The fun doesn't stop there! At the end of the "Name That Year!" quiz, you'll have the opportunity to enter a raffle for a gift card. Happy National Retirement Security Week!

The City of Los Angeles Deferred Compensation Plan

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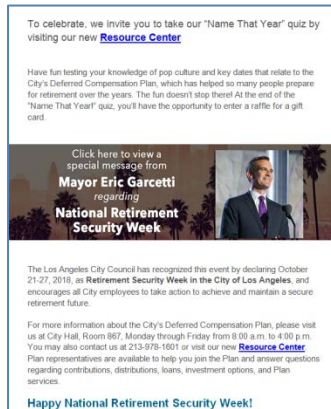
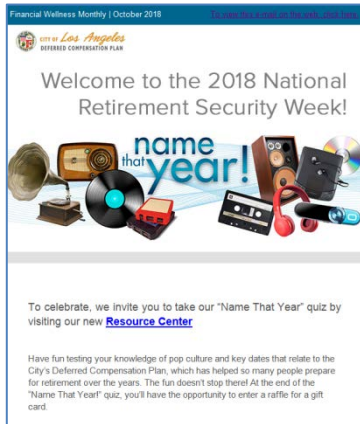
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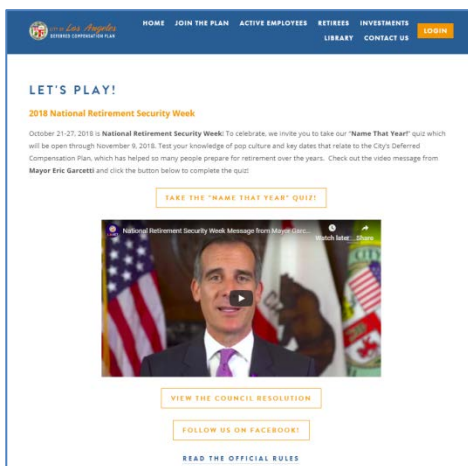
Emails



Mayor's Video



LA457.com





Facebook/LA457



City Proclamation: Retirement Security Week in the City of Los Angeles



Name that Year! Quiz

