



# NAGDCA LEADERSHIP AWARD NOMINATION

## Johnson County START Plan | Holistic Financial Wellness

### SUMMARY

#### Plan profile

The Johnson County Save Toward A Rewarding Tomorrow (START) Plan is a 457(b) Deferred Compensation Plan for employee contributions and a 401(a) Defined Contribution Plan employer cash match that is sponsored by Johnson County, Kansas for its benefit-eligible employees. The START Plan, administered by Voya Financial, had over 6,400 participant accounts totaling more than \$234 million as of December 31, 2022. Together with the Kansas Public Employees Retirement System (KPERs), Kansas Police and Fireman's Retirement System (KP&F), Social Security, and personal savings, the START Plan provides an important piece of the retirement planning puzzle for County employees.

#### Background information

Since 2019, Johnson County has made Voya's interactive, educational online Financial Wellness Experience (the Experience) available to all employees. The Experience helps guide employees to a healthier financial life by offering a comprehensive understanding of where they are financially and the resources to address financial insecurities. The County incorporates the Experience into its employee wellness program, *Your Wellness Matters*, to help reduce the cost of contributions for employees and spouses covered under the County's medical plan. Employees receive credit toward their Wellness Incentive by completing an assessment that measures, on a red-yellow-green scale, the six pillars that are key to holistic financial wellness – Protection, Saving and Spending, Emergency Funds, Debt Management, Retirement, and Other Savings Goals such as purchasing a house or car, or paying tuition for a dependent.

Financial wellness is not about wealth. Instead, the goal is about financial literacy and financial behavior that empowers employees to be in more control and confident in their personal finances to help reduce stress and anxiety.

Although the primary intent of the County's *Your Wellness Matters* is to improve the health care claim costs for County employees and spouses enrolled in the medical plan, County management values their overall well-being and continuously promotes the importance of financial wellness throughout the year. Along with other activities such as participating in a health screening, attaining desired biometric value goals, and completing wellness challenges, employees and spouses can address their total well-being while also obtaining significant financial rewards for achieving better health.

#### Goals

To promote the Financial Wellness Experience as part of the 2022 Wellness Program, the County partnered with Voya and Asset Health (the County's Wellness Program administrator) to create a comprehensive strategy that made the Experience available to all employees, regularly promoted the Wellness Incentive, and provided additional opportunities for deeper employee engagement throughout the year. The campaign's theme, *Bring Your Healthy Future to Life*, is comprised of a series of communications, educational materials, and webinars for employees to promote the Financial Wellness Experience and help them attain their Wellness Incentive.

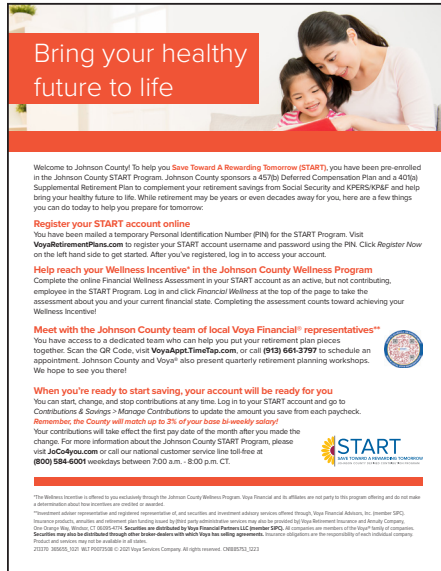
#### In their own words

*We are proud to be able to offer Voya's Financial Wellness Experience to our employees to address their financial wellness concerns as a part of their overall wellness. In addition to our live webinars, access to our dedicated Voya representatives, informational emails and resources, we can provide our employees with actionable items to take charge of their financial well-being.* — Jenna Heck, Benefits & Wellness Specialist, Department of Financial Management and Administration

# WRITTEN JUSTIFICATION

## Project execution

Voya's Financial Wellness Assessment requires an employee to have a START Plan account for login access. Eligible employees not participating in the 457(b) Plan have been "pre-enrolled" in an active, but not contributing, status to provide them with access to the assessment. As new employees begin working for the County, they are also pre-enrolled and sent a notice with information about the Plan and how to access their account online. Employees could then begin saving for retirement in the Johnson County START Plan at any time and already have an account established in their name to receive payroll deductions as a pre-enrolled Plan participant.



