



Connecticut Paid Leave

OUTREACH & ENGAGEMENT QUARTERLY UPDATE

FEBRUARY 11, 2026

2025 O&E Activities Recap

68 in person events

29 webinars

21 press releases issued

Total Website Users:
969,202 (+10% YOY)

Total Website Pageviews:
11.6 million (+8.3% YOY)

24 podcast episodes
released

62 new partner meetings
conducted

17 news pieces published

1 CT Paid Leave hosted
event

24 Five Minutes of Impact
episodes released

25 email newsletters sent

- 52.6% open rate (+14.3% YOY)
- 179k subscribers (+2.7% YOY)
- 5% click thru rate (+14% YOY)

CT Paid Leave in Your Town

- Outreach to all 169 towns and cities in Connecticut
- Meetings with 23 so far
- Results have included:
 - Intros to Economic Development Committees/Departments to connect with businesses
 - Invitations to present at libraries, community centers, senior centers
 - Offer to place our infographics in town halls
 - Organization of numerous in person presentations
 - Invitation to present to non-profit collectives
 - Offers to post on town social media pages and other social media collaboration
 - Connections to chambers of commerce
 - Tabling at upcoming community events



**CT PAID LEAVE IN YOUR TOWN:
NEW MILFORD EDITION**

Do you know about CT Paid Leave?
CT Paid Leave provides income replacement for Connecticut workers who need to take time off for certain reasons, like dealing with a serious health condition, welcoming a new child, or caring for a family member. Most people who work in Connecticut are already covered by the program.

**Interested in learning more?
Come join us:**

**Wednesday, March 25th
10AM-11AM for families
1PM-2PM for business owners
Town Hall at 10 Main Street in New Milford, CT**

In-Person Events Update

Month	Events
January	<ul style="list-style-type: none">• 1/14: Executive Branch Orientation for Legislators and Staff (Capitol)
February	<ul style="list-style-type: none">• 2/18: CT Paid Leave Info Session for Business Owners (Rocky Hill)<ul style="list-style-type: none">• 2/28: KINN Collective Community Baby Shower (Avon)
March	<ul style="list-style-type: none">• 3/10: CT Public Health Association Annual Conference (West Hartford)• 3/18: Paid Leave in your town: Cheshire Edition (Cheshire Senior Center)• 3/24: CBIA When Women Lead Conference (Hartford) – Erin will serve as a panelist• 3/25: Paid Leave in your town: South Windsor Edition (South Windsor Public Library)• 3/25: CT Paid Leave Info Session for Businesses and Employees at New Milford Town Hall<ul style="list-style-type: none">• 3/28: Special Education Legal Fund Resource Fair (Stamford)• 3/28: Lucinda’s House Community Baby Shower (New London)
April	<ul style="list-style-type: none">• 4/1: Paid Leave in your town: Berlin Edition (Berlin-Peck Memorial Library)• 4/2: Paid Leave in your town: Farmington Edition (Farmington Library)<ul style="list-style-type: none">• 4/7: Housatonic Community College Resource Fair (Bridgeport)<ul style="list-style-type: none">• 4/8: WBDC Women Owned Business Day (Capitol)• 4/16: YWCA In the Company of Women (Hartford)• 4/22: Aging Matters Conference (Newington) – speaking opportunity

Family Expo Recap



Feedback from exhibitors: “What did you like most about the Family Fun Expo and resource Fair?”

“Families were very engaged and wanted to interact with booths, the passport was an amazing idea!”

“Location, activities for families, smiling children, busy till the end.”

“(It) was a wonderful event and great to connect with so many families.”

“The connection to other organizations that are also valuable resources to the families in the community.”



Second annual Family Expo planned for Saturday 10/10/2026 at the Q House in New Haven!

