

# Paid Leave Oregon Advisory Committee

December 7, 2022

1:00pm – 2:00pm

ZoomGov - <https://www.zoomgov.com/j/1603758108>

## Agenda

<i>Members</i>	Docket #	Topic	Purpose	Presenter
Karen Humelbaugh	1.0	<b>Welcome</b>	Inform	Karen Madden Humelbaugh &
David Gerstenfeld	1.1	Member Roundtable		David Gerstenfeld
Jeannine Beatrice	1.2	Agency Updates		
Amanda Dalton	1.3	Approval of November Meeting Notes		
Jenny Dresler	2.0	<b>Policy &amp; Operations Updates</b>	Inform	Kelley Ofoni & Danielle Willey
Linda Herrera	3.0	<b>Customer Care, Outreach &amp; Communication Updates</b>	Inform	Michele Schwartz & Angela Yeager
Eric Hunter	4.0	<b>Additional Program Updates</b>	Inform	Karen Madden Humelbaugh
Andrea Paluso				
Eva Rippeteau				
Paloma Sparks				
Jessica Giannettino				



# Paid Leave Oregon Advisory Committee Docket

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## **Docket Item:**

2.0 – Policy & Operations Updates

## **Docket Summary:**

### Benefit Definition Sessions

Definition sessions to configure Frances for benefits roll out next September are ongoing. Subject matter experts participate in these sessions with the software vendor to configure the system to meet our identified business needs. While we anticipate the majority of these sessions will wrap up this month, additional meetings in early 2023 may be necessary.

### Equivalent Plans

The last day to submit a Declaration of Intent was November 30. As of December 1, the equivalent plans team has received 2,499 Declarations and 107 Equivalent Plan applications. 23 of those plans have been approved.

### Employer Size Rule

The temporary rules on employer size were filed with Secretary of State and subsequently adopted November 22, 2022. The [Employer Size: Definition](#) and [Employer Size: Method to Determine Number of Employees Employed by an Employer](#) temporary rule language can be found on the Secretary of State's website.

### Administrative Rules

<b>Paid Leave Oregon Rule Batch</b>	<b>Content</b>	<b>Status</b>
Batch 1	Contributions, Self-Employed, Small Employer, Assistance Grants, and Outreach	Final - Jan 31, 2022
Batch 2	Equivalent Plans	Final – Apr 21, 2022
Batch 3	Benefits	Final – July 22, 2022
Batch 4	Miscellaneous (Appeals, Contributions, Equivalent Plans, and Tribal Government).	Equivalent Plan Final – Aug 22, 2022 Contributions & Tribal Government Final - Oct 6, 2022 Appeal Final – Nov 23, 2022
Batch 5	Benefits	Final – Nov 4, 2022

Batch 6	Employer Size & Representative	RAC – Dec 7, 2022 Final in Apr 2023
Batch 7	Several Topics	RAC – Apr 2023 Final in Aug 2023

Batch 7 will be our next big push of new rules needed before benefits begin or any rule amendments needed.

**Docket Materials:**

N/A

**Staff Recommendation:**

None, this is an informational item only.



# Paid Leave Oregon Advisory Committee Docket

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## **Docket Item:**

3.0 – Customer Care, Outreach, and Communications

## **Docket Summary:**

### Communications

The Paid Leave Oregon statewide campaign launched on 11/14 and so far has generated over 2.26 million impressions, over 24,179 new visitors to the website, and 175,648 of our videos played to completion. Our press release and direct media pitching resulted in news articles in the Oregonian, Portland Business Journal, KATU-TV, KEX-radio, and much more. A Facebook Live interview with Juan Serratos on Univision TV in Portland yielded 1,600 viewers. Next up: we will have sponsored ads running in the Portland Business Journal and Paid Leave will do a “homepage takeover” with our ads across the PBJ website. We also have ads running on OregonLive, Portland Skanner, ROKU, LG, Google Play, iTunes, Apple ROKU, Amazon, and more. A mailer from Paid Leave Oregon also went out to every employer in the state. All of these efforts has also resulted in a large increase in calls coming into our phones (about 100 or more daily) and more requests on our Contact Us form.

### Customer Care & Outreach

The outreach and engagement team continues to grow, with a new manager to support the Outreach Program Analysts, and a labor union and worker advocacy liaison joining the team in December. The team has reached nearly 14,000 employers and employees in Oregon, providing virtual and in-person presentations. Community Conversations about Paid Leave Oregon continue every Thursday through December 15<sup>th</sup>. We began a 2-hour six-session series for state employees, in collaboration with the Department for Administrative Services, beginning November 29<sup>th</sup>. The outreach team is finalizing non-competitive contracts with several culturally specific organizations, with activities planned for 2023. Our Customer Care team receives an average of 100 contacts by phone and through our online contact form each day. Our average response time is the same day, with a requirement to respond within 2 business days.

## **Docket Materials:**

PDF - Portland Business Journal homepage ads

## **Staff Recommendation:**

None, this is an informational item only.

**Paid Leave Oregon**

Portland Business Journal

Homepage Takeover



**Employers, it's time  
for Paid Leave Oregon**

 **Paid Leave  
Oregon**

[Learn More](#)



Southern Winds Construction LLC, Polk County

Ad 1



**Give your employees paid  
time off when it matters most.**

 **Paid Leave  
Oregon**

[Learn More](#)



Peoria Gardens, Linn County

Ad 2



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PaidLeave.Oregon.gov**

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Oregon**

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Deadstock Coffee, Multnomah County

Ad 3