



Connecticut Paid Leave

Employee Contribution Platform Board Update

June 10, 2021

Program Metrics as of 6/9/2021

110,835

*Businesses
registered*

618

*Employers intending
to file a private plan*

219

*Open Contact Us
Inquiries*

\$105,388,983

*Contributions received or
in transit as of 6/8/21*

Private Plans: 340

- Approved - 291
- Denied - 8
- Submitted - 20
- Under Review - 15
- Withdrawn - 6

18,866

*Open Contact Us
Inquiries closed since
Sept. 2020*

729/1120

*TPA/Tax Accountants
registered*

CT Paid Leave Portal Program – June 2021

June / July Activities

EMPLOYER CONTRIBUTION / PORTAL

- Batch Payment Processing -- Resolution and Backlog processing
- Preparation for Q2 payments
- Production and Enhancement work

BENEFIT / CLAIM ADMINISTRATION

- Claims Process and IT workstreams in progress



Connecticut Paid Leave

Outreach & Engagement
June 10, 2021

Website Performance Metrics: May

Popular Links

- Registered Payment Portal (100%)
- Changes Coming to CT FMLA (100%)

User Analytics

- New Users: 2,812
- Returning Users: 1,454

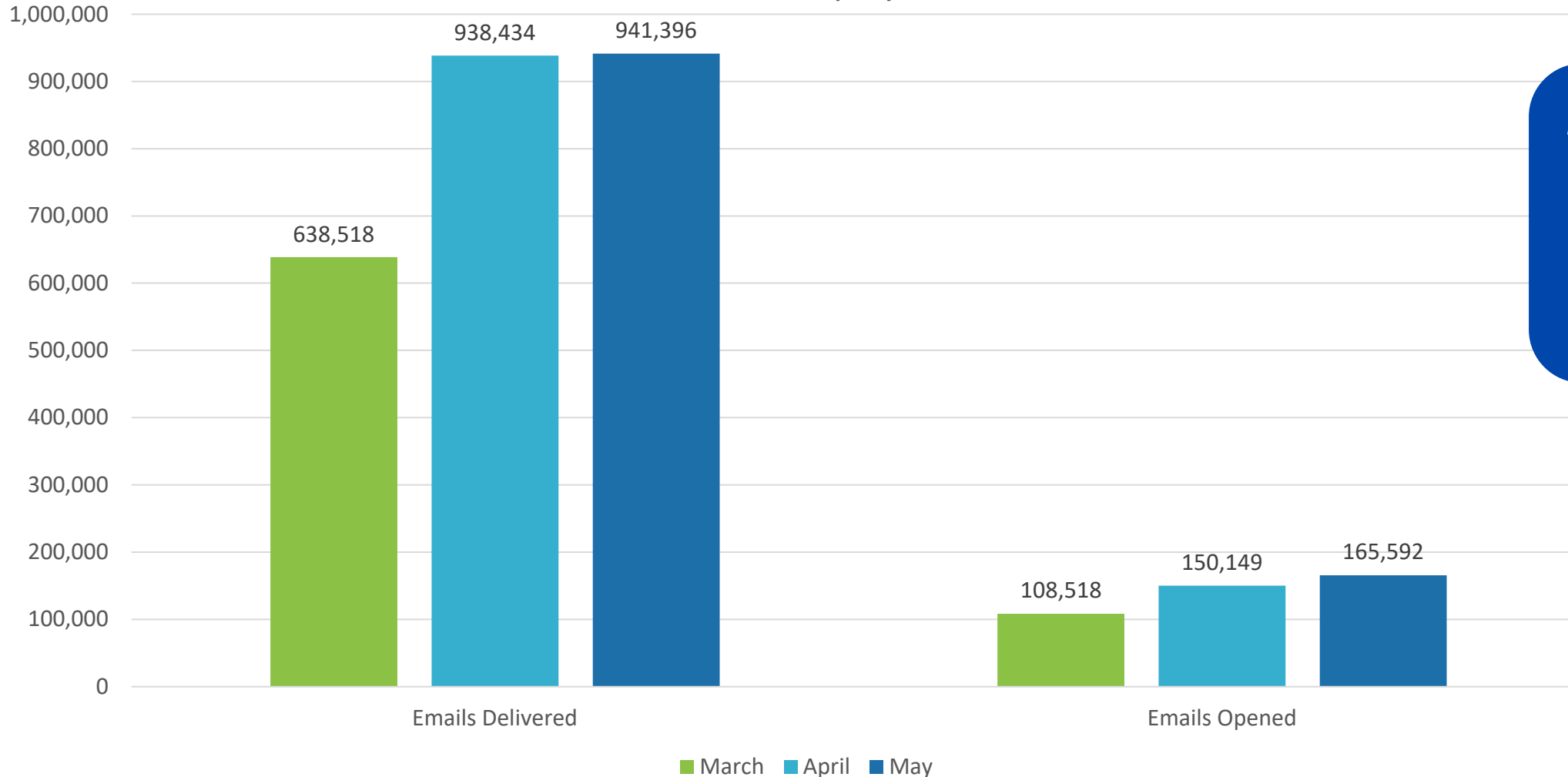
Top Landing Pages

