



# Connecticut Paid Leave

Update - June 2021

# Program Metrics as of 6/9/2021

**110,835**

*Businesses  
registered*

**618**

*Employers intending  
to file a private plan*

**219**

*Open Contact Center  
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- Withdrawn - 6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**

*Contact Center Inquiries  
closed since Sept. 2020*

**729/1120**

*TPA/Tax Accountants  
registered*



# Connecticut Paid Leave

**Outreach &  
Engagement**

# Website Performance Metrics: May

## Popular Links

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

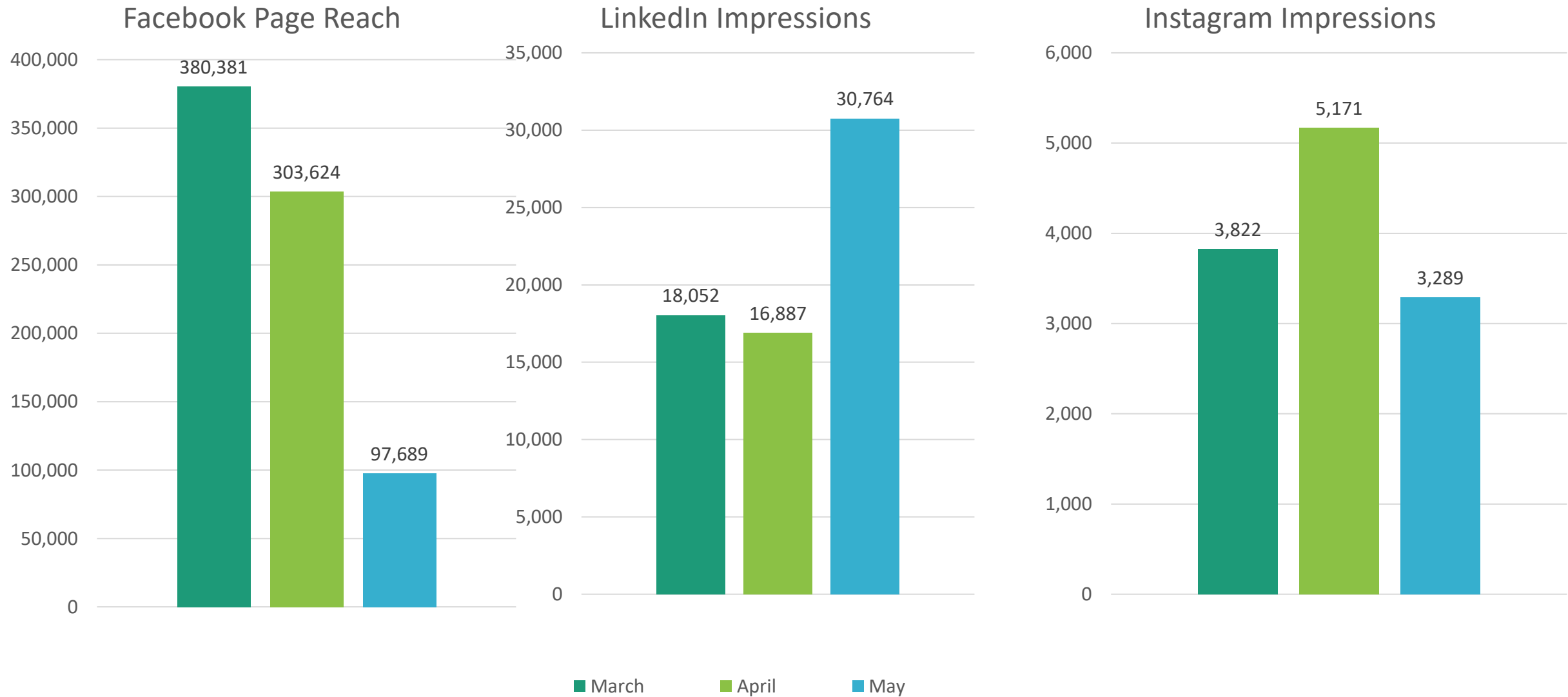
## User Analytics

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

## Top Landing Pages

- Home Page
- Contact Us
- Employee Landing Page

# Social Media Update



# 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. The infographic is divided into several sections: 1. Introduction: "CT PAID LEAVE Everything You Need to Know" with the Connecticut Paid Leave logo and a quote: "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." 2. HOW DOES PAID LEAVE WORK?: Explains that employees contribute one-half of TK (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. Includes an icon of a hand holding a heart. 3. HOW LONG IS PAID LEAVE?: States that workers eligible for CT Paid Leave and with a qualifying condition may receive up to 12 weeks of paid leave, with an additional 2 weeks available for incapacity due to pregnancy. Includes a calendar icon. 4. WHAT IS A QUALIFYING CONDITION?: Lists five conditions: caring for your own health condition, caring for a loved one's health condition, creating or expanding your family through adoption, birth or foster care, addressing issues arising from family violence, and caring for a family member injured during active duty or for military exigency leave. Includes a heart with a pulse line icon. 5. HOW DO I KNOW IF I'M ELIGIBLE?: Lists four eligibility criteria: earned \$1,325 in the highest quarter of the first four of five previous quarters, currently or previously employed in the past 12 weeks, and if working for more than one employer, wages can be combined. Wages include salary, vacation pay, holiday pay, tips, commissions, and severance. Includes an icon of a person with gears and a lightbulb. 6. Footer: "IF YOU HAVE QUESTIONS! WE'RE HERE TO HELP!" with social media icons for Facebook, Twitter, and Instagram, a QR code, and the website "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



*Thank you!*

