



# Board of Retirement Regular Meeting

## Sacramento County Employees' Retirement System

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### Agenda Item 19

**MEETING DATE:** January 19, 2021

**SUBJECT:** Video Production Services

**SUBMITTED FOR:**  Consent  **Deliberation and Action**  **Receive and File**

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### **RECOMMENDATION**

Staff recommends that the Board authorize the Chief Executive Officer to contract with Bongo Post & Music for video production services for \$50,000 for additional animated informational videos to be produced in 2021.

### **PURPOSE**

This item supports Strategic Management Plan goals to improve customer service and to enhance stakeholder communications and outreach.

### **BACKGROUND**

In April 2020, SCERS contracted with Bongo Post & Music—chosen by staff from among three recommended local vendors—to produce four animated videos for the SCERS website to provide information to members on topics of ongoing relevance. These topics covered an introduction to SCERS for new employees, pension funding basics, retirement planning checklist, and a disability retirement overview.

Four short videos, running 1-2 minutes each, were produced between April and October 2020. After the videos were announced in the Sacramento County employee newsletter in November 2020, the video page on the SCERS' website, <https://www.scers.org/videos>, had the third highest number of visits behind the home page and the benefit calculator for that week. Since then, it still holds an average of the 38<sup>th</sup> most visited page on the SCERS site out of 299 total pages.

### **DISCUSSION**

The videos produced so far have been well received by staff and SCERS members. Additionally, other California retirement systems have reached out to SCERS to inquire who produced our videos, as the idea of utilizing animated videos to explain retirement topics is catching on due to the high level of audience engagement. A need exists for additional retirement topics to be

explained to members on an ongoing basis, and short videos are an effective tool in answering members' frequently asked questions.

The cost of the first four videos was \$40,000. Staff has been very satisfied with the professionalism and quick work of Bongo Post & Music to meet SCERS' timelines, and Staff recommends that SCERS contract with the firm again for additional videos to cover the following potential topics in 2021:

- Service Credit
- Reciprocity
- Benefit Formula Explainer
- Post-Retirement Employment

Staff expect total costs to be consistent with our prior contract, with the exception of a possible addition of the fifth video at a cost of no more than \$50,000 for five videos.

The current 2020-21 budget included \$60,000 for video production services, of which \$40,000 has been expended. The additional costs for the contract extension can be absorbed within the existing SCERS operational budget.

Prepared by:

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Joan Kudin  
Public Information Officer

Reviewed by:

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Eric Stern  
Chief Executive Officer