Stakeholder Assessment Project Update

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Overview

Background
Media Analysis
Online Surveys
Specialist Stakeholder
Conclusion

2013	2014	2015
Year 1, Phase 1	Year 2, Phase 1	Year 3, Phase 1
• Year 1, Phase 2	• Year 2, Phase 2	• Year 3, Phase 2

Three Research Methods

- Media Analysis
- Online Surveys
- Specialist Stakeholder Interviews

Progress Since Last Phase

- Developed new channels for two-way communication with employers
- Instituted regular briefings with stakeholders and CalPERS leadership
- Continued to open lines of communication between CalPERS and stakeholders

CalPERS increased favorable coverage in Q1 2014

Source: RiiЯ

CalPERS

Online Surveys – Survey Reliability

Member Survey

• Sample size	5,234
• Maximum random error	±1.6%

Employer Survey

• Sample size	553
• Maximum random error	±3.8%

CalPERS Employee Survey (New in 2013)

• Sample size	356
• Maximum random error	±4.9%

Trends from eight long-term trend questions

Online Surveys – Rating Trend is Upward

High to very high (8-10)

- General perceptions of CalPERS
- Quality of healthcare plans
- Honest broker on pension benefit issues
- Effective policy advocate
- Returns on CalPERS investments
- Safety of member and employer money with CalPERS

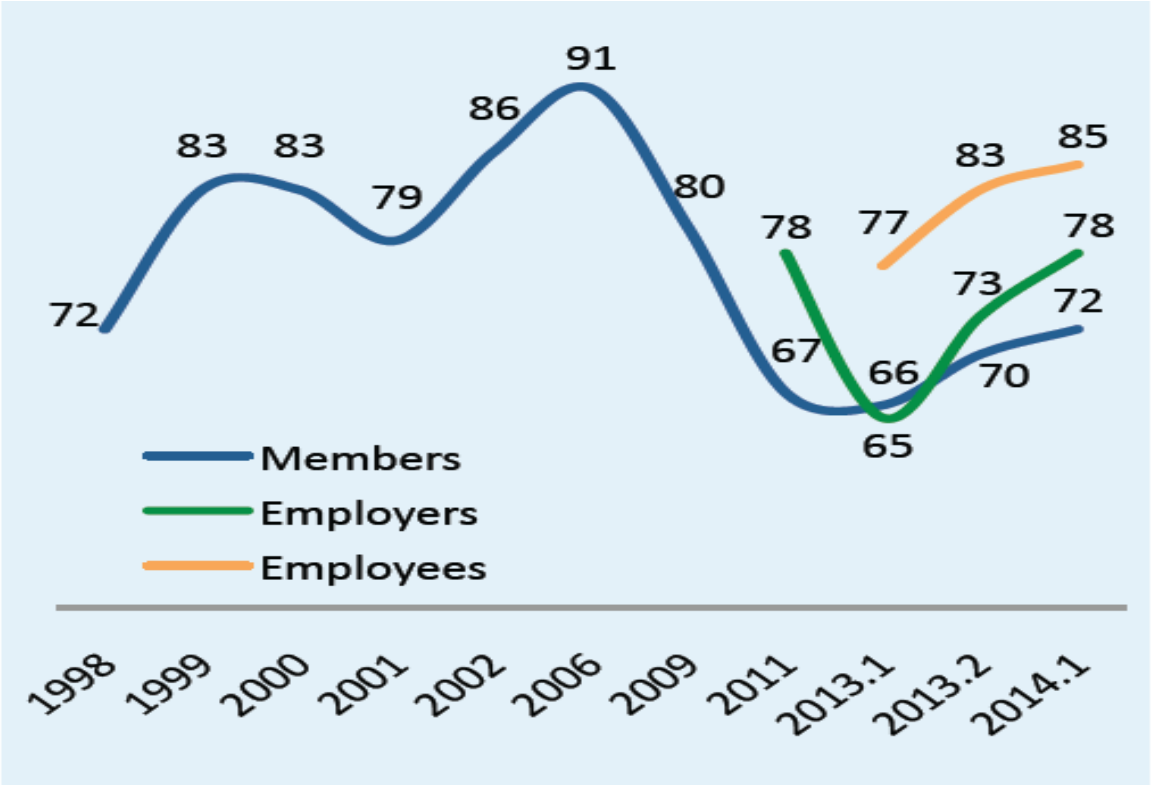
Above average to high (7-8)

