



Leadership Council of San Mateo County
Emerging Leaders CAP Project

Communications Strategy
for the



Commission on the Status of Women's
"Fund the Future" Report

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Table of Contents

Introduction.....	3
Project Background.....	3
Emerging Leaders Program.....	3
CAP Project Members.....	3
Fund the Future Report Background.....	3
Project Objectives.....	4
Fund the Future: Communication Strategy.....	5
Purpose:.....	5
Goals:.....	5
Key Dates and Milestones.....	5
Deliverables.....	5
Core Messaging Framework.....	6
Core Messaging.....	6
• Themes:.....	6
• Tone:.....	6
• Call to Action:.....	6
Key Audiences.....	7
Primary Audience: Residents of San Mateo County, local organizations, and individuals passionate about economic equity and childcare reform.....	7
Actions/Information for this group:.....	8
Secondary Audience: Women and Caregivers.....	8
Actions/Information caregivers can support:.....	8
Tertiary Audience: SMC Decision Makers.....	8
Actions/Information SMC Decisions Makers can support:.....	9
Engagement Strategies, Channels, and Tactics.....	9
Strategy 1 - Written Content.....	9
Strategy 2 - Presentations.....	10
Strategy 3 - Social Media.....	11
Strategy 4 - Partner Toolkit.....	13
Timeline with Milestones.....	14
Closing.....	15

Introduction

Project Background

CSW recently published our Fund the Future Report, a first of its kind to share the challenges to women’s economic equity and progress in SMC. The report provided six (6) recommendations to the Board of Supervisors to address these issues. To close disparities that hold San Mateo County back, it is critical that community leaders, including county supervisors, county department heads, city council members and managers, community-based organizations, and businesses understand the challenges that women face in order to implement solutions that address the report findings.

Emerging Leaders Program

The Emerging Leaders program is a 10-month, immersive, professional development experience for rising stars from the business, nonprofit, and government sectors who demonstrate leadership potential and are committed to supporting inclusive environments in their organization and community.

The Emerging Leaders program inspires talented, high-performing professionals with experiences that empower them to deepen their community impact.

CAP Project Members

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Fund the Future Report Background

The report underscores the economic challenges faced by women in San Mateo County, especially single mothers and women of color. It highlights the financial strain, emotional toll,

and systemic barriers that these women encounter, particularly in areas like child care, wage equity, and wealth accumulation.

Women make up over 50% of San Mateo County's population. However, a significant portion, particularly single mothers, live below the "Real Cost Measure" despite the region's overall wealth. The COVID-19 pandemic exacerbated existing systemic issues, such as the lack of access to affordable child care, the wage gap, and rising living costs.

Project Objectives

Community leaders and the public do not have the data-driven recommendations they need to address disparities for women in San Mateo County. Commission on the Status of Women (CSW) needs a measurable, clear communications strategy (with tools) for its commissioners to implement a public awareness campaign that shares findings of the Fund the Future Report over the next two (2) years. Primary target audience is county supervisors, county department heads, city council members and managers, community-based organizations, businesses, and organizations that employ women and caregivers. Secondary audience is young women (teenage to 29), middle age women (30-59), nearing retirement and retired (60+ years), who can lobby for change in their spheres of influence using report findings.

Fund the Future: Communication Strategy

Purpose:

To drive awareness, advocacy, and action around the economic challenges and opportunities facing women and caregivers in San Mateo County — especially around child care, pay equity, financial literacy, and wealth building — using the Fund the Future report as the anchor document.

Goals:

Inform: Educate readers on the findings and recommendations from the report.

Engage: Inspire stakeholders to take action by sharing compelling stories and data.

Empower: Equip community members with actionable steps to contribute to the solutions.

Key Dates and Milestones

Milestone	Due Date
Review the Fund the Future Report	Jan 31, 2025
Finalize the project plan	Feb 26, 2025
Connect on main deliverables and audience from the report	Mar 12, 2025
Define structure and products of plan	Apr 11, 2025
Report shared at CSW meeting	April 22, 2025
Prepare for the final presentation	May 21, 2025
Final Presentation to the CSW	May 27, 2025

Deliverables

1. Communications Strategy Outline (this document)
2. Presentation for the CSW
3. Key samples of content

Core Messaging Framework

The core messages are based on the following six recommendations from the report:

- Create and Invest in an Office of Women & Children: A centralized office to coordinate efforts related to child care, pay equity, and financial literacy is essential. This office would address the interconnected issues impacting women and children, facilitating access to crucial services.
- Develop a Blueprint for Child Care: To address the shortage of child care services, a comprehensive plan outlining specific goals and actions to improve accessibility and affordability is needed.
- Promote Pay Equity: Continued efforts toward achieving and promoting pay equity across businesses and nonprofits are crucial for economic stability in the region.
- Increase Awareness of Savings Programs: Programs like CalSavers and CalKIDS need to be more widely promoted to help residents, especially women, build wealth and save for future education.
- Support Guaranteed Basic Income (GBI) Programs: Expanding GBI programs for vulnerable populations, such as young mothers and survivors of domestic violence, can provide much-needed financial stability.
- Enhance Financial Literacy and Career Pathways: Financial literacy programs need to be integrated into adult education, and career pathways need strengthened to provide women with the tools to achieve long-term economic stability.

