



**San Mateo County Health System
Behavioral Health and Recovery Services (BHRS)**

**2025 San Mateo County PRIDE Event
June 14, 2025**

San Mateo County is committed to hearing from diverse communities. Participant demographics help us understand who we reached and who we may still need to reach when engaging San Mateo County communities. Evaluation surveys help us understand satisfaction and areas for improvement.

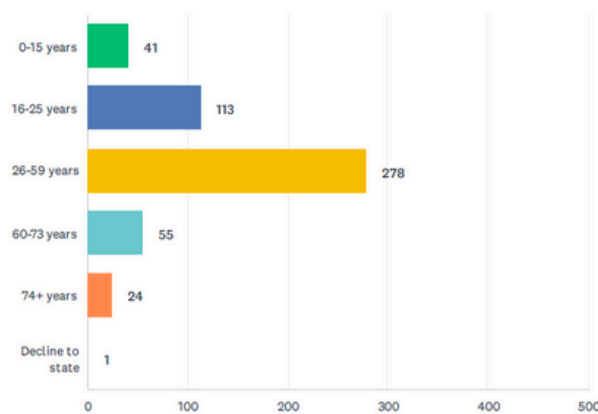
Summary:

- **The PRIDE Initiative (SMC BHRS, Office of Diversity and Equity)** hosted a sober family and community event for 2025 PRIDE in collaboration with our valued partner agencies and community members.
- An estimated 7,000+ participants attended this event at San Mateo Central Park. The parade was 30% larger in 2025 compared to Pride 2024. There were also 78 booths in attendance.
- 517 demographic and event evaluation surveys were collected, with the incentive of receiving a BHRS swag item; these evaluations were provided to the community in paper and virtual form.

Participant Demographics: All data in the charts below are percentages

Age Range

Answered: 512 Skipped: 5

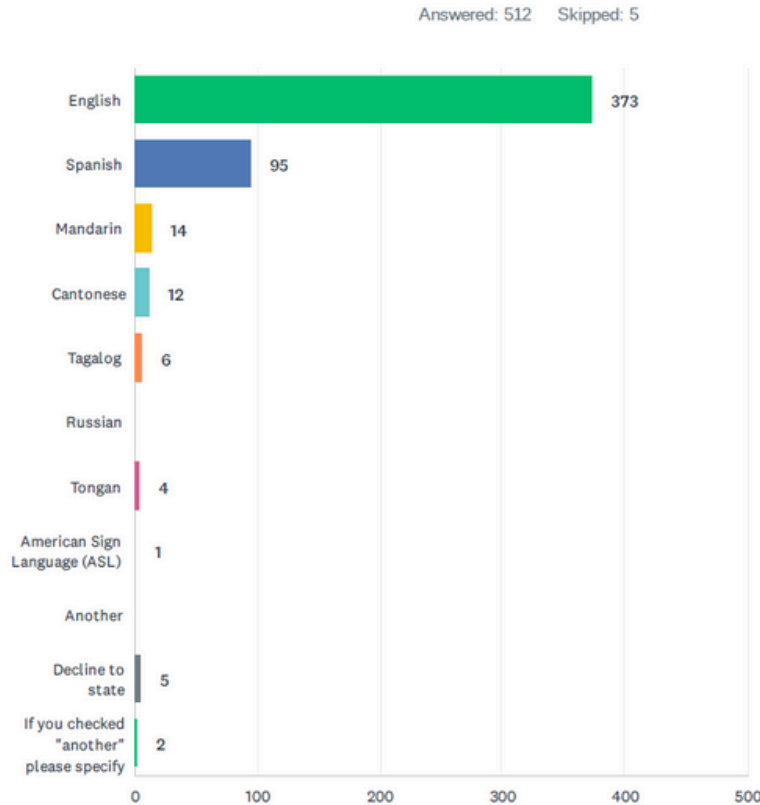


ANSWER CHOICES	RESPONSES	
0-15 years	8.01%	41
16-25 years	22.07%	113
26-59 years	54.30%	278
60-73 years	10.74%	55
74+ years	4.69%	24
Decline to state	0.20%	1
TOTAL		512



