



HOLLYWOOD

2021 NAGDCA Leadership Award Submission: National Retirement Security Month



CITY OF *Los Angeles* DEFERRED COMPENSATION PLAN

PLAN PROFILE

The City of Los Angeles Deferred Compensation Plan (DCP) is an Internal Revenue Code Section 457(b) plan. As of December 31, 2021, the DCP had approximately \$9.4 billion in assets and 50,841 participants. The DCP has a participation rate of 75% and average participant contributions as a percent of salary of 7.57%.

IN THEIR OWN WORDS

“NRSM is one of the most challenging but fun projects we work on every year. The opportunity to blend creativity, education, and plan data into an engaging retirement readiness program that speaks to each participant truly makes all of the hard work worth it.”

—Eric Lan, Deferred Compensation Plan Communications, City of Los Angeles

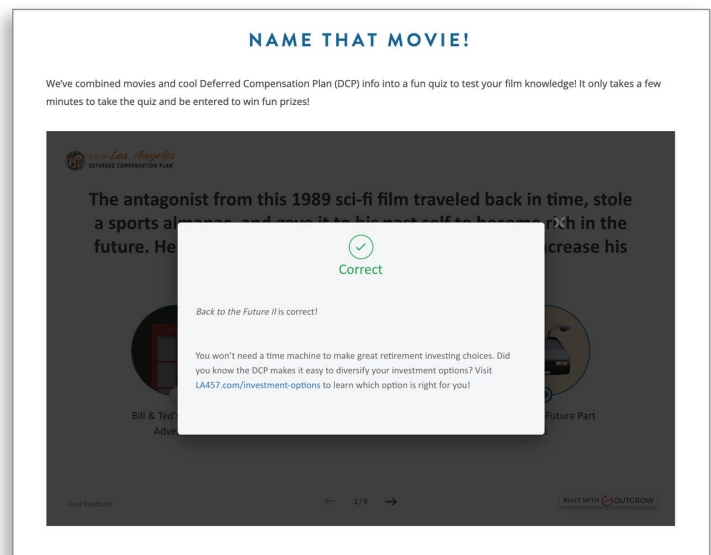
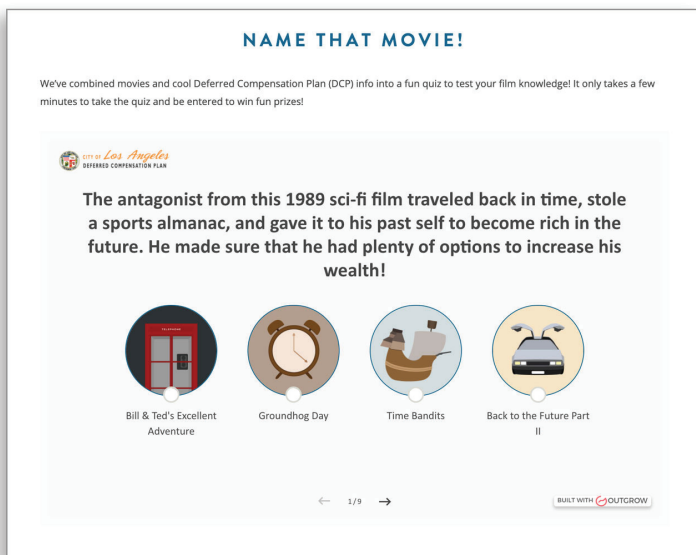
PROJECT SUMMARY

On September 27, 2021, DCP staff, in partnership with its Third-Party Administrator (TPA), Voya, launched their annual campaign for National Retirement Security Month (NRSM). The primary objectives of the campaign were to encourage participation, increase participant contributions, support asset retention of its retired participants, and promote greater awareness of the services and features offered by the DCP.

The City’s NRSM campaign was themed “**Back to the Movies with the DCP**,” highlighting the City of Los Angeles’ iconic reputation of being the home of movies. Consistent with the theme, the campaign featured a “**Name that Movie**” trivia quiz that tested participant movie history knowledge while also offering helpful DCP tips and education. Completion of this simple but engaging quiz entered participants into weekly prize raffle. Additionally, the campaign hosted two online “Money Matters” seminars (Money Matters seminars are an ongoing monthly educational forum produced by the DCP), one regarding enrolling in the DCP and the other regarding DCP loans. A unique innovation to this year’s campaign was a special video presentation offered through an exclusive collaboration between the DCP and the Broadcast Retirement Network (BRN), entitled **Relocating In Retirement: Practical Advice For Those Dreaming About “Big Moves.”** The collaboration featured a real estate expert, Scott Fuller, offering his expertise on the state of the real estate market across the country, tips for relocating into or out of California, special considerations for retirees looking for retiree-friendly retirement locations, and strategies for prospective buyers and sellers in the current real estate market.

