

CalSavers Retirement Savings Board

Year End Report

2024



MARCH 6, 2025

In 2024, CalSavers marked a year of growth, innovation, and renewed focus. This progress stems from the commitment of the CalSavers Board, leadership, and staff, bolstered by the State Treasurer's Office and our valued industry partners, stakeholders, employers and of course the program participants themselves: the Savers.

This year saw CalSavers achieve three huge milestones of program growth:

- **\$1 billion in assets under management (AUM)**
- **Reached 500,000 Savers participating in the program**
- **50,000 businesses running CalSavers for their employees**

Hitting these marks are proof of concept for auto-IRA programs like CalSavers, a signal to the nation that these types of plans *can* work. We're immensely proud of that, and we're only just getting started.

Employer participation remains the backbone of retirement savings, enabling regular contributions to their employees' retirement savings accounts. To support this, we've deployed a range of outreach efforts—digital campaigns, direct mail, and more—to ensure employers understand their vital role and legal duties. While many have registered, some lag in fully facilitating the program. Closing this gap is my top priority, as non-compliance not only incurs penalties for employers but also denies workers retirement savings opportunities. To tackle this, we've sharpened our compliance messaging, redefined standards, confirmed ongoing penalties for non-compliance, and introduced automated options for employers using payroll providers. Moving forward, we're intensifying efforts to boost compliance and shrink California's retirement savings gap.

Our 2024 results reflect the trust Californians place in us:

- Assets under management climbed from \$750 million to \$1.11 billion (48% growth), fueled by a robust stock market, steady contributions, and saver retention.
- Monthly saver contributions jumped from \$30 million to over \$35.7 million (19% increase).

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- 145,839 employers registered, with 109,434 properly exempted, and 55,459 having facilitated at least one payroll contribution.
- Funded accounts rose to 539,110 (12.5% growth).

Among state-facilitated retirement plans (SFRPs), CalSavers leads as the largest state-IRA program, part of a network spanning 12 states: Colorado, Connecticut, Delaware, Illinois, Maryland, Maine, New Jersey, Oregon, Virginia, Vermont, and California. Representing 60% of the SFRP landscape—whether measured by participation, employer engagement, or assets—CalSavers sets a benchmark. Other states frequently turn to us for strategies, and we continue to lead in performance and innovation.

Looking to 2025, we're launching our biggest Wave of employer outreach yet, bring the half a million "micro-employers" – businesses with between one and four employees (other than the owner or the owner's spouse) in the state under the mandate to either offer a private sector retirement plan, or else facilitate the CalSavers program for eligible employees who do not opt out. This is the largest enrollment Wave, nearly double all previous waves combined. This group is critical, as their employees are the most likely to access workplace retirement savings options, making this push potentially transformative. We're also advocating federally for our Savers to access matching funds via SECURE 2.0 legislation, while keeping our tools simple, affordable, and efficient.

Together, we're building a future where every California worker can save for a secure retirement.



David Teykaerts
Executive Director, CalSavers

BOARD MEMBERS*



Board Chair

California State Treasurer

Fiona Ma



California State Controller

Malia M. Cohen



California State Director of Finance

Joe Stephenshaw



Governor Appointee

Michelle Gastelum



Governor Appointee

Heather Hooper



Assembly Appointee

Nam Le



Senate Appointee

Dave Low



Governor Appointee

Stephen Prough



Governor Appointee

William Sokol

BOARD LEADERSHIP

The CalSavers Retirement Savings Board (“Board”), chaired by State Treasurer Fiona Ma, tackled critical challenges in 2024, implemented changes to the program’s enforcement policies, approved regulatory efforts to improve transparency, oversaw the creation of our outreach and marketing plan for our final employee count based enrollment deadline, and endorsed a new [strategic plan](#) for 2024-2029.

The Board heard 31 agenda items across four meetings, covering issues ranging from employer mandate compliance rates, enforcement strategies, regulatory changes, and outreach efforts to the final wave of eligible employers.

BOARD MEMBER TRANSITIONS

In November 2024, California State Controller Cohen appointed a new delegate, Chief Deputy Director Deborah Gallegos, to serve on the Board in the event of her absence.

Full Board member biographies are available on the [Board’s website](#).

**Designees not pictured: Treasurer Ma’s delegates Deputy Treasurer Stephanie Tom and Chief Deputy Treasurer Patrick Henning; Controller Cohen’s delegates Deborah Gallegos and Dave Oppenheim; and Director of the Department of Finance Joe Stephenshaw’s delegate Chief Deputy Director Michele Perrault.*

PARTNERS

The Board oversees several contracted partners and collaborates with essential state agencies to administer CalSavers. This public-private-partnership leverages industry expertise while ensuring transparent and accountable public oversight for the benefit of savers. All private sector partners are selected via open, competitive solicitation processes consistent with California state procurement law. More information may be found on the [Board's governance website](#).

STATE AGENCIES

The Employment Development Department (EDD) remains a vital partner as the source for employer data as well as assisting on outreach through EDD's employer communications channels. The Franchise Tax Board partners with CalSavers on penalty imposition and appeals for noncompliant employers.



PROGRAM ADMINISTRATOR AND INVESTMENT MANAGERS

The Board's contractors play vital roles in operating the program and supporting the Board's fiduciary duties. Key among them is program administrator Ascensus, whose team includes customer service and field representatives, engineers, product managers, marketing and behavioral science experts, legal and compliance officers, and cybersecurity experts. CalSavers and Ascensus staff work closely on a daily basis to continually refine the program platform and processes.

State Street Global Advisors manages four of CalSavers' five investment options, including the default investment funds, a suite of target retirement date funds. State Street also manages the money market fund, core bond fund, and the global equity fund.

