



PROJECT SUMMARY

In October 2019, the City of Los Angeles (City) Deferred Compensation Plan (DCP) staff, in partnership with its Third-Party Administrator (TPA), Voya, launched its annual campaign for NRSW beginning October 20, 2019, and extended through November 9, 2019. The primary objective of the campaign was to promote engagement to increase participation, savings, and awareness of the services and features offered by the DCP. The City DCP's three distinct target audiences are **active participants, retired participants, and non-participating eligible employees.**

The City's NRSW campaign was entitled, "The Best Plans are with your Friends", as the City has observed that the most effective way to influence employee behavior is through a trusted messenger. In the City's DCP, peers and colleagues appear to be one of the most influential sources of engaging with the DCP and retirement success. Prior campaign results show greater engagement arises from short, simple, and enjoyable exercises that engage individuals with DCP information and resources. The campaign was published on the LA457.com website featuring an interactive exercise called the "Be a Friend Challenge" that staff developed to engage individuals with DCP information and resources. The interactive exercise consisted of five simple and actionable activities for each of the DCP's three distinct audiences. These activities prompted participants to learn more about DCP features relevant to their group and to open a dialogue with a colleague about Deferred Compensation. Participants got a chance to win one of the 25 gift card prizes in a raffle drawing with each activity completed.

Communications informing the three distinct audiences about NRSW 2019 included direct email, social media posts, and mailed postcards. The staff also made a video showcasing individual employees completing the statement, "I joined the Plan because..." as an endorsement to the DCP.

The 2019 NRSW campaign's success was determined in measurable ways on top of the engagement exercise. Although the number of participants who completed the survey challenge is fewer than the previous year, the overall engagement in the DCP's key metrics saw a significant increase compared to last year's. During its run, the NRSW campaign saw 18,632 unique visitors, double of last year's metric, and 42,505 page views. The most notable achievements were seen on the improvements compared to last year's metrics; a 57% increase in enrollments around the promotional period compared to an equivalent time period in the prior year; a 50% increase in total account logins over the same time period; and a 10% increase in the number of participants who changed their contributions.

The City's utilization of its communication strategy and promotion via a trusted messenger demonstrated its efficacy in generating engagement, interest, and discussion among its audiences with overall increased engagement in the DCP's important metrics.



PROJECT JUSTIFICATION

Project Description

The City of Los Angeles (City) Deferred Compensation Plan (DCP) has observed that the most effective way to influence employee behavior is through a trusted messenger and titled the 2019 National Retirement Security Week Campaign “The Best Plans are with your Friends.” In the City’s DCP, peers and colleagues appear to be one of the most influential sources of engaging with the DCP and retirement success. The campaign revolved around an interactive exercise, developed by staff, called the “Be a Friend Challenge”. It was published on the City’s NRSW website with five suggested activities for each of the DCP’s distinct audiences (active participants, retired participants, and non-participating eligible employees).

The activities were made to be simple and actionable steps for participants to complete and re-engage with the Plan. Each list of activities provides resources for helping participants achieve and maintain retirement security; however, the activities also emphasized and encouraged discussing retirement readiness with friends and colleagues. After performing these activities, participants visited the campaign page on LA457.com and completed a short survey on the activities they performed. To incentivize participation in the survey, each activity completed received an entry for a chance to win a prize gift card in a raffle drawing.

HOW TO PLAY

Complete one of our National Retirement Security Week tasks and you can enter into a drawing for one of many prizes! You get one entry for each task you complete, up to five! Your task list is personalized depending on whether you’re an active employee in the Plan, an active employee not yet enrolled in the Plan, or a retired participant.