- Home Page
- Contact Us
- Employee Landing Page

Outreach & Engagement



Email Deployments



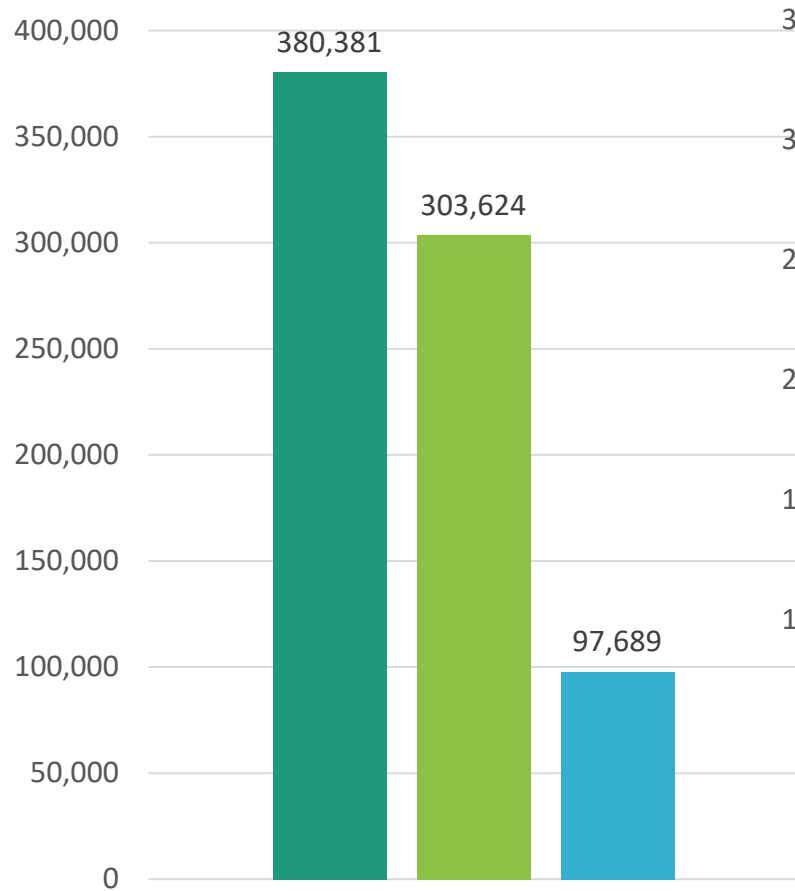
Email Open Rates Consistent

March: 17.00%
April: 16.61%
May: 17.59%

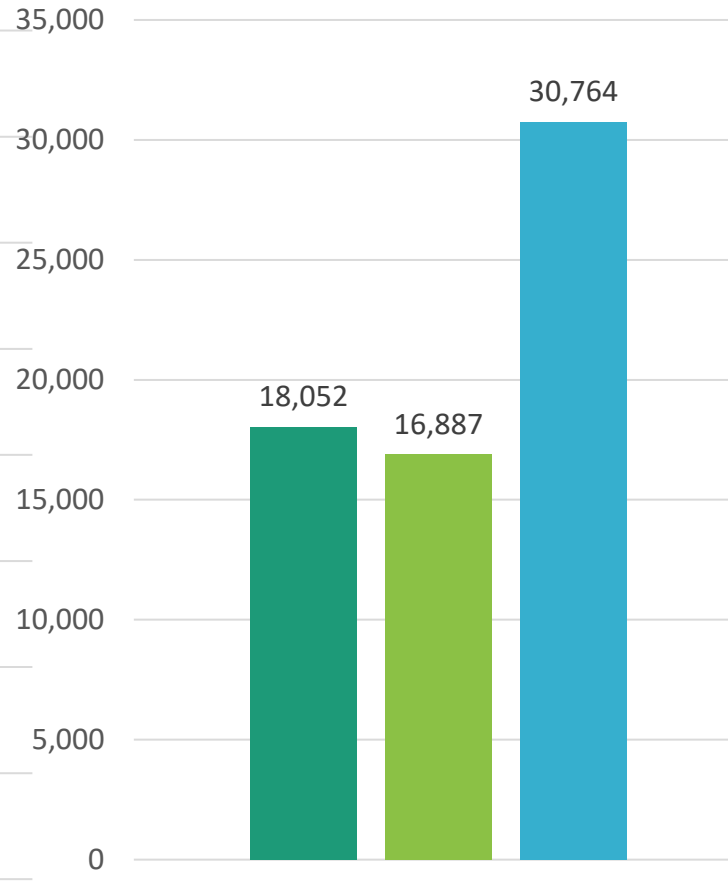
- **Emails sent in May reinforced Q1 payment deadline**

Social Media Update

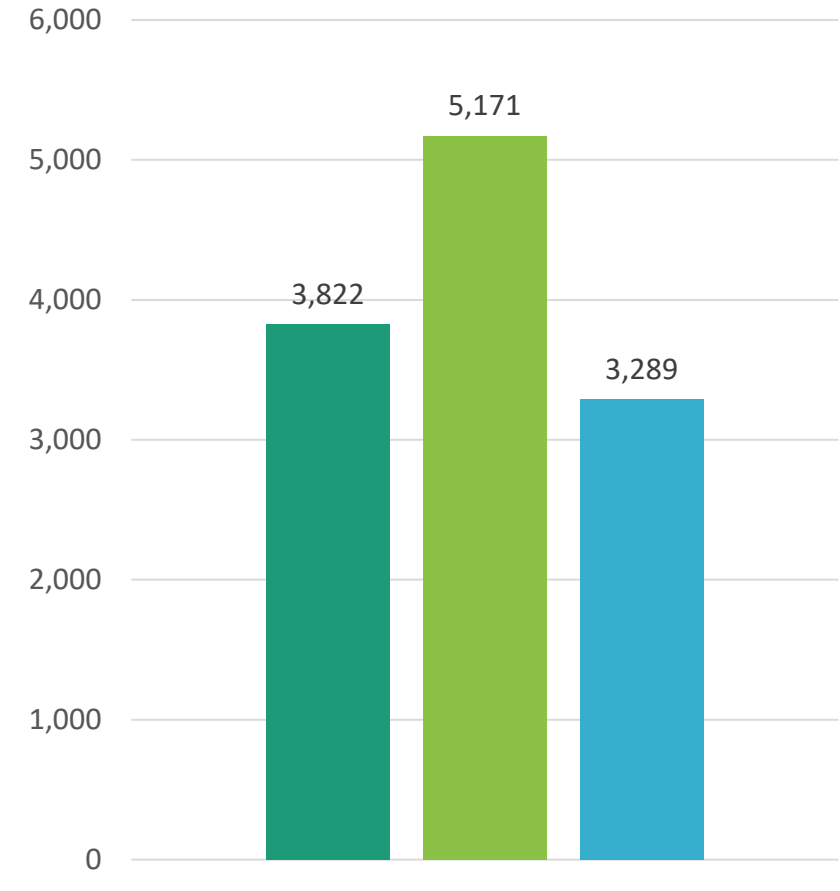
Facebook Page Reach



LinkedIn Impressions



Instagram Impressions



Facebook reach is likely down due to the time of year. Registration push cycle had ended, and payments were being processed.

