



PAID FAMILY & MEDICAL LEAVE

APRIL 17, 2018

ADVISORY COMMITTEE MEETING MINUTES

Paid Family & Medical Leave Advisory Council			
Meeting	Date: April 17, 2018	Time: 9:00 a.m. to 12 p.m.	Location: ESD 640 Lacey, Park Place A & B Conference Room
Attendees	Department Representative: Cami Feek, Paid Family and Medical Leave Director Paid Family and Medical Leave Act Ombuds: Edsonya Charles Employer’s Interests Representative: Bob Battles Employer’s Interests Representative: Christine Brewer Employer’s Interests Representative: Julia Gorton Employer’s Interests Representative: Tammie Hetrick Employee’s Interests Representative: Samantha Grad Employee’s Interests Representative: Maggie Humphreys Employee’s Interests Representative: Joe Kendo Employee’s Interests Representative: Marilyn Watkins Guests PFML Policy & Rules Manager: Matt Buelow PFML Communications Manager: Clare DeLong Microsoft: Anthony Witecki & Joshua Jackson Deloitte: Benush Venugopal		
Members Absent			
Scribe	Tracy Moore		

Welcome and Introductions: Cami Feek, Paid Family and Medical Leave Director

- Introduction roundtable of those present.
- Discussed previous meeting minutes – approved to be posted

Communications Update: Clare DeLong, Communications Manager Paid Family and Medical Leave

- All-Employer Email went out, English and Spanish
- Sent to all email addresses that ESD had on file.
 - o **Included links to video**
 - o 1350+ **new** subscribers to the listserv
 - 255 responses (March 13 – April 3)



PAID FAMILY & MEDICAL LEAVE

APRIL 17, 2018

ADVISORY COMMITTEE MEETING MINUTES

- Prior to email went out, 150 responses (even between positive, negative and neutral)
 - After email, 700 responses
- How are employees are responding? Christine brewer
 - Social media, via sharing.
- Have you thought about doing paid media, research, polling of the public?
 - Yes, high level outreach timeline. The research is key. OCM is putting together a research plan specific to gathering research. Right now, we work with what other states have done prior to bill being passed here.
- How long will you keep the survey open?
 - Indefinitely. We can capture various points in time. We will use this to see how things are changing over time.
- What are they saying so far about best communication?
 - Periodic email updates
 - Postal mail and social media are even
 - Website updates
- Not filtered by age.
- We've talked about piggybacking on UI communications.
 - We will be meeting with other state agencies communications groups to decide how they use communications to reach employees and employers.
- Marilyn mentioned that she's heard that people really appreciate receiving information along with UI information.
- Christine – UI and PFML to be combined in one billing?
 - Matt Buelow answered - we don't have an answer to that question yet. We are striving for that. Federally funding will not be the issue. As we design the product, we're looking at every possible angle. There're difference in programs (definitions in wages). To make it seamless.
 - Cami – At the minimum. We don't want people to need to go to a bunch of different places to do their business. How to bring different systems together and consider the sprint we're on.
- Christine – The IT project was the aggressive timeline. We were all hesitant from day 1. But We need to underscore the importance of trying to streamline the process for the employers. Marilyn has agreed from an employee standpoint. Simplicity is important.
- Survey question by Christine – did you add any background to the questions? Should we do some polling to address the negativity around the responses.
 - Marilyn – Education is more important before polling.



PAID FAMILY & MEDICAL LEAVE

APRIL 17, 2018

ADVISORY COMMITTEE MEETING MINUTES

Maggie – Find the gaps before we educate. Educate then poll.

Julie Suggested that the outreach be on 50 and fewer employees. Is there a master listserv where I can get everything? The general listserv will cover everything. Julie suggested we use paid media if we're trying to get the information out. Clare said paid ads will be used in the future to target small employers.

Policy Update: Matt Buelow

Phase 1 (Premium Liability, CBAs and Voluntary Plans)

- CR 102 filed on April 4th.
- Public hearing scheduled for March 23.
- Targeting July 1 effective date.

Phase 2 (Employer responsibilities, grants, penalties)

- Filed CR 101 on April 12
- Conducted 2 listening sessions
- Policy team drafting rules
- Pre-102 meetings scheduled for **May**

Phase 2 Rulemaking Timeline

- Difference than Phase 1, 2 formal hearings, one in western Washington, one in Eastern
- Deadlines not on timelines. (Marilyn) We can add those and updated on-line.
- Timeline is on the Citizen engagement site as well as ESD site, email sent to Listserv

General program update

- Operations Team –
 - Carla Reyes, excellent experience in delivering customer service.
- Question on the phone about

Holly Moyer – Voluntary plans must cover all employees to be approved. Bob Battles, Short term D. plan must meet all requirements and be approved by ESD.

Looking for alternate meeting locations with better media access. Joe Kendo and Bob Battles will point us in the direction of who to contact to move meetings.