**Bring your healthy future to life**

Welcome to Johnson County! To help you **Save Toward A Rewarding Tomorrow (START)**, you have been pre-enrolled in the Johnson County START Program. Johnson County sponsors a 457(b) Deferred Compensation Plan and a 401(a) Supplemental Retirement Plan to complement your retirement savings from Social Security and KPERS/RSAP and help bring your healthy future to life. While retirement may be years or even decades away for you, here are a few things you can do today to help you prepare for tomorrow.

**Register your START account online**  
You have been mailed a temporary Personal Identification Number (PIN) for the START Program. Visit [VoyaRetirementPlans.com](http://VoyaRetirementPlans.com) to register your START account username and password using the PIN. Click **Register Now** on the left hand side to get started. After you've registered, log in to access your account.

**Help reach your Wellness Incentive\* in the Johnson County Wellness Program**  
Complete the online Financial Wellness Assessment in your START account as an active, but not contributing, employee in the START Program. Log in and click **Financial Wellness** at the top of the page to take the assessment about you and your current financial state. Completing the assessment counts toward achieving your Wellness Incentive!

**Meet with the Johnson County team of local Voya Financial® representatives\*\***  
You have access to a dedicated team who can help you put your retirement plan pieces together. Scan the QR Code, visit [VoyaAppt.TimeToGo.com](http://VoyaAppt.TimeToGo.com), or call **(913) 661-3797** to schedule an appointment. Johnson County and Voya® also present quarterly retirement planning workshops. We hope to see you there!

**When you're ready to start saving, your account will be ready for you**  
You can start, change, and stop contributions at any time. Log in to your START account and go to **Contributions & Savings** > **Manage Contributions** to update the amount you save from each paycheck. **Remember, the County will match up to 3% of your base bi-weekly salary!**  
Your contributions will take effect the first pay date of the month after you made the change. For more information about the Johnson County START Program, please visit [JoCo-You.com](http://JoCo-You.com) or call our national customer service line toll-free at **(800) 584-6001** weekdays between 7:00 a.m. - 8:00 p.m. CT.

**START**  
Johnson County Supplemental Retirement Plan

\*The Wellness Incentive is offered to you exclusively through the Johnson County Wellness Program. Voya Financial and its affiliates are not party to this program offering and do not make a representation about how benefits are earned or awarded.  
\*\*Investment advisor representative and registered representative of, and securities and investment advisory services offered through, Voya Financial Advisors, Inc. (member SIPC). Insurance products, amounts and investment options subject to third party administrative services may not be provided by the Wellness Incentive and Award Company. See Order for More Details. **Savings are distributed by Voya Finance Partners LLC (member SIPC)**. All companies are members of the Voya® family of companies. **Benefits may only be distributed through the Johnson County Supplemental Retirement Plan. See plan documents for details. **Benefits may only be distributed through the Johnson County Supplemental Retirement Plan. See plan documents for details.****

**618** new employees were pre-enrolled into the START Plan in 2022 and sent information by mail to welcome them to the Plan. The communication provides details about the START Plan and includes easy-to-follow instructions to register their account online, access the Financial Wellness Experience, complete the Assessment, get credit toward earning the Wellness Incentive, and begin contributing to the Plan should they want to start saving for retirement.



**Bring your healthy future to life**

Take Voya's Financial Wellness Assessment to help reach your Wellness Incentive\* in the Johnson County Wellness Program.

- Log into your account at [VoyaRetirementPlans.com](http://VoyaRetirementPlans.com). Click **Register Now** to create your account username and password. If files in your first time logging in.
- Click **Financial Wellness** at the top of the page.
- Click **Get Started** on the Financial Wellness home page to begin the financial wellness assessment.
- Answer each of the questions and then click **See My Results**. Johnson County will be notified within a few weeks that you've completed the assessment.

View your results on the "Your Financial Wellness Plan" page to see how you've scored across the six pillars of financial wellness. Click **Take the Next Step** or visit the Financial Wellness page at any time for articles and additional information to help you improve your financial health within any of the pillars.