School Outreach Final Recap

- **Webinars held: 17** (Noncertified Workers at Public Schools, Workers at Nonpublic Schools, Employers-Public School Operators, and Employer-Nonpublic Elementary/Secondary Schools)
- **Presentations** to CT Association of Superintendents, CT Association of Independent Schools, CT Association of School Business Officials
- **Dedicated information** provided on website, including FAQ document (Municipalities and Schools page)
- **Collaboration with Department of Education**
- **Multiple email outreach to all public-school operators** on EdSight list
 - Individual follow up with districts that still were not registered after October 1 deadline.
- **Multiple email outreach to nonpublic** elementary and secondary schools
- **1:1 Meetings** as Requested
- **Digital campaigns**
 - Facebook: 407k Impressions, 1,273 clicks
 - Instagram: 386k impressions, 460 clicks
 - YouTube: 6k impressions, 5.85% CTR
 - Google Search: 16k impressions, 21.7% CTR
 - Display: 132k impressions, 244 clicks

Overall Digital Impressions: 947k

Employer Outreach Part 1

- Monthly Listserv email to businesses newly registered with Secretary of State congratulating them on their business, explaining CT Paid Leave requirements
 - First one was sent in January to just over 4,000 contacts
- New Business On-boarding:
 - Hold monthly “CT Paid Leave 101” webinars – 1x for new employers, 1x for new sole props/self-employed (Welcome email promotes webinars)
 - First ones were held in February
 - Content includes registration, deductions, remittance, notice to employees, what to do when an employee applies, basic tenants of FMLA, overview of website and where to find resources

Congratulations on your new business from CT Paid Leave



To Whom It May Concern,

You are receiving this letter because the Connecticut Secretary of State records indicate that you established a new business in Connecticut in December, 2025. Please accept our sincere [congratulations](#) on your new endeavor!

We would like to take this opportunity to ensure that you are aware of your obligations under the [CT Paid Leave Act](#). CT Paid Leave is a state law that applies to businesses with 1 or more employees working in Connecticut. It provides workers with income replacement benefits if they need to take a leave from their job for a qualifying reason. These reasons include their own serious health condition, caring for a family member with a serious health condition, pregnancy and childbirth, bonding with a new child, family violence or sexual assault, and certain issues arising from having a family member in the military. CT Paid Leave is entirely employee funded through a payroll deduction of 0.5%.

We invite you to join us for an upcoming webinar to learn about CT Paid Leave and your obligations under the program.

CT Paid Leave 101 for Employers: Monday, February 2nd, 1pm-2pm. [Registration Link](#).

CT Paid Leave 101 for Sole Proprietors and Self-Employed Individuals: Thursday, February 5th, 10am-11am. [Registration Link](#).

Please note that if you do not have any employees and are not an employee of your company, you are not required to register your business. In this case, you are considered self-employed or a sole proprietor, and you may opt-in to participate in the CT Paid Leave program to obtain coverage for yourself. More information is available on the [CT Paid Leave for Sole Proprietors page](#) on our website.

What do you need to do ?

If you have employees, you'll need to complete the steps below to ensure your business is compliant. If you've already done this, thank you!

1. **Register your business** with the CT Paid Leave Authority. If you have a payroll company or tax accountant who provides payroll services, it is possible that they may enroll you with the CT Paid Leave Authority through our batch enrollment process. However, you must still register your business with CT Paid Leave so that we can communicate with you as necessary regarding your account.
2. Communicate with your employees. We have [resources](#) on our website that explain what CT Paid Leave is and how it works.
3. Distribute the [Notice of Employee Rights and Responsibilities annually](#).
4. Deduct employee contributions of 0.5% via payroll and remit these employee contributions quarterly or ensure that your payroll provider or other third-party administrator is doing so.

Quarterly contributions are due the last day of the quarter; however, there is a one-month grace period.

- Q1 due date: March 31/April 30 to avoid interest and penalties
- Q2 due date: June 30/July 31 to avoid interest and penalties
- Q3 due date: September 30/October 31 to avoid interest and penalties
- Q4 due date: December 31/January 31 to avoid interest and penalties

If contribution payments are not received by the grace period due dates indicated above, penalties and interest on the contribution amount due will be assessed. If you have any questions, we encourage you to reach out to us by submitting a [Contact Us](#) request at www.ctpaidleave.org. To stay up to date with CT Paid Leave, please [sign up for our mailing list](#).

