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POLI 109

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CA Bankers Association / Personal Insurance Federation – Role Profile

Character Information (Not a Real Person):

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- Occupation: Vice President of Government Relations for the CA Bankers Association and Political Director of the Personal Insurance Federation of California
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Part 1: Individual/Organizations Profile

Name of organization:

CA Bankers Association (CBA)

Lobbying expenses over the past three years:

- Total Org Contributions to CA Legislators
    - 2025: **~$16,000**
    - 2024: **~$19,000**
    - 2023: **~$28,200**

General positions on economic, social, and environmental issues (as applicable):

Economic/Education:

- Protecting the private banking ecosystem
- Enhancing financial literacy
- Against government intervention in the financial sector
- Advocates for policies that lower the cost of business and expands private capital access.
- Defending the industry against onerous mandates, compliance hurdles, and expanded legal liabilities
- Promotes private economic growth
- Heavily supports and sponsors to integrate age-appropriate financial education into stand school curricula.
- Making financial literacy and higher education aid tools more accessible to students
- Furthering online education, banking schools, and certifications targeted at developing female bank leadership

Social:

- Promoting workforce readiness
- Free-market principles and economic development
- Affordable housing and economic development

Environmental:

- Heavily opposes aggressive state-level mandates
- Guardrails against using banks as proxies
- Wants to integrate climate risk into existing safety frameworks
- Heavily supports local disaster and wildlife recovery

Identify constituents:

- Commercial banks
- Savings institutions
- National Banks
- Associate Members
    - Vendors
    - Consultants
    - Legal experts supporting the banking sector
- State/federal government relations committees

Which regions of the state have the highest concentrations of your constituents?

- Southern California
    - Greater Los Angeles
    - San Diego

- The San Francisco Bay Area
    - Headquarters for many of the banks
    - Host wealth management firms
- Central Valley
    - Community banking constituents
- Northern California
    - Community banking constituents

Part 2: Constituent Profile

Economics

- Commercial baking contributes 118 billions in economic output
- Generated 101,583 commercial bank jobs in 2024
- Provided $1.21 Trillion in total loans and leases - 30% of the states GDP

Prominent industries

- Technology and Innovation
- Real estate and construction
- Agriculture
- International Trade and Logistics
- Healthcare and Life sciences
- Manufacturing and Clean Energy

Unemployment rate, income levels, poverty rate, etc.

- Average annual wages in the California Commercial Banking sector is $141,000 in 2023
- It depends on the region but the CBA supports the development of the community and people of California

Demographics

- California's banking sector is nearly evenly split between males and females in most occupations, including management positions
- CBA represents more than 80% of all FDIC-insured financial institutions operating in California
- Constituent member banks manage over $2.7 Trillion in assets

- Employs nearly 237,000 individuals across California
- Has 5,130 branches
- Serves over 21.4 Million consumers

Population, and population breakdowns by race, ethnicity, age, income, etc.

- Covers roughly *~39,555,703* people
- Persons under 5 years - 5.2%
- Persons under 18 years - 20.8%
- Persons 65 year and over - 17.5%
- Female persons - 50.7%
- White Alone - 64.6%
- Black alone - 6.4%
- American Indian and Alaska Native Alone - 4.3%
- Asian alone - 17.5%
- Native Hawaiian and other Pacific Islander alone - 0.6%
- Two or more races - 6.6%
- Hispanic or Latino - 41.2%
- Whites alone not Hispanic or Latino - 32.5%
- Veterans 2020-2024 - 1,305,453
- Foreign-born personas 2020-2024 - 27.0%
- Median Household income 2024 - $99,122
- Persons in poverty - 11.8%
- Total number of households - 13.79 million
- Average household size - 2.84 persons

Urban/rural breakdown

- Community banks maintain a presence in 91% of California's rural counties
- Community banks account for roughly 22% of all physical bank branches throughout California

Politics

- The California Bankers Association is a bipartisan organization and supports candidates from the Democratic and Republican parties who support bro-banking and pro-growth economic policies
- Advocates for policies that foster economic growth and maintain a fair playing field for financial institutions
- Opposes heavy compliance costs or places undue burdens on banks and their customers

3 specific issues that are important to your constituents

- Modernizing Elder Financial Abuse Protections
- Defending Mortgage Credit and Housing Accessibility
- Opposing Overly Burdensome state-run financial infrastructure

Part Three Individual/Organizations Profile:

Name of organization:

Personal Insurance Federation of California (PIFC)

Lobbying expenses over the past three years:

- The PIFC's annual expenses were recorded at 2.48 million in 2024 for advocacy functions and more.

General positions on economic, social, and environmental issues (as applicable):

Economic/Education:

- Advocates for faster and more flexible rate filing procedure with the California Department of Insurance.
- Opposes policies that limit freelance business operational models
- Reduction of Redundant Regulations–pushing back on regulatory overlaps that create unnecessary administrative cost and causes friction between pre-existing insurance privacy laws.
- Partner with state programs to provide lower-cost options so people stay financially compliant

Environmental:

- Wildfire risk and catastrophe modeling; the PIFC advocated for the implementation of forward-looking catastrophe models. Also the inclusion of predictive tech so insurers can price risk accurately.
- Works closely with policymakers to ensure the financial viability of the California FAIR plan without overburdening the private market.
- Advocating for the deployment of smart risk assessment tools but pushes back on restrictions that ban environmental tracking innovations used successfully in other states.

Identify constituents:

- Member companies
    - Farmers Insurance Group
    - State farm Insurance Companies
    - Progressive Insurance Company
    - Allstate Insurance
    - Liberty Mutual Group
    - Mercury Insurance
- Associate Members and Political Affiliates
    - National Association of Mutual Insurance Companies
    - Personal Insurance Federation Political Action Committee

Which regions of the state have the highest concentrations of your constituents?

- Southern California
    - Los Angeles
    - San Diego
- San Francisco
    - Bay area
- Wildfire-prone and WUI (Wildland-Urban Interface) regions
    - Sierra Nevada Foothills
    - Northern California counties
    - Southern California

Part Four: Constituent Profile

Economics:

- The constituents which encompasses the member companies, agents, employees, and regulatory environment is shaped by Proposition 103

Prominent industries:

- Personal Lines Property and Casualty Insurance
    - Automobile insurance
    - Homeowners insurance
    - Earthquake Insurance
    - Flood insurance
- Gieco
- State farm insurance companies
- Farmer insurance Group
- Progressive Insurance Company

- Allstate insurance
- Liberty Mutual Group
- Mercury Insurance

Unemployment rate, income levels, poverty rate, etc.

- Unemployment rate: 5.3%-5.5%
- Income levels $95,000, median
- Poverty rate: 17.4%

  The PIFC heavily monitors the state economic levels.

Population, and population breakdowns by race, ethnicity, age, income, etc.

- Our representation for the population is the California consensus.

Politics

- The PIFC has historically contributed to both major political parties in California.
- As of the moment the organization has been deeply engaged in political and regulatory debates surrounding homeowners insurance crisis, policy non-renewals, and the California FAIR plan.

3 specific issues that are important to your constituents

1. Proposition 103 rate approval delays
2. Wildfire risk and insurer availability
3. Regulatory and privacy overlaps

Sources:

- https://ca.falcodash.com/contributors/26993 - to report contributions to legislators
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