Core Messaging

- **Themes:**
 - Highlight **systemic issues** impacting women's economic health, such as the child care crisis and wealth gap.
 - Stress the importance of **coordinated investment** in childcare and women's financial stability.
 - Get **community support** from residents of San Mateo county via community based organisations.
- **Tone:**
 - Empathetic, community-oriented, and solution-focused.
- **Call to Action:**
 - Encourage participation in implementing the report's recommendations, advocate for systemic changes, and collaborate for a better future.

Theme	Message Pillar	Key Message
Systematic Issues:		
Economic Inequity	<i>Women's Financial Health Impacts All</i>	Economic equity for women is essential for the prosperity and stability of San Mateo County.
Coordinated Investment:		
Child Care Crisis	<i>Child Care is Infrastructure</i>	Investment in child care is an investment in the future — every \$1 spent yields \$2 in economic output.
Wealth Gap	<i>Wealth Equity = Community Equity</i>	Without targeted support, the wealth gap persists across generations — particularly harming single mothers and women of color.
Community Support		
Community Voice	<i>From Stories to Systems</i>	Real stories from real women show the urgency — we must act now for durable, coordinated solutions.

Key Audiences

Primary Audience: Residents of San Mateo County, local organizations, and individuals passionate about economic equity and childcare reform

Secondary Audience: Women and Caregivers

Tertiary Audience: County officials, policymakers, and community leaders

Primary Audience: Residents of San Mateo County, local organizations, and individuals passionate about economic equity and childcare reform

- CBOs
- Businesses
- General Public

Actions/Information for this group:

- Share key data and personal stories from the Fund the Future report through newsletters, events, and social media using #FundTheFutureSMC and #SMCDidYouKnow.
- Post campaign materials (flyers, infographics, QR codes) at local businesses, libraries, and community centers.
- Host or co-host community forums or listening sessions about child care, pay equity, or financial literacy.
- Partner with CSW and coalition members to promote CalSavers, CalKIDS, and Guaranteed Basic Income (GBI) programs.
- CBOs can integrate *Fund the Future* messaging into existing outreach programs and grant proposals.
- Encourage local employers to conduct internal pay equity reviews.
- Organize or participate in community events tied to Women’s History Month, Equal Pay Day, Mother’s Day, and Women’s Equality Day.

Secondary Audience: Women and Caregivers

- young women (teenage to 29), middle age women (30-59), nearing retirement and retired (60+ years), who can lobby for change in their spheres of influence using report findings.
- Can be reached via - the community groups who were interviewed and acknowledged in the report
- Various Community Based Organizations

Actions/Information caregivers can support:

- Lead a public awareness campaign to ensure the most impacted women and families in our communities are aware and enrolled in Cal Savers and Cal Kids programs.
- Work toward building an infrastructure and investing resources into their operating budget for childcare that reflects a more inclusive and equitable county.
- Create and invest in an Office of Women and Children - a hub to increase childcare slots, advocate for pay equity, create financial literacy services, and advance issues that impact caregivers and children.

Tertiary Audience: SMC Decision Makers

- SMC Supervisors
- County Department Heads
- City Council Members
- Managers

Actions/Information SMC Decisions Makers can support:

- By accelerating the pace and coordination of investment in women's economic health, we fund a future where we all benefit.
- Enhancing financial literacy and developing career pathways that offer livable wages are crucial steps in empowering women to achieve economic stability and build wealth
- Encourage and promote pay equity across businesses, nonprofits, and internally in the County.
- In San Mateo County, there is a shortage of 2,829 early educators, which leads to a shortage of over 17,000 childcare spaces.