Calvert Research and Management continues to provide an investment option focused on environmental, social, and governance (ESG) factors.



CONSULTANTS

Meketa Investment Group serves as the Board's investment consultant, AKF Consulting is the program consultant, and K&L Gates provides legal advisory services to the Board.

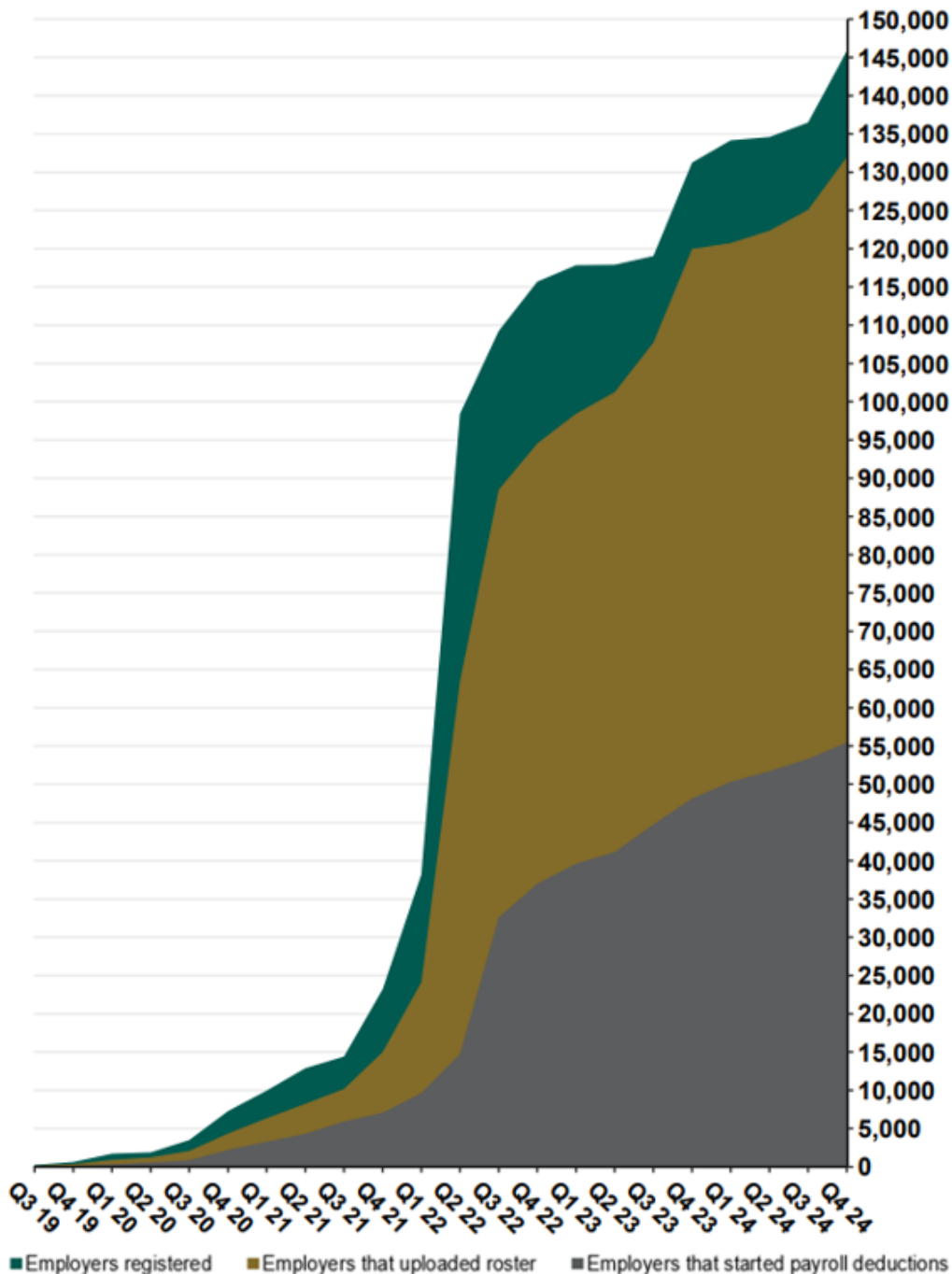


EMPLOYER ONBOARDING AND PROGRAM FACILITATION

In 2024, the program continued to experience consistent growth in employer registrations, ending the year with nearly 146,000 registered employers. Employers that uploaded their employee information also experienced consistent growth as 131,967 (10% growth compared to 2023) have completed that task.

The portion of employers completing the onboarding process by initiating payroll deductions showed steady growth, ending the year at 38%, marking a slight improvement over the preceding year's rate of 37%. Increasing this percentage is still among the very top priorities for CalSavers.

