



90382

DATE: March 20, 2018
TO: Board of Supervisors
FROM: David Campos, Deputy County Executive
SUBJECT: 100th Anniversary Women's Suffrage Plan

RECOMMENDED ACTION

Held from March 6, 2018 (Item No. 58): Consider recommendations relating to 100th Anniversary Women's Suffrage Plan. (Office of the County Executive)

Possible action:

- a. Receive report relating to the 100th Anniversary Women's Suffrage Plan.
- b. Approve Request for Appropriation Modification No. 175 - \$50,000 transferring funds from the General Fund Contingency Reserve to the Office of the County Executive budget for planning, preparations and June 2018 launch of a task force to lead proactive strategies to protect women's suffrage. (4/5 Roll Call Vote)
- c. Direct County Counsel to draft a resolution establishing the Women's Suffrage Anniversary Task Force for Board consideration on April 3, 2018.

FISCAL IMPLICATIONS

Approval of the recommended actions would result in a reduction of the General Fund Contingency Reserve of \$50,000. The Administration anticipates that an additional \$100,000 of funding may be necessary to successfully carry out the strategic plan in this fiscal year and may return to the Board to request for additional appropriation. The original budget for the FY 2017-18 General Fund Contingency Reserve was \$142,585,595. Board policy 4.3 states that the contingency reserve should be 5% of general revenues net of pass-through revenue. Since the use of contingency reserve impacts compliance with this policy, the midyear budget analysis included a \$11,785,561 replenishment of this reserve. The balance of this reserve as of February 27, 2018, was \$141,573,928 indicating that \$12,797,228 has been allocated for other purposes. There may be additional pending actions that will impact this balance once they are approved and processed.

REASONS FOR RECOMMENDATION

Despite the nearly 98 years that have passed since women won the right to vote in the United States, our government and society have yet to deliver on the implicit promise of women’s full equality as participants in the democratic process – a deficit reflected in the voter participation of key demographics of women, women’s representation among the ranks of elected officials, and perhaps most importantly, the impacts on women of the policies being produced by this unequal system. The County of Santa Clara is uniquely positioned to partner with our vibrant community of advocates and directly affected stakeholders and, with their leadership, identify and implement high-impact strategies that leverage this inside-outside collaboration to make a demonstrable impact on women’s political equality in the county and provide models for similar efforts across the region, state and country.

The Administration, with direction from the Children, Seniors, and Families Committee on February 14, 2018, proposes to begin planning immediately for a three-phase approach to this work: An initial six months, from the Task Force launch in June through December 2018, will be spent planning and convening stakeholders to study and identify opportunities to increase women’s political equality. The first half of 2019 will mark intensive planning and the launch of smaller activities. Larger activities will commence in Fall 2019 leading up to 2020, with full implementation of the plan including large, countywide celebrations possibly in March for Women’s History Month and in August, with August 26 as Women’s Equality Day. Given the 2020 Census and presidential election, activities and events will likely continue through the end of that year. The proposed timeline is informed by factors including the timeline for the County’s census-related activities as well as aligning the larger activities with the 2019-20 school year to maximize coordination with schools on youth engagement.



The Administration looks forward to Board input and engagement of Board Offices throughout the process and will continue to work closely with District Two, which has provided leadership and mobilized stakeholders that have provided vital insights to inform the Administration’s recommended approach.

Task Force

Santa Clara County is diverse and to best address this, a diverse group must convene and provide their best thinking on community engagement and implementation of a work plan. The Administration proposes an initial allocation of \$50,000 to support the planning

activities in FY18 and ensure a strong launch of the stakeholder Task Force with diverse representation, depth of expertise and lived experience, and the capacity to mobilize essential resources and constituencies around this effort. For expenses in FY19, the budget for the Office of Women's Policy will include a request for one-time funding from the General Fund in the amount of \$100,000. As this is a multi-year project, additional one-time funding is expected to be requested once the Task Force recommendations are complete.

As noted below, the Administration recommends the inclusion of the Office of Women's Policy as a Task Force member so that it is best positioned to contribute its expertise to the planning and implementation of 100th Anniversary Women's Suffrage strategies; further discussion of its role and Task Force staffing is below.

The preliminary list of Task Force seats, based on stakeholder conversations, includes

Organizations

1. 2020 Women's Vote Centennial Initiative
2. American Association of University Women
3. Bay Area Women's Sports Initiative
4. California Federation of Republican Women
5. County of Santa Clara Commission on the Status of Women
6. County of Santa Clara Office of Women's Policy
7. Democratic Activists for Women Now
8. Emerge California
9. Girl Scouts of Northern California
10. Good Old Gals Club
11. Iranian Federated Women's Club
12. Junior League of San Jose
13. Latina Coalition of Silicon Valley
14. League of Women Voters
15. Lean In
16. National Coalition of 100 Black Women (Silicon Valley)
17. National Women's Political Caucus of Silicon Valley
18. Next Door Solutions
19. Planned Parenthood Mar Monte
20. San Jose Woman's Club
21. Santa Clara County Bar Association
22. Silicon Valley Association of Republican Women