Engagement Strategies, Channels, and Tactics

Strategy 1 - Written Content

Audience	Tone/Style	Content Type	Call-to-Action (CTA)
San Mateo County Board of Supervisors	Professional, solution-oriented	Executive summaries, memos, one-pagers	Support creation of Office of Women & Children
Community Advocates & Nonprofits	Empowering, inclusive	Fact sheets, slide decks, infographics	Partner for program development and advocacy
Women & Caregivers	Relatable, emotional, accessible	Blog posts, social media, op-eds	Share your story, attend forums, advocate for change
Business Leaders	Strategic, ROI-focused	Case studies, economic briefs	Promote pay equity, support CalSavers, invest in ECE workforce
Media/Press	Newsworthy, data-driven	Press releases, story pitches	Cover the report findings and human stories

Content Type	Frequency	Purpose
Newsletter Updates	Monthly	Highlight implementation progress, stories, and engagement opportunities
Blog Series	Bi-weekly	Dive into themes like the caregiver penalty, pay equity, or child care shortages
Social Media (Instagram/LinkedIn/X/Facebook)	Weekly	Share visuals, quotes, data points, and event info — use branded hashtag e.g., #FundTheFutureSMC
One-Pagers/Briefs	Quarterly	Target specific sectors or agencies with concise asks
Web Content (SMC Gov & CSW pages)	Ongoing	Host the full report, updates, events, and testimonials

Key Written Content Elements

Each piece of content should include:


- A **powerful quote or stat** (e.g., “Childcare tuition is more than our mortgage.”)
- A **clear connection** to the reader (Why it matters to them/their community)
- A **link to action** or additional resources
- Visual storytelling elements** (infographics, charts, or testimonial photos)
- Language that is **gender-inclusive** and culturally responsive

Strategy 2 - Presentations

Summary

A PowerPoint slide deck will be prepared for community presentations. In addition to information taken directly from the “Fund the Future” report, this presentation will serve as a call to action around the “why” behind each recommendation and how the target audience can implement the recommendations that align with them.

Channel

- Powerpoint presentation presented at county meetings and community gatherings.
- PowerPoint Presentation
 -  Commission on the Status of Women “Fund the Future” Report
- Talking points for events

Tactics

- Plan out a timeline for presentations
 - Ex. one presentation at each SMC board meeting, 1x per quarter

Key Audiences

- Women and Caregiver Groups?
- Decision Makers
 - Specific commissions?

Strategy 3 - Social Media

Summary

Post samples will be created to share important key points to audiences promoting essential information. Timelines will be created with a tentative schedule for posting dates to help share information based on significant months, celebrations, and holidays to target groups of women i.e. Latina women during Hispanic Heritage Month and the general public. The engagement team will prepare a suite of social media content, including copy, graphics, and a posting schedule.

Channel: [Social Media - Google Slides](#)

- Facebook (Commission)
- LinkedIn (Commission)
- Email
- Personal Instagrams * to be determined by members of the CSW

Tactics

- **Consistent Posting Schedule** - Share **one post every two days** across key platforms to maintain visibility without overwhelming the audience.
- **Thematic Content Calendar** - Time posts strategically around key dates, community events, or national awareness campaigns (e.g., Women’s History Month, Caregiver Appreciation Day).

- **Partner Amplification - Engage Community-Based Organization (CBO) leaders** as trusted messengers. Encourage them to **share or repost content** on their own channels to extend reach into diverse networks.
- **Storytelling & Human Connection** - Highlight personal stories and quotes from local women and caregivers to create emotional connection and relatability. Use video snippets or photo testimonials to bring faces and voices to the data presented in the report.
- **Hashtag and Tagging Strategy** - Use a consistent campaign hashtag like **#FundTheFutureSMC** to track engagement and build recognition. Tag relevant partners, city departments, CBOs, and thought leaders to boost interaction and cross-promotion.
- **Interactive Features** - Post occasional polls, questions, or “comment with your thoughts” prompts to encourage dialogue and participation. Use Instagram Stories or Facebook Reels for behind-the-scenes content and quick updates from CSW members or events.

Month/Date	Theme	Recommendation	Channel
Black History Month	Pay inequalities	Achieve and promote pay equity/Expand Financial Literacy Training and Strengthen Career Pathways	Facebook Post/Personal Instagram/LinkedIn
International Women's Day (March 8)	Mental Health	Create & Invest in an office of women and children/Prioritize child care programs for an equitable economic future	Facebook Post/Personal Instagram/LinkedIn
Women's History Month (March)	Pay inequalities	Achieve and promote pay equity/Expand Financial Literacy Training and Strengthen Career Pathways	Facebook Post/Personal Instagram/LinkedIn
Equal Pay Day (April)	Pay inequalities	Achieve and promote pay equity/Expand Financial Literacy Training and Strengthen Career Pathways	Facebook Post/Personal Instagram/LinkedIn
Mother's Day (May)	Childcare Impact	Increase Awareness of CalSavers & Calkids/ Create & Invest in an office of women and children/create blueprint for childcare	Facebook Post/Personal Instagram/LinkedIn
AAPI (May)	Pay inequalities/Expand Financial Literacy Training and Strengthen Career Pathways	Achieve and promote pay equity/Expand Financial Literacy Training and Strengthen Career Pathways	Facebook Post/Personal Instagram/LinkedIn
Women's Equality Day (August 26)		All recommendations	Facebook Post/Personal Instagram/LinkedIn Pass out flyers in person