If You Haven’t Enrolled Yet

- Talk to a friend about the Plan
- Watch our Plan [welcome video](#)
- Like our [Facebook page](#)
- Follow us on [Instagram](#)
- [Enroll in the Plan](#)

Active Participants

- Mentor a colleague on how to enroll in the Plan
- Like our [Facebook page](#)
- Follow us on [Instagram](#)
- Review the benefits of the Plan’s [percent-of-pay](#) feature
- [Enter your pension information](#) into the Plan Retirement Calculator for a projection of your future retirement income

Retired Participants

- Talk to an active employee about getting retirement-ready
- [Set up online banking](#) for simplified distributions and loan payments
- Like our [Facebook page](#)
- Follow us on [Instagram](#)
- Learn about [Installment Payments](#)

COMPLETE YOUR ENTRY



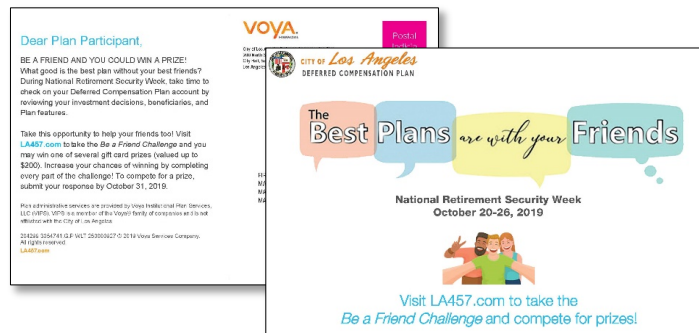
To promote the DCP’s social media profiles, the participants were encouraged to follow the DCP Facebook and Instagram accounts as two of the activities in the exercise tool. An active and online presence for the Plan broadened visibility and outreach especially with retirees and younger audiences. These online accounts also served as a convenient avenue for participants to contact the DCP.

Communication & Endorsements

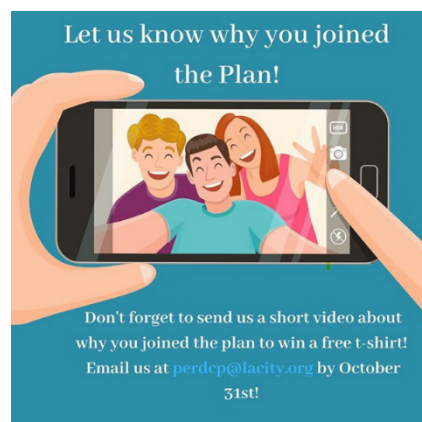
The DCP used various distributions to release notification of the 2019 NRSW campaign and encourage participation in the interactive exercise. The City used different channels to be able to maximize its reach. Direct emails were sent via a City-wide email and Voya participant emails. Staff also posted about the campaign and the raffle drawing on the DCP’s social media accounts on Facebook and Instagram. Additionally, staff issued NRSW postcards to all eligible employees, active and retired. Staff and Voya coordinated more retirement counselor site visits throughout the City during the campaign with 27 presentations and 626 attendees.

Staff created a promotional video of a compilation of individuals completing the statement, “I joined the Deferred Compensation Plan because...” to increase awareness and participation during the NRSW. By showcasing videos of employees endorsing the DCP, the campaign built upon the importance of a trusted messenger. Staff also encouraged participants to send their own videos as an additional entry to the raffle drawing.

Postcard



Social Media – Facebook, Instagram, and Youtube





Website – LA457.com

CITY OF *Los Angeles*
DEFERRED COMPENSATION PLAN
HOME GET STARTED ACTIVE EMPLOYEES RETIREES RESOURCES LEARN MORE CONTACT US LOGIN

National Retirement Security Week 2019

BE A FRIEND AND YOU COULD WIN A PRIZE!

What good is the best plan without your best friends? During National Retirement Security Week, take time to check on your Deferred Compensation Plan account by reviewing your investment decisions, beneficiaries, and Plan features.

Take this opportunity to help your friends too! Complete the **Be a Friend Challenge** below and you may win one of several gift card prizes (valued up to \$200). Increase your chances of winning by completing every part of the challenge! To compete for a prize, submit your response by (extended) **November 8, 2019**.