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Primary Languages



ANSWER CHOICES	RESPONSES	
English	72.85%	373
Spanish	18.55%	95
Mandarin	2.73%	14
Cantonese	2.34%	12
Tagalog	1.17%	6
Russian	0.00%	0
Tongan	0.78%	4
American Sign Language (ASL)	0.20%	1
Another	0.00%	0
Decline to state	0.98%	5
If you checked "another" please specify	0.39%	2
TOTAL		512

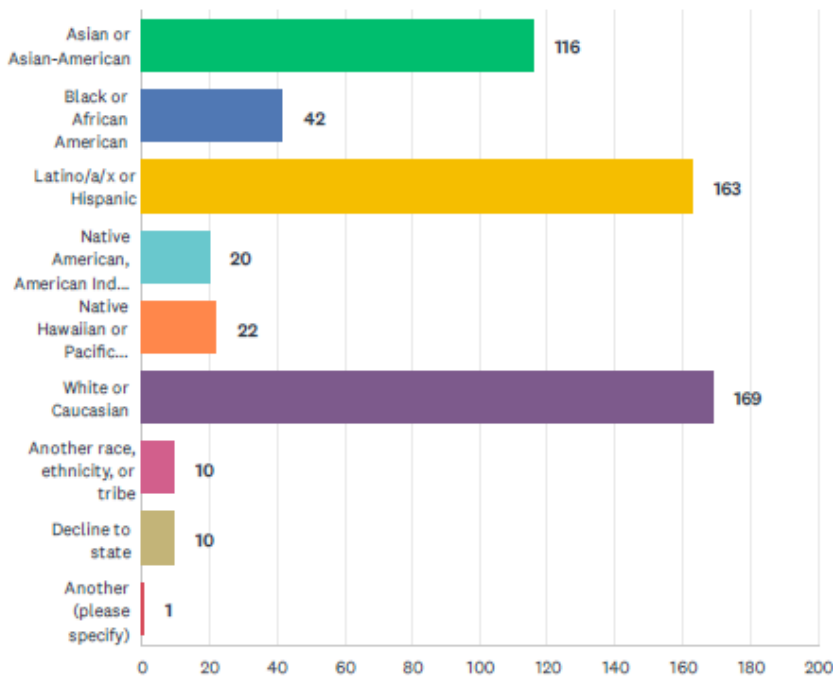
***Another language(s) identified: Hindi and Hebrew**



San Mateo County Health System Behavioral Health and Recovery Services (BHRS)

Race/Ethnicity

Answered: 512 Skipped: 5



ANSWER CHOICES	RESPONSES
Asian or Asian-American	22.66% 116
Black or African American	8.20% 42
Latino/a/x or Hispanic	31.84% 163
Native American, American Indian or Indigenous	3.91% 20
Native Hawaiian or Pacific Islander	4.30% 22
White or Caucasian	33.01% 169
Another race, ethnicity, or tribe	1.95% 10
Decline to state	1.95% 10
Another (please specify)	0.20% 1
Total Respondents: 512	