The combination of engagement offerings resulted in the DCP’s highest ever NRSM campaign participation with 8,277 engagements—a 50% increase from the previous record-setting year!

The campaign was published on the **LA457.com** website and included the interactive quiz. The interactive quiz centered around eight movie plots. The following is a sample quiz question illustrating how we integrated a DCP feature promoting greater savings into our quiz answers:



PROMOTION

The DCP’s three distinct target audiences are **active participants**, **retired participants**, and **eligible non-participating 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.

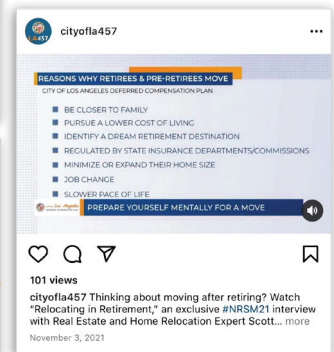
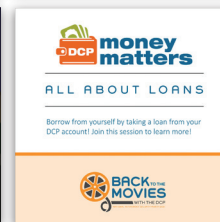
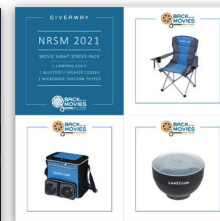
CAMPAIGN OVERVIEW AND DELIVERABLES

	WEEK 1 (9/27-10/2)	WEEK 2 (10/3-10/9)	WEEK 3 (10/10-10/16)	WEEK 4 (10/17-10/23)	WEEK 5 (10/24-10/30)	WEEK 6 (10/31-11/8)
Homepage Banner	City Email (Active and Eligible Employees)	Social Media Posts	Social Media Posts	Social Media Posts	Social Media Posts	Social Media Posts
Social Media Giveaway Campaign Launch	Voya Email (Active and Retired)		Money Matters: Enrollment	DCP Newsletter	Money Matters: All About Loans	Partner Promotion—Wellness Newsletter
Landing Page	Postcard (Active, Eligible Employees, Retired)			City Email (Active and Eligible Employees)	City Email (Active and Eligible Employees)	Partner Promotion—Personnel Newsletter
“Name that Movie!” Quiz Launch	“Relocating in Retirement” Video Launch			Voya Email (Active and Retired)	Voya Email (Active and Retired)	
Partner Promotion—Wellness Newsletter	Partner Promotion—Personnel Newsletter					

Postcard



Social Media (our Instagram handle is @cityofla457)





Email

IT'S SHOWTIME!
See what's premiering for National Retirement Security Month!

Have we got a show for you! Check out the special content and fun games the City's Deferred Compensation Plan (DCP) is bringing you for National Retirement Security Month (NRSM).

[Visit LA457.com/nrsm2021](https://LA457.com/nrsm2021)

Curious about what's going on with the real estate market? Do you like to dream about future homes? This year's special feature is an **exclusive interview** with real estate and relocation expert **Scott Fuller**. It's available for viewing **now through October 31!** Check it out by clicking the image below.

AN INTERVIEW WITH REAL ESTATE EXPERT SCOTT FULLER
Relocating in Retirement
Practical Advice for those Dreaming About "Big Moves"
A SPECIAL NATIONAL RETIREMENT SECURITY MONTH OFFERING

Take the Quiz!

Name That Movie!
We've combined movies and DCP info into a fun quiz to test your film knowledge! Take the quiz anytime **now thru October 31** for a chance to win weekly raffle prizes.

Instagram Giveaway

Instagram Giveaway
We're giving away 10 Movie Night Starter Packs! Check out our Instagram (@cityofla457) to see how to win! Giveaway ends **October 31 at 11:59 PM PT**.

[NRSM 2021 Rules](#)

Join us on Zoom for two engaging and informative presentations on enrolling in the DCP and accessing the DCP's loans feature. Register today at the links below!

[October 13 - Enrollment](#)
[October 27 - Loans](#)

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[Contact Us](#)

Homepage Banner

WELCOME TO THE CITY OF LOS ANGELES
DEFERRED COMPENSATION PLAN

Welcome to your Resource Center for the City's Deferred Compensation Plan (DCP) Whether you're an active employee or retired participant, this is the best place to find the latest news, information, and tools for taking full advantage of your DCP accounts. To access your account, click the orange "login" button at the top right corner of this page.

It's National Retirement Security Month! Take our quiz for a chance to win prizes!

[JOIN THE DCP](#)

It's National Retirement Security Month! Take our quiz for a chance to win prizes!

