PAID FAMILY AND MEDICAL LEAVE

Advisory Committee Meeting
May 17, 2018
PRESENTATION OVERVIEW

Introductions
Approve April Meeting Minutes
Communications & Outreach Update
Rules Update
General Program Update
Open Comment
INTRODUCTIONS

► Advisory committee
► In-person attendees
APPROVE APRIL MINUTES

Discussion
WHAT'S IN A NAME?
## Communications & Outreach Update

Program Name

<table>
<thead>
<tr>
<th>Acronyms are difficult to remember</th>
<th>A name is <em>who we are</em> more than <em>what we do</em></th>
<th>Memorable, unique, accessible.</th>
<th>Color, message, and tone are important to our brand.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FPML</td>
<td>Washington State’s Paid Family and Medical Leave Insurance Program.</td>
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<td>FMLA</td>
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COMMUNICATIONS & OUTREACH UPDATE

Program Name

Four sessions, April 25-30
- Remote employer session
- In-person employee session
- Remote employee session
- Remote triad session in Spanish

Statewide representation

Ethnic, racial and age diversity

Wide range of industries represented amongst participants.
COMMUNICATIONS & OUTREACH UPDATE

PROGRAM NAME

NAME GOALS
MEMORABLE
UNIQUE
ACCESSIBLE

LEAVE / COVERAGE

- Fundamental
- Care
- Essential

**Q1**
Please rank these names from most (1) to least (4) favorite:

- Care Leave
- Essential Leave
- Fundamental Leave
- Cascade Leave

Answered: 32, Skipped: 0
COMMUNICATIONS & OUTREACH UPDATE
PROGRAM NAME

Top choices: Before presentation
- Care Coverage
- Care Leave
- Essential Coverage

Top choices: After presentation
- Care Leave
- Care Coverage
- Essential Leave

CRITICAL TAKEAWAYS

1. “CARE” RESONATES THE MOST.
2. “LEAVE” RESONATES THE MOST WITH MORE PROGRAM INFORMATION.
3. “COVERAGE” AND “ESSENTIAL” ARE EFFECTIVE WORDS TO USE IN MESSAGING FOR CERTAIN AUDIENCES.

“Care encompasses everything you need to take care of.” – Focus group participant
**Outreach Stats**

- Contacts to community organizations, business groups, nonprofits and state agencies: 24+
- Presentations to employer groups, employee groups, Chambers, HR representatives and internal audiences: 10+
- Large-scale event: Public Service Recognition Week: 1
- Downloads of our Presentation Request Form: 40
- Presentation requests received: 10
- Percent increase in listserv subscriptions: 45

State & Local SHRMs • Commission on Hispanic Affairs • Longview-Kelso Chamber of Commerce • WA Retail Association • WA Small Business Development Center • Kent Chamber of Commerce • International Association of Workforce Professionals • & many more!
COMMUNICATIONS & OUTREACH UPDATE

Next Up

- Program name finalization
- Marketing RFP
- One-on-one interviews with employers
- Outreach presentations (and more presentations!)
## Rules Update

<table>
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<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
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<td>Voluntary plans</td>
<td>Employer responsibilities</td>
<td>Benefits</td>
<td>Appeals</td>
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<td>Collective bargaining</td>
<td>Small business assistance</td>
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<tr>
<td>Premium liability</td>
<td>Penalties</td>
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PHASE 1 RULEMAKING TIMELINE

Voluntary Plans ♦ Collective Bargaining Agreements ♦ Premium Liability

This timeline is an approximate timeframe for completion of draft rules for Phase 1 of the Paid Family and Medical Leave rulemaking process. Dates subject to change.
Phase 2 Rulemaking Timeline

Employer Responsibilities ◆ Small Business Assistance Grants ◆ Penalties

March 1

March 26, 2018
First Listening Session

May 8, 2018
Post Draft 1 of Rules

June 19, 2018
Post Draft 2 Rules

April 2, 2018
Second Listening Session

May 14, 2018
First Stakeholder Meeting

June 25, 2018
Second Stakeholder Meeting

October 24, 2018
Formal Rules Hearing (Western Washington)

November 2, 2018
File Proposed Rules (CR103)

August 17, 2018
File Proposed Rules (CR102)

October 29, 2018
Formal Rules Hearing (Eastern Washington)

December 3
Rules Take Effect

This timeline is an approximate timeframe for completion of draft rules for Phase 2 of the Paid Family and Medical Leave rulemaking process. Dates subject to change.
RULES – COMMENT FORUM

PHASE 1 FORMAL COMMENTING ENDS MAY 23

PHASE 2 INFORMAL COMMENTING ENDS JUNE 27

GENERAL PROGRAM UPDATE

► Technology
  ► Product Development Updates—Lisa Kissler

► Operations Updates
  ► Customer Care team being recruited
  ► Training being developed
  ► Facilities being prepared
FOR THE GOOD OF THE ORDER

► Public Comment
CONTINUE THE CONVERSATION

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Visit us online at www.esd.wa.gov/paid-family-medical-leave

Join our listserv at bit.ly/PaidLeaveList

Ask questions and make comments on our public forum at bit.ly/CommentForum