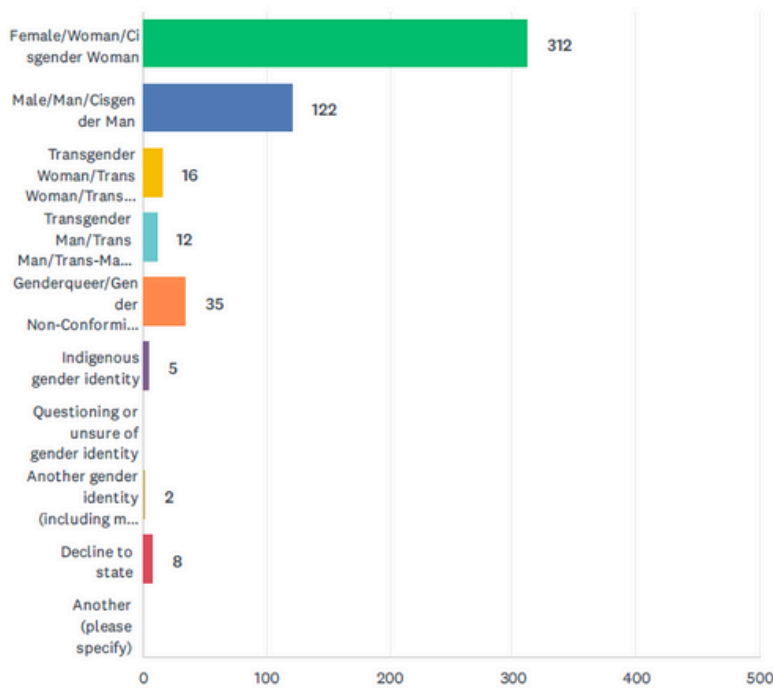
***Another race/ethnicity/tribe identified: Indian**



**San Mateo County Health System
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Gender Identity

Answered: 512 Skipped: 5



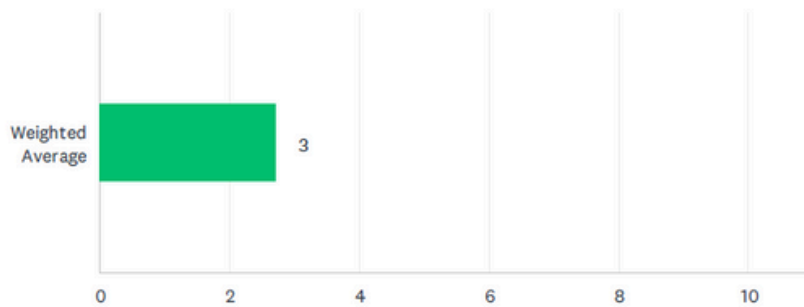
ANSWER CHOICES	RESPONSES
Female/Woman/Cisgender Woman	60.94% 312
Male/Man/Cisgender Man	23.83% 122
Transgender Woman/Trans Woman/Trans Feminine/Woman	3.13% 16
Transgender Man/Trans Man/Trans-Masculine/Man	2.34% 12
Genderqueer/Gender Non-Conforming/Neither exclusively Female or Male	6.84% 35
Indigenous gender identity	0.98% 5
Questioning or unsure of gender identity	0.00% 0
Another gender identity (including more than one gender identity)	0.39% 2
Decline to state	1.56% 8
Another (please specify)	0.00% 0
TOTAL	512



**San Mateo County Health System
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Sexual Orientation

Answered: 475 Skipped: 42



ANSWER CHOICES	RESPONSES
Heterosexual or Straight	41.89% 199
Lesbian or Gay	22.32% 106
Bisexual	12.21% 58
Queer	9.47% 45
Asexual	2.11% 10
Pansexual	2.11% 10
Indigenous sexual orientation	1.68% 8
Questioning or unsure of sexual orientation	0.42% 2
Decline to State	5.89% 28
Another	0.42% 2
If you selected "Another sexual orientation (including more than one sexual orientation)," please specify.	1.47% 7
TOTAL	475