- 23. Silicon Valley Organization
- 24. South Bay AFL-CIO Labor Council
- 25. Stand San Jose
- 26. Women's March San Jose
- 27. YWCA Silicon Valley

Types of Organizations/Individuals

- 28. Academic institutions: high schools, colleges, and universities, including
 - a. Notre Dame and Presentation High School
 - b. San Jose State University
 - c. San Jose City College
- 29. Individual youth and youth organizations
- 30. Organization representing homeless women
- 31. Organization representing women veterans
- 32. Women judges of Santa Clara County

If the Board directs County Counsel to return with a resolution to create this task force, the Administration will bring a work plan with goals, strategies, and a timeline for the successful June 2018 launch. The resolution will include a revised list of recommended seats, aiming to bring together traditional and nontraditional stakeholders and utilizing the framework that has informed the preliminary list above:

- 1. Including representation from communities that the political process currently marginalizes the most – as indicated by voter participation, representation in elected office, and health and economic outcomes – representing today's "shop girls" (see discussion of shop girls in Background). Such targeted populations include women of color, young women, single mothers, homeless women, undocumented and other immigrant women, women veterans, and girls. Other populations not generally connected to on-going efforts but are critical to strong outcomes include currently incarcerated women and women with criminal records, many of whom do not know they have the right to vote despite arrests and convictions.
- 2. Including County partners in order to ensure that the 100th Anniversary Women's Suffrage plan best leverages the County's strengths, assets, and existing bodies of work, with a particular emphasis on coordination with the County's 2020 Census project.
- 3. Including community partners best positioned to inform and lead solutions: Many community partners are already initiating efforts that need to be captured in the coordination of countywide initiatives so that the County maximizes outcomes and reduce duplication of effort. These partners include those working on the 100th Anniversary as well as those with depth of experience in and current projects on

engaging demographics of opportunity such as women and youth of color and effective strategies to increase political participation and democratic representation.

Work Plan and Measures of Success

The Administration proposes to develop the strategy by engaging the task force in a planning process that starts at the end and works backwards:

1. What are the key metrics of women's political equality for which this County-community effort can make an impact by 2020, or lay the groundwork for longer-term results? How can the Task Force most clearly and crisply define the relevant but immeasurable components of women's political equality? This research will include identifying the demographics of greatest opportunity, such as women of color and young women.
2. What are ambitious, achievable goals for our impact on those metrics and immeasurables, as informed by the research and considerations listed below?
3. What are the barriers to women's political equality? What assets have been shown to advance women's political equality?
4. What are evidence-informed strategies to leverage those assets and address those barriers? Where do new strategies need to be developed and tested?
5. Of these possible evidence-informed and innovative strategies, which should the women's suffrage County-community collaboration prioritize, based on criteria to be established via the task force such as
 - a. The scope, scale, depth and longevity of the potential impact – including how a strategy can build long-term infrastructure for women's political engagement, both within government and among community and other non-governmental organizations;
 - b. Utilizing the unique position and powers of the County and task force members – including coordination with such other major efforts as the County's 2020 Census work – to maximize impact;
 - c. Capitalizing on opportunities created by other actors in the landscape, such as others' templates and resources for the 100th anniversary of women's suffrage, voter engagement efforts, school-based initiatives, or worker and community organizing campaigns;
 - d. Alignment with the defining demographic, policy, political, economic and related characteristics of Santa Clara County;
 - e. Cost effectiveness; and
 - f. Appropriateness to the timeline of this initiative.

Best practices will be further researched and presented to the Task Force for vetting in our county, as described above in the section on measures of success. Additional stakeholder input has highlighted the following pieces of the ultimate vision:

1. Communications strategies, such as a media campaign and website, will be pivotal to reach and engage the maximum key audience.
2. Women leaders with a national profile can serve as powerful messengers to mobilize, inspire, set a transformational tone and vision, and signal inclusion.
3. The anniversary presents an opportunity not only to take action on women's political equality but also to draw from the unique ability of history to motivate and teach. Stakeholders have recommended a strong educational component in the plan of activities, drawing from the history of the suffragists, the passage of the 19th Amendment, and specific historical tropes such as the soup and salad luncheons discussed in the Background.
4. One resource of note is the National Women's History Project (NWHP), working since 1980 to write women back into history. This grassroots effort started with the County of Sonoma Commission on the Status of Women and has become a non-profit, national institution to celebrate and commemorate women's history. The NWHP, along with other national organizations including AAUW, is leading calls for local efforts to begin planning now for the 2020 anniversary. Tools to engage youth, theatrical pieces, and energizing and interactive learning opportunities that have been vetted nationally are ready for our local team to see what fits best with our community.

To staff this effort:

1. The Administration will designate a coordinator to lead this body of work and support the Task Force and
2. As described earlier, the primary role of the Office of Women's Policy will be to serve as a Task Force member; it will additionally collaborate with the coordinator as appropriate to support the Task Force and its work.
3. The Task Force will be a policy body covered under the Brown Act and as such will be supported by the Clerk of the Board.

CHILD IMPACT

The recommended action will have a positive impact on children and families as it directly affects women and mothers and efforts to include children will be a cornerstone of this initiative.

SENIOR IMPACT

The recommended action will have a positive impact on elderly women. In addition, many seniors receive caregiving from women and will be positively affected by their caregivers' greater political voice.

SUSTAINABILITY IMPLICATIONS

The recommended action will have no/neutral sustainability implications.

BACKGROUND

In August 2020 the United States will celebrate the 100th Anniversary of Women’s Suffrage. In December 2017 the Board directed Administration to develop a strategic plan to ensure the County is positioned to protect and honor the suffrage of women.

“Men, their rights, and nothing more; Women, their rights, and nothing less.”

– Susan B. Anthony

While the struggle for women’s suffrage grew strength in the 1840s and spanned nearly eight decades, many of the activists who risked their lives for the cause never lived to see the passage of the 19th Amendment in 1920. Sadly, many children and adults today do not know this important piece of our American history.

Celebrating this historic anniversary is a worthy initiative on its own and our County has historically celebrated the ratification of the 19th Amendment with a Women’s Equality Day event developed by our Commission on the Status of Women (CSW) in partnership with the Office of Women’s Policy (OWP). However, 100 years is significant, especially in this era of a federal government working to dismantle important women’s policy and other social justice gains from Title IX to transgender rights to access to medically accurate information and care and so much more. Addressing the right to vote becomes the framework for a much-needed discussion on critical issues impacting women and girls and how communities commemorate this anniversary and prepare and support transparent access to our local government becomes vital to the survival of our democracy.

The coincidence of this anniversary with both a presidential election and the 2020 Census demands that these efforts also address the implications of the decennial count for women’s political representation at federal, state and local levels. The women whom the census undercounts are by and large the same ones who face significant barriers to voting and other forms of political expression and participation – and many of the barriers to census and political participation are the same. Given the overlap among the policy implications, stakeholders and timeline of the 2020 Census and 100th Anniversary efforts, the Administration will seek every opportunity to coordinate, mutually leverage or meld the two areas of work.

Soup, Salad, Suffrage and the Nuts & Bolts of Civic Literacy

Californian suffragists learned early that a diverse group of women was essential to work effectively and secure the right to vote. After a crushing defeat in 1896, a new effort emerged and instead of the usual “ladies who lunch” organizers, the focus turned to engage “shop girls”. These were mostly young, poor, single, white women who weren’t typically found at a decision-making – or organizing – table. These workers would be invited for soup and salad during their lunch break with the hope that they would come for an inexpensive (5 cent) meal and stay for the discussion. It worked. California passed its 8th Amendment to allow women to vote in 1911. By the time the 19th Amendment became U.S. law in 1920, only 15 states allowed women to vote and almost all were west of the Mississippi.

Despite this historic victory, women continue to be under-represented and under-recognized in leadership and appointed and elected government. While Santa Clara County was once the feminist capital of the nation due to a majority of women elected to local city councils and our Board of Supervisors, that representation no longer exists at local, state, or federal levels. Not unrelated, the Pew Research Center ranked the United States 31st out of 35 countries for voter turnout based on voting age populace and there were more Amazon Prime members than voters in the 2016 presidential election. Consequently, issues from pay equity to gender-based violence fail to receive the focus needed to be effectively addressed but, according to the Guttmacher Institute, states have enacted 401 abortion restrictions from 2011 – 2017 and over 1,193 abortion restrictions have been enacted by states since the 1973 Roe v. Wade decision. The people with access to the decision-making tables determine not only what is discussed and decided, but also what won't be addressed.

Civic Literacy

There is much to learn from the soup and salad efforts of our foremothers and this will be honored as stakeholders convene to develop and implement the 100th Anniversary Work Plan. At its core, efforts to increase the numbers of possible voters is an exercise in sustaining democracy.

"The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex." – 19th Amendment

Civic literacy creates an informed citizenry that understand process, demands government transparency and is engaged in the creation of a strong, healthy community.

CONSEQUENCES OF NEGATIVE ACTION

Without approval, the Administration will return to the Board with a revised proposal. A delay in funding the planning work could compromise the County's ability to convene the first meeting of the task force by June 2018.

STEPS FOLLOWING APPROVAL

Upon approval, the Clerk of the Board is asked to notify David Campos (David.Campos@ceo.sccgov.org).

LINKS:

- Created: 89359 : 89359
- Linked To: 90164 : 90164

ATTACHMENTS:

- F-85 175 LF 90382 100th Anniv Womens Suffrage-OBA (PDF)