Hispanic Heritage Month (September)	Pay inequalities	Achieve and promote pay equity/Expand Financial Literacy Training and Strengthen Career Pathways	Facebook Post/Personal Instagram/LinkedIn
National Family Caregiver Month (November)	Stress and impact on Caregivers	Increase Awareness of CalSavers & Calkids/ Create & Invest in an office of women and children/create blueprint for childcare	Facebook Post/Personal Instagram/LinkedIn

- Website: Calendar
- LinkedIn/Facebook: Posts will follow timeline including basing posts on specific holidays and celebrations
- Flyers: to be distributed and posted on public areas i.e. community centers, libraries

Key Audiences

- General Public
- Women and Caregiver Groups

Strategy 4 - Partner Toolkit

The Partner Toolkit serves as an engagement platform for coalition support, strengthening the collective impact across the county. CSW will connect directly with coalition liaisons to present targeted materials that the CBO leadership can implement according to their capacity.

Toolkit components:

Digital Flyers

- [Women’s Equality Day Economic Forum flyer](#): Highlights key economic issues while inviting participation to the August 26th event
- County Economic Impact Map: Visual representation showing how women’s equality issues affect different community areas

Pre-Written Social Media Content

- Ready-to-share posts connecting women’s economic participation to county-wide prosperity
- Community stories featuring local leaders discussing equality solutions

Email & Newsletter Templates

- “Economic Equity Blueprint” highlighting data-driven priorities for county action
- Event announcements customizable for partner constituencies

Data & Messaging Framework

- Key statistics package with essential numbers from surveys and the FTF report
- Narrative guide framing women’s equality as a county-wide economic priority

Visual Identifiers

- Printed coalition stickers: Physical stickers for partners to distribute at events and offices, creating visible community support for the recommendations in the FTF report

This toolkit empowers partners to effectively communicate how addressing barriers to women’s full economic participation benefits all county residents, building stronger coalition support around shared priorities.

Timeline with Milestones

Month	Theme Focus	Key Activity	Written Content
March	Mental Health	International Women’s Day/Women’s Month	Facebook Post
May	Child Care Impact	Mother’s Day Campaign	Testimonial blog, ECE workforce infographic
June	Economic Equity	Budget season & advocacy	Op-ed + 1-pager for BOS & partners
July	Financial Literacy	Summer savings tips	CalKIDS/CalSavers explainer blog + handout
August	Back-to-School	Workforce pathways	Youth career blog + early ed career brief
September	Accountability	Board of Supervisors Update	Progress report blog + social series

Closing

This document presents a thoughtful and collaborative communications strategy to support the Commission on the Status of Women’s *Fund the Future* report. Our goal is to help build awareness, spark advocacy, and inspire meaningful action around the economic realities and possibilities for women and caregivers in San Mateo County. The strategy outlines clear objectives, compelling core messages, priority audiences, creative engagement tactics, a timeline of milestones, and additional ideas to further amplify impact.

We are deeply grateful to Anisha Weber and Tanya Beat for their generous support, insight, and time throughout this process. A warm thank you as well to the Commission on the Status of Women for your thoughtful feedback, guidance, and ongoing commitment to equity and empowerment. Your dedication made this work both more meaningful and more effective.

It is our sincere hope that the tools and examples shared here provide inspiration and practical value as you move this important work forward. Please don’t hesitate to reach out with future questions, requests, or ideas—we would be honored to partner with you again.

With appreciation and solidarity,

Suruchi Bhutani

Carmela Meehan

Emily Mungul

Gracia Martinez Najera

CSW Logo is here so that people know it is trustworthy

Engagement for our Community's Economic Future

Thank you for participating in this survey! It should take approximately 10 minutes to complete and we ask that you submit it by _____

Who are we?

We are volunteer commissioners on the San Mateo County Commission on the Status of Women (<https://smcgov.org/csw>), which is an advisory body to the Board of Supervisors, seeking to improve the quality of life for women of all ages in San Mateo County. Through strategic partnerships and collaboration, the commission identifies women's needs, advises the board of supervisors, and educates the community on matters concerning women.

What is our goal?

