

Stakeholder Outreach for Public Agencies

The Office of Stakeholder Relations developed an outreach strategy to engage with public agencies at a variety of venues and communication channels. The tactics utilized were:

- Attend the annual conferences of the League of California Cities and the California Special Districts Association, respectively, and conduct in-person polling of attendees, most of whom were employer leaders for agencies that contract with CalPERS
- Meet with the senior leaders and liaisons of employer associations to discuss the topic and secure their partnership in distributing online surveys to their member organizations
- Survey employers who attended the 2016 CalPERS Educational Forum in Riverside, CA
- Utilize employer discussion session at the Educational Forum for in-person polling and qualitative input from employers

Survey Participation Results

<u>Outreach Type</u>	<u>Outreach Channels</u>	<u>Number of Participants</u>
Online Survey	League of California Cities	195
Online Survey	California State Association of Counties	13
In-Person Polling	League of California Cities Annual Conference	22
In-Person Polling	California Special Districts Association Annual Conference	28
Online/Paper Survey	CalPERS Educational Forum	96
Online Survey	Association of California School Administrators	63
In-Person Dialogue and Discussion	Employers at the CalPERS Educational Forum “Our Shared Responsibility” Sessions	199
Total participants		616