PLAN  
PROVE  
PROTECT

**VOYA**  
FINANCIAL

With all active County employees having access to Voya's Financial Wellness Assessment, emails were sent by the County throughout the year to encourage employees to complete the Assessment. Additional emails during the year promoted holistic financial wellness by focusing on specific financial wellness pillars to provide additional insights and resources to help employees manage debt, build an emergency fund, manage their saving and spending, and prepare for retirement.

### Bring your healthy future to life

Begin 2022 with the Financial Wellness Experience to understand where you are today and start taking small steps towards reaching your goals. Take the Financial Wellness Assessment as part of the 2022 Johnson County Wellness Program to help reach your Wellness Incentive!

**Learn more**

**IMPORTANT:** If you have taken the assessment in prior years, you must still be eligible to count towards this year's Wellness Incentive. We encourage you to retake the assessment every year to see how your scores have changed across the six pillars of financial wellness.

For questions about the Johnson County START Program or your financial wellness assessment results, contact the Johnson County team of local Voya® representatives\*\* at (913) 661-3797. You can also visit [VoyaApp.TimeToSave.com](http://VoyaApp.TimeToSave.com) to schedule a personal "Scan & appointment" to review your retirement planning and saving strategy.

### Be resilient for life

Creating a resilient financial life means taking control of your money, prioritizing your financial goals and setting your plan in action. Whether you're envisioning a debt-free life as you can lessen your financial stress, building an emergency fund to prepare for the unexpected, or getting back on track with your goals, it's now the time to take action for a stronger, more resilient tomorrow.

Here are some suggestions to help you reach your savings goals that much quicker!

- Designate your dollar. Build a monthly budget to make sure you know how your money is working for you.
- Save for a rainy day. Build an emergency fund of 3-6 months of expenses so you can make sure that when it rains, it won't pour.
- Cancel it out. Review your list of subscriptions and eliminate any that aren't adding value.
- Trim the debt. List of all your debts from smallest to largest. Make a plan to pay it down and eventually eliminate your debt.
- Just add it up. Set aside a specific amount each paycheck to automatically deposit into a savings account.
- Secure your future. Save for retirement with the Johnson County START Program and take advantage of employer matching.

**Learn more**

### Consider Saving More

The biggest priority shift over the past two years is that, regardless of cash flow circumstances, 69% of Americans agree that they have become more of a saver than a spender over the pandemic\*. Even saving the smallest amount consistently can add up over time. Whether you envision a debt-free life, building an emergency fund, or reaching your retirement goals, it's never too late to start saving. Your goals can be achievable if you set your mind to it - and set up a budget.

**Where can you start?** The online budget calculator can help you gain insight using the 50/30/20 strategy that budgets 50% of your income toward things you need, 30% toward things you want, and 20% toward savings. Comparing basic needs and wants can help you maximize your ability to save. A budget can also help you prioritize and personalize a new spending and savings plan based on your current situation.

**Saving for tomorrow may be more important than ever. For questions**

**Learn more**

### Your Retirement Savings Checklist

The Johnson County Save Today a Rewarding Tomorrow (START) Program can help you save and prepare for retirement. While retirement may be years or even decades away for you, here are a few things you can do today to help bring your healthy future to life.

**Learn more**

For questions about the Johnson County START Program, your retirement savings rate, or your financial wellness assessment results, contact the Johnson County team of local Voya® representatives\*\* at (913) 661-3797. You can also visit [VoyaApp.TimeToSave.com](http://VoyaApp.TimeToSave.com) to schedule a personal "Scan & appointment" to review your retirement planning and saving strategy.

### Your Retirement Savings Checklist

The Johnson County Save Today a Rewarding Tomorrow (START) Program can help you save and prepare for retirement. The following checklist provides simple, specific steps you can take to help bring your healthy future to life.

**Start saving!** All Johnson County employees are enrolled in the START Program. If you are not already saving for retirement each paycheck, now is a great time to start. Log in to your account at [VoyaApp.TimeToSave.com](http://VoyaApp.TimeToSave.com) to update your savings rate.

