

ECONOMIC EMPOWERMENT OF WOMEN COMMITTEE WORK PLAN 2021

Introduction

Women in San Mateo County are not achieving their potential in the areas of financial security and success. The goal of the Committee is to support the economic empowerment of women and serve as a resource in this area for San Mateo County and the Board of Supervisors. Although the impact of the pandemic on women's economic status has amplified these concerns, the work of the Committee will be ongoing and a regular focus of the Commission. Our immediate project is to conduct a review of current data and status of efforts in three initial areas, detailed below. In parallel, we will provide meetings, and development of topics for the upcoming RISE Conference.

Goal

The advancement of the long-term economic empowerment of women in the County. The initial focus of the project is to examine three areas of impact: (1) Financial Wellness and Resilience; (2) Business Practices; and (3) Early Learning and Care. We will examine current circumstances and form a network of resources in these areas. Once the work is underway, our target is to develop concrete recommendations and further steps during the following year.

Objectives

Tasks for each subcategory and responsible team member:

1. Financial Wellness

Lead, Susan Kokores

- Broadly research financial wellbeing of SMC women, including different age groups, family status (e.g. single, single mothers, two parent families) different ethnic groups, women of color, etc, taking advantage of recent Census.
- Review the all financial wellness and resiliency tools offered by SMC to its female employees. Are the tools comprehensive, and do employees understand and take full advantage? How does this compare to other high wealth counties?
- Interview the San Mateo Credit Union and other contracted businesses to understand the comprehensiveness/effectiveness of their financial literacy training and savings tools. Is any financial coaching offered?
- Investigate financial wellness "best practices" and impact by employers and organizations both within and outside of SMC.
- Research innovative solutions as developed by such financial institutions such as Emerge: Financial Health Network, Asset Funders Network, etc.
- Complete a report by the Economic Empowerment Committee of the CSW to the San Mateo County Board of Supervisors by or before March 2022.

- Suggest articles regarding financial wellness for posting on the CSW website, and invite speakers to help educate fellow Commissioners and the general public.
- Curate well known experts on women's financial wellness for RISE 2022

2. Business Practices
Lead, Maya Tussing

3. Early Learning and Care
Lead, Ann Girard

- Research current status of offerings in the County and interview stakeholders
- Expand CSW network, including in connection with California's Master Plan for Early Learning and Care
- Collect data and information both related to the County and other geographic areas working towards the development of recommendations, resources and speakers/topics for RISE Conference
- Regular presentations during Commission meetings on this topic

Timeline

During 2021-22 the Committee will conduct a review of current data and practices both inside and outside of the County in the three subcategories. Additionally, during this time frame, the Committee will build a network within each of these areas, provide content for the Commission's website, identify potential speakers for RISE Conference and contribute to Commission meetings. It is anticipated during 2022-23, the Committee will formulate concrete recommendations and develop a roadmap for future work in the area of economic empowerment.

Resources

A component of our review is to identify resources, stakeholders and County contacts. Ann Girard will serve as liaison to the UN Commission on the Status of Women.