HOW TO PLAY

Complete one of our National Retirement Security Week tasks and you can enter into a drawing for one of many prizes! You get one entry for each task you complete, up to five! Your task list is personalized depending on whether you're an active employee in the Plan, an active employee not yet enrolled in the Plan, or a retired participant.

<p>If You Haven't Enrolled Yet</p> <ul style="list-style-type: none"> • Talk to a friend about the Plan • Watch our Plan welcome video • Like our Facebook page • Follow us on Instagram • Enroll in the Plan 	<p>Active Participants</p> <ul style="list-style-type: none"> • Mentor a colleague on how to enroll in the Plan • Like our Facebook page • Follow us on Instagram • Review the benefits of the Plan's percent-of-pay feature • Enter your pension information into the Plan Retirement Calculator for a projection of your future retirement income 	<p>Retired Participants</p> <ul style="list-style-type: none"> • Talk to an active employee about getting retirement-ready • Set up online banking for simplified distributions and loan payments • Like our Facebook page • Follow us on Instagram • Learn about Installment Payments
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COMPLETE YOUR ENTRY

One more thing...

LET US KNOW WHY YOU JOINED THE PLAN AND SNAG A COOL SHIRT!

We want to hear from you! Send us a short video (less than 30 seconds) telling us why you joined the Plan, and we'll share your message with your City family! The first 100 people to send us a video will get a sweet t-shirt from the Plan and an additional entry to win a gift card.

Have fun with it!

Send your video to perdcp@lacity.org by (extended) November 8 to join the fun.

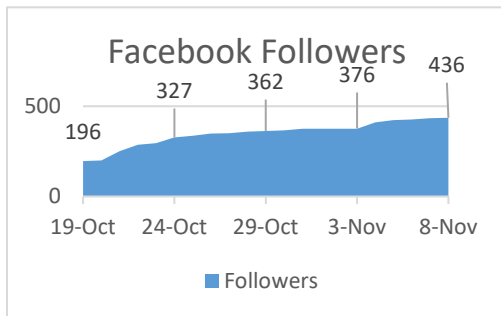
BE A FRIEND CHALLENGE RULES



Measuring Campaign Effectiveness

In 2014, staff began developing NRSW campaigns allowing for measuring and tracking campaign engagement. Each year’s goal is to increase total engagement over the prior years as measured by the number of individuals participating in that year’s engagement exercise. 2019’s engagement exercise logged only 1,029 participants with a total of 2,320 activities, so it did not result in an increase in contest entrants; however, other key engagement areas increased significantly within that time. During the NRSW campaign the Plan saw 50% more account logins and 57% more enrollments compared to last year’s NRSW campaign. As shown in the table above, the campaign was able to succeed in increasing engagement. The improvement in metrics achieved the primary objective of the campaign. The activities not only prompted participants to take action, but also promoted the discussion and referral of the benefits of the DCP between employees.

Metrics	2019	2018
LA457 Unique Visitors	18,632	9,271
Contest Entrees	1,029	3,264
NRSW Campaign Page views	4,734	6,682
Total Account Logins	59,255	39,418
Total Calls Received	2,704	2,563
Enrollments	256	163
Contribution Changes (%)	247	158
Contribution Changes (\$)	1,209	1,161
Updated Beneficiaries	335	312
Set up online banking	135	160
Switched to Percent of Pay	42	40



The DCP was also able to establish an increase of social media followers during this campaign. Facebook followers multiplied from 196 to 436 followers over the course of the campaign. The DCP also saw a jump of over 200 followers in its new Instagram account, from 57 to 254. Meanwhile the video was viewed 1,068 times across YouTube, Facebook and Instagram platforms.

Conclusion

The 2019 NRSW Campaign showed the importance of the DCP’s most valuable asset, its participants. The campaign provided a catalyst for employees to engage with their accounts and their peers and enhance their retirement readiness.