



County of Santa Cruz 0169

BOARD OF SUPERVISORS

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AGENDA: 2/6/01

January 23, 2001

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

RE: ANNUAL REPORT OF THE WOMEN'S COMMISSION

Dear Members of the Board:

Attached is the Annual Report of the Women's Commission for calendar year 2000. I recommend that the Board accept and file this report and direct the Chairman to thank the members of the Commission for their efforts on the County's behalf.

Sincerely,

TONY CAMPOS, Chairman
Board of Supervisors

TC:ted

cc: Women's Commission

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WOMEN'S COMMISSION



COUNTY OF SANTA CRUZ

Email commissions@co.santa-cruz.ca.us
Website: www.co.santa-cruz.ca.us

701 Ocean Street, Room 30, Santa Cruz, CA 95060
ph# 831-454-2772 fax# 831-454-2433

January 19, 2001

Chair Tony Campos
Santa Cruz County Board of Supervisors
701 Ocean Street
Santa Cruz, CA 95060

Dear Chair Campos:

On behalf of the Santa Cruz County Women's Commission, I am submitting the 2000 Annual Report of Activities for your review.

I would also like to express our appreciation for the opportunity to serve the Board of Supervisors and the women of Santa Cruz County.

Respectfully submitted,

Andrea Smith
Women's Commission Coordinator

cc: Susan Mauriello, CAO

31 1ST DISTRICT
K. Nakata
C. Pierce

2ND DISTRICT
P. Peterson
vacant

COMMISSIONERS
3RD DISTRICT
E. Yeast
A. Oliveto

4TH DISTRICT
N. Driscoll
R. Flores

5TH DISTRICT
A. Harlow
U. Dias



Santa Cruz County Women's Commission 2000 Annual Report

I. Role of the Commission

The Women's Commission is an advisory body to the Board of Supervisors on issues concerning inequalities of rights and opportunities and the means to remedy those inequalities for all people, with a specific focus on women. The Commission acts as a vehicle for conveying the concerns of women in the community to the Board of Supervisors. The concerns are gathered through public meetings and through reviewing information regarding women on international, national, and local levels.

II. Meeting Dates, Time, and Location

The Women's Commission meets the second Thursday of every month from 6:30-8:30pm at the Government Center at 701 Ocean Street, Room 510 in Santa Cruz. In lieu of regular meetings, the Commission attended a **daylong** working meeting at Commissioner Driscoll's home in Watsonville in July.

III. Commission Structure

The Women's Commission is comprised of ten members representing five districts. The Board of Supervisor's appoints two Commissioners for each district. Commission meetings are facilitated by co-chairs that are elected every April. This year the co-chairs were Nancy Driscoll (4th District), Sandy Brown (3rd District), and Vicki Dvas (5th District). The Commission members, as of December 31, 2000 are:

District	Commissioners
1 st District	Camille Pierce, Kimberly Nakata
2 nd District	Patricia Peterson, vacant
3 rd District	Emily Yeast, Annie Oliveto
4 th District	Nancy Driscoll, Lupe Flores
5 th District	Vicki Dvas, Alison Harlow

The following Commissioners either completed their terms, resigned, or were replaced in the last year: Allison Woodman, Anita Henri, Sandy Brown, and Mary Comfort.

IV. Commission Staff

The Commission is supported by a twenty hour per week staff person – the Commission Coordinator. The Coordinator takes minutes, prepares correspondence, and represents the Commission in some of the Commission activities. Andrea Smith served as the Commission Coordinator for the year 2000.



V. Attendance

Name	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Alison Harlow	X	X	X	X	X	X	X		X	X	X	X
Allison Woodman	X	X	X	-	-	-	-		-	-	-	-
Anita Henri	A	X	X	-	-	-	-		-	-	-	-
Annie Oliveto	X	X	X	X	X	X	X		A	X	X	A
Camille Pierce	A	X	X	X	A	X	X		X	X	X	X
Emily Yeast	-	-	-	-	-	-	-		X	X	X	A
Lupe Flores	X	A	X	X	X	A	X		A	X	X	A
Mary Comfort	-	-	-	X	X	X	X		X	X	X	X
Nancy Driscoll	X	X	X	X	X	X	X		X	X	A	X
Pat Peterson	X	X	X	X	X	A	A		X	X	X	X
Sandy Brown	X	X	X	X	A	A	A		-	-	-	-
Vicki Dyas	X	X	X	A	X	X	X		X	X	A	X

