



OPERS OUTREACH REACHES OVER A MILLION MEMBERS AND RETIREES

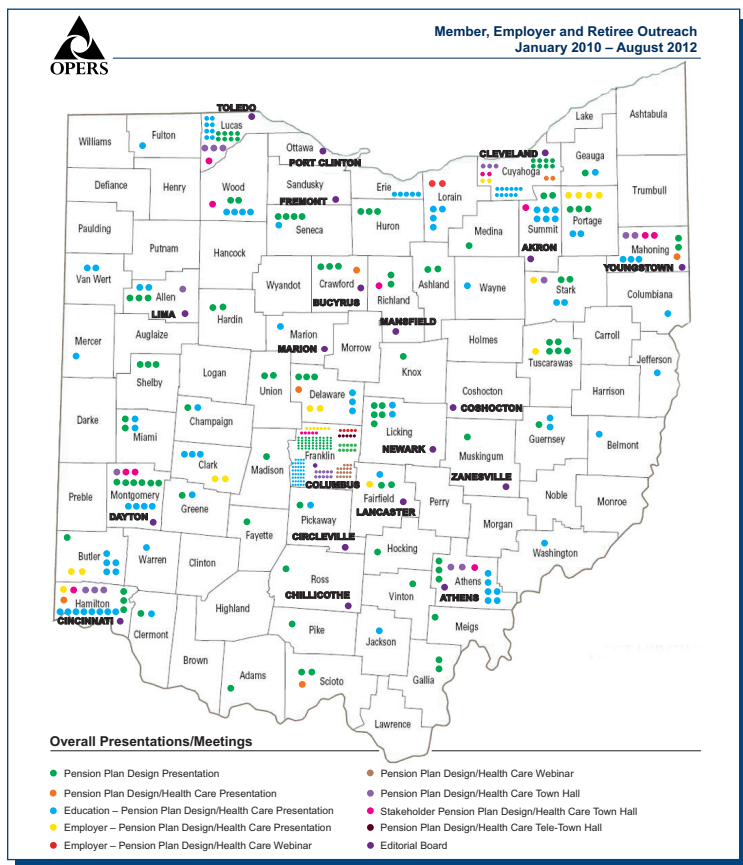
Since submitting our Board's recommendations to the legislature in November 2009, OPERS has initiated a coordinated communication plan to educate our members, retirees and constituent groups about the recommendations and to garner their support. As a result, Sub. S.B. 343 has the strong support of our members, retirees, and many of our stakeholders.

OPERS has a very diverse member population. In total we represent approximately 800,000 active and inactive members and about 185,000 retirees and we work with over 3,700 employers.

We have reached out to all of these groups and have utilized all means of communication at our disposal to keep members, employers and retirees informed throughout this legislative process. With a robust social media strategy, education and outreach departments focused on both members and employers,

presentations across the state, webinars, tele-town halls, e-mail blasts, and the use of traditional written communications, our members have had every opportunity to become fully informed.

As a result, many of our members have voiced strong support for our Board's recommended plan design changes, which are reflected in Sub. S.B. 343. In fact, we have received thousands of post cards, petitions, surveys, e-mails and other forms of written communication from people across Ohio as a show of support for the recommended changes. The included chart illustrates just how strong the response has been. In addition, the included map depicts all of the various presentations that our staff have conducted over the past two-and-a-half years across six the state. As the bill moves through the legislative process, we are committed to continuing our communication efforts to all our members, employers and stakeholders.



Outreach Efforts		
Event	People Reached or Scope of Event	Result
Blast emails to members	395,000 people reached	395,000 six times
Blast emails to employer contacts	4,717 people reached	4,717 twice
Member newsletters	320,000 active members reached	320,000 six times
Retiree newsletters	167,000 retirees reached	167,000 six times
Employer newsletters	3,700 employers reached	3,700 eighteen times
All-member special edition	754,000 members reached	754,000 once
Take Action Now letter and blast email	641,000 active, inactive and retired members reached	60,000 responses (9%)
OPERS.org	1.6 million total clicks	200,000 total clicks (12.5%) on Special Coverage section
Ohio newspaper editorial visits, conferences, stories or editorials	27 visits/conferences/editorials	983,300 total circulation or editorials
Health care surveys	n/a	20,000+ surveys completed
Town Hall meetings and presentations	567 held	31,900 people attended
Blogs about pension redesign and/or health care	82 blogs published	496,800 total views since March 2011
Facebook including info about pension redesign and/or health care	Numerous postings	5,000 regular viewers 4,882 people who "like" 1 million+ unique people who are friends of people who "liked" our page
Counseling sessions	Scheduled and walk-in	1,460

continued on page 2

ACHIEVING CONSENSUS ON THE BOARD'S RECOMMENDATIONS

The OPERS Board did not enter into the decision to propose changes to our pension plan lightly. We began our strategic planning with the Board well before the 2008 economic downturn. The recommendations included in Sub. S.B. 343 are the result of a comprehensive review of options that staff and the Board

“The Board supports the changes in Sub. S.B. 343 and has accepted responsibility for proposing them.”

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Given the financial and demographic pressures on our System, changes had to be made. Everything was on the table, and the Board selected what it believed to be the best mix of cost-savings measures. Lastly, the Board was aware of the impact of its recommendations on our very broad and diverse population; thus they made several changes to its final transition plan as a result of that analysis.

OPERS has worked hard to achieve consensus on the Board's recommendations and the rationale for those recommendations. As stated in the independent PTA/KMS report to the Ohio Retirement Study Council, the Board's recommendations are “significant” and will impact all of our members in varying degrees. With a bill of this magnitude, we expected there would be members who are unhappy with one or more provisions that impact them. OPERS has made every reasonable effort to work through those

shared with stakeholders early in the planning stage. The Board supports the changes in Sub.

differences, and in most cases, we have enjoyed great success, working together with our member and stakeholder groups to achieve consensus. We now have the support of most of our membership regarding the core components of the Board's recommended plan, and the compromises reached were necessary to move the bill forward and in most cases, mutually beneficial.

To the extent that other members or groups seek additional changes to the Board's plan, it is important to remember that any modifications that essentially result in benefit enhancements or continued subsidization will ultimately increase OPERS' unfunded

liabilities for pension benefits and place a greater strain on our ability to fund health care coverage. The Board-approved plan will allow OPERS to fund health care coverage now and into the future.

The bill pending before the Retirement and Pensions Subcommittee was the result of deliberate and careful planning so as to strike a balance—a balance

between not proposing enough changes, which will require additional, more drastic changes at a later date, or proposing changes that are too severe,

which will cause undue hardship on our members. We look forward to continuing to work with members of the Ohio General Assembly to pass this important pension legislation before the end of 2012.



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The Ohio Public Employees Retirement System (OPERS) is the largest public pension fund in Ohio and the 11th largest public pension fund in the U.S. In operation since 1935, OPERS serves nearly 954,000 members, including more than 176,000 retirees and beneficiaries.