The Commission on the Status of Women is committed to supporting women's economic stability in San Mateo County. We want to understand your past and/or current experience with child care, retirement, wages, how confident you are with your finances, and if your priorities have changed since the beginning of 2025. *The information you share will inform an update to the Board of Supervisors with regards to our 2024 Fund the Future Report recommendations. Additionally, we will share your stories and feedback regarding issues you prioritize that impacts the economic security of women in San Mateo County.*

Your experience is important, so we encourage you to include as many details and suggestions as you can when answering these questions. The survey is anonymous (with Spanish and Mandarin prompts) and should take approximately 10 minutes to complete.

[A prompt with link will explain to go to survey in Spanish and a survey in Chinese.]

Pre-fill responses, then click "Get link"

* Indicates required question

Section 1 - Your Demographics

This section helps us understand if we have reached the diverse community members who make up the whole of San Mateo County. Please select the ones that best fit you.

1.1 Age/Edad *

- under 30 / menos de 30
- 31-50
- 51-70
- over 70 / mas de 70
- prefer not to say / prefiero no decirlo

1.2 Gender Identity/Identidad de género *

- identify female/Me identifico como mujer
- identify male/Me identifico como hombre
- identify transgender/Me identifico como transexual
- identify intersex/Me identifico como multisexual
- nonbinary/other | no binario/otro
- prefer not to say/prefiero no decirlo

1.3 Sexual Orientation/Orientación sexual *

- asexual
- bisexual
- gay
- heterosexual
- lesbian / lesbiana
- pansexual/fluid/pansexual/fluido
- questioning queer/cuestionador queer
- prefer not to say/prefiero no decirlo
- Other:

1.4 Ethnicity/ Origen étnico *

- Latine/Hispanic | Latino/Hispano
- East Asian | Asiático oriental
- South Asian | Asiático meridional
- Southeast Asian | Asiático sudoriental
- Pacific Islander | Isleño del Pacífico
- Caucasian or White | Caucásico o blanco
- African American or Black | Afroamericano o negro
- Middle Eastern or Northern African | De Oriente Medio o del norte de África
- American Indian or Alaskan Native | Indio americano o nativo de Alaska
- prefer not to say/prefiero no decirlo
- Other:

1.5 Household Income | Ingreso familiar *

- less than \$30,000/Menos de \$30,000
- \$30,000 - \$100,000
- \$101,000 - \$200,000
- over \$200,000/Más de \$200,000
- prefer not to say/Prefiero no decirlo
- Other:

1.6 Children/Dependents | Hijos(as)/Dependientes *

- just me/solo yo
- 1 dependent/un dependiente
- 2 dependents/dos dependientes
- 3 or more dependents/tres or mas dependientes

1.7 Adults you care for (parent or family member) / Adultos que usted cuida *

- none
- 1 adult / adulta
- 2 adults / adultas
- 3 or more adults / tres o mas adultas

1.8 What city do you live in? / Que ciudad de vive? *

Your answer

1.9 If you are interested in sharing your story, please share your name and email address. | Si está interesada en compartir su historia, compártanos su nombre y dirección de correo electrónico. *

Your answer

Section 2 - Child Care Needs in the Present

Pre-fill responses, then click "Get link"

currently using child care resources, please answer all questions that apply. If you have

never used any type of child care, you can skip to section 3.

2.1 What would have made it easier to find child care when you needed it? *(Select all that apply)*

- A one-stop website with local providers, types of care, and eligibility info
- Personalized support from someone who could walk me through my options
- Flyers or materials in my home language
- Events or trusted spaces to learn more (info sessions, community or faith-based groups)
- Recommendations from people I trust
- I didn't need help
- Other:

2.1a If you selected "Other" in the above question, please share below.

Your answer

2.2 Do you use a friend, neighbor, or relative to help with in-home care for children or others?

- Yes
- No

2.3 If Yes: what kind of support would make it easier to keep this care arrangement? (Select all that apply)

- Help paying or compensating the caregiver
- Access to books, toys, or learning materials
- Training or support for the caregiver
- A network or playgroup to reduce isolation
- Guidance on safety or developmental milestones
- Other:

2.3a If you selected "Other" in the above question, please share below.

Your answer

Section 3 - Managing Your Finances, Retirement, and Pay Equity

Please answer questions related to the barriers of building financial security, specifically in retirement, managing your finances, lower wages with jobs that employ a higher number of women, and longer life expectancy.

