



2022 NAGDCA Leadership Award Submission: National Retirement Security Month



CITY OF *Los Angeles* DEFERRED COMPENSATION PLAN

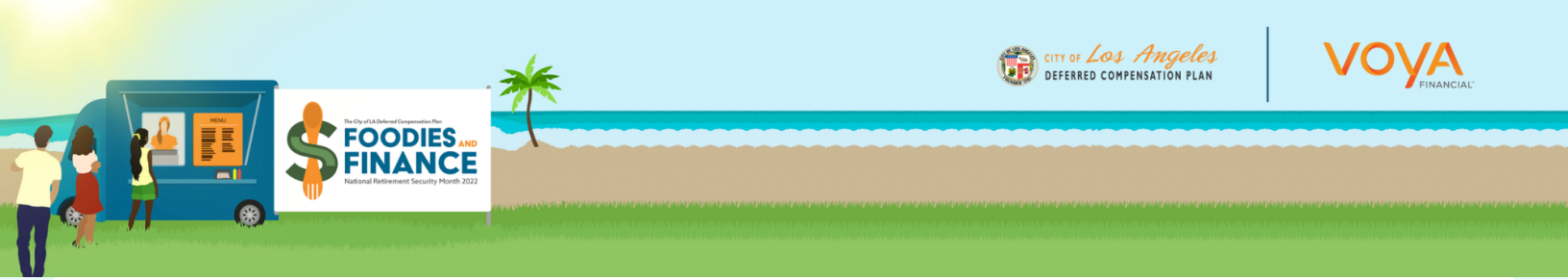
PLAN PROFILE

The City of Los Angeles Deferred Compensation Plan (DCP) is a voluntary tax-advantaged Internal Revenue Code Section 457(b) plan. City of Los Angeles employees who are members of either Los Angeles City Employees' Retirement System (LACERS), Los Angeles Fire and Police Pensions (LAFPP), or the Water & Power Employees' Retirement Program (WPERP) are eligible to participate in the DCP. The DCP contracts with Voya Financial (Voya) as its Third-Party Administrator to provide DCP administration, recordkeeping, communications, and local counseling services. As of December 31, 2022, the DCP had approximately \$8.0 billion in assets and 51,674 participants. The DCP has a participation rate of 70% and average participant contributions as a percent of salary of 8.65%.

NRSM BACKGROUND AND OBJECTIVES

In conjunction with the United States Senate's annual resolution for National Retirement Security Month (NRSM), the DCP hosts a month-long campaign to drive awareness for the importance of saving for retirement. NRSM is a critical component of the DCP's overall communications plan each year as the campaign is one of the main drivers of participant engagement that appeals to all three of the City's distinct audiences (active participants, retired participants, and non-participating eligible employees) to achieve greater participation, increased savings, sound distribution behaviors in retirement, and broader awareness of DCP services and features.

Each year, the DCP's goal through NRSM is to increase total engagement with the campaign, in order to encourage participants to enroll in the DCP, increase contributions, and learn more about the DCP. The publicity and engagement gained through NRSM promote greater awareness of the services and features offered by the DCP that multiplies the DCP's efficacy in serving its participants.



IN THEIR OWN WORDS



“Each year we look forward to creating a fresh participant experience that promotes the importance of retirement readiness in creative and thoughtful ways. When reflecting on our 2022 NRSM efforts, I have a great sense of pride in what we did and excitement for what we’ll do next to help advance true retirement security for our City.”

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

PROJECT SUMMARY

On September 26, 2022, 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 in the voluntary retirement benefit, increase participant contributions and push towards percent-of-pay utilization, support asset retention of its retired participants, and promote greater awareness of the services and features offered by the DCP.

The City selected the NRSM campaign theme of “Foodies and Finance,” tapping into the diverse food industry and culture that distinguishes the City of Los Angeles.

A “menu” of the following features was offered to City of Los Angeles employees:

- Four (4) interactive quizzes/questionnaires and weekly prize drawings for entrants.
- An exclusive presentation hosted on YouTube in conjunction with the Broadcast Retirement Network (BRN) and Kathy Kristof, an award-winning financial columnist, author, and outside expert on “side-hustles” in retirement. Ms. Kristof offered her expertise on ways to continue to generate income in or out of retirement and potential ways to weather any economic storms.
- Two special Money Matters sessions titled “Enroll in the DCP” and “Financial Wellness”. Money Matters seminars are an ongoing monthly educational forum produced by the DCP.
- Weekly blog posts highlighting the DCP’s Retirement Counselors and their favorite food recommendations and their personal “financial ingredients” that go into successful retirement planning.
- Weekly blog posts pointing participants to ways to get involved in the community through food banks and other food-related services within Los Angeles.
- Social media presence on Facebook and Instagram.