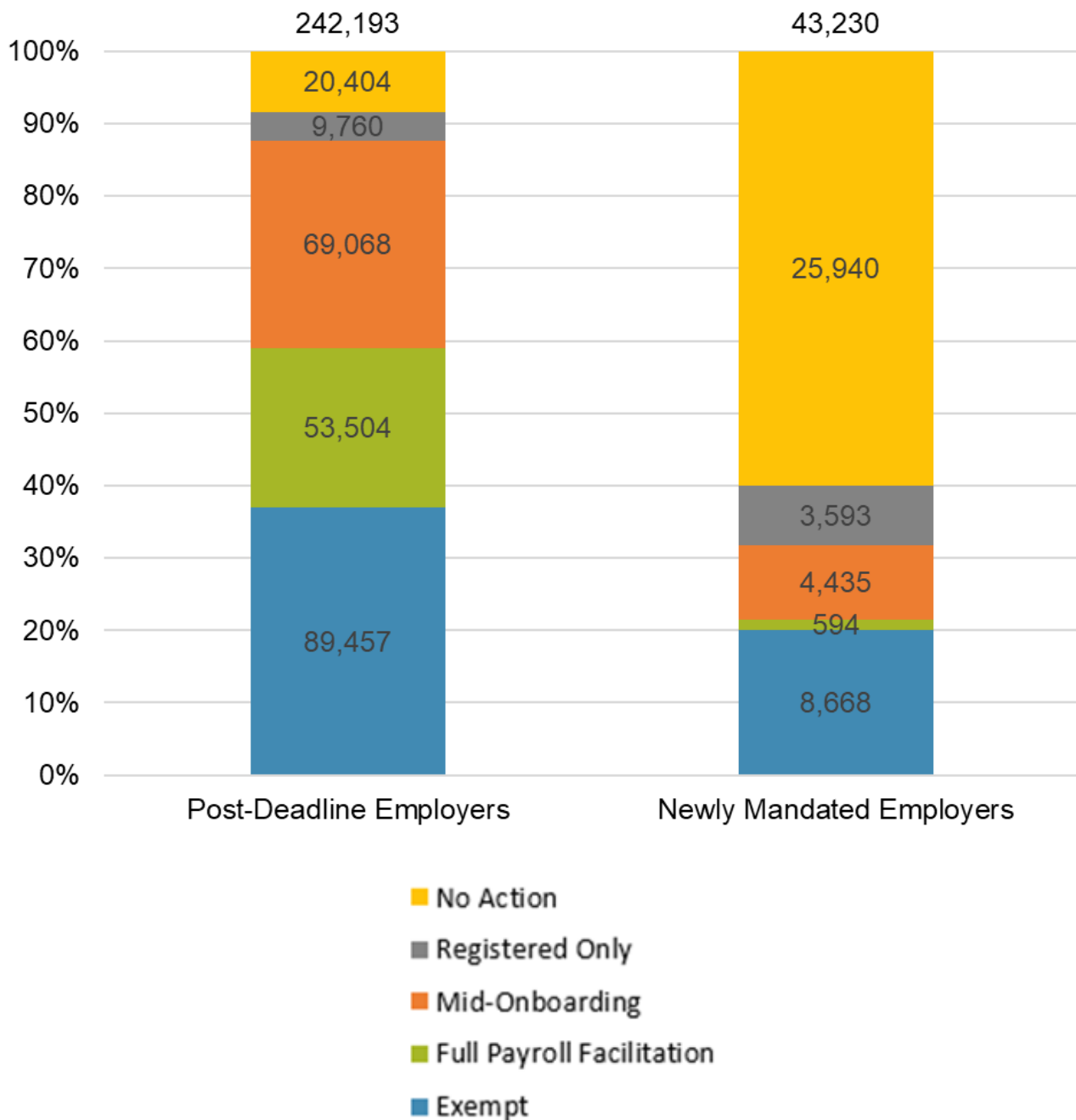
Status of Registered Employers



ENFORCEMENT EFFORTS CONTINUE TO DRIVE COMPLIANCE

Enforcement efforts began for employers that missed their facilitation deadline on December 31, 2023 (Newly mandated employers in the chart below), and continued for employers that missed previous deadlines (Post-deadline employers in the chart below). Noncompliant employers began receiving notices of upcoming financial penalties for not taking action in July, triggering a steady surge in responses and registrations in the following months (43% of employers came into compliance after receiving pre-penalty notices). Penalty notices were sent to employers in October, which further drove employer action through the rest of the year (An additional 10% came into compliance thus avoiding paying penalties).