3.1 Managing Your Finances: What worries you most about your personal finances/money situation? (Select all that apply)

- Budgeting
- Building savings and emergency funds
- Reducing debt
- Investing
- Other:

3.1a If you selected "Other," please share below what that is:

Your answer

3.2 Managing Your Finances: What's the best way for you to learn about budgeting, saving, or handling your money? (select all that apply)

- In-person workshops
- Online webinars
- Self-paced learning (online courses, guides, podcasts, videos)
- One-on-one financial coaching
- I'm not sure / I would need help figuring out where to start

3.3 Pay Equity: Do you think your male co-workers are paid more than you for the same work?

- Yes
- No
- Not sure

3.4 Pay Equity: If yes, would it be helpful to have compensation information from your employer on...? (select all that apply.)?

- Annual internal gender pay analysis
- Hiring and promotion process reviews to reduce bias
- Policies that promote fair pay practices, including transparency and legal protections

3.5 Pay Equity: Would you want your employer to share information about pay/salaries, promotion practices, and a commitment to fair pay?

- Yes
- No
- Not sure

3.6 Retirement Savings: Do you have a retirement plan?

- Yes
- No
- Not sure

Pre-fill responses, then click "Get link"

3.7 Retirement Savings: What is hard about saving for retirement? (Select all that apply)

- Not enough income
- My employer doesn't offer a plan
- Lack of information or understanding
- Paying off debt
- Other:

3.7a If you selected "Other," please share below what that is:

Your answer

Section 4 - Other Issues are More Important

Since the beginning of 2025, are there issues that you have had to prioritize that we have not captured? We want to learn what those issues are.

4.1 Please rank the following issues with how you prioritize them in your every day life. (this is just a sample. I need to study prioritizations and revise accordingly)

	Critical	Necessary	Important but could do with less	Less Important	Not a priority	Could do without this
Rising costs of household goods, gas, inflation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future of social security & federal safety net programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to affordable health care (including Medicare & Medicaid)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immigration policies & safety of the immigrants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Federal cuts to Head Start, Dept of Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to reproductive health care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protection of LGBTQ+ rights and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Pre-fill responses, then click "Get link"

SCHOOLS, UNIVERSITIES

Access to mental health services & resources for well-being (for yourself or your family)

Civic engagement, trust in government, & direction of national leadership

4.2 Is there an issue that is critical for you that has not been included? What is that issue and why is it critical to you?

Your answer

Get link

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Google Forms

Pre-fill responses, then click "Get link"

COMMISSION ON THE STATUS OF WOMEN FUND THE FUTURE WORK PLAN - 2024–2026

I. PAY EQUITY - MIND THE GAP

WHY PAY EQUITY MATTERS

Everyone deserves fair pay for their work—regardless of gender, race, or background. Yet women, especially women of color, trans women, and immigrant women, continue to earn less than men for the same work. This wage gap limits families' ability to build wealth, access credit, and achieve long-term stability. Pay equity not only promotes economic justice, it strengthens entire communities and boosts local economies. When employers commit to fair pay, they foster more inclusive workplaces and broader opportunities for all. The Equal Pay Pledge recognizes organizations taking real steps to close wage gaps and ensure equal pay for equal work—helping build a more just and equitable future where everyone can thrive.

HOW: The Commission on the Status of Women (CSW) will educate the public and advocate for the adoption and implementation of the EPP by employers across San Mateo County, including business, government, and nonprofit sectors.

WHAT:

- Develop and Implement an outreach strategy encouraging adoption of the California Equal Pay Pledge by San Mateo County employers
- Share information and success stories on the CSW website to promote broader adoption and awareness.

II. CHILD CARE - IT TAKES A VILLAGE

WHY: San Mateo County families need a stronger, more sustainable child care system. Too many parents—especially women—are held back from full participation in the workforce due to a lack of affordable, accessible care. Meanwhile, child care providers face systemic barriers and inadequate funding. These challenges affect early childhood development, economic opportunity, and financial security, especially for women.

HOW: Through advocacy, data gathering, and partnerships, CSW will center underrepresented voices in shaping child care solutions. The Commission will work to build momentum for long-term investments that strengthen the system for families and providers.

WHAT:

- Support implementation of the Child Care Blueprint by helping with community outreach (especially in coastal and underserved areas), identifying 2026 priority recommendations, promoting the final report, and tracking Board actions tied to the Blueprint, the Office of Women and Children, and related efforts. Share findings with the Commission in 2026.

- Raise awareness and build momentum by participating in at least two Fund the Future advocacy events annually and regularly sharing child care updates with the Commission and community partners.

III. FINANCIAL LITERACY - KNOW YOUR NUMBERS

WHY: Financial literacy is key to economic empowerment—especially for women (cisgender and transgender), as well as non-binary and gender-nonconforming individuals. Access to practical tools and knowledge helps people plan for the future, navigate financial systems, and make informed decisions across all stages of life.