Welcome to **National Retirement Security Month (NRSM) 2022** with the City of Los Angeles Deferred Compensation Plan (DCP)! Join us as we take you on a culinary and financial journey through LA, with new prizes, activities, and fresh DCP learning opportunities each week. Bon appétit!

MENU

THE MAIN COURSE

Prize-winning quizzes and more!
Each week you'll have a new opportunity to win prizes by participating in some tasty activities.

CHEF'S CHOICE

Join us for an **extra-special interview with Kathy Kristof**, editor of SideHustl.com and an award-winning syndicated financial journalist. Tips, ideas, and "food-for-thought" are all on the menu with this exclusive interview.

APPETIZERS

Let's do some good and spread the word! Each week we'll be spotlighting a **local LA food bank** in our NRSM blog with information on how to get involved and give back.

Hungry for learning opportunities? We have two special **Money Matters** sessions scheduled during October where you can learn more about how to enroll in the DCP and the various financial wellness tools the DCP provides to help you reach your goals!

Don't miss out on the latest menu updates! Be sure to follow us on **Facebook (@LA457)** and **Instagram (@cityofla457)**

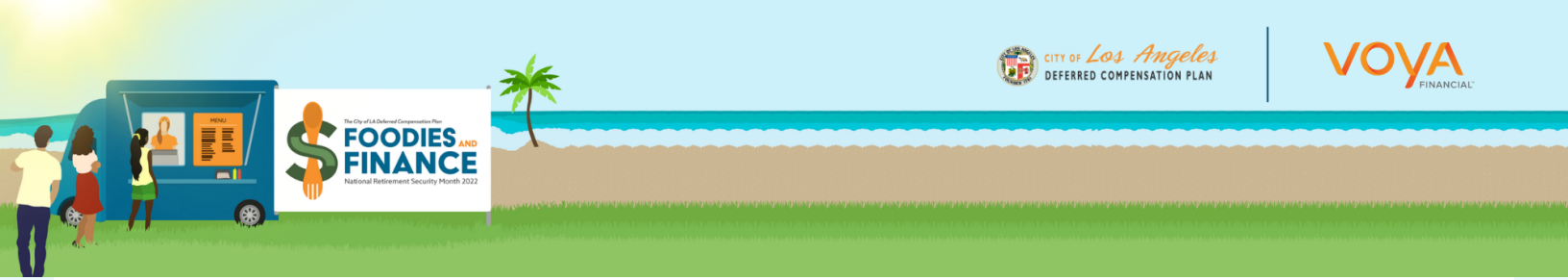
MEET THE CHEFS

Did you know you have access to local Retirement Counselors who can help you reach your retirement goals?
Meet our **"Chefs of the Week"** who will be sharing their not-so-secret recipes for creating a successful DCP retirement savings journey.

DESSERT

Dessert is always a good choice, and lucky for you we have some **delicious prizes** in store for our weekly NRSM winners.

The “Foodies and Finance” NRSM campaign had strong engagement, receiving a total of **6,845** engagements across all campaign elements, including quiz participation, social media likes, Money Matters attendance, and Exclusive Interview views. The campaign was published on the LA457.com website, which received a total of **49,865** pageviews in the month of October (a **16%** increase over 2021) and **30,737** unique visitors (a **4%** increase over 2021).



NRSM 2022 HOME PAGE (LA457.COM/NRSM2022)

FOODIES AND FINANCE
National Retirement Security Month 2022

BON APPÉTIT!
2022 NATIONAL RETIREMENT SECURITY MONTH

Welcome to National Retirement Security Month (NRSM) 2022 with the City of Los Angeles Deferred Compensation Plan (DCPJ) join us as we take you on a culinary and financial journey through LA, with new prizes, activities, and fresh DCP learning opportunities each week.

Check out this week's special "menu" below!

MENU

Entrees

- CHEF'S CHOICE: INTERVIEW WITH KATHY KRISTOF
- MAIN COURSE: PARTICIPATE FOR A CHANCE TO WIN!

Appetizers

- MONEY MATTERS
- SOCIAL MEDIA
- LOS ANGELES FOOD BANKS

Extras

- MEET THE CHEFS: RETIREMENT COUNSELOR Q&A
- DESSERT: VIEW PRIZES AND ENTRY RULES

CHEF'S CHOICE: INTERVIEW WITH KATHY KRISTOF

Have you thought about starting a "side hustle" to boost your income before or during retirement? Kathy Kristof has answers for that and much more. Watch her exclusive interview with the award-winning journalist and founder of Substack for an education about how to establish the correct expense ratio and ways to make more money in the end of retirement.