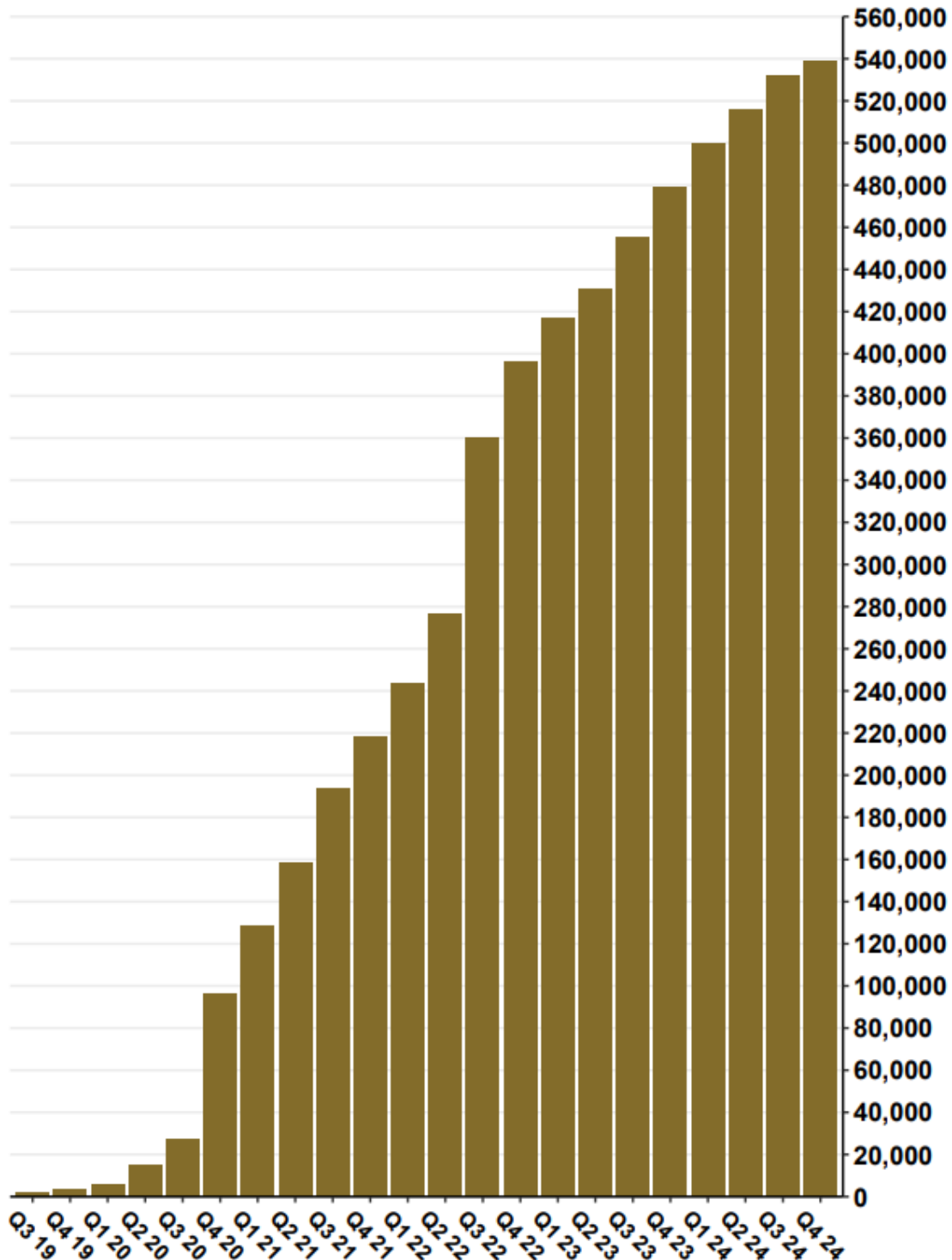
Status of All Employers by Deadline



CONTINUED PROGRAM GROWTH

In 2024, the program saw continued growth in funded account holders, ending with a 12% increase over 2023. This positive trend was influenced by outreach and onboarding initiatives aimed at newly identified Wave 2024 employers, and targeted enforcement efforts directed at employers who missed their facilitation deadlines in previous years. It should be noted that we did not have a unique new Wave of first-time employers this year.

Funded Accounts



DYNAMIC OUTREACH & EDUCATION

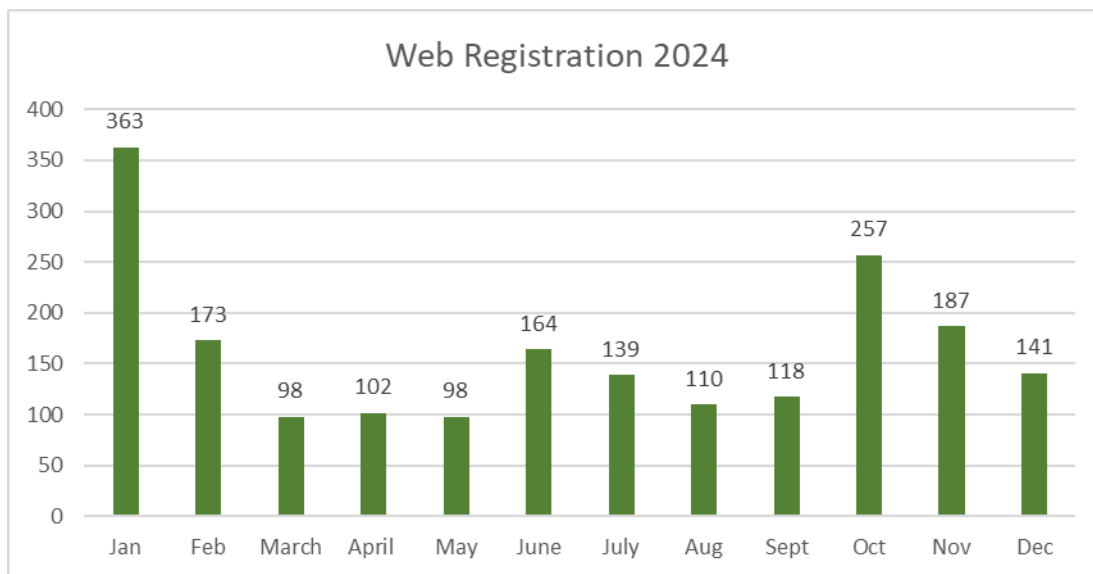
The CalSavers Outreach team's webinar series provided essential information to employers across California throughout 2024. Among the 157 webinars conducted, we hosted 38 in Spanish, 19 in Mandarin, and 19 in Cantonese, with a combined registration volume of 1,950 throughout the year.

157 webinars conducted

1,950 webinar registrations

Employers, employees, and other interested parties are welcome to attend a webinar by registering through the program's [webinar page](#).

In addition, CalSavers continues to engage with various stakeholder organizations, staffing 53 outreach events ranging from chambers of commerce to farm bureaus to restaurant associations, asset-building organizations, and visits with participating employers and savers.



In addition, CalSavers continues to engage with various stakeholder organizations, staffing 47 outreach events spanning various sectors such as small business support, labor unions, women's business centers, and regional chambers, ensuring the program's message reached a broad and diverse audience.



EXCELLENCE IN CUSTOMER SERVICE

The CalSavers administrator Ascensus provides customer service by phone, email, and in person, with field representatives based throughout the state; while board staff fields thousands of inquiries and requests from employers and savers. Both teams strive to create a best-in-class experience for employers and savers.