- Ethical CalPERS operation
- Taking responsibilities to members seriously
- Setting strategy for success
- Learning from mistakes

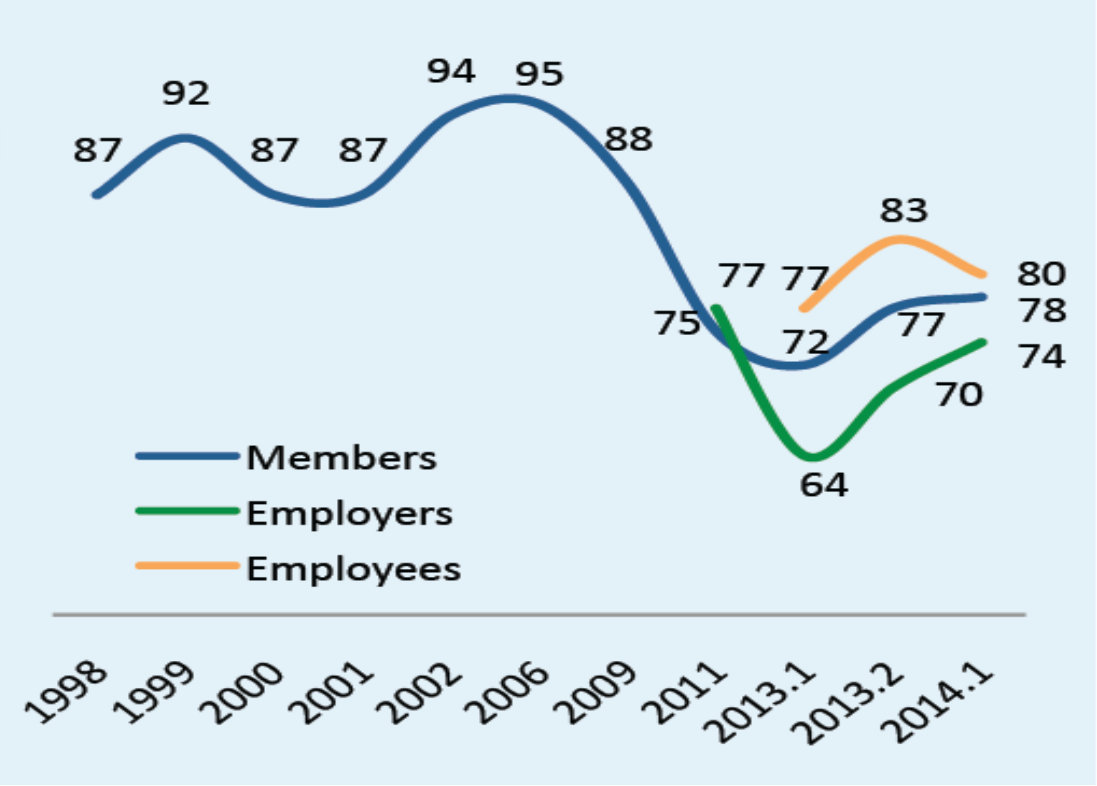
Average to above average (5-7)

- Communicating with stakeholders
- Delivering affordable healthcare
- Value of healthcare plans and benefits