MARKET VOLATILITY AND STARTING A SIDE HUSTLE
NRSM 2022

WATCH HERE

MAIN COURSE: NAME THAT LA RESTAURANT!

How well do you know your LA area restaurants? Try your hand at the quiz below and you'll be entered to win this week's prize food bowl!

NAME THAT LA RESTAURANT!

This quintessential "Old Hollywood" restaurant has been serving Italian-American cuisine since 1964. The now-retired founder—a Hollywood legend, actor, and former actor star—can credit his fortune to celebrity patrons like John Wayne, Jack Nicholson, and Drew Barrymore for making his restaurant famous.

Ravi's Hollywood La Pergola Die Taverne

Bonini's Olive Garden

APPETIZER: CONNECT WITH LA FOOD BANKS

Let's do some good and stay connected with our community. Each week we'll spotlight a new local LA food bank that we can all get involved with.

Check out this week's food bank spotlight below!

- FOODCYCLE LA
- FOODIES AND FINANCE Spotlight: FOODCYCLE LA, Hollywood
- FOODIES AND FINANCE Spotlight: San Pedro Meals on Wheels, San Pedro (South LA)
- FOODIES AND FINANCE Spotlight: West Valley Food Pantry, Woodland Hills (West Valley)
- FOOD BANK
- FOODIES AND FINANCE Spotlight: LA Regional Food Bank, OLA

EXTRAS

MEET THE CHEFS: RETIREMENT COUNSELOR Q&A

Did you know that the DCP offers a team of local retirement counselors that can work with you to help you achieve your retirement goals? Each week we'll be starting a Q&A with our "retirement chefs" so you can get to know them better.

Check out this week's "Chef" below!

- STEVE HARMAN
- VINCENT ALVAREZ
- CAROL SAY
- LATANYA HARRIS

Week 4: Meet the "Chef" - Steve Harman (Oct 10, 2022)

Week 2: Meet the "Chef" - Vincent Alvarez (Oct 11, 2022)

Week 3: Meet the "Chef" - Carol Say (Oct 10, 2022)

Week 1: Meet the "Chef" - La Tanja Harris (Oct 10, 2022)

DESSERT: PRIZES

ENHANCEMENT ACTIVITY 1

- STAINLESS CULINARY SET IN CASE (50 WINNERS)

ENHANCEMENT ACTIVITY 2

- BARBQ CUTTING BOARD (50 WINNERS)

ENHANCEMENT ACTIVITY 3

- BARBQ KITCHEN TOOL SET (50 WINNERS)

ENHANCEMENT ACTIVITY 4

- LUNCH BAG AND CONTAINER SET (50 WINNERS)

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 the fun" was also included with the fourth quarter Personnel Newsletter, DCP Newsletter, and statements.

CAMPAIGN OVERVIEW AND DELIVERABLES

Deliverable/Engagement	Week 1 (Oct. 1 – 9)	Week 2 (Oct. 10 – 16)	Week 3 (Oct. 17 – 23)	Week 4 (Oct. 24 – 30)	Week 5 (Oct. 31 – Nov. 6)
Engagement Activity	"Name that LA Restaurant" Quiz	"Southern California Cuisine" Quiz	"What's your recipe for financial wellness?" Questionnaire	"Name that LA Restaurant" Quiz revisited	"Name that LA Restaurant" Quiz revisited
Citywide Email	Full NRSM "Menu" (Active and Eligible Employees)	Week 2 Promotion (Active and Eligible Employees)	Week 3 Promotion (Active and Eligible Employees)	Week 4 Promotion (Active and Eligible Employees)	"Last chance to win!" Promotion (Active and Eligible Employees)
Voya Email	Full NRSM "Menu" (Active and Retired Participants)	Week 2 Promotion (Active and Retired Participants)	Week 3 Promotion (Active and Retired Participants)	Week 4 Promotion (Active and Retired Participants)	"Last chance to win!" Promotion (Active and Retired Participants)
Mailing	Full NRSM "Menu" Foldable Mailer to Active, Eligible and Retired Employees/Participants				
Blog Post 1	"Meet the Chef" Retirement Counselor Interview 1	"Meet the Chef" Retirement Counselor Interview 2	"Meet the Chef" Retirement Counselor Interview 3	"Meet the Chef" Retirement Counselor Interview 4	
Blog Post 2	"Connect with LA Food Bank" Volunteer Promotion Food Bank 1	"Connect with LA Food Bank" Volunteer Promotion Food Bank 2	"Connect with LA Food Bank" Volunteer Promotion Food Bank 3	"Connect with LA Food Bank" Volunteer Promotion Food Bank 4	
Feature Video	"Market Volatility & Side-Hustle" Video Launched	Promoted via Emails	Promoted via Emails	Promoted via Emails	Promoted via Emails
Social Media	Facebook and Instagram Posts and Stories Promoting Launch	Facebook and Instagram Stories Promoting Week 2 Content	Facebook and Instagram Stories Promoting Week 3 Content	Facebook and Instagram Stories Promoting Week 4 Content	Facebook and Instagram Stories Wrap-Up Promotion
City Newsletters	Promotion in City Personnel Newsletter and City Wellness Newsletter				
Money Matters Seminars		How to Enroll in the DCP		How to use the Financial Wellness Assessment	