Call Center

Average Speed to Answer

**2 minutes
14 seconds**

Satisfaction survey showed

89%

of callers satisfied with the service provided*

Client Services calls conducted in over

40 languages

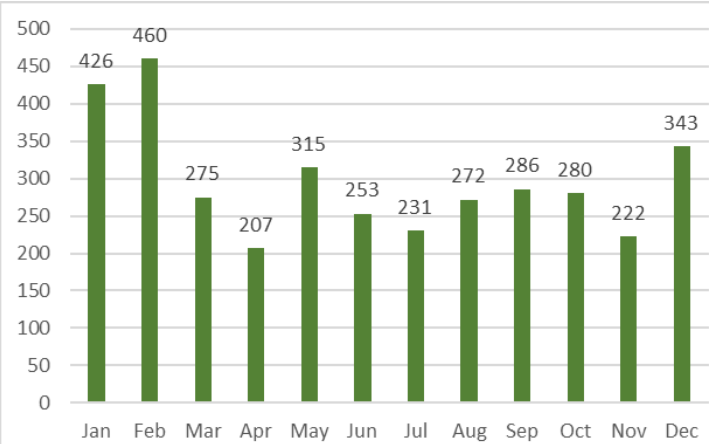
Client services center fielded

23,248 emails

Saver Calls	190,898
English	144,079
Spanish	46,819
Employer Calls	92,815
English	86,280
Spanish	6,535
Employer Enforcement	28,722
TOTAL CALLS	312,435

* Of all those surveyed: 87 percent of English-speaking savers, 90 percent of Spanish-speaking savers, 84 percent of English-speaking employers, and 85 percent of Spanish-speaking employers reported being satisfied with the service received.

Eligibility and Compliance Inquiries



In 2024, Board staff responded to 3,570 individual employer inquiries about eligibility and compliance. The early months after the 2023 deadlines showed the highest volume.

Feedback

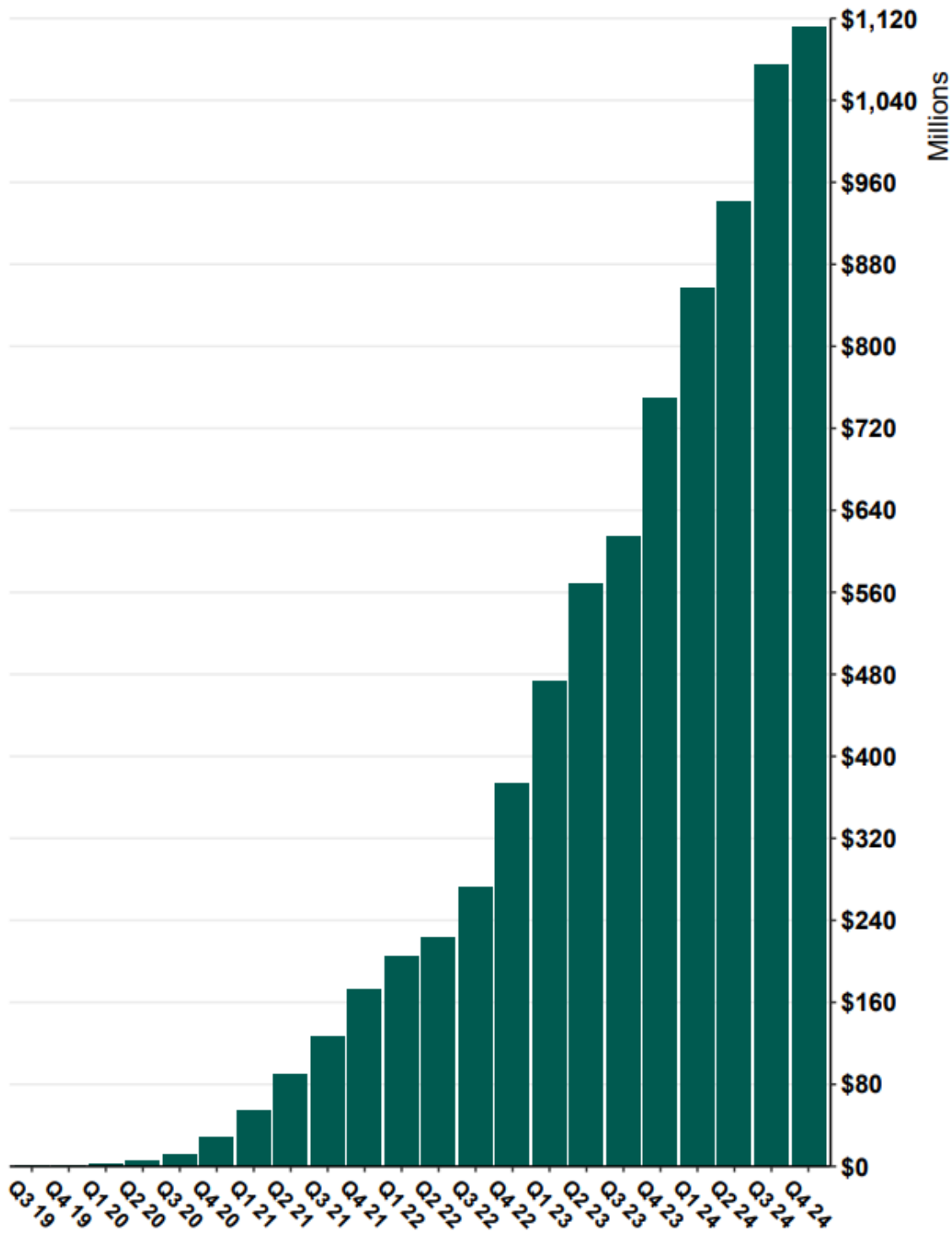
“It feels really great to be able to offer [CalSavers], and I'm proud to do it. I'm happy that our state is making this a priority because saving early is important, and it's not very easy to do. CalSavers has made that a lot easier.”

“I think the ease of setup and depositing funds is great. After setting up CalSavers, management takes almost no time. Literally 3 minutes a week to deposit funds. I have only one employee who has opted to stay enrolled. This person has saved for retirement without lifting a finger. I think that is great for the average working person who has no savings plan available through their employer.”