\$8.8	50,446	71.5%	7.57%	3,701
Billion Invested with the DCP	DCP Participants	Participation Rate	Average Savings Rate	Participants Using Percent of Pay

Landing Page (this page is still live at LA457.com/nrsm2021)

IT'S SHOWTIME!
NATIONAL RETIREMENT SECURITY MONTH

Campaign has Ended! Thanks for playing!

Have we got a show for you! Check out the special content and fun games the DCP is bringing you for National Retirement Security Month (NRSM)!

- RELOCATING IN RETIREMENT - EXCLUSIVE PRESENTATION
- "NAME THAT MOVIE!" QUIZ + PRIZES
- SOCIAL MEDIA GIVEAWAY
- NRSM MONEY MATTERS SESSIONS

RELOCATING IN RETIREMENT
PRACTICAL ADVICE FOR THOSE DREAMING ABOUT "BIG MOVES"

Curious about what's going on with the real estate market? Do you like to dream about future homes? This year's special feature is an exclusive interview with Scott Fuller, Real Estate & Home Relocation Expert. It's available through November 8--don't miss out!

[WATCH HERE](#)

This special feature presentation is offered through an exclusive collaboration between the City's Deferred Compensation Plan and the Broadcast Retirement Network (BRN), a streaming platform focused on helping individuals achieve financial security and independence by providing unbiased and independent content. BRN shows are available at no-cost to viewers across over 100 streaming and smart tv platforms. To learn more, please visit <https://broadcastretirementnetwork.com/>.

Additional Resources:

- State Tax Rates
- Cost of Living Calculator
- 55+ Communities in the US
- City Comparisons
- Where in the US Would You Like to Retire?



Newsletters (from left to right: DCP Newsletter, Personnel Newsletter, Wellness Newsletter)

MEASURING CAMPAIGN EFFECTIVENESS

The 2021 NRSM campaign produced stellar engagement results, with 8,277 engagements recorded in all of the various campaign elements—a 50% increase from last year’s previously most successful campaign. In addition, we utilized customized links in outgoing communications to track and assess the website traffic resulting from various communication channels used to promote the campaign. We 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/NRSM2021**, received 29,054 pageviews and 23,786 unique pageviews exceeding last year’s unique pageviews by 164%. The following table summarizes key campaign metrics used to evaluate the success of the campaign:

METRIC	2021	% CHANGE	2020	% CHANGE	2019
Campaign Entries	6,470	17%	5,507	435%	1,029
Campaign Engagements	8,277	50%	5,507	137%	2,320
Campaign Total Pageviews	29,054	44%	20,173	N/A	N/A
Campaign Unique Pageviews	23,786	164%	8,993	90%	4,734
Total Account Logins	194,789	109%	93,127	57%	59,255
Total Calls Received	4,369	-6%	4,625	71%	2,704
Contribution Changes (%)	614	131%	266	8%	247
Contribution Changes (\$)	2,509	56%	1,606	33%	1,209

Citywide and Voya emails are the most effective communication channels for driving individuals to the campaign’s landing page. The largest response came

CAMPAIGN ENTRIES	CAMPAIGN UNIQUE PAGEVIEWS
Citywide and Voya Email 1	23,786
Citywide and Voya Email 2	4,133
Citywide and Voya Email 3	8,993
Postcard	495
Personnel Newsletter	553
Wellness Newsletter	60

from the second citywide and Voya emails. After the first email was sent, staff analyzed engagement metrics and decided to adjust subsequent communications to highlight the prizes to draw participants to click on the emails; this strategy was successful.

In addition, staff identified 381 non-participating employees who engaged with the quiz and created a special targeted invitation for them to enroll in the DCP.



In December, these individuals were sent both an invitation to enroll in the DCP along with a thank you for participating in the NRSM campaign. As of April 1, 2022, 11% (41 employees) had enrolled in the DCP.

CONCLUSION

This year’s NRSM campaign was the most successful such campaign in the history of the DCP. Staff attributes this success to (a) providing an engaging, interactive, and easily actionable exercise; (b) offering new and appealing educational content in the form of the outside expert interview; and (c) the ongoing benefits of having developed a credible and respected brand, such that by all indications growing numbers of participants believe that what is being offered in these campaigns is worth the investment of their time and attention. Beyond the overall participation numbers, the most encouraging indication of the campaign’s success was the very tangible set of actions taken by eligible non-participants employees to enroll in the DCP and increase their contributions. In addition, featuring a broadly appealing real estate topic was uniquely engaging to retirees as well as many active employees, demonstrating the commitment of the City to its retired population and supporting asset retention for this population.