

Meeting:	PFMLI Advisory Committee				
Date/time:	May 4, 2022				
Location:	Microsoft Teams				
Attendees:	P (Present) A (Absent) S (sent sub)				
	Facilitator: Karen Madden Humelbaugh Scribe: Mackenzie Jones				
Members		Staff		Guest	
P	Karen Madden Humelbaugh	P	Mackenzie Jones		
P	David Gerstenfeld	P	Shannon Ball		
P	Jeannine Beatrice	P	Juan Serratos		
A	Amanda Dalton (employers)	P	Danielle Willey		
P	Jenny Dresler (employers)	P	Michele Roland-Schwartz		
P	Linda Herrera (employees)	P	Angela Yeager		
P	Eric Hunter (employers)	P	Rachel Bruneau		
P	Andrea Paluso (employees)	P	Daniel Stephenson		
P	Eva Rippeteau (employees)				
P	Paloma Sparks (employers)				
P	Jessica Giannettino (employees)				

Agenda

Time	Docket #	Topic	Purpose	Presenter
1:00 pm	1.0	Welcome	Inform	Karen Madden Humelbaugh &
	1.1	Member Roundtable		David Gerstenfeld
	1.2	Agency & Program Updates		
	1.3	Approval of April Meeting Notes		

No comments or concerns regarding the April meeting notes, notes approved.

David Gerstenfeld provided agency updates.

The agency has learned many lessons during the pandemic about how to change and improve how they serve the public. They have made many changes to the technology, processes and approaches which have all had a large impact. For the past calendar quarter, the agency has scored in the top 10 states on several important federal performance metrics.

The pandemic hit the agency harder than previous recessions. The temporarily increased federal funding level is now decreasing, but at a quicker rate than the work is. This is typical with recessions, but is happening at a vastly different speed and scale.

The agency's focus is shifting from unemployment to reemployment. The worker shortage experienced as a result of the pandemic is now over, and the shortage remaining is resulting from the long-term structural workforce labor challenges faced before the pandemic. Oregon Employment Department is participating in upcoming town hall with Congressman Schrader and Health and Human Services Secretary Becerra about the healthcare job pipeline.

The unemployment modernization project planned prior to the pandemic continues to be on schedule and remains on budget. The agency is 124 days away from the first technology rollout.

Karen Madden Humelbaugh shared program updates.

The team has officially launched their new logo and branding. The program previously referred to as PFMLI will now be referred to and marketed as Paid Leave Oregon.

The team remains on track to begin taking applications for equivalent plans in September. With the growing work demands, they are continuing to hire new staff at a very fast pace in all three work stream areas (policy, outreach and operations). There have been about 15 staff hired in the past month with another 15 anticipated soon.

Paid Leave Oregon is continuing to meet with state agency partners to ensure a coordinated and seamless delivery and to learn and share information with other agencies so they are able to provide technical assistance and matching messaging.

As more rules are finalized, the team is developing “leave behinds” and reference guides for employers and employees. As noted in previous meetings, the agency is setting the contribution rate for 2023 early and will be delivering a formal public announcement later this month.

Mackenzie Jones will be reaching out to Advisory Committee members regarding availability for the July 6 Advisory Committee meeting.

1:30 pm	2.0	Rules Update	Inform	Shannon Ball
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Shannon Ball provided updates about the Paid Leave Oregon rules.

- Batch 1 – 35 rules (relating to contributions, small employers, self-employed, assistance grants and outreach) became final on January 31, 2022.
- Batch 2 – 9 rules (regarding equivalent plans) became final on April 21, 2022.
- Batch 3 – 16 rules (regarding benefits) are open for public comment until May 30th at 5:00pm and are intended to become final in July 2022. Please note this date is corrected from the docket provided with the agenda.
 - Paloma Sparks expressed concern that the comment deadline falls on a holiday. Shannon will look in to the possibility of moving this deadline to the 31st.
- Batches 4 and 5 – As discussed at previous meetings, the Oregon Employment Department submitted a request to the Department of Justice and Attorney General for an exemption from model rules. The Attorney General’s final decision won’t be made until the contested case rules are in final form. The Paid Leave team is consulting closely with DOJ and the Chief Administrative Law Judge on the proposed rules and is pursuing the exemption. Draft rules were sent to Advisory Committee members yesterday and will be discussed at the Rulemaking Advisory Committee (RAC) meeting on Tuesday May 10th. The RAC meeting scheduled for May 17th will be to discuss any remaining rules. There will be 10 additional rules regarding benefits, 8 relating to contributions and 8 regarding equivalent plans. The team hopes to have these all approved and final by September 2022. There will likely no longer be a need for a fifth batch.