SAVER ASSETS CONTINUED TO GROW IN 2024

The growth in saver assets continued its remarkable trajectory, surpassing one billion dollars in saver assets during the year. Driven by a continued influx of new savers, consistent repeat contributions, retention of contributions, and a sustained bull market building on 2023 performance, total assets (inclusive of saver contributions, investment returns, withdrawals, and fees) experienced significant growth. By the conclusion of 2024, the total assets reached just over \$1.1 billion, an increase of 48%.

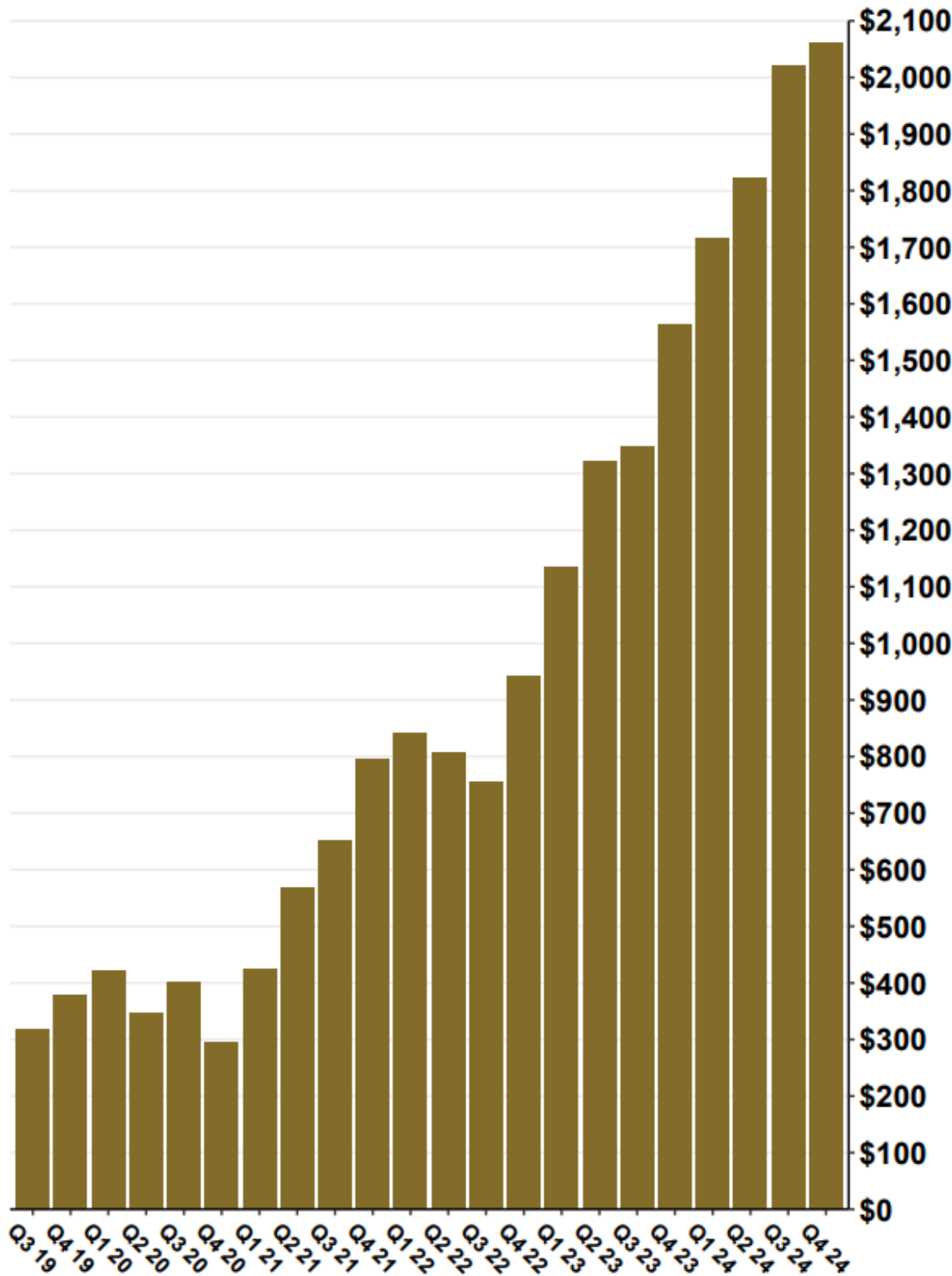
Total Saver Assets



INDIVIDUAL IMPACT

The average funded account balance for savers showed steady growth throughout the year. As of December 31, 2024, the average funded account balance reached \$2,061, a significant increase from the previous year-end amount of \$1,565 (31.7% growth).