X= present A= excused absence dash (-) =not on commission

* Indicates Retreat or special informational meeting (Regular Commission business not conducted)

VI. Annual Goals and Accomplishments

The goals of the Commission are set annually and are developed employing the Commission mandate, emerging needs as expressed by the community and identified by Commissioners, and the following Mission Statement:

The Santa Cruz County Women's Commission is a non-partisan advisory board that serves to advance the causes of all women. Toward that end, the Commission influences public policy by advising and working with the Board of Supervisors and the County on issues impacting women, educating and informing its constituencies, and providing opportunities that empower women and girls to make their maximum contribution to society.

The Women's Commission 2000 activities concentrated on issues affecting women in the areas of poverty, domestic violence, health, and equality. The Commission also used this year to evaluate the Commission's efforts to determine effectiveness and appropriateness to contemporary times.

IMPROVING WOMEN'S ECONOMIC SUSTAINABILITY

In support of women working to transcend poverty, the Commission participated in the following activities:

- 3 The Commission coordinates and staffs a sub-committee on Welfare Reform, which serves as a collaborative effort among the various agencies involved in service delivery to women working to get off public assistance. Members of the sub-committee include representatives from WeLisn, Community Action Board, Human Services Commission,



Cabrillo College Fast Track to Work, Cabrillo College EOPS, CalWORKs, Lifetime, Family Support, and interested members of the community (including welfare-to-work participants).

The sub-committee reviews pertinent legislation and monitors welfare reform implementation. This past year, the sub-committee initiated several projects that lent toward improving the efficacy of the Welfare Reform implementation. Some of them included:

- A responsive grievance procedure was established for Cal WORKS participants experiencing difficulties with service delivery.
- Procedures and services to participants with a history of domestic violence were streamlined to improve effectiveness and sensitivity.
- Direct services staff at Cal WORKS is receiving additional training to insure consistency in service delivery to participants.

Throughout the year the Commission and sub-committee welcomed guest speakers providing information on valuable services and current legislation. Guests included Theresa Marks, Patricia Hershberger, and Tony Alvarado of Family Support's PITCH program (Positive Impact Towards Children's Happiness), Joan Anderson and Byron Lewis from Career-works, and Mary James, Executive Director of the Housing Authority.

- 3 The Commission also supported the following legislation: AB 2052 - the Welfare To Work Transportation Fund to create an account in the State Transportation Fund for the development of transportation projects and services to assist Cal WORKS recipients.

PREVENTING VIOLENCE AGAINST WOMEN

In support of domestic violence prevention, the Commission participated in the following activities:

- 3 The Women's Commission holds a seat on the Domestic Violence Commission, which meets on a monthly basis. This Commission is made up of representatives from various agencies including but not limited to medical services, law enforcement, and advocacy services. The Commission works collaboratively to address domestic violence in our County.

PROMOTING WOMEN'S WELL-BEING

In promoting health and well being for women in the community, the Commission participated in the following activities:

- ☛ The Commission maintained participation with the Reproductive Rights Network and supported the following legislation Federal: HR2120 (also S1200) Equity in Prescription Insurance and Contraceptive Coverage Act of 1999 to require equitable coverage of



prescription contraceptive drugs and devices, and contraceptive services under health plans.

PROMOTING EQUALITY

In promoting equality in our community, the Commission participated in the following activities:

- This year the Commission formed a subcommittee to work on local implementation of CEDAW (The Convention to Eliminate all forms of Discrimination Against Women). CEDAW is a United Nations treaty, which has been ratified by over 165 countries excluding the United States. It has been held up in the Senate Relations Committee by Jesse Helms for over twenty years. In response to the stalling, women's groups, countrywide have started efforts to ratify and implement CEDAW on a local level – County by County. San Francisco recently passed a CEDAW County/City ordinance and is currently conducting a gender analysis of City and County departments.

Implementing CEDAW at the local level requires a proactive examination of laws already on the books -- an effort involving the cooperation of local government, community groups, and citizens. Governmental departments participate with citizen groups in a gender analysis of employment practices, budget allocations and service delivery. In San Francisco, the gender analysis process has created sensitivity (previously nonexistent) to gender-related issues. Inequities are identified and addressed through policy revisions, education and sometimes the reallocation of funds.