FOLDABLE "MENU" MAILER

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CHEF'S CHOICE

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City of Los Angeles
DEFERRED COMPENSATION PLAN
City of Los Angeles Deferred Compensation Plan
200 N. Spring Street, Room 607
Los Angeles, CA 90012

Postcard info here

To learn more, scan code or go to LA457.com/nrs2022

THE KITCHEN OPENS OCTOBER 1, 2022

LAUNCH EMAIL

City of Los Angeles
DEFERRED COMPENSATION PLAN

THE KITCHEN OPENS OCTOBER 1, 2022

FOODIES AND FINANCE

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OCTOBER IS NATIONAL
RETIREMENT SECURITY
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"MEET THE CHEF" RETIREMENT COUNSELOR BLOG POSTS

Week 1: Meet the "Chef" - La Tanya Harris

LA TANYA HARRIS

How long have you been supporting City of Los Angeles employees with their retirement goals?

I've been supporting the City of Los Angeles employees as the Lead Retirement Counselor for eight years.

What is the most rewarding part of your work with City of Los Angeles employees?

The most rewarding part of my work is helping employees understand the benefits of saving for retirement. Also, working with younger employees who are unfamiliar with retirement planning in general. It's always a joy to encourage them to start saving as early as possible.

What would you say are the 3 most important ingredients that go into the recipe for successful retirement planning?

1. Start as early as possible and save as much as possible. Because once you retire you are unable to contribute to the DCP.
2. Stay on course with your goals and recognize that there will be ups and downs with your investments along the way, but don't make emotional decisions that you may regret later.
3. It's never too late to start the DCP. Even if you've worked for the City of Los Angeles 10, 15 or 20 years.

What is your favorite homemade dish to cook and why?

My favorite homemade dish to cook is jambalaya. It's a good southern comfort food that sticks to your ribs... LOL.

What is your favorite restaurant in or around Los Angeles and why?

It's really hard to narrow down my favorite restaurant. I'm a foodie at heart and I like all kinds of foods. Pin's Soul Kitchen, Maggiano's, Tito's Tacos and Tao, just to name a few. Why you ask?... Good memories shared with family and friends.

La Tanya Harris
Lead Retirement Counselor, 8 years

CONNECT TO COMMUNITY FOOD BANK BLOG POSTS

Foodies and Finance Spotlight: FoodCycle LA, Hollywood

CONNECT WITH LA FOOD BANKS

While we take the month of October to talk about the importance of preparing and saving for retirement, it's equally important to recognize that many Angelenos we serve our city with do not have financial resources to feed themselves or their family—much less save money for retirement. With our "Foodies and Finance" theme for National Retirement Security Month 2022, the DCP is bringing forward a "spotlight" series highlighting LA-based food banks we all can get involved with.

NRSM HOMEPAGE 2022

FOODCYCLE LA, HOLLYWOOD

FoodCycle LA connects surplus food to hungry people through their food recovery and diversion program. The team recovers food that would otherwise be thrown away to grocery stores, restaurants, offices and farmers markets and delivers it to organizations who feed the hungry. FoodCycle LA uses innovative technology to help organizations find free healthy food to provide to their neighbors. The Cross-Market smartphone app matches donors to volunteers who help get hungry people fed in Los Angeles.

LEARN MORE HERE TO VOLUNTEER YOUR TIME WITH FOODCYCLE LA

SOCIAL MEDIA PROMOTION EXAMPLES (@LA457)

cityofla457

WEDNESDAY, OCTOBER 12 AT 12 PM

ENROLLMENT

Did you know that saving early and consistently with the DCP can help you to build a strong foundation for your retirement?

