



# 2019 Year End Highlights

From Executive Director Katie Selenski

As we begin 2020 focused on major program growth, we're proud to offer these highlights of CalSavers' historic first year of active participation. In 2019, we saw our first pilot saver contributions on January 2<sup>nd</sup>; welcomed our new board chair State Treasurer Fiona Ma on January 7<sup>th</sup>; fully launched the program statewide on July 1<sup>st</sup>; supported our early savers in amassing \$1.4 million; and made many program enhancements along the way.

We couldn't have done this without the leadership of our board, the support and hard work of our business partners and non-profit community allies, feedback from stakeholders, and insights from advisors across the country.

We're very proud of this strong start and we enter 2020 with boundless energy to fulfill our mission to ensure all Californians have a path to financial security in retirement by providing a simple, portable, low-cost way for workers to invest in their futures.



*Treasurer Ma and former Senate President Pro Tem Kevin de Leon (author of SB 1234) join staff and supporters to launch CalSavers on July 1, 2019.*

## Early Participation

Just six months after our statewide launch on July 1<sup>st</sup>—and well before the first deadline for employers on June 30<sup>th</sup>—thousands of hard working Californians are already saving for their futures. As of **December 31, 2019:**

**3,762** Funded Accounts, with another 4,033 opened recently

**\$1.42 Million** Total Assets

**5.0%** Average Contribution Rate

**\$118** Average Monthly Contribution (all full- and part-time savers)

See the full Participation and Funding Snapshot as of December 31, 2019 on our [reports page](#).

## The Faces of CalSavers: Employers and Employees

CalSavers employers span the state from Eureka to San Diego and represent the diversity of the great State of California. They include small and large businesses, non-profit organizations, household name companies and start-ups, and they employ full-time, part-time, seasonal, long-term, and mobile employees of all ages. More than **600** employers had registered as of the end of the year.



**Red Bay Coffee**  
Oakland



**Penny Ice Creamery**  
Santa Cruz



**Triple E Trucking**  
Bakersfield



**A.A.R.C. Center Foundation**  
San Diego



**Janico Building Services**  
North Highlands



**3 Core**  
Chico



**The Booksmith**  
San Francisco



**Ruby's Valley Care Home**  
Fresno



**Reinvent Stockton Foundation**  
Stockton



## Board Leadership Changes

As we said goodbye to former Treasurer John Chiang, whose last day in office was January 7, 2019, we welcomed new State Treasurer Fiona Ma as Board Chair. Treasurer Ma and her Chief Deputy Treasurer Genevieve Jopanda immediately embraced the pilot project and brought full enthusiastic support for the statewide launch on July 1.

We also welcomed new Board Member Stephen Prough of Los Angeles, an appointee of the Governor, after departures of Robert Purcell and Dora Westerlund. Director of Finance Keely Martin Bosler designated Chief Deputy of Policy Gayle Miller to represent her on the Board, and Controller Betty Yee designated Deputy Controller Jacqueline Wong Hernandez as primary representative, with ongoing support from Chief Deputy Controller Karen Greene Ross. Full Board Member biographies are available [here](#).



From Left: Board Members Edward De La Rosa, William Sokol, Heather Hooper, Gayle Miller, Treasurer Fiona Ma (Chair), Karen Greene Ross, Yvonne Walker, Stephen Prough. Katie Selenski is pictured at right.

## Program Infrastructure & Design

### Integrated Team

At right, senior staff met with members of program administrator Ascensus' team during a due diligence visit in Newton, MA in September. The Ascensus team includes engineers, product managers, marketing experts, customer service and field representatives, compliance



officers, and executive leadership. CalSavers staff and Ascensus staff work closely every day on system improvements, developing marketing and legally required materials, troubleshooting, addressing customer service needs, social media, field outreach, and long-term strategic planning.

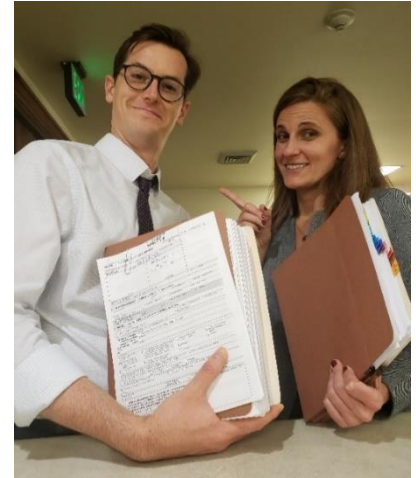


### CalSavers Staff

Pictured on Launch Day, July 1. From left: Alyssa Delacruz, Angela Duvane, Brian Gould, Eric Lawyer, Katie Selenski, Ruth Holton-Hodson, Carolina Hernandez, and Jonathan Herrera.

### Final Regulations Approved

Policy Director Eric Lawyer and Executive Director Katie Selenski submit the final package of regulations to the Office of Administrative Law (OAL) on September 23, the culmination of more than two years of deliberation with the board, stakeholders, expert advisors, and members of the public. The [regulations](#) were approved as of October 31. Emergency regulations had been approved by OAL in November 2018.



### Open to Self-employed, “Gig” Workers, and other Individuals

Following the board’s decision in 2018 to allow individuals to opt-in to CalSavers on their own, thereby opening the program to workers outside a traditional employment context, we officially opened the self-enrollment portal on October 10. Any individual with earned income may [sign up](#) at any time.