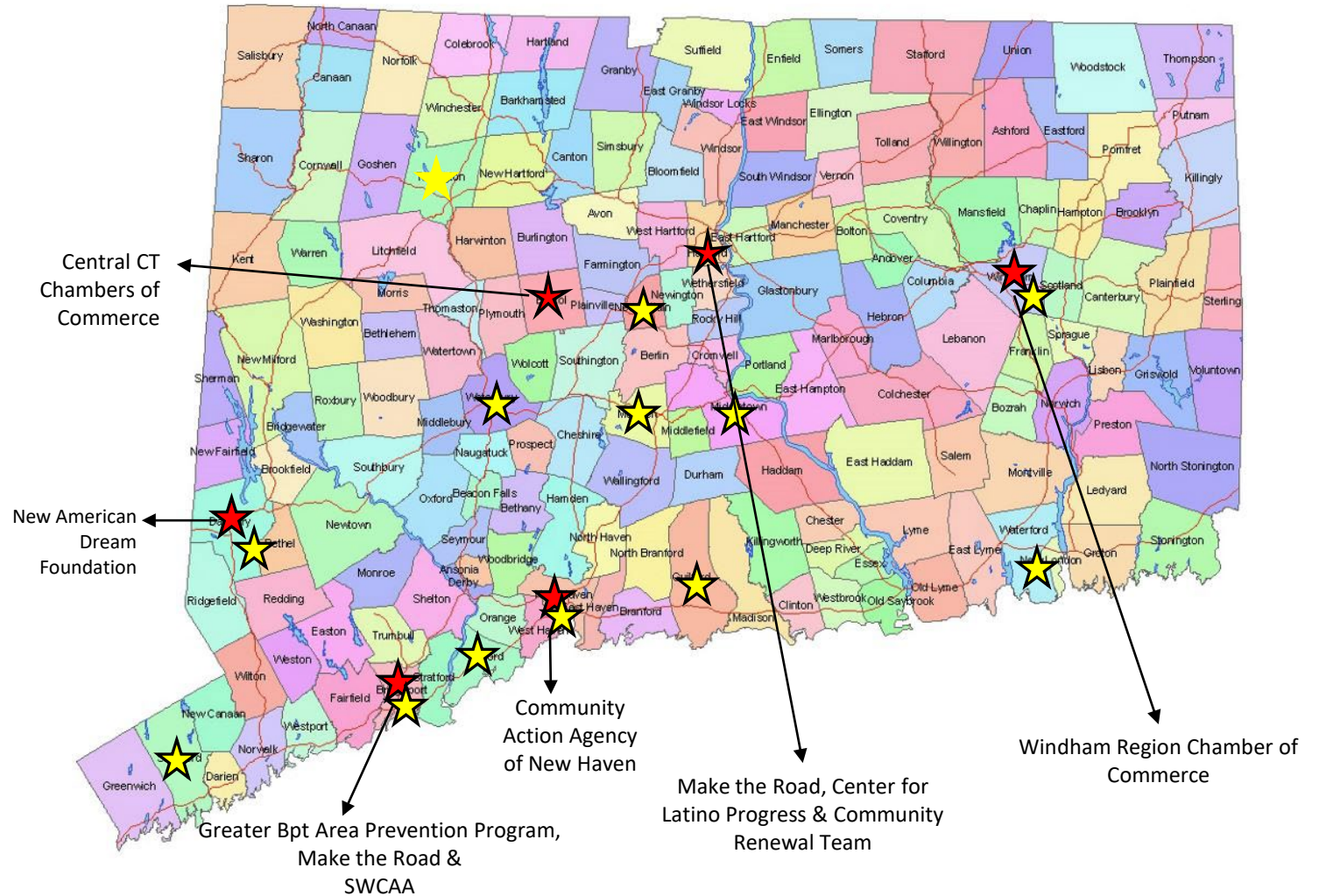
Sincerely,
CT Paid Leave

Community Education Coordinators Update

- January 1 – September 30, 2025

Activities:

- 460 events, workshops, trainings attended or hosted by CECs
- 326 people provided application assistance (38.65% medical leave, 39.57% caregiver leave, 18.10% bonding leave)
- New contractors completed their training with an in-person event on 2/6/26
- We now have 10 CEC partners throughout the state*



*Alliance to End Sexual Violence is our named CEC – they have Member Centers throughout the state who provide application assistance

Creative Update



Employer Focus – CT business owners talking about how CT Paid Leave affects their ability to recruit and retain talent.