

TREASURER'S LAIF ONLINE MODERNIZES INVESTING FOR CALIFORNIA AGENCIES



ABOUT LAIF:

The Local Agency Investment Fund (LAIF) was created in 1977 to provide local governments with an opportunity to safely invest its idle and surplus cash. This voluntary program offers California cities, counties, and special districts the ability to participate in a major portfolio, which invests hundreds of millions of dollars a day, using the investment expertise of the State Treasurer's Office at no additional cost to taxpayers. The investment goals of LAIF are safety, liquidity and yield.

*LAIF has a balance of approximately \$22.5 billion and more than 2,450 accounts are participating in the fund. LAIF participants include 53 counties, 474 cities, 1,591 special districts and 345 bond accounts.

*Numbers as of June 30, 2016.

THE PROBLEM:

In just the past decade, the management of cash flow, bond proceeds, and investment assets has become much more complex. They often require immediate and frequent attention that cannot always wait for regular business hours. The modern day business needs of local governments have also rendered outmoded the mid-

20th century means in which the State Treasurer's Office has historically processed transactions. In an era when online banking is the norm for personal and commercial customers, the "phone, paper, and mail" way of banking had to give way to faster and more customer-friendly ways to electronically deposit, withdraw, and manage funds from the convenience of our customers' laptops and portable devices.

FOR 2015/16
THERE WERE
24,672
LAIF TRANSACTIONS

THIS AVERAGED:
100 TRANSACTIONS
PER DAY

OVER **2,000**
TRANSACTIONS PER MONTH

6,200
TRANSACTIONS
PER QUARTER

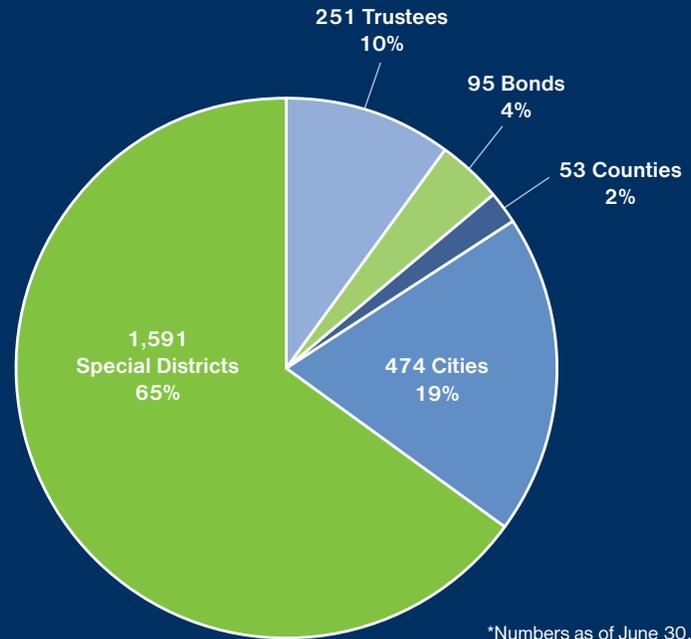


THE SOLUTION:

After both extensive testing and a pilot program, the Investment Division of the State Treasurer's Office launched a secure online account management system called LAIF Online. While still committed to great customer service during business hours by phone, LAIF Online will give local agency portfolio managers the ability to conduct a full range of transactions and management activity via the internet with extended hours of operation. LAIF Online will also include easy access to monthly and quarterly interest statements, audit confirmations, and LAIF program details for local agency investors.

ACCESS TO LAIF ONLINE WILL BE GIVEN TO ALL LAIF PARTICIPANTS IN STAGES OVER THE NEXT 11 MONTHS

COMPOSITION OF LAIF'S 2,464 PARTICIPATING AGENCIES*



*Numbers as of June 30, 2016.



“ USING YOUR COMPUTER IS OFTEN TIMES FASTER, MORE EFFICIENT AND MORE CONVENIENT THAN CALLING. NOT ONLY DOES LAIF ONLINE PROVIDE THIS CONVENIENCE, I ALSO LIKE THE ENHANCED INTERNAL CONTROLS, WHICH WILL BE A BENEFIT TO ANY CITY. ”

LAURA PARISI,
CITY TREASURER OF LAGUNA BEACH

“ I LOVE IT. LAIF ONLINE RUNS SMOOTHLY AND MAKES IT MUCH EASIER FOR ME TO DO TRANSACTIONS. MY DAY IS MORE EFFICIENT AND PRODUCTIVE BECAUSE OF THE TIME SAVED USING LAIF ONLINE. ”

MARTIN KRIEGER, FINANCE DIRECTOR OF DESERT WATER AGENCY

“ THOUSANDS OF LOCAL GOVERNMENT AGENCIES IN CALIFORNIA, FOR TOO LONG, RELIED ON 20TH CENTURY TECHNOLOGY TO ACCESS THEIR ACCOUNTS AT THE STATE TREASURER'S OFFICE. NOW, THANKS TO LAIF ONLINE, THEY CAN MOVE MONEY QUICKLY, SECURELY AND EFFICIENTLY WITH ELECTRONIC BANKING - WHILE CONTINUING TO RECEIVE GREAT CUSTOMER SERVICE FROM OUR COMMITTED STAFF. ”

STATE TREASURER JOHN CHIANG

FOR MORE INFORMATION ON LAIF ONLINE, GO TO TREASURER.CA.GOV.