**Register your account online** to your START Program account, visit [VoyaApp.TimeToSave.com](http://VoyaApp.TimeToSave.com) and click Register Now on the top left to register your username and password for online access.

**Max the match.** When you save, Johnson County saves for you too. The County will match up to 3% of your base pay to weekly savings when you contribute to the START Program.

**Meeting the match? Consider saving more.** You can help reach your retirement savings goals by gradually increasing your savings rate over time by using the Escalator feature. Log in to your account and go to Contributions & Savings - Manage Contributions and Escalator to see how you can increase your savings rate to take full advantage of the automatic increase of your contributions at the end of each pay period.

**Help reach your Wellness Incentive in the Johnson County Wellness Program.** Log in and click Financial Wellness at the top of the page to take the assessment about you and your current financial state. Completing the assessment counts toward achieving your Wellness Incentive!

**Take care of those you care about.** Designate a beneficiary for your START Program account and keep the designations updated to help ensure that your account assets will be distributed according to your wishes in the event of your death.

**Don't go alone.** You have access to a dedicated team who can help you get your retirement plan pieces together. To schedule an appointment, visit [VoyaApp.TimeToSave.com](http://VoyaApp.TimeToSave.com) or call (913) 661-3797.

**Learn more**

### Complete the Financial Wellness Assessment

There is almost no time left to complete the Financial Wellness Assessment by July 31 to help you reach your Wellness Incentive. Retaking the assessment also helps you to see how your scores have changed since you last completed it. For questions about your login or financial wellness goals, get one step closer to your Wellness Incentive!

**Learn In Now**

If you have completed the assessment before, you can retake it now to count towards this year's Wellness Incentive. Retaking the assessment also helps you to see how your scores have changed since you last completed it. For questions about your login or financial wellness goals, get one step closer to your Wellness Incentive!

**Learn more**

\*The Wellness Incentive is offered to you exclusively through the Johnson County Wellness Program. Your Wellness Incentive is not available to you if you are not an active employee and do not have a contribution to your account. For more information, visit [VoyaApp.TimeToSave.com](http://VoyaApp.TimeToSave.com) or call (913) 661-3797.

### Save toward a rewarding tomorrow this October

October is National Retirement Security Month. Here are some things you can do this month to see where you stand now while you continue to work towards your retirement goals. To help you get there, focus on your short and long-term goals so you can live well now and retire well in the future.

- Access your Johnson County START Plan account online. Visit [VoyaApp.TimeToSave.com](http://VoyaApp.TimeToSave.com) to register your account username and password or to log in to your account. Go to your profile in the upper right hand corner and click Communication Preferences to provide an email address and update your START Plan statements and notifications to paperless.
- Review your Johnson County START Plan contributions and investment options. Log into your account, choose your Johnson County 457 Deferred Compensation Plan, and use the slider to the right of the orange dollar bill to model different saving and investing scenarios. The more change in your dollar bill, the more monthly income you're estimated to have in retirement.
- Schedule an appointment with one of Johnson County's local Voya® representatives. Call (913) 661-3797 or visit [VoyaApp.TimeToSave.com](http://VoyaApp.TimeToSave.com) to schedule a personal "Scan & appointment" to review your retirement planning strategy.
- Learn more about how your **retirement benefits and retirement savings are connected**. Choosing the right health insurance and income protection insurance, for example, may allow you to save more money for retirement.

For more information about the Johnson County START Plan or to make changes to your START Plan account, call Voya toll-free at (800) 884-6901 weekdays between 7:00 a.m. - 7:00 p.m. CT, excluding those market holidays. Take action this National Retirement Security Month to help create a secure financial future.

**Learn more**

As a continuation of the comprehensive communication strategy, quarterly webinars presented by the County and Voya were offered to employees on a variety of financial wellness and retirement readiness topics. *Take Control of Your Financial Wellness* provided employees with strategies to help with retirement, protecting their future, and achieving personal financial goals. *Organizing Your Finances* provided employees with six tips to help them stay on top of their financial goals and gain a better sense of financial well-being.