### Addition of the CalSavers Sustainable Balanced Fund Option

Consistent with its [investment policy statement](#) established in 2018, the board hired Newton Investment Management to provide an investment option considering environmental, social, and governance (ESG) factors and launched the [option](#) in concert with the full program launch on July 1.

	Money Market Fund
	Target Retirement Date Funds
	Core Bond Fund
	Global Equity Fund
	Sustainable Balanced Fund (ESG)



### Bi-lingual Mobile App

In consideration of the reality that many workers do not have a computer at home or at work, but nearly all have a phone in their pocket, we launched a [mobile application](#) with bi-lingual English/Spanish capability on July 1. Savers can monitor and manage their accounts any time, any place.



## Stakeholders & Field Outreach

Our tri-lingual team of CalSavers staff and Ascensus colleagues presented or tabled at more than **130** community events throughout the state in 2019, ranging from chambers of commerce to farm bureaus to restaurant associations and asset-building organizations.



Our allies at [Small Business Majority](#), [United Ways of California](#) and their regional affiliates, [AARP California](#), [UnidosUS](#), [Young Invincibles](#), and the [California Asset Building Coalition](#) hosted dozens more events and implemented marketing strategies to help spread the word in communities throughout the state. We couldn't be more grateful for their dedication to the vision of retirement security for all.



## National Leadership & Media Highlights

### Raising Awareness with Earned Media

CalSavers was featured in more than **500** national, state, and local news articles, features, radio and television segments, and podcasts in 2019. Multimedia highlights include this [CNBC story](#) featuring Treasurer Ma and Red Bay Coffee; this *Pensions & Investments* [interview](#) with Katie Selenski; and this *401(k) Fridays* [podcast](#) episode. All media mentions are included in the Executive Director's report for each board meeting, available with agenda materials [here](#).



### Presenting the CalSavers Case Study & Supporting New State Programs

The world continues to watch CalSavers as we embark on our three-year rollout and endeavor to make history for California workers. National and international organizations invited us to present our progress at dozens of forum events for audiences including state and national policymakers; associations of financial services, payroll, and human resources industries; academic and think tank researchers; advocates of workers and small businesses; and journalists. Congressional offices also sought status updates and insights as they considered various proposals for federal level reforms.



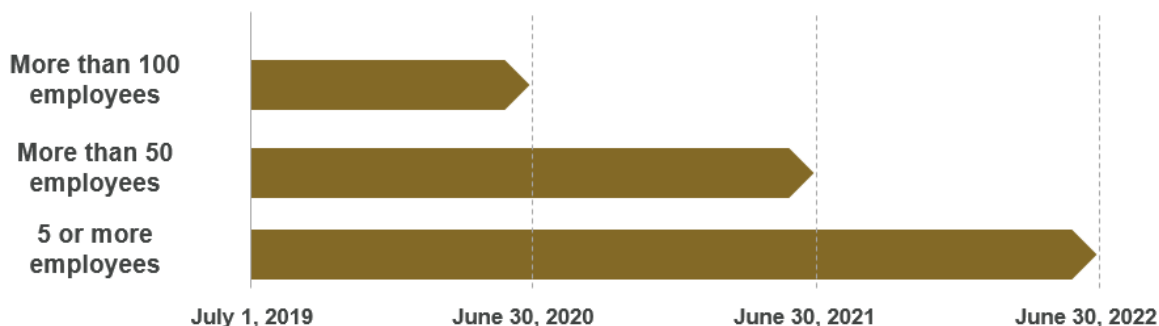
In 2019, we regularly joined our peers from [Oregon](#) and [Illinois](#) at these events and in other efforts to support “[pipeline](#)” states in earlier stages of implementation or policy development. Together these first three state programs will open a path to retirement security to millions of workers and set an example for the rest of the country.





## Looking Ahead to 2020: Growth

Our launch and growth in 2019 was just the beginning. With the first deadline for employer compliance six months away on June 30, 2020, we will implement a targeted effort to reach the state's largest employers. Groundwork in 2020 will lead to more growth with subsequent deadlines in 2021 and 2022.



According to the best available data, more than 8,000 employers employing more than four million workers will be subject to the June 30, 2020 deadline to either report that they are exempt because they've started a private retirement plan or register for CalSavers. Reaching these employers will require new investments in advertising and direct marketing, in addition to building on the very strong base of media engagement and field activity we have spent the last several years establishing.

### Commitment to our Vision

As we work hard towards growth in 2020 and beyond, the CalSavers Team remains emphatically committed to the interest of our savers and the Board's vision that "All Californians live and work with the confidence of knowing they will have financial security and dignity in retirement."



Eri Oura is Bicycle Safety Coordinator at *Cycles of Change*, a CalSavers pilot employer in Oakland. "We weren't able to offer a retirement program for the workers," Oura said. "Most of us didn't really have one ourselves. When we heard about this, we jumped on that program. ...now that I have something being deducted regularly, I feel like I'm making progress."

Learn more at [www.calsavers.com](http://www.calsavers.com). For Board materials and background on the program, please visit our Treasury based site at [www.treasurer.ca.gov/scib](http://www.treasurer.ca.gov/scib).