HOW: The Commission on the Status of Women (CSW) will collaborate with community partners to deliver tailored resources and workshops that meet the unique needs of young women, older women, and gender nonconforming individuals in San Mateo County.

WHAT (by December 2026):

- Partner with libraries, senior centers, and local nonprofits in supporting financial literacy workshops across the County reaching at least 200 women and gender-expansive individuals with financial literacy resources tailored to their needs.
- Share accessible, curated resources and promote events through community outreach and social media.

IV. RETIREMENT – SHOW ME THE MONEY

WHY: Retirement savings are key to long-term financial security. Yet many women and gender-expansive individuals—especially those in caregiving roles or low-wage jobs—face significant barriers to saving. Programs like CalSavers help close these gaps by offering accessible tools to build financial stability later in life.

HOW: The Commission on the Status of Women (CSW) will engage with public agencies, employers, and community partners to increase awareness and expand access to retirement savings options. Through presentations, outreach, and shared resources, CSW will help raise awareness of programs that support residents in preparing for a secure financial future.

WHAT (by March 2026):

- Collaborate with retirement programs to expand outreach and increase awareness of retirement offerings among employers, business groups and employees throughout the county, with a particular emphasis on supporting women caregivers, child care workers, and small business owners.
- Collaborate with business groups (e.g., SAMCEDA, Chambers), child care networks (e.g., 4Cs), and County communications teams to expand outreach and boost participation in retirement plans.

CSW Communications & Engagement Sub-Committee

Members: Rosie Tejada, Julissa Acosta, Michelle Stewart, Ana Avendaño, LaSaundra Gutter, Susan Takalo, Larisa Ocañada, Tanya Beat

Introduction / Background / Purpose

The Commission on the Status of Women (CSW) believes in representing the voices of the women in San Mateo county and advocating for their needs by advising the Board of Supervisors on priority issues that pertain to women and children. Currently, there may be an underrepresentation from the community on which voices are heard. In addition, there may also be a lack of awareness in certain communities about the crucial work of CSW. To remedy this, it's vital to highlight CSW's efforts—such as the Fund the Future project—and to actively engage with residents to better understand their priorities and needs, ensuring these insights guide the Commission's initiatives. A key step will be to organize listening sessions across all county districts, providing a forum for community input while also involving residents in discussions about funding and resources to promote transparency and participation. This approach will address the issue by raising awareness of the CSW's mission, strengthening its impact, and crafting solutions that reflect the community's needs, ultimately fostering a more engaged San Mateo County.

Goal

Engage with women and allies in San Mateo County in 2025 through 2026 to learn how they view economic equity and access to childcare. Provide opportunity to share Fund the Future, receive feedback on the report and also learn if priorities have shifted for women since spring of 2024. We intend to integrate learnings back into all CSW initiatives and projects. Our goal is to collect feedback from at least 500 community members by the end of 2026.

Objectives

The following three areas of focus were identified. Under each area are projects or events for engagement and feedback.

1. Community Engagement

- a. ***Listen & Learn Meetings in each district (five meetings total)***
Each meeting will serve two purposes. The first is to inform people about the CSW and what Fund the Future is. The second is to facilitate conversation for feedback about recommendations of Fund the Future and what priorities the community raises in light of a new national environment.

b. Survey

This is an opportunity to gather feedback about changing needs related to Fund the Future, as well as gather feedback on the priorities the community raises in light of a new national environment.

2. *Strategic Events*

a. Women's Equality Day

Women's Equality Day is an opportunity to bring the community together with County Leadership to: 1) welcome new Supervisors; 2) launch Listen & Learn meetings; 3) recognize women's right to vote and activate people to protect voting rights; 4) update people on Fund the Future.

Theme with tagline: Advancing Equality Together: Highlighting the partnership opportunities in advancing equality between government, community, and individuals.

b. Women's Hall of Fame

The Women's Hall of Fame is an opportunity to uplift women in San Mateo County who continue to advocate for the equality of all despite efforts to silence the most vulnerable.

3. *Communications Plan*

The Commission on the Status of Women (CSW) is committed to representing the needs and experiences of women in the County in our communications, community education, and as an advisory body to the San Mateo County Board of Supervisors. The CSW seeks to partner with coalitions and community experts to expand audience reach, access county data and narratives from partners, and build name recognition and trust in the community. The CSW seeks community input through in-person listening sessions, surveys, and social media outreach and engagement. The CSW builds capacity through partnerships to assess policy recommendations from local policy experts and leverages these partnerships for community advocacy organizing. The CSW utilizes strategic narrative campaigns to support issues that benefit women, tell women's stories related to our engagement, and position the CSW as a trusted and respected partner for women's issues in the county and community. The outcome of this strategy is to strengthen the role of the Commission on the Status of Women as an influential advisor with the power and experience of women and their allies in the County.

a. *Collaboration & Strategic Partners*

b. *CAP media plan for Fund the Future*

Timeline

Community Engagement:

- ❖ Planning for Listen and Learns has started with the first meeting in District 3 on October 28, 2025, at the Half Moon Bay Library. We expect to have the four other Listen and Learns in each quarter of 2026 to be held at a regularly scheduled CSW meeting.
- ❖ The Survey is already being drafted, and feedback is requested from the Commission for revisions. A draft will be provided to the CSW in May.