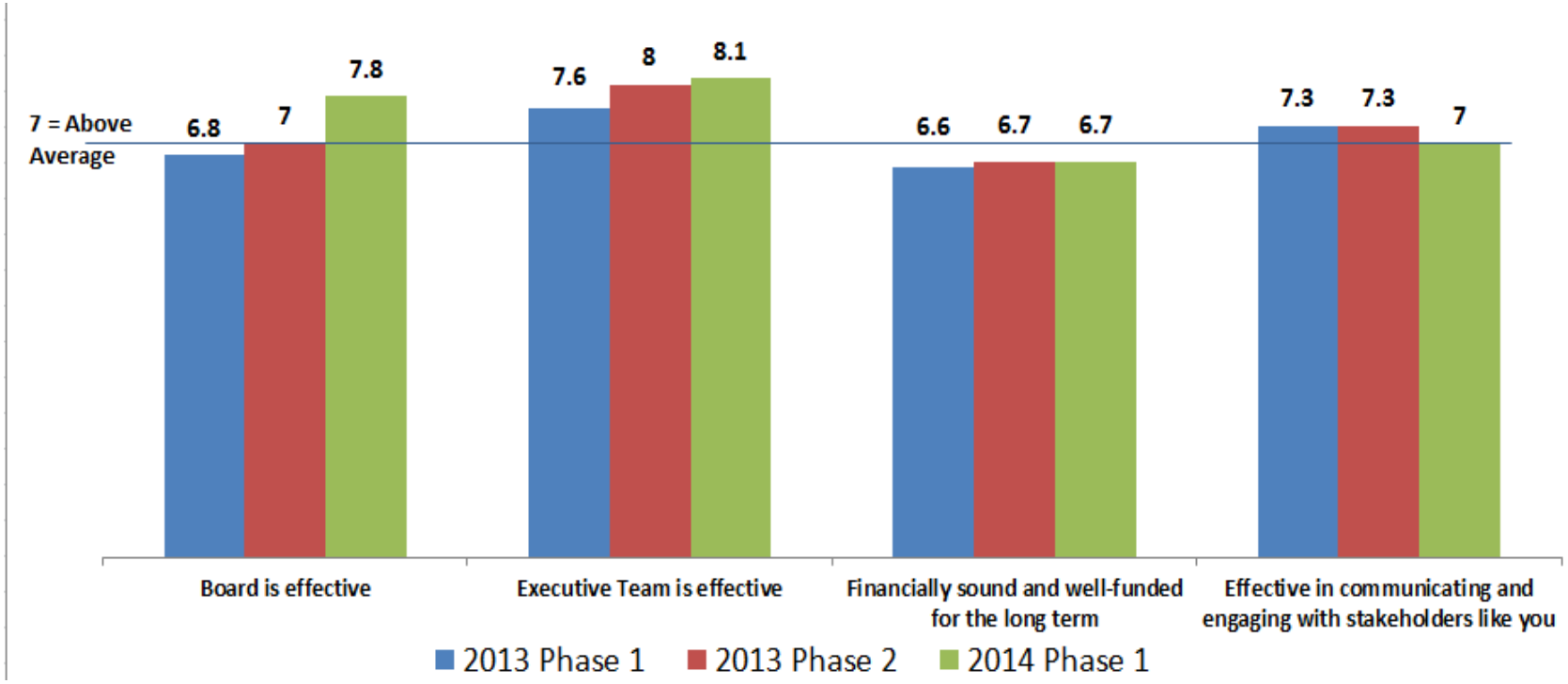
Does CalPERS do a good job keeping stakeholders informed?



Are You Confident You'll Receive Quality Services in the Future?



Specialist Stakeholders* – Key Measures



**Federal & Legislative Staff, Industry Partners, Labor Unions, Peer Pension Funds, Academics & Think Tanks, Tax Payer & Good Governance Groups*

Specialist Stakeholder Interviews

STAKEHOLDER GROUP	SCORES
Legislative Staff State	Ratings remained steady and positive (customer service continues to be weaker); increased ratings for Board Effectiveness.
Legislative Staff Federal	Lower overall scores, generally ; engagement and perceptions of customer service needing most attention.
Industry Partners	Engagement and perceptions of customer service remain steady; increased ratings for Board effectiveness.
Academics & Think Tanks	Clear increase in rating for Board effectiveness; reduced confidence in financial strength.
Taxpayer & Good Governance	Perspectives show improvement across the board – particular increase in financial strength of fund as well as a greater respect for the Board.
Peer Pension Funds	Perceptions of customer service saw greatest improvement; overall confidence in the Board and CalPERS fund also saw increase in ratings.
Labor Unions	Largest increase in perspectives on the Board, though more caution demonstrated on financial strength.

Recommendations

- Increase relationship building and communication efforts with Employer Senior Leadership
- Provide clarity and assurances on health care costs
- Build on improvements in outreach and engagement

Next Steps

- Build on successes:
  - Leadership engagement
  - Effective policy advocacy
  - Stakeholder confidence
  - Communication

- Further increase outreach and relationship efforts with Employer Senior Leadership