



Connecticut Paid Leave

Employee Contribution Platform Board Update

August 12, 2021

Program Metrics – As of 8/10/21

117,752

- **Businesses Registered**

\$204,398,321

- **Contributions/
received or/ in transit**

351

- **Approved Private Plans**

- 306 Private Plans
- 45 Self-insured

367

- **Private Plan Applications**

- 351 - Approved
- 7 - Denied
- 3 - In Review
- 6 - Withdrew

29,187

- **Employees Covered
by Private Plans as of
7/31/21**

407

- **Contact Us Inquiries**

21,090

- **Contact Us Inquiries
Closed Since Sept.
2020**

1226

- **Tax Accountants/TPAs
Registered**
- 484 TPA's
- 742 Tax Accountants

CT Paid Leave Portal Program – July 2021

July / August Activities

EMPLOYER CONTRIBUTION / PORTAL

- Batch Payment Processing -- Q2 Payments processed
- Analysis of Amended Return Process
- Development of compliance reports and DOL/DRS feeds in process
- Production and Enhancement work

BENEFIT / CLAIM ADMINISTRATION

- Claims Process and IT workstreams in progress
- Developing website content for Claims
- Developing Employer Registration Interface



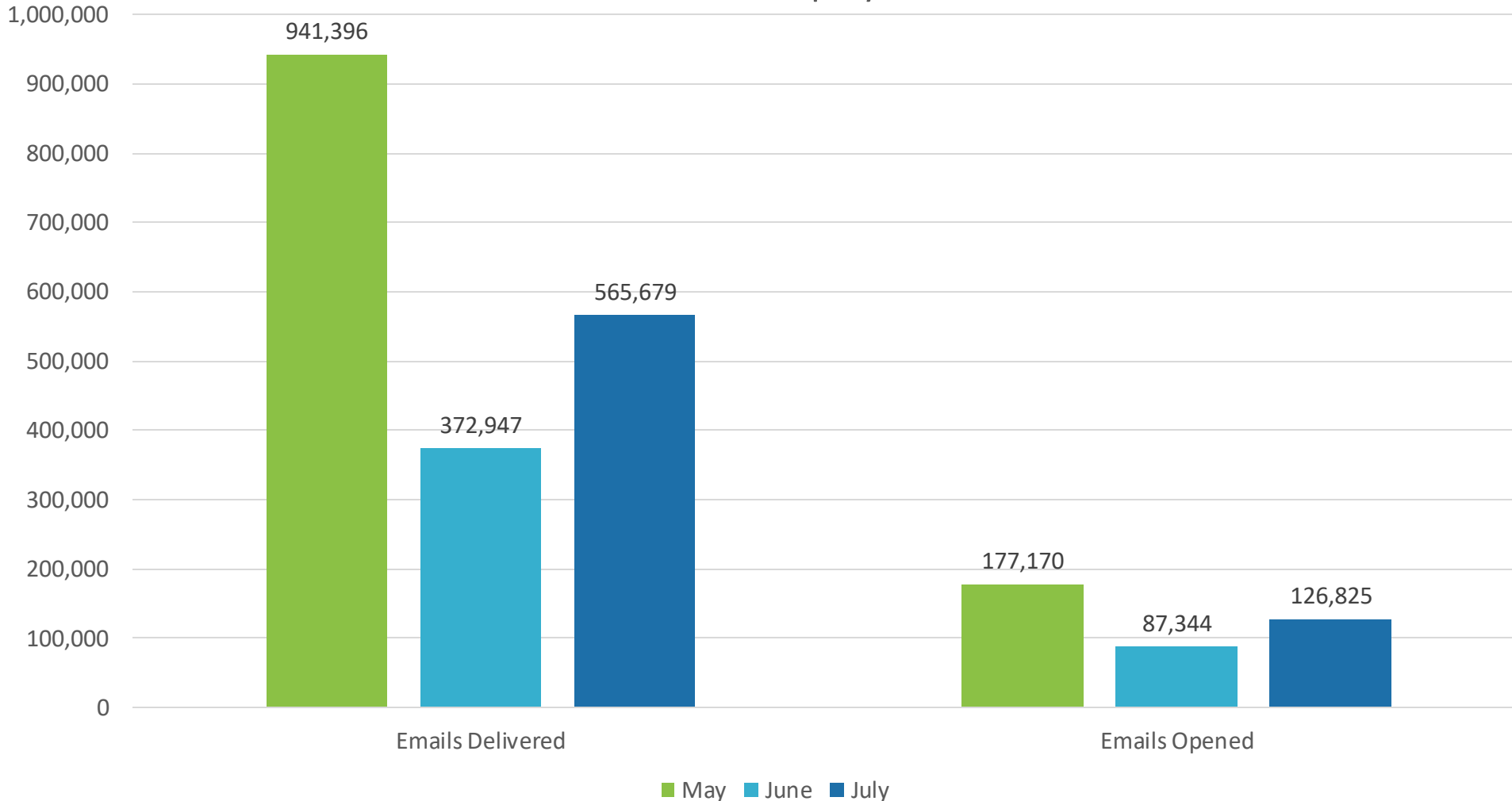
Connecticut Paid Leave

*Outreach & Engagement
August 12, 2021*

Outreach & Engagement



Email Deployments



Open Rates:

May: 17.5%

June: 23.3%

July: 24.4%

Top Email Campaigns

Q2 Grace Period Ending
(32% open)

Catch-Up Period
Extended through 9-30-
21 (26% open)

Website Performance Metrics: July

- Total Unique Visitors: 47,860
- Total Sessions: 78,582
- Returning Visitors: 53%
- New Visitors: 46%
- Average pages per visit: 8.86
- Average session duration: 10:34