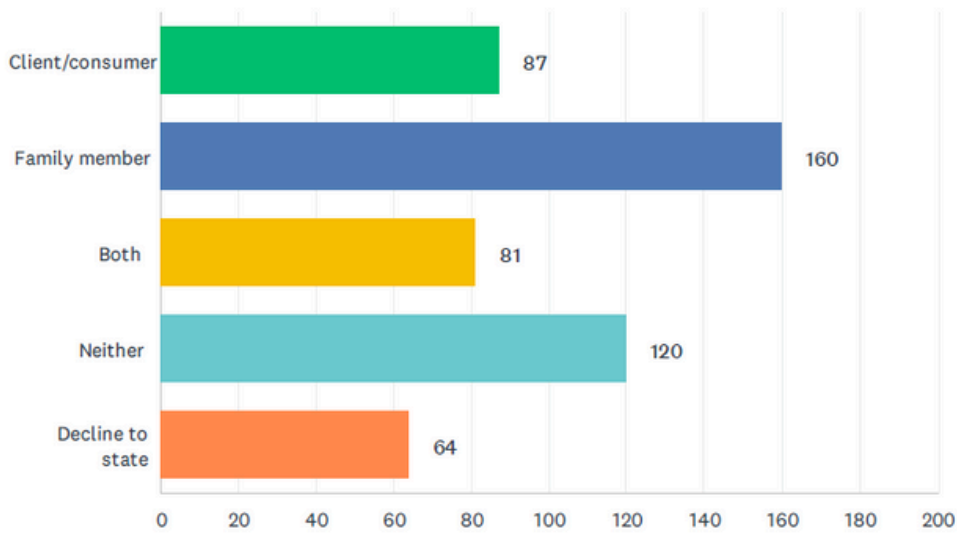
***Another sexual orientation(s) identified as: Questioning, Demisexual, Omnisexual, & Love**



