



To: NACo Board of Directors and NACo Membership

From: Matthew Chase, CEO/Executive Director

Re: NACo Announces Public Promise Insurance Agency

Date: July 2022

With today's race for talent, the National Association of Counties (NACo) is proud to launch the **Public Promise Insurance Agency**, a unique brand owned, governed, and focused exclusively on sourcing world-class voluntary benefits for our dedicated public servants serving America's counties.

NACo is passionate about advancing excellence in public service to help people and places thrive across America. We pursue this mission by strengthening the leadership skills, knowledge, and wellness of our nearly 40,000 county elected officials and more than 3.6 million county employees – representing one out of every 50 workers in the United States.

The **Public Promise Insurance Agency** is focused on harnessing the collective knowledge and expertise of our county benefit managers, human resource professionals and state association partners working together nationally. The peer reviewed and evaluated benefits are tailored to the unique needs of our nation's county government workforce.

Voluntary benefits are a proven, effective tool for retaining, attracting, and engaging a premier workforce. In fact, 52 percent of those looking for a new job suggest comprehensive voluntary benefits strongly influence their decision, with 75 percent of millennials indicating voluntary benefits increase loyalty.¹

Further, 80 percent of the workforce would choose additional benefits over a pay raise, while four out of five employees are looking for a more comprehensive voluntary benefit offering. Employers offering a suite of voluntary benefits increase the median tenure by three years.²

While the private sector has fully regained its pre-COVID workforce, according to the U.S. Bureau of Labor Statistics, the public sector now employs 664,000 fewer people since early 2020. This reality is a motivating driver for NACo to offer new value-added solutions that help our county leaders attract and retain high-quality public servants.

Generally, counties are considering the following voluntary benefits to achieve their human resource objectives: accident, cancer care, critical illness, hospital indemnity, long-term care, supplemental individual disability, pet, dental, vision, identity theft protection, legal services, and employee discount/purchase programs.

At Public Promise, to solidify all necessary programs and services, we have partnered with industry leading providers that will build tailored, comprehensive solutions focused on a shared commitment to our mission of strengthening counties across America.

Through our national partnerships this program will offer the following world-class expertise:

1. **A wide array of benefits professionals** who will help determine the right solutions to meet your workforce philosophy, needs, and strategic objectives.
2. **Strong carrier relationships, comprehensive gap analysis, leveraged purchasing power, and the ability to identify best-in-class solutions** for your county's employees.
3. **Efficient and impactful communications campaigns and data-driven solutions** that enhance county employee engagement.
4. **Access to a State-of-the-art administrative benefits platform** for a compelling user experience, operational efficiency, and cost containment.
5. **Trusted high-quality customer service**, featuring county official peer review controls.

We encourage you to consider the unique resources, tools and services of NACo's new entity, **Public Promise Insurance Agency**. Although there is much information in the attached brochure, we invite you to learn more about the solution at www.publicpromiseinsurance.org or contact Tim Brown at TBrown@naco.org / 713-820-0909.

Lastly, we encourage you to share this information with your county colleagues who also benefit from these new services for their own county workforce.

We are steadfast in our pursuit to enrich our membership value exponentially, guided by the belief that stronger counties result in a stronger America. We thank you for your public service and it is our commitment to help America's counties attract and retain a premier workforce that is necessary to carrying out the vital county services for our residents and communities.

Attachment