### Attend a live webinar on:

#### Organizing Your Finances

What can you do to stay on top of your goals and get a better sense of financial well-being? You will learn the six things you can do now to take control over your finances. When you get a better understanding of what you have and what you need to do, you can feel more in control and confident in your future. Bring your healthy future to life with this webinar that focuses on budgeting, saving and spending, managing debt, establishing an emergency fund, and more.

**Thursday, June 16, 2022**  
3:00 - 4:00 pm  
Live webinar

### Attend a live webinar on:

#### Take Control of Your Financial Wellness

Financial wellness is the healthy balance between living for today while preparing financially for tomorrow. It is not necessarily about being wealthy, but about a state of mental well-being where you have control over your current finances and confidence in their financial decisions.

This webinar will help you understand your full financial picture to make better choices over time so you can live within your means, be prepared for the unexpected, achieve a state of financial confidence at every stage of life, and have the freedom to indulge a little and embrace life. Join us as we focus on retirement planning, protecting your income and assets, saving for personal financial goals, and more.

**Take Control of Your Financial Wellness**  
**Wednesday, April 13, 2022**  
9:00 - 10:00 am  
Live webinar

## Results

The comprehensive communication strategy and consistent promotion of the Wellness Incentive yielded very successful Financial Wellness Experience results for the year. **Employees who earned the Wellness Incentive in 2022 reduced their medical plan contributions by a total \$2,141,520 in 2023.**



**2,042 employees and 888 spouses earned the Wellness Incentive**

During the 2022 wellness campaign, **1,327 active County employees completed Voya's Financial Wellness Assessment**. Total START **account logins increased substantially from 8,227 in 2021 to 9,842 in 2022**, and assessments accessed and completed in 2022 exceeded or nearly exceeded the combined assessments completed from 2019-2021. **The year's four quarterly financial wellness webinars were also popular, with the presentations attended by a total of 480 County employees.**



**1,327 assessments completed**

In addition to a record high number of employees completing the Assessment, **52% of those employees logged back into their account** to access their financial wellness dashboard for further Financial Wellness Experience guidance and education. Johnson County employees who have completed the Assessment to date **averaged a financial confidence of 6.6, with a median financial confidence of 7.0, on a 1-10 scale when asked how they feel about their current situation**. This is a higher average financial confidence than the average across Voya's book of business. **67% of County employees who completed the Assessment had green pillar scores**, which is significantly higher than Voya's book of business average that measures government, corporate, and tax exempt plans of all sizes.



**6.6 average financial confidence**

When reviewing the retirement savings habits of those who have completed the Financial Wellness Assessment, they have a higher average savings rate to the Plan and project to have a higher average income replacement in retirement. **Participants who completed the Assessment save an average of 5.9% per pay period to the START Plan and are on track to replace 68% of their income in retirement** vs. a 4.3% savings and 50% income replacement ratio for employees who have not accessed their START Plan account online.

These results emphasize the need to provide the Financial Wellness Experience for all County employees to not only help lower their medical plan costs, but to help reach their replacement retirement income goal as well.

## Feasibility of use by other governments of a similar size

A government plan of any size could partner with their record keeper and benefits provider or require a similar tool when re-marketing their vendor to incorporate financial wellness activities into their employee wellness program. Employees view their financial health as a key component to their overall well-being. Supporting employee financial wellness with education, guidance, and resources is now as important as encouraging them to get routine health screenings, lose weight, or stop smoking. Educating employees on financial matters such as managing debt, budgeting, and building an emergency savings fund can help reduce their stress and make them more focused and productive. Showing them ways to save more of what they already earn and how to avoid creating debt when faced with an unexpected expense will also help them to take fewer loans and distributions from accounts earmarked for retirement.

Overall, the Financial Wellness Experience as part of *Your Wellness Matters* has been a success for the County. Employees continue to take or have access to the assessment each year toward their Wellness Incentive, which helps them to compare results with previous years and measure if there have been improvements to their financial wellness scores based on the actions they've taken. The pre-enrollment experience for new County employees continues to encourage employees to begin saving earlier in their County career. Financial Wellness Assessment results are reviewed each year between the County and Voya to identify future financial wellness education opportunities and tailor Plan communications to provide help, guidance and resources in the financial wellness areas with the greatest need. It's all part of the County's mission to help employees save toward a rewarding tomorrow!