



## Finance and Administration Committee Agenda Item 7a

May 15, 2018

**Item Name:** Annual Stakeholder Perception Survey Report

**Program:** Communications and Stakeholder Relations

**Item Type:** Information

### **Executive Summary**

The Office of Stakeholder Relations monitors and assesses CalPERS' reputation with key stakeholders to help support, shape, and implement the strategic plan goals and initiatives for the organization. An online survey was distributed to active, retired and inactive members, employers, and key stakeholder leaders over six weeks during the months of January and February 2018. The overall survey results indicate that the general perception of CalPERS remains positive among stakeholders. Customer service is viewed as a strength for the organization with a strong correlation to positive views in other areas. Confidence in the long-term security of the system showed a downward trend among stakeholders.

### **Strategic Plan**

This item supports the Fund Sustainability, Health Care Affordability, Reduction of Complexity, and Risk Management sections of the Strategic Plan.

### **Analysis**

The survey uses quantitative analytical methods to gain accurate, timely, and actionable information about CalPERS' standing and perception among its target stakeholders.

### **Survey Structure**

- Eight long-term trend questions
- Six perception statements on ethics, compliance, transparency, and health care cost and quality
- Two perception statements tied to the new strategic plan goals
- Opportunities for open comments
- Demographics questions

### **Summary of Key Findings**

#### **The general perception of CalPERS remains positive.**

- Overall, 82% of survey respondents gave favorable ratings across the eight Long-Term Trend questions, demonstrating that most respondents hold favorable opinions on CalPERS on issues such as quality customer service, sensitivity to member needs, and keeping stakeholders informed.

#### **Strong customer service scores drove favorable opinions in other areas.**

- Respondents who believe CalPERS' customer service is being managed well were more likely to feel positively about other aspects of CalPERS, including how well CalPERS is being managed, and the CalPERS sensitivity to the needs of its stakeholders.

**Highest favorability scores came from retirees and members nearing retirement. Lowest scores came from employer executives and senior leaders.**

- Respondents who have been (or were) in their current (or pre-retirement) position for 20+ years or those within one year of retirement had the most favorable responses to all core perception statements. They also both scored the highest for actively following CalPERS issues in the media.
- Across the core statements and the overall positive perception statement, Employer Executive Directors/Senior Executive Officers exhibited the least favorable perceptions of CalPERS, compared to subordinate managers and staff. These same Executive Directors/Senior Executive Officers scored the highest for actively following CalPERS issues in the media.
- For employers (both leaders and Employer Bulletin subscribers), the primary concern from Executive Directors/Senior Executive Officers is in their confidence that their contributions are safe. This was the only question that yielded more “No” than “Yes” responses.
- Middle level employer managers and non-managerial staff with whom CalPERS does regular business had more favorable perceptions.

**Members and employers had less confidence in the long-term security of the system in comparison to previous surveys.**

- The confidence levels in the security of their retirement money differed for members and employers. For members, the confidence went up from last year. For employers, the rating went down significantly.

**Budget and Fiscal Impacts**

By eliminating reliance on external consultants, the survey yields an annual savings of approximately \$300,000 in comparison to prior survey years where outside consultants were used.

**Benefits and Risks**

The Stakeholder Perception Survey identifies areas of satisfaction and concern from CalPERS stakeholders. Review and evaluation of the data allows CalPERS leadership to develop initiatives that positively impact our reputation among stakeholders, as well as generate confidence in the system and in our services and operations. The survey also provides baseline data for two Strategic Measures in the 2017-22 Strategic Plan, in the areas of risk and compliance.

**Attachments**

Attachment 1 – Stakeholder Perception Survey Overview

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