



CITY OF *Los Angeles*
DEFERRED COMPENSATION PLAN

PLAN PROFILE

The City of Los Angeles Deferred Compensation Plan (DCP) is a 457b plan. As of December 30, 2020, the City of LA DCP had about \$8.0 billion in assets and over 50,000 participants with a participation rate of 75% and average contributions as a percent of salary of 5.7%.

IN THEIR OWN WORDS

The City of Los Angeles views NRSM as much more than an opportunity to run a successful engagement campaign. As with all of our engagement initiatives, it is a vehicle to help us improve participant outcomes in measurable ways. We believe very much in setting a high standard and being accountable for our results. When we're successful, we believe any recognition we receive benefits our colleagues and peers, just as we attempt to learn from the success of others.

- Steven Montagna, Executive Director-Deferred Compensation Plan, City of Los Angeles

PROJECT SUMMARY

On October 1, 2020, the City of Los Angeles Deferred Compensation Plan (DCP) staff, in partnership with their Third-Party Administrator (TPA), Voya, launched their annual campaign for National Retirement Security Month (NRSRM). The primary objective of the campaign was to encourage participation and increased savings and promote greater awareness of the services and features offered by the DCP.

The City's NRSRM campaign was entitled, "LA's The Place!" The **LA's The Place!** quiz used a gamified tour of City of Los Angeles landmarks to simultaneously promote participation, increased saving, and greater awareness of DCP services and features (including our blogs as well as virtual group and individual meetings). An interactive quiz was accompanied by a weekly raffle of prizes. This fun, engaging approach garnered our highest ever campaign participation - more than doubling our campaign participation numbers from last year's campaign!

The campaign was published on the LA457.com website and included the interactive quiz. The interactive quiz centered around eight City landmarks. Following is sample quiz question illustrating how we integrated a DCP feature promoting greater savings into a fun quiz question:



The Art of Saving With Percent-of-Pay!

Did you know that the Deferred Compensation Plan (DCP) features a percent-of-pay feature allowing you to grow your retirement savings as your salary increases? Your savings increase gradually automatically, without you having to take action. You can find the percent-of-pay feature by signing in to your DCP account at LA457.com, navigating to *Account > Contributions > Change Contributions*, and selecting "percent."

Your savings will flourish like the beautiful plants at this famous museum overlooking Los Angeles and featuring several well-known gardens, including the Central Garden, which has over 500 plant varieties growing all year long. Name the museum by choosing from the options below!

- A. The Museum of Contemporary Art
- B. The Getty Center
- C. The Huntington Library
- D. The LA County Museum of Art (LACMA)



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PROMOTION

The DCP's three distinct target audiences are active participants, retired participants, and non-participating eligible employees. Communications informing the three distinct audiences included direct email, social media posts, and mailed postcards. An invitation to join in the fun was also included with the third quarter newsletter and statement. By participating in the quiz, participants were entered into a weekly raffle for DCP branded giveaways including T-shirts, picnic blankets, barbecue sets, wireless phone chargers, speakers, and a wireless headphone.

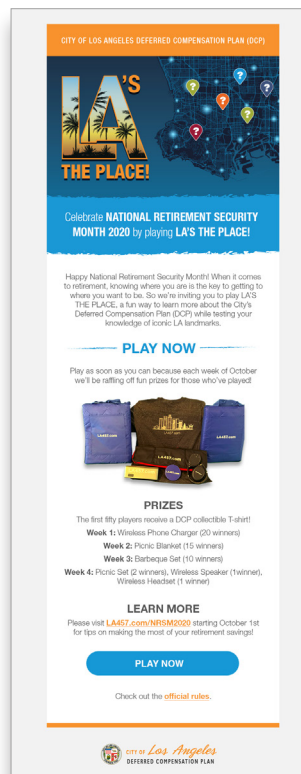
CAMPAIGN OVERVIEW AND DELIVERABLES

Week 1	Week 2	Week 3	Week 4-5
Landing Page LA457.com/NRSM2020	Postcard	Voya email to Actives + Retirees	DCP Newsletter
Homepage Banner LA457.com	Social Media Posts	Social Media Posts	Social Media Posts
Quiz LA457.com/NRSM2020	Partner Promotion-Wellness Newsletter		City Email
Blog LA457.com/participant-blog	Personnel Newsletter		

Postcard



Email

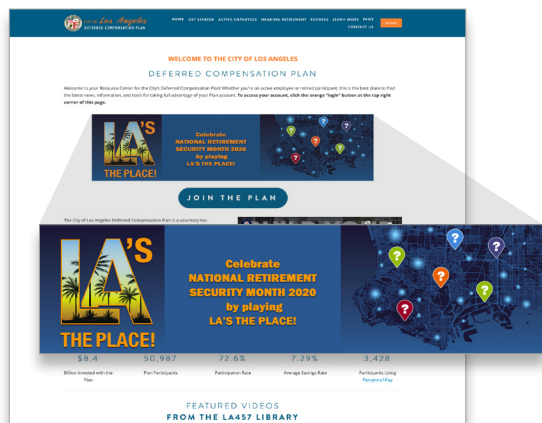


Social Media



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Homepage Banner - LA457.com



Landing Page - LA457.com/NRSM2020



Newsletter Block



MEASURING CAMPAIGN EFFECTIVENESS

The 2020 NRSM campaign was the City's most successful national retirement campaign to date.