- 3 The Commission supported State legislation for the passage of CEDAW: AJR 68 United Nations Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), urging the United States to ratify.

MISCELLANEOUS COMMUNITY INVOLVEMENT

The following activities were in support of the Commission's work in expanding community involvement and sensitivity to women's diverse needs in our community.

- Commissioners attended a Women As Allies workshop; a program designed to break down cultural and other barriers that hinder women from supporting each other.
- 3 In February, the Commission sponsored a display on the County community wall in honor of Black Women's History Month.
- 3 In March, the Commission held a CELEBRATION OF EXCEPTIONAL WOMEN: *Honoring Past Awardees of the Santa Cruz County Women's Commission – Then and Now*. The event was a reunion of women formerly honored over the past twelve years by the Women's Commission for their efforts in improving the lives of women in Santa



Cruz County. Some of the exceptional guests included Lorette Wood -the first female Santa Cruz City Mayor, Cynthia Mathews – a pioneer in Santa Cruz's fight for Reproductive Rights, and Annette Marcum – director of the Valley Women's Center and tireless volunteer for families in need. Also in attendance were former awardees: Sandy Brown, Lupe Flores, Guierillma Porraz, Ester Bradley Delgado, Maria Castro, Historian and former awardee, Carolyn Swift presented a glimpse into the lives of some of the women who have contributed to the character of Santa Cruz over the past 100 years.

- The Commission supported the work of She Rock's Teen Women's Day and the First International Multicultural and Multiracial Women As Allies Conference through donations and letters of support.
- In July, Commissioners represented Santa Cruz County at the National Convention of the National Association of Commissions for Women in San Francisco and the annual business meeting for the Association of California Commissions for Women.
- 3 Commissioners also attended the Color of Violence Conference: Violence Against Women of Color cosponsored by the UCSC Women's Studies Department and the Women and Girls, 2000 and Beyond Conference sponsored by the Santa Clara County Office of Women's Advocacy.
- 3 In December, the Commission welcomed Lola Gold, Executive Director of the California State Commission on the Status of Women as a guest speaker to discuss the role of the State Commission and emerging issues for Women and Girls in the coming year.

ADDRESSING THE NEEDS OF WOMEN AND GIRLS IN 2000 AND BEYOND

In evaluating the Commission's efforts to determine that they are effective and contemporary the Commission participated in the following:

In July of 2000, the Commission began work on its Strategic Action Plan, with the intent to address the needs of women in contemporary times in Santa Cruz County without duplicating the efforts of other Commissions or organizations. First, Commissioners attended the National Conference on Women's Commissions to review strategic planning processes and identify National priorities for women in the twenty-first century. The Commission also reviewed the current Community Assessment Project prepared by Applied Research Survey and a summary of a Listening Session conducted by the San Francisco Women's Foundation in Watsonville. Next, the Commission held an all-day strategic planning meeting to identify priorities and develop strategies.

The following is the Commission's objectives for 2001 through 2006, resulting from the planning process:

*The Women's Commissions' objective is to be a credible, visible, community-based entity that advises the Board of Supervisors and serves women and girls in **Santa Cruz County** in the following ways:*



- 1) *Provide a safe and appropriate place for women to express community concerns*
- 2) *Provide an accessible and comprehensive clearinghouse for community resources and information*
- 3) *Initiate collaborations, bringing together needs and resources to inspire community action*
- 4) *Provide opportunities for leadership development and service*
- 5) *Take an active role in advancing Local, State, and Federal Legislation that positively affects women and their families.*

A copy of the Strategic Action Plan is attached to this report and additional copies are available through the Commission office.