Strategic Events:

- ❖ Women's Equality Day is August 26, 2025. Invitations will be sent out in June with ongoing outreach in order to sell out and start a waitlist.
- ❖ Women's Hall of Fame is in early March (6th-8th) 2026. Nominations open in August 2025 and close in November 2025.

Communications Plan:

- ❖ Community Acceleration Project draft to CSW for April 22 CSW Meeting. Final version provided to the CSW by May 27 CSW Meeting.
- ❖ Any revisions or adjustments to this plan done for the June CSW Meeting. Assignments and tools for Commissioners provided.
- ❖ Survey draft presented to CSW before May 27 CSW meeting for feedback. Final Survey with goal, timeline and clear efforts to reach audience by July CSW meeting.

Resources

- Listen & Learn Meetings will begin with community partners providing venue space, waived cost. Each meeting will have an estimated budget of \$1,500. Main costs of meetings are food and beverage, meeting materials, interpretation. All commissioners participating - two people per table to facilitate and take notes.
- Women's Equality Day includes costs such as venue rental, staff for cleaning, security, food and beverage, rental of special chairs, tables, drapes for tables, decorations, entertainment. This event will have an estimated budget of \$5,000.
- Women's Hall of Fame includes costs such as venue rental, staff for cleaning, security, bar staff, pre-designated caterer based on venue, alcohol, rental of chairs, tables, linens for tables, drapes, posters, decorations, awards, Young Women of Excellence grants, entertainment. This event will have an estimated budget of \$25,000.

- Attainment of sponsors will be a source of funding due to all events being free with the exception of the Women's Hall of Fame.

Team Responsibilities

Include team members' roles and responsibilities on the project.

Women's Equality Day:

- Susan Takalo is the lead; responsibilities include meeting scheduling and facilitation.
- Other members include: LaSaundra Gutter, Susan Kokores, and Tanya Beat.
- LaSaundra will be the emcee.

Listen & Learn Meetings:

- District 1 Lead: TBD
- District 2 Lead: Jacki Rigoni and Tanya Beat
- District 3 Lead: Julissa Acosta
- District 4 Lead: Michelle Stewart & Ana Avendano
- District 5 Lead: Rosie Tejada

Women's Hall of Fame: Tanya Beat

Survey: Tanya Beat

Communications Plan: TBD

Subject: Important info for your business community

Dear San Mateo County Small Business Owner,

We're reaching out to make sure you're aware of California's **CalSavers Retirement Savings Program** requirement—and how the **San Mateo County Commission on the Status of Women (CSW)** is here to support you through it.

What You Need to Know:

By **December 31, 2025**, all California employers with at least one employee—who do **not** offer a workplace retirement plan—must register for **CalSavers** or set up a qualified plan. If you already have one, you can request an exemption.

Why CalSavers?

CalSavers is a **state-sponsored, no-fee** retirement savings program for employees.

- ✓ No employer fees or contributions
- ✓ Simple registration and administration
- ✓ Employees can opt in or out anytime
- ✓ Helps small businesses attract and retain talent

Why CSW Supports This

Our [Fund the Future](#) report highlights that women, especially women of color, face steep barriers to building wealth. CalSavers is one tool that can change that—helping families save and build financial security.

Take Action:

- ✓ Visit ~~CalSavers.com~~ [CalSavers.com](https://www.CalSavers.com) to register or request an exemption
[Visit: Employer Onboarding Toolkit, Employer Webinar English/Spanish, Saver Webinar English/Spanish](#)
- ✓ Register and start facilitating by **July 31** for a chance to win **\$500. There is another opportunity to win \$500 if you register before December 31, 2025**
- ✓ Final registration deadline: **December 31, 2025**

Together, let's create a more secure and equitable future in San Mateo County.

Warmly,

[Your Name]

San Mateo County Commission on the Status of Women

Agenda Item #10 – Retirement Committee

This message is part of the CSW's ongoing work to promote financial resiliency and support small businesses as outlined in our [Fund the Future](#) initiative. For questions or additional resources, please contact Tanya Beat at tbeat@smcgov.org.