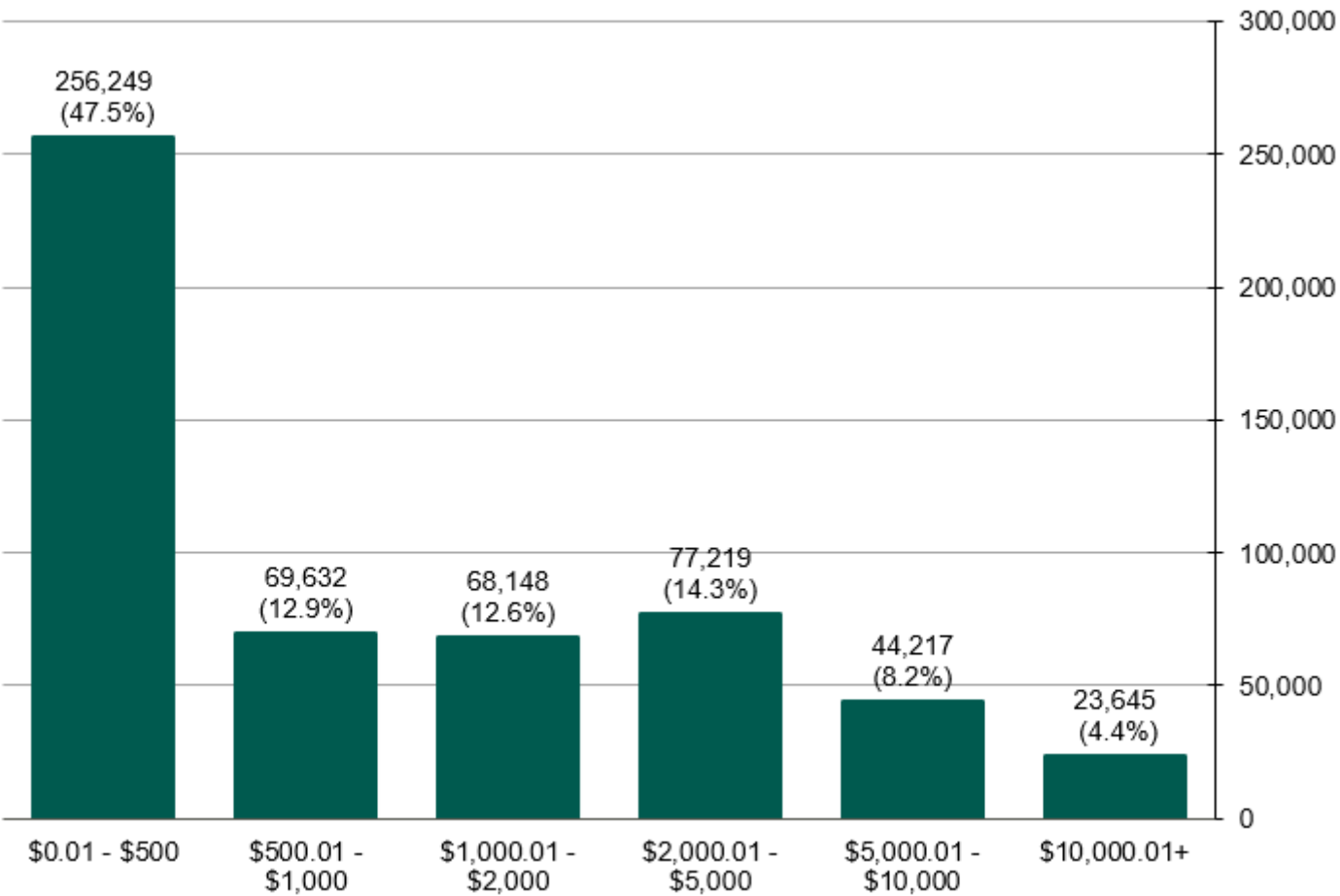
Average Funded Account Balance



SUSTAINING GROWTH: CALSAVERS' COMMITMENT TO LOW-BALANCE CHALLENGES IN 2024

In 2024, the impact of new savers continued, contributing to the 47.5% of funded accounts with balances of \$500 or less by year-end. Accounts with longer tenure still displayed higher balances, and over 47,000 savers had account balances exceeding \$5,000. Despite challenges historically posed by low-balance accounts in the retirement industry, particularly affecting lower-income workers, CalSavers and its partners remain dedicated to meeting the evolving needs of underserved Californians.

Distribution of Accounts by Balance



MOST SAVERS WORK IN SERVICE INDUSTRIES

CalSavers was created to ensure all Californians have a way to save for retirement by requiring employers to participate in the program if they don't offer a retirement plan. Naturally, CalSavers employers tend to come from industries that do not typically sponsor retirement plans: hotels, restaurants, retail, and other service industries. For many of these employers, CalSavers represents an easy, cost-free way to help their employees save for retirement — and a valuable tool to help with recruitment and retention of employees.

Savers and Assets by Industry

Industry Description	Share of Saver Assets
Accommodation and Food Services	21%
Health Care and Social Assistance	15%
Construction	10%
Administrative and Support and Waste Management and Remediation Services	10%
Retail Trade	7%
Manufacturing	7%
Other Services (except Public Administration)	6%
Professional, Scientific, and Technical Services	5%
Transportation and Warehousing	4%
Agriculture, Forestry, Fishing and Hunting	4%
Arts, Entertainment, and Recreation	3%
Wholesale Trade	3%
All Others <3% Share of Saver Assets each or Not Available	6%
Total	100%