■ March ■ April ■ May

Continuing the Outreach Push

- ✓ Infographic for event distribution
- ✓ Video explanation of difference between CTPL and FML
- ✓ Acknowledging Pride Month through video of community ambassador

An infographic titled "CT PAID LEAVE Everything You Need to Know" with a dark blue header and light blue body. It includes the Connecticut Paid Leave logo, a QR code, and social media icons. The infographic is divided into sections: "CT PAID LEAVE Everything You Need to Know", "HOW DOES PAID LEAVE WORK?", "HOW LONG IS PAID LEAVE?", "WHAT IS A QUALIFYING CONDITION?", and "HOW DO I KNOW IF I'M ELIGIBLE?".

CT PAID LEAVE
Everything You Need to Know

CT Paid Leave allows you to take time away from work to care for yourself or your loved ones without worrying about lost income.

A small contribution today for peace of mind tomorrow.

HOW DOES PAID LEAVE WORK?

Employees contribute one-half of TN (0.5%) of their pay, which is deducted from their paycheck by their employers. When workers need paid leave benefits, the CT Paid Leave Authority manages the process.

HOW LONG IS PAID LEAVE?

Workers who are eligible for CT Paid Leave and have a qualifying condition may receive up to 12 weeks of paid leave. An additional 2 weeks may be available for transportation due to pregnancy.

WHAT IS A QUALIFYING CONDITION?

- Caring for your own health condition
- Caring for a loved one's health condition
- To create or expand your family through adoption, birth or foster care
- To address issues arising from family violence
- To care for a family member injured during active duty or for military emergency leave

HOW DO I KNOW IF I'M ELIGIBLE?

You are eligible if:

- You earned \$1,325 in the highest quarter of the first four of the previous quarters
- You're currently employed or were employed in the past 12 weeks
- If you work for more than one employer, your wages can be combined
- Wages may include salary, vacation pay, holiday pay, sick leave, and bonuses

Scan the QR Code Below

IF YOU HAVE QUESTIONS! WE'RE HERE TO HELP!

WWW.CTPAIDLEAVE.ORG

Small Business Initiative

- Landing page dedicated to small businesses in development
- Business ambassadors will describe processes through videos
- Links to business, other resources provided



Interesting Learning...

- Spanish language Facebook posts receive far more positive reactions than those in English.
- We have ramped up our advertising to Spanish-language publications and radio stations



The screenshot shows a Facebook post from the page "CT Paid Leave" dated May 11. The post is in Spanish and describes the Connecticut Paid Leave program, explaining that it allows eligible workers to take time off for serious health conditions or the death of a loved one, with their contributions used to fund the program. It includes a link to the official website and a "See Translation" option.

El Programa de Licencia Pagada de Connecticut permite a los trabajadores elegibles tomarse tiempo fuera del trabajo para atender sus propias condiciones graves de salud o las de un ser querido sin preocuparse por la pérdida de ingresos. Las contribuciones de nómina que se están recaudando se utilizarán para proporcionar tiempo libre remunerado a los trabajadores de Connecticut por razones de calificación. Si está empleado en Connecticut y no ha visto la deducción de la mitad del uno por ciento (0.5%) de su cheque de pago, es hora de preguntarle a su empleador sobre la Licencia Pagada de CT para garantizar su acceso a los beneficios a partir de enero de 2022.

Para obtener más información, visite nuestro sitio web.
<https://bit.ly/2R95gqq>

See Translation

The post features a large blue graphic with the text: "¡TRABAJADORES DE CT! ¡LA LICENCIA PAGADA DE CT ES UN BENEFICIO PARA USTED!". Below the graphic, it says "CTPAIDLEAVE.ORG" and "CT Paid Leave Authority (PFMLA) | Home | Official Site" with a "Learn More" button.

Engagement: 59 reactions (likes, love, wow), 4 Comments, 46 Shares.

Interaction options: Like, Comment, Share.

Comment section: "Most Relevant" filter, "Comment as CT Paid Leave" button, "Press Enter to post." prompt, and "View 3 more comments" link.