



## ADVISORY BODY ANNUAL REPORT

Advisory Body Name: Contra Costa Commission for Women and Girls (CCCWG)

Advisory Body Meeting Time/Location: 7 pm / 4th Tuesdays / 3338 Mt. Diablo Blvd., Lafayette

Chair (during the reporting period): Shauna Polk (Leal-Markham)

Staff Person (during the reporting period): Chrystine Robbins, County Administrator's Office

Reporting Period: January 2025 - December 2025

I. Activities (estimated response length: 1/2 page) *Describe the activities for the past year including areas of study, work, special events, collaborations, etc.*

FEB: **Gender 101: Practical Guidance for Community Service Providers**, Th. 2/20, 2–3:30 PM on Zoom. Organized by Ria Bhatt (D4) in partnership with PFLAG Danville-San Ramon Valley. Special guests included Contra Costa County D4 Supervisor Ken Carlson and Cherise Khaund from the Office of CA State Assemblymember Rebecca Bauer-Kahan (AD-16). The training focused on increasing understanding of gender diversity, terminology, and best practices for creating inclusive and affirming environments for community members.

The Commission also hosted the **SHERos Leadership Panel**, led by **Christy Lam-Julian, At-Large Commissioner representing District 1**. The event recognized women leaders and their impact across Contra Costa County, bringing together community members, advocates, and leaders for a discussion on leadership, empowerment, and service. The panel highlighted the accomplishments of women making a difference in the community and supported the Commission's mission to uplift and empower women and girls

MAR: **Women's History Month (WHM) Proclamation** presented by the Board of Supervisors on Tu. 3/11 in partnership with the National Council of Negro Women.. The panel included community leaders and featured a Rosie the Riveter representative and West Contra Costa Unified School District Trustee Jamela Smith Folds as guest speakers, highlighting women's leadership and historical contributions. Also, the commission participated in the annual **Rosie the Riveter Day event**.

APR: Chairwoman Shauna Polk had the honor of attending as a special guest at the **Soroptimist of the Delta Student Recognition Event**, where the organization recognized outstanding young women for their academic achievement, leadership, and dedication to community service.

JUN: **Tabling at the Martinez Juneteenth Celebration** focused on Black Women's Wellness, organized by Nakenya Allen (D5). The Commission shared resources and engaged community members on programs and services that support women and families throughout Contra Costa County.

NOV: **EM/Powered by WMN Women's World Summit**. The Commission sponsored members and social media followers to attend the summit, which focuses on leadership development, empowerment, and professional networking for women. Contra Costa Commission member **LéJon Payne served as a panelist speaker at the Empower Summit**, representing the Commission and highlighting the importance of women's leadership and advocacy in Contra Costa County.

DEC: **Bay Area Crisis Nursery (BACN) Volunteer Event.** Commissioners participated in a team-building volunteer effort assembling food and gift packages for Contra Costa families. BACN provides crisis nursery services for more than 2,000 families annually and operates weekly farmers' market distributions and a permanent baby/diaper boutique serving 50–200 families per week. Commissioners discussed opportunities to further promote BACN services through Supervisor newsletters to increase awareness for county families.

ONGOING:

• **HERstory Presentations at Monthly Meetings.** Each Commission meeting featured a HERstory presentation highlighting women leaders, nonprofit organizations, students, and advocates working to improve the lives of women and girls in Contra Costa County. These presentations also helped the Commission learn about resources available to residents. Presenters included:

- **Karina Soto – OoGubi Children's Sensory Play**, presenting on the importance of inclusive sensory play environments for children and families.
- **Rosie the Riveter Trust**, highlighting the history of women's contributions to the WWII workforce and ongoing community education programs honoring women's leadership and resilience. The Commission supported Rosie the Riveter events and looks forward to continuing collaboration and participation in upcoming programming in **2026**.
- **Krystal Jugarap – EM/Powered by WMN**, presenting on women's leadership and empowerment initiatives and opportunities for professional development through the Women's World Summit.
- **Sophie Khouri – Contra Costa Community College District Student Trustee**, a 17-year-old senior at Contra Costa College working toward both her high school diploma and Associate's Degree. She shared her advocacy work supporting students, including efforts to explore student housing opportunities and the development of a peer mentor program to support student success.
- **Tamia Brown – Contra Costa County Workforce Development Board**, presenting on workforce programs serving youth, adults, and dislocated workers. The Workforce Development Board operates a \$7 million federally funded program supporting employment opportunities through 12 locations across the county, including programs that help women enter non-traditional careers such as healthcare professions. The WDB also provides rapid response funding to help businesses retain staff and prevent layoffs.
- **Theresa San Luis Teller – Author and Mental Health Advocate**, presenting on mental health awareness and her book *My Brain Makes Me Proud*, sharing personal experiences to reduce stigma and promote emotional wellbeing.

• **Community Engagement and Partnerships.** The Commission continued collaboration with organizations such as the National Council of Negro Women, Bay Area Crisis Nursery, and Rosie the Riveter Trust while expanding outreach through social media platforms **@womenscommission** to highlight events, resources, and opportunities for community participation.

II. Accomplishments (estimated response length: 1/2 page) *Describe the accomplishments for the past year, particularly in reference to your work plan and objectives.*

Through social media, the Commission has been able to reach more women and girls throughout Contra Costa County. Our platforms allow us to share valuable information and resources with the community, including housing resources, sensory play opportunities, Head Start programs, library services, animal safety information, free job training courses, free student meal programs, outdoor movie nights, summer camps, and local job postings. We also highlight community outreach opportunities, emergency preparedness resources, and other programs that support families across the county. One of our most meaningful efforts has been helping keep our audience informed about **local legislation and public policy issues impacting women and families**, ensuring that residents stay engaged and aware of developments that affect their communities.