The screenshot shows the Connecticut Paid Leave website homepage. At the top, there is a logo for Connecticut Paid Leave, a search bar, and a 'Sign In' button. Below the logo is a navigation menu with links for Home, The Process, Contact Us, About Us, Resources, News, and Events. A language selector is set to English. A prominent purple banner contains a warning icon and text: 'Payment Processing is now live! To make a payment, sign in and navigate to your account, then click "File + Pay" button. Quarter 2 payments are due no later than July 31st. Employers that are taking additional "catch-up" deductions (because they were unable to start taking deductions in January) have until September 30, 2021 to complete taking the "catch-up" deductions and remit them to the Authority.' Below this banner is a large hero section with a background image of hands clasped together. The hero text reads 'Bringing Peace of Mind To Your Home, Family + Workplace'. It includes a 'LEARN ABOUT US' button and a 'Register Your Business' sidebar with a 'GET STARTED' button. Below the hero section is a section titled 'How Does Paid Family & Medical Leave Apply to Me?' with a 'LEARN MORE' button. At the bottom, there are four small images: a young girl smiling, a man in a light blue shirt, a woman in a white shirt, and a man in a white lab coat.

July Social Media Update

Growing our presence on social media continues to be important as we move into the phase of communication with workers. We ran a “like” campaign to gain followers from mid-June through mid-July. The campaign was delivered in English and Spanish.

Current FB follower count: 1,185

FB/Instagram Page Impressions (Paid and Organic): 72,582

LikedIn Impressions: 1,899

YouTube Video Views: 1,735

Top youTube Video: *Employers Guide to CTPL* (26% of all views)