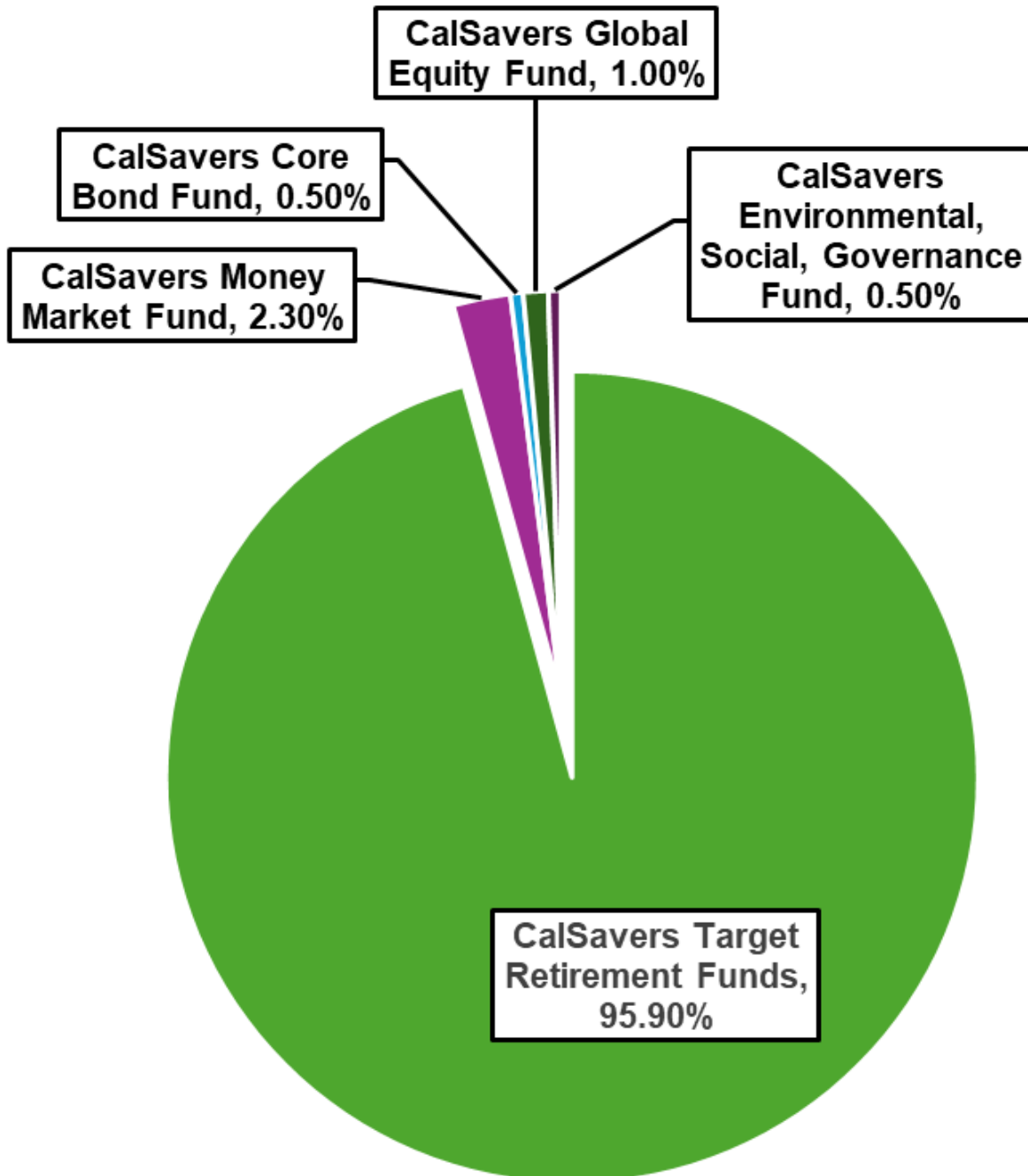
Industry Description	Share of Savers
Accommodation and Food Services	27%
Administrative and Support and Waste Management and Remediation Services	16%
Health Care and Social Assistance	13%
Agriculture, Forestry, Fishing and Hunting	7%
Retail Trade	6%
Construction	5%
Arts, Entertainment, and Recreation	4%
Other Services (except Public Administration)	4%
Manufacturing	3%
Professional, Scientific, and Technical Services	3%
Transportation and Warehousing	3%
Educational Services	3%
All Others <3% Share of Saver each or Not Available	5%
Total	100%

DEFAULT AGE-BASED INVESTMENT STRATEGY CONTINUES TO DOMINATE

The power of the “nudge” was on display once again in 2024, with the default investment option claiming 95.9% of assets. The age-based target retirement date funds continue to work well for automatically enrolled participants who may prefer to “set it and forget it” and let their asset allocations automatically adjust over time to match the general risk profile associated with age groups.

Information on the quarterly performance of our five investment options may be found on our [reports page](#).

Saver Assets by Fund



PRESS COVERAGE & SOCIAL MEDIA

CalSavers was featured in digital, television, and print media 37 times in 2024, including coverage by industry publications, local media, mainstream media sources, and industry associations for specific employer groups.

CalSavers continued its presence on all major social media platforms, using them to push out information about the program and respond to saver and employer inquiries, and interact with stakeholder groups. Communication of major milestones and program events is a crucial part of being a responsible government program, and staff will continue to maintain and expand those channels of communication.



PRACTICE MANAGEMENT

CalSavers Assets Hit \$1 Billion

CalSavers, the state-run retirement program that provides coverage to private-sector employees in the Golden State whose employers have no retirement plan, has hit a landmark milestone: its assets have reached \$1 billion.

State Automated Retirement Programs Don't Crowd Out Private Plans

New data shows state savings programs work well with private sector plans

ARTICLE | November 14, 2024 | Updated: November 18, 2024 | By: [Theron Guzoto](#), [Mark Hines](#) & Alison Shelton | Read time: 5 min

Projects: [Retirement Savings](#)

LEGISLATION & REGULATIONS

CHANGE TO EMPLOYER REGISTRATION REQUIREMENTS

CalSavers staff successfully conducted and completed the rulemaking process to undo previous efforts to collect less employer data during the employer registration process. Previously, staff sought to streamline more of the employer registration process by collecting less personally identifying information during registration; unfortunately, this had the unintended consequence of making employer data less secure. As a result, Board staff successfully reverted a portion of the Board's regulations to its former language ensuring employer data remains secure.

DEFINING NONCOMPLIANCE

Similar to changes to employer registration requirements, Board staff successfully conducted and completed the rulemaking process to clarify how financial penalties are assessed and collected from employers that are out of compliance with State law.

IMPROVING TRANSPARENCY & CONSISTENCY

In late 2024 Board staff drafted, presented to the Board, and obtained approval to conduct rulemaking activities to improve the transparency of the Board's regulations and to make them consistent with each other and State law. Board staff will begin the rulemaking process in late spring/early summer with completion of the rulemaking process anticipated in calendar year 2025.





calsavers.com

Board: treasurer.ca.gov/calsavers

Data & Reports: treasurer.ca.gov/calsavers/reports/2024