The Commission increased its reach and engagement with the public through both in-person events and virtual participation opportunities. Social media engagement continued to grow significantly. Facebook total followers increased by **26.48% (438 to 554)** with **127 new followers**, representing a **746% increase from 2024**. Page visits increased by **271%**. Instagram followers increased by **12.36%**, gaining **135 new followers**. Instagram post views increased by **240.29% with more than 22,000 views**, while Instagram Reel engagement grew dramatically with views increasing by **10,514%** (from 23 to 2,229) and reach increasing by **11,375%** (from 16 to 1,836).

Email engagement also increased significantly. Email campaigns saw a **74.64% increase**, with a **31.31% open rate** compared to the industry average of 28.59%. Click rates increased by **32.97% to 9.35%**, while unsubscribe rates decreased by **243.77% to 0.46%**. Total contacts in the Commission's email list increased by **39%**.

The Commission successfully continued the **HERstory Initiative**, which features guest presentations at each monthly meeting highlighting women leaders, students, nonprofit organizations, and advocates working to improve the lives of women and girls in Contra Costa County. These presentations provided valuable information about community resources and programs available to residents.

The Commission strengthened partnerships with community organizations including the **National Council of Negro Women, Bay Area Crisis Nursery, Rosie the Riveter Trust**, and **EM/Powered by WMN**. These collaborations expanded opportunities for leadership development, community engagement, and resource sharing.

The Commission supported and participated in the **EM/Powered by WMN Women's World Summit**, where Contra Costa Commission member **LeJon Payne served as a panelist speaker**, highlighting women's leadership and advocacy efforts in the county.

The Commission continued its annual participation in **Women's History Month**, including a **Board of Supervisors Proclamation** and the **SHEros Leadership Panel**, which highlighted women leaders and historical contributions. The Commission values this opportunity each year to recognize and celebrate the impact of women throughout Contra Costa County.

III. Attendance/Representation (estimated response length: 1/4 page) *Describe your membership in terms of seat vacancies, diversity, level of participation, and frequency of achieving a quorum at meetings.*

At the end of 2025, the Commission had one District 5 vacancy pending consideration by Supervisor Scales-Preston. All At-Large and Alternate positions were filled at the end of the reporting period, though some roster changes are occurring in early 2026. As of March 2026, the Commission also has a newly vacant District 4 seat and one At-Large vacancy. Two current At-Large members may transfer into the open district seats, which would create three additional At-Large openings.

At the March meeting, the Commission expects to vote to move one application forward to the Board of Supervisors for consideration. This will still leave four additional strong candidates currently under review.

Due to the growing interest in serving on the Commission, members have identified the need to establish clearer **policies and procedures for the application and selection process**. The Commission plans to develop a fair and transparent evaluation system to ensure each applicant receives equal consideration as the process becomes more competitive. For the first time in several years, the Commission now has a **waiting list of interested applicants**.

The Commission continues to receive strong interest from community members wishing to serve. More than **10 applicants are currently under consideration**, and the Commission is working to review applications and recommend candidates to the Board of Supervisors with consideration for diversity of background, geographic representation, professional experience, and policy focus.

The Commission successfully achieved **quorum at seven monthly meetings in 2025**, with scheduled breaks during the summer and holiday periods.

Meetings regularly include **2–4 members of the public** attending in person or virtually, demonstrating growing community engagement and interest in the Commission’s work.

Commissioners also maintain ongoing collaboration and meeting participation with members of the **National Council of Negro Women**, strengthening community partnerships and shared initiatives.

IV. Training/Certification (estimated response length: 1/4 page) *Describe any training that was provided or conducted, and any certifications received, either as a requirement or done on an elective basis by members. NOTE: Please forward copies of any training certifications to the Clerk of the Board.*

Commission members participated in several trainings to ensure compliance with county requirements and to strengthen their ability to serve effectively in their roles.

- **Gender 101: Practical Guidance for Community Service Providers**, co-sponsored with PFLAG Danville–San Ramon Valley, provided education on gender diversity and inclusive practices for community service organizations.
- Commissioners continued to complete required **Brown Act, Implicit Bias, and Ethics** trainings in accordance with county advisory body requirements. As of March 10, 2026, certifications are on file with the Clerk of the Board for 7 out of 11 active members.

These trainings support the Commission’s commitment to transparency, equity, and effective governance.

V. Proposed Work Plan/Objectives for Next Year (estimated response length: 1/2 page) *Describe the advisory body's workplan, including specific objectives to be achieved in the upcoming year.*

Conduct a **countywide survey assessing the needs of women in Contra Costa County**, including employment, economic opportunity, leadership development, and access to services.

Host **Leadership and Local Appointments Workshops** in District 1 and District 5 to encourage women to apply for local boards, commissions, and leadership opportunities.

Establish a **New Member Committee** to develop clearer protocols and recommendations for the appointment process given the growing number of applicants interested in serving on the Commission.

Develop **formal policies and procedures** outlining roles, responsibilities, and operational practices for the Commission to ensure consistency, transparency, and sustainability as the organization continues to grow.

Maintain a **fully staffed roster**, ensuring representation from all districts as well as at-large and alternate positions.

Ensure that all Commissioners complete required **government trainings and certifications**, including Brown Act, Ethics, and Implicit Bias training.

Utilize remaining funds from the **Women's Recovery Response Grant** to expand communication efforts