**San Mateo County Health System
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Client, Consumer, or Family Member

Answered: 512 Skipped: 5

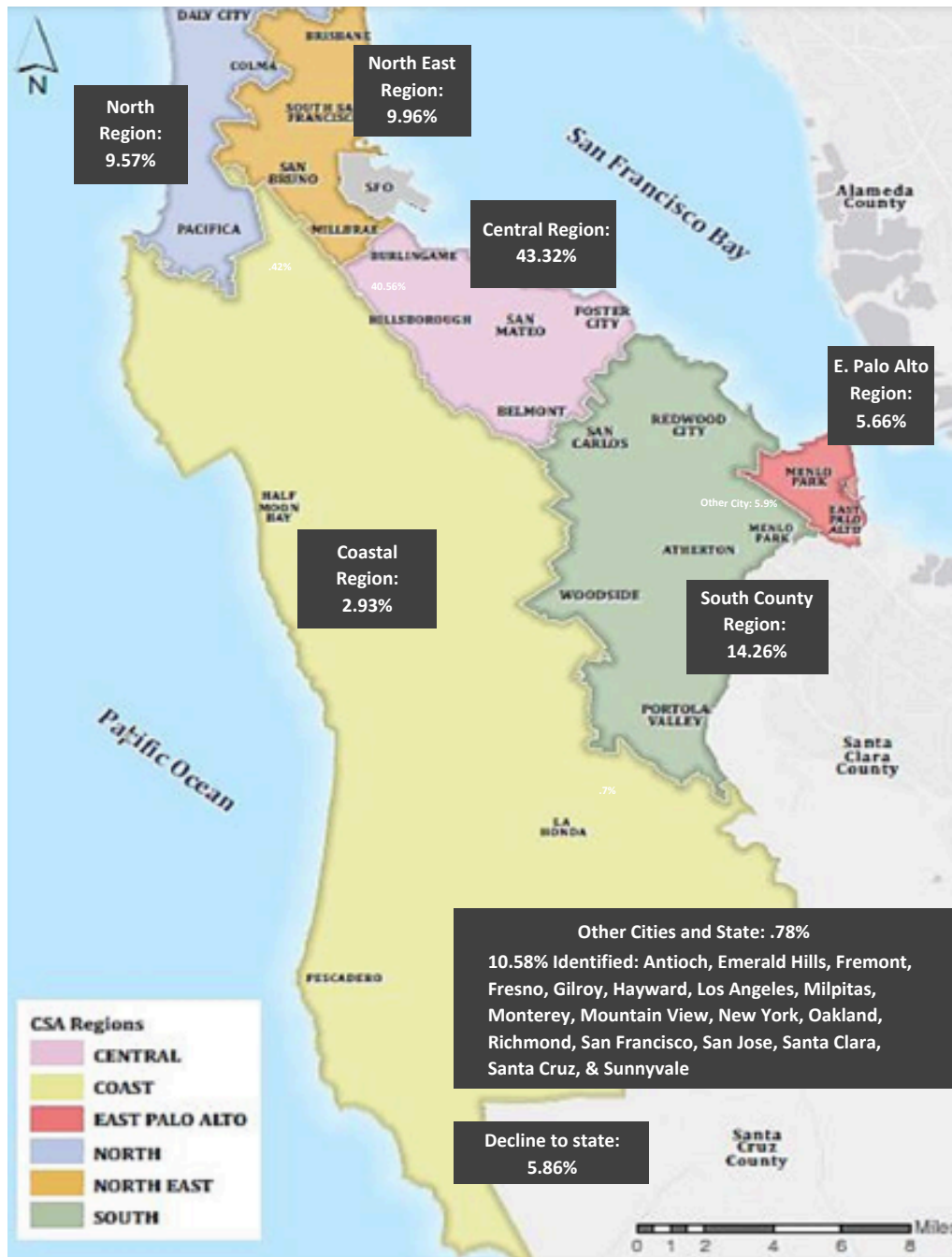


ANSWER CHOICES	RESPONSES
Client/consumer	16.99% 87
Family member	31.25% 160
Both	15.82% 81
Neither	23.44% 120
Decline to state	12.50% 64
TOTAL	512



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Attendees came from various cities throughout San Mateo County and beyond.





SAN MATEO COUNTY HEALTH
**BEHAVIORAL HEALTH
 & RECOVERY SERVICES**



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SMC Cities

ANSWER CHOICES	RESPONSES	
Atherton	0.00%	0
Belmont	4.30%	22
Brisbane	0.78%	4
Burlingame	4.49%	23
Colma	0.59%	3
Daly City	5.66%	29
East Palo Alto	2.34%	12
El Granada	0.00%	0
Foster City	2.54%	13
Half Moon Bay	2.15%	11
Hillsborough	0.98%	5
La Honda	0.00%	0
Menlo Park	3.32%	17
Millbrae	3.32%	17
Montara	0.59%	3
Moss Beach	0.00%	0
Pacifica	3.32%	17
Pescadero	0.78%	4
Portola Valley	0.00%	0
Redwood City	8.01%	41
San Bruno	2.54%	13
San Carlos	2.54%	13
San Gregorio	0.00%	0
San Mateo	31.05%	159
South San Francisco	3.32%	17
Woodside	0.39%	2
Decline to state	5.86%	30
Other City	0.78%	4
If you chose other city, please specify:	10.35%	53
TOTAL		512



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Participants were asked to rate their experience on a scale from 1-10, related to the following statements:

1 being “strongly disagree”, 5 “neutral”, and 10 “strongly agree”

1. Through my participation in this event/program/training, I have learned knowledge and skills that I can use to access behavioral health services.

• **Average Rating: 9.9**

2. I feel like my identity, cultural background, and experiences (race, ethnicity, gender, religion, etc.) were affirmed by this program/training/event.

• **Average Rating: 9.43**

3. Due to my participation in this program/training/event, I feel more confident in my ability to create change in my community.

• **Average Rating: 9.27**

4. This program/training/event affirmed that people with mental illness are capable and able to make positive contributions to society.

• **Average Rating: 9.35**

5. Due to this program/training/event, I feel more comfortable talking about my mental health and/or substance use.

• **Average Rating: 9.3**

6. Due to my participation in this program/training/event, I am more confident in my ability to advocate for the behavioral health needs of myself and/or my child/ren and/or another family member.

• **Average Rating: 9.33**



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Additional Feedback/Comments Provided:

- Great event!
- Would have been nice to have band play more. Seems like more advertising could have been done also
- Great time.
- LOVE!
- :)
- Best PRIDE in the Bay Area!
- Great event. Thank you!
- SMC needs to organize older adult events, loneliness is an epidemic.
- Thank you for planning today's event! I was able to get a lot of mental health and rehab resources for my family.
- **Excelente evento/** Excellent event
- Love the booth!
- None
- No
- Beautiful event!