FOODIES AND FINANCE money matters

cityofla457

MEET OUR CHEF OF THE WEEK

cityofla457

FOODIES AND FINANCE

Participate in this week's NRSM activity:

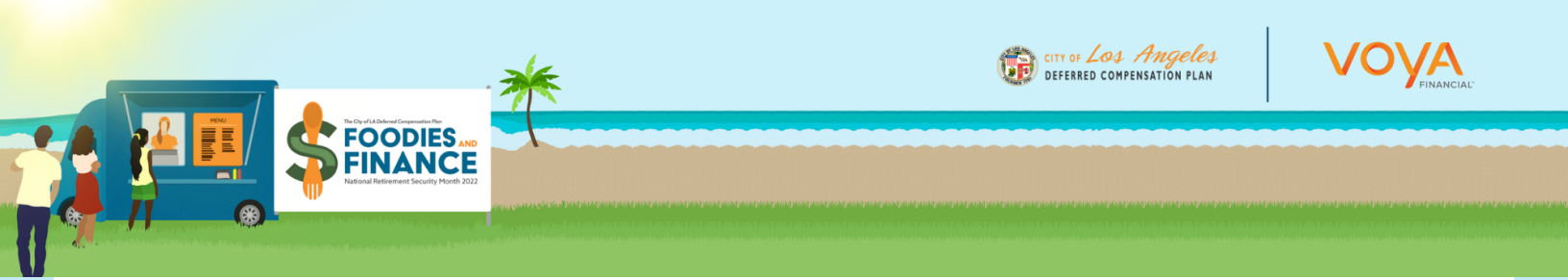
NAME THE HISTORIC LA RESTAURANT

SWIPE LEFT TO SEE WHAT PRIZE YOU COULD WIN

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Go to LA457.COM/NRS2022

OCTOBER IS NATIONAL
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PRIZE-ELIGIBLE "MAIN COURSE" ENGAGEMENT ACTIVITIES

MAIN COURSE: NAME THAT LA RESTAURANT!

How well do you know your LA-area restaurants? Try your hand at the quiz below and you'll be entered to win this week's prize! Good luck!

EXCLUSIVE VIDEO INTERVIEW WITH KATHY KRISTOF

CHEF'S CHOICE: INTERVIEW WITH KATHY KRISTOF

Have you thought about starting a "side hustle" to boost your income before or during retirement? Kathy Kristof has answers for that and much more. Watch our exclusive interview with this award-winning journalist and founder of SideHustle.com for a discussion about how to weather the current economic storm and ways to make more money in or out of retirement.

MEASURING CAMPAIGN EFFECTIVENESS

The 2022 NRSM campaign produced incredible engagement results, with 6,845 engagements recorded in all of the various campaign elements. NRSM produced more new enrollments in the month than prior campaigns by 11%, indicating its effectiveness in reaching employees not yet enrolled in the DCP. Likewise, more contribution changes were seen during this year's NRSM campaign than in prior years, suggesting the campaign's success in encouraging participants to save more. The following table summarizes key campaign metrics used to evaluate the success of the campaign:

Metric	2022	% Change from previous year	2021	% Change from previous year	2020
Enrollments	226	11%	204	57%	130
Contribution Changes (%)	773	26%	614	131%	266
Contribution Changes (\$)	2,590	3%	2,509	56%	1,606

A breakdown of NRSM engagement participant profiles is as follows: Participants who have separated from service increased from 4% of the total engagement population in 2021 to 7% in 2022. 2,194 individuals chose not to enter demographic information or the information entered was incomplete and was categorized as "None or Incomplete Information." A particular emphasis was placed on reaching the retiree population and the increase in engagements demonstrates greater efficacy with the DCP's targeted communication.

In addition, staff identified 375 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, 2023, 13% (48 of those employees) had enrolled in the DCP.

CONCLUSION

This year's NRSM campaign was one of the most successful campaigns in the history of the DCP. Despite multiple competing awareness and action campaigns occurring within the City throughout the month of October, the DCP continues to offer beneficial and educational resources for its participants. Staff attributes this success to engaging and interactive exercises, educational content for all participants, and effective promotion of the campaign. The most encouraging indications of the campaign's success were the participant behaviors taken to enroll into the DCP and increase contributions. Looking ahead to NRSM 2023, we're committed to taking what we learned in 2022 and building an even more successful campaign that makes true retirement security a reality for more City of Los Angeles employees.