In total, the Paid Leave team has 102 rules drafted.

1:45 pm	3.0	Outreach & Communications Update	Inform	Michele Roland-Schwartz
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Karen Madden Humelbaugh shared updates regarding the Budget Community Engagement Sessions.

As part of the budget process this year, the agency has been asked to be an early adopter of a new budget building process which includes intentional community engagement focused around racial equity. The agency has decided to focus this effort around the Paid Leave budget. They have hosted 10 sessions and received great feedback and questions. Additional sessions will be scheduled in May outside the traditional 8:00-5:00pm hours to provide

additional access. Invitations to these sessions will be sent soon, Advisory Committee members are encouraged to distribute the information to their networks. These sessions will help inform racial equity impact statements, determine budget request, develop FAQs, and add to a growing stakeholder list. The team has received requests and set up meetings with some of the attendees from these sessions to share additional information about the program with their businesses.

Angela Yeager provided an overview of the new Paid Leave Oregon branding. The team sent options internally and externally to collect feedback on the proposed logos, colors and wording. Brink also hosted focus groups with both employees and employers representative of the different communities in the state. Feedback received was overwhelmingly in favor for the design chosen. This information will be publically shared later today.

- Paloma Sparks shared a concern that the mission may cause confusion about what qualifies for paid leave.
 - Angela Yeager clarified that the logo will almost never stand alone without context. “Family Leave, Medical Leave, Safe Leave” will be three main subtext bullet points.
- Linda Herrera asked how “Paid Leave Oregon” will be translated into Spanish. Translations are not currently available but Brink is trans-creating everything and will be working with communities to ensure all words and branding are translated correctly. Linda Hererra would like to see the translations as they are being developed.
- Andrea Paluso and Jenny Dressler are concerned that Paid Leave Oregon may be confused with Paid Sick Leave which is administered by a different agency and different set of rules. Jessica Giannettino asked Eric Hunter if this causes confusion for physician providers. Eric stated he hasn’t seen them differentiate the reason for leave and would be more worried from an HR perspective rather than operational management.
- Andrea Paluso suggested that the Paid Leave Oregon sites have links/redirection for different types of leave. Karen Madden Humelbaugh agreed and added that the reverse is also true - other agency sites should be able to redirect to Paid Leave Oregon.

Michele Roland-Schwartz shared updates for the Paid Leave Outreach and Engagement team. The team has grown from a team of 3 to a team of 8. The new staff have different areas of expertise as well as geographical diversity. Some of the new team members are located in Hermiston, Ontario and Redmond and have established relationships with partners in the WorkSource Oregon offices and their communities. The team will be pursuing vigorous training to be sure they can answer technical questions in a trauma informed, empathetic, transparent and inclusive way.

The outreach team has been scheduling outreach events, including webinars with OBI which begin in June. They are also working with the Non-Profit Association of Oregon, as well as fulfilling requests to speak in person at events.

Andrea Paluso voiced concern that the team may be unsuccessful in reaching the employees that are going to have the hardest time accessing this program in the “normal” ways that state agencies typically conduct outreach. She encourages the team to partner with trusted community based organization to convene people.

Action Items

Action	Assigned	Due Date	Completed
Look in to possibility of moving public comment period deadline to May 31.	Shannon Ball		
Reach out to committee members regarding July Advisory Committee meeting availability	Mackenzie Jones		

Decisions

- April Advisory Committee meeting notes were approved.