Social Media Approach

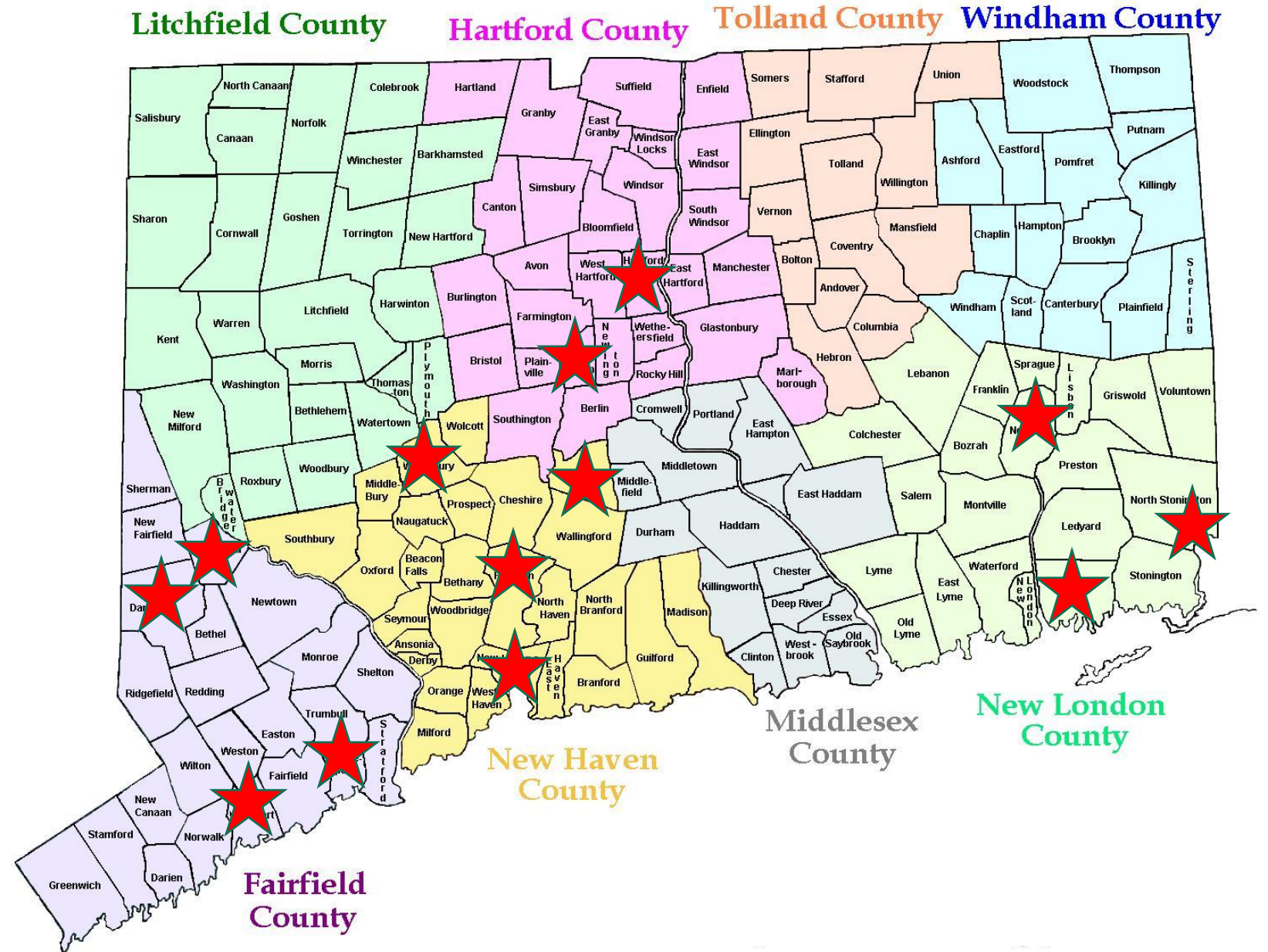
We have been using social media not only to disseminate messaging about CT Paid Leave, but also to share studies and information in support of paid leave in a wider scope.

Some recent posts have referenced the following studies/articles:

- Study reveals extent to which paid leave is inaccessible for low-income workers
- Two-thirds of small-business owners are for a national paid sick leave
- Most U.S. consumers are in favor of paid parental leave, study finds
- Paid maternity leave can improve health of new mothers and their babies

Summer Radio Outreach

Coverage Area	Stations
Fairfield County/Bridgeport	WEBE, WEZN, WCUM
New Haven County	WPLR, WKCI, WYBC
Danbury	WRKI, WDAQ
New London/Norwich	WBMW, WQGN, WCTY
Hartford/Waterbury	WZMX, WRYM, WKSS, WWCO





In-person Outreach Events Have Begun

- We participated in our first in-person event at the Windham County Latino Fest on July 17.
- Upcoming events include WYBC Back to School Event in New Haven on 8-16 and Stamford Health and Wellness Expo 9-11 and 9-12

