



COUNTY OF SAN MATEO

COMMISSION ON THE STATUS OF WOMEN

CSW Communications & Engagement Sub-Committee

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



COUNTY OF SAN MATEO

COMMISSION ON THE STATUS OF WOMEN

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. The Survey will be created and launched in 2026.

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 draft 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



COUNTY OF SAN MATEO

COMMISSION ON THE STATUS OF WOMEN

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 at April 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. The CSW decided to postpone the Survey to 2026.

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.



COUNTY OF SAN MATEO

COMMISSION ON THE STATUS OF WOMEN

- 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, Larisa Ocañada, Amy McHugh and Tanya Beat.
- LaSaundra Gutter will serve as emcee.

Listen & Learn Meetings:

- District 1 Lead: TBD
- District 2 Lead: Tanya Beat, Jacki Rigoni
- District 3 Lead: Julissa Acosta, Susan Takalo, LaSaundra Gutter
- District 4 Lead: Michelle Stewart, Ana Avendano
- District 5 Lead: Rosie Tejada, Larisa Ocañada

Women's Hall of Fame: Tanya Beat

Survey: Tanya Beat

Communications Plan: Provided by the Leadership Council San Mateo County Community Acceleration Project team in May, 2025.

Communications Lead is Larisa Ocañada with support by Aileen Cassinetto, Dayna Chung and Irma Zoepf. *updated at June 24 CSW meeting*