Total contest entries were 5,507, a 435% increase from 2019. In addition, for the first time, staff utilized customized links in outgoing communications to track and assess the website traffic resulting from various communication channels used to promote the campaign. Staff utilized Google Analytics to evaluate the communication channels that were most effective in drawing individuals to the campaign's dedicated landing page. In total, the dedicated campaign-landing page, LA457.com/NRSM2020, received 20,173 page views and 8,993 unique page views.

The following table summarizes key campaign metrics used to evaluate the success of the campaign:

Metrics	% Change from 2019	2020	2019	2018
Contest Entries	435%	5,507	1,029	3,264
Page Views	90%	8,993	4,734	6,682
Account Logins	57%	93,127	59,255	39,418
Calls Received	71%	4,625	2,704	2,563
Enrollments*	-49%	130	256	163
Contribution Changes (%)	8%	266	247	158
Contribution Changes (\$)	33%	1,606	1,209	1,161

***Note:** Enrollments fell primarily due to the significant change in the City's fiscal situation resulting from the COVID-19 pandemic (which took us from robust hiring to a hiring freeze and workforce reductions).

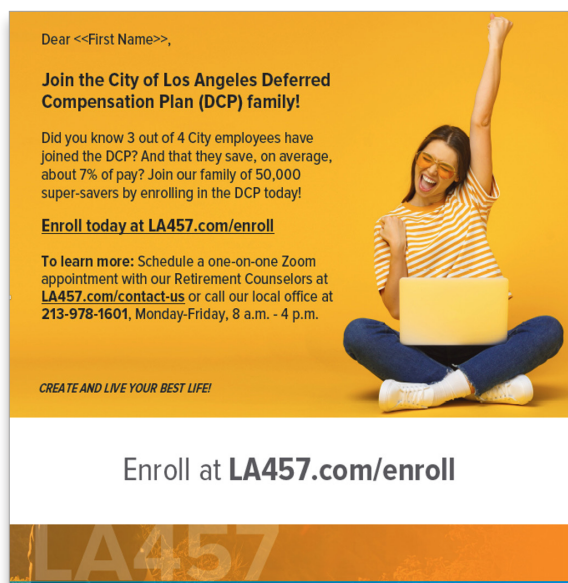
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Citywide emails are the most effective communication channel for driving individuals to the campaign's landing page. We saw a significant increase in quiz participation after each Citywide email. Additionally, according to Google Analytics, after visiting the campaign-landing page, 18.5% of individuals proceeded to the Contact Us page and 11% of individuals looked for more DCP resource information connected to the City's Separation Incentive Program, a workforce reduction program.

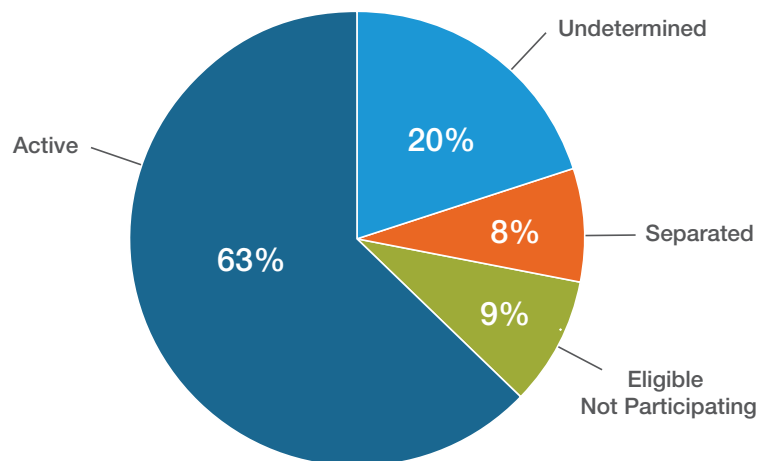
Identifying the type of entrants participating in the campaign provides staff with insight for developing future targeted engagement campaigns. On December 15, 2020, staff worked with Voya to conduct a targeted campaign directed towards campaign entrants who were eligible for but not yet enrolled in the DCP. We mailed entrants an enrollment postcard and LA457 teddy bear to thank them for participating in the LA's The Place quiz and encourage them to join the DCP. As of February 1, 2021, 20 of these entrants enrolled in the DCP, resulting in a 5.5% conversion rate to date for this targeted campaign.

Communication Channel	Unique Page Views
Citywide Email 1	3,442
Citywide Email 2	2,046
LA457.com/ NRSM2020	1,432
Voya Email	1,176
LA457 Blog Posts	66
Wellness Newsletter	51

Enrollment Postcard



Participants Engaged



CONCLUSION

The **LA's The Place** campaign demonstrates that a simple and fun campaign can support desired behaviors directly connected to improving and maintaining retirement readiness even during an extraordinary event such as the COVID-19 pandemic.