Guest speakers welcomed by the Women's Commission in 2000:

Sandy Brown, Community Action Board
Sheila Delany, community member
Pamela Freitas, community member
Danielle Freitas, community member
Iola Gold, California State Commission on the Status of Women
Evelyn Hall, Prometheus Family Support
Roberta McGrath, community member
Kimberly Nakata, community member
Caroline Reich, ETR and She Rocks!
Debra Williams, community member

VII. Future Goals and Recommendations

- Fulfill our objectives and goals as outlined in the Women's Commission Strategic Action Plan for 2001-2006 (Executive Summary attached)
- Continue monitoring Welfare Reform Implementation
- Attend the National Conference of Women's Commissions in Washington DC
- Launch the Commission web page

Respectfully Submitted,

Andrea Smith
Women's Commission Coordinator

Approved by the Women's Commission on 01/11/01

SANTA CRUZ COUNTY WOMEN'S COMMISSION

STRATEGIC ACTION PLAN FOR 2001-2006

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EXECUTIVE SUMMARY

The Santa Cruz County Women's Commission *Strategic Action Plan* is a long-term strategy for the future, and an action plan for the next five years in promoting equality and leadership for women in our community. This *Strategic Action Plan* identifies the priorities and strategies for the years 2001 through 2006.

In July of 2000, the Commission began work on its *Strategic Action Plan*, with the intent to address the needs of women in Santa Cruz County without duplicating the efforts of other Commissions or organizations. First, Commissioners attended the National Conference on Women's Commissions to review strategic planning processes and identify National priorities for women in the twenty-first century. The Commission also reviewed the current Community Assessment Project prepared by Applied Research Survey and a summary of a Listening Session conducted by the San Francisco Women's Foundation in Watsonville. Next, the Commission held an all-day strategic planning meeting to identify priorities and develop strategies.

The Commission's *Strategic Action Plan* is a work in progress and will be reviewed quarterly and updated annually.

MISSION STATEMENT

The Santa Cruz County Women's Commission is a non-partisan advisory board that serves to advance the causes of all women. Toward that end, the Commission influences public policy by advising and working with the Board of Supervisors and the County on issues impacting women, educating and informing its constituencies, and providing opportunities that empower women and girls to make their maximum contribution to society.

COMMISSION PROFILE

Commission Purpose

The Commission is comprised of ten members, two representing each of the five districts in the County. Commissioners are appointed by the Supervisors and serve four-year terms coinciding with that of the appointing Supervisor. The Commission is staffed by a half-time Coordinator position.

The Commission reviews and makes recommendations to the County Board of Supervisors, authorized under County Ordinance #2 105, on the following:

- Inequalities of rights and opportunities suffered by people of this County - with a specific focus on women.
- The County's Equal Employment Opportunity plans, policies, personnel rules, and job descriptions as they affect women.

-
- Employment opportunities for women in the County, especially in non-traditional fields.
 - Barriers to equal employment and equal pay.
 - Current and projected needs of women in our County.
 - Federal and State legislation affecting women.

The Commission also provides information and resources concerning equal rights, opportunities, and community services for women.

Guiding Principles and Values

The Women's Commission believes that all women and girls must have the opportunity and be encouraged to participate fully in society for the betterment of all.

We strive to ensure that all women live with justice, equity, freedom, dignity, privacy, and equality and in economic self-sufficiency, mental, and physical health and well-being.

We will listen respectfully and be pro-active.

History

It was through a grassroots effort that the Santa Cruz County Women's Commission was born. In 1973, a small but powerful group of local women came together to create an advisory body to address inequities experienced by Santa Cruz County women. This was at a time when there were only three local Commissions on the Status of Women in California in addition to the State Commission established in 1965 by Governor Ronald Reagan. Their vision and their actions were both courageous and progressive.

Recognizing the significance of their request, the Santa Cruz County Board of Supervisors passed a resolution officially establishing the Santa Cruz County Commission on the Status of Women in August of 1973. It wasn't until March of 1975 that the Commission was permanently established through County Ordinance 2 105 and renamed the Women's Commission*.

From its inception, the focus of the Commission has been in the areas of Affirmative Action (or Equal Employment Opportunity), gender equity, women's health, fair credit and loan policies, sexual harassment, domestic violence, economic self-sufficiency and welfare reform. The Commission has also acknowledged individuals, groups, and organizations that have made significant contributions to improving the status of women in our community.

In addition to advocating for Santa Cruz County women, early Commissioners traveled across the State offering advice, encouragement, and sharing strategies for the formation of Women's Commissions in other cities and counties. At the end of 1975, twenty-one Commissions had been

¹ The founding group chose to change the name to avoid having the Commission be called another "SOW", which was a derogatory term used to describe the Commissions on the Status of Women that were springing up during the seventies.

established due to their efforts. Today there are approximately 33 Commissions throughout the State working to improve the status of women.

Some of the Commission's more notable accomplishments have included:

- Establishing formal domestic violence services within the County. The Commission was responsible for the creation of the Crisis Line and Counseling Services under what was then called the County's Social Services Department. These services later merged with the Battered Women's Shelter Services created by the Domestic Violence Task Force and is today known as Women's Crisis Support/Defensa de Mujeres Shelter and Counseling Services.
- Developing sweeping Countywide sexual harassment policies and initiating two educational projects in the schools – 'Sexism in our School' and "Developing Human Potential Through Women's Studies."
- Advocating for the passage of the Equal Rights Amendment and today they are currently working on the local passage and implementation of the Convention to Eliminate all forms of Discrimination Against Women (CEDAW).
- Monitoring the GAIN (*Greater Avenues for Independence*) program and continuing to monitor Welfare Reform Implementation through a subcommittee comprised of service providers, welfare advocates, and welfare reform participants.

OBJECTIVES

The Women's Commissions' objective is to be a credible, visible, community-based entity that advises the Board of Supervisors and serves women and girls in Santa Cruz County in the following ways:

- 1) Provide a safe and appropriate place for women to express community concerns
- 2) Provide an accessible and comprehensive clearinghouse for community resources and information
- 3) Initiate collaborations, bringing together needs and resources to inspire community action
- 4) Provide opportunities for leadership development and service
- 5) Take an active role in advancing Local, State, and Federal Legislation that positively affects women and their families.

PLAN

1. Provide a safe and appropriate place for women to express community concerns

Goal 1.1: *Maintain a full active Commission*

**Santa Cruz County Women's Commission
Strategic Action Plan: 2001-2006**

Strategies and Timelines

- a) Develop a diverse pool of alternate Commissioners.
- b) Review and revise the Commission By-laws.
- c) Increase Commission visibility through media, a web page, informational materials, and monthly meetings throughout the County.

2. Initiate collaborations, bringing together needs and resources to inspire community action

Goal 2.1: Support Public Policy that promotes equity

Strategies and Timelines

- a) Collaborate with community members and other women's organizations to initiate CEDAW legislation in Santa Cruz County.
- b) Collaborate with other community organizations to promote voter awareness.
- c) Participate and staff the subcommittee on Welfare Reform Implementation.

Goal 2.2: Identify and secure funding for Commission projects

Strategies and Timelines

- a) Evaluate projects that require funding and locate foundation, corporate, and private sponsorship as needed.

3. Provide an accessible and comprehensive clearinghouse for community resources and information.

Goal 3.1: Develop a comprehensive Women's Resource Directory available County-wide

Strategies and Timelines

- a) Collaborate with the local library and various governmental and community agencies to initiate the development of a Women's/ Community Resource Directory.

4) Provide opportunities for leadership development and service

Goal 4.1: Honor extraordinary women in a unique and powerful way

Strategies and Timelines

- a) Review and/or update the Commission's method of honoring women in the community.

- b) Sponsor a display for Women's History month in March and Women's Equality Day in August.

Goal 4.2: Expand leadership opportunities to all women

Strategies and Timeline

- a) Collaborate to develop a leadership development/mentor program for all women.
- b) Develop a diverse pool of alternate Commissioners and committee/taskforce members from the community to work on Commission projects.

5) Take an active role in advancing Local, State, and Federal Legislation that positively affects women and their families.

Goal 5.1: Alert State and Local Legislators on upcoming Local, State, and Federal Legislation pertaining to women and family issues

Strategies and Timeline

- a) Participate in public hearings and advise Supervisors on local issues impacting women in the County.
- b) Participate on the Reproductive Rights Network to identify and promote healthcare legislation.
- c) Participate on the Domestic Violence Commission to identify and promote pertinent legislation.
- d) Collaborate with the California State Commission on the Status of Women, the Association of California Commissions for Women (ACCW), and the National Association of Commissions for Women (NACW) to advance a legislative position with the Board of Supervisor's support.

EVALUATION

The Commission will monitor progress on goals and objectives on a quarterly basis at Commission meetings using the *Goals and Strategies Timeline and Evaluation Worksheet* in the appendix.

In addition, outcome-based evaluation methods will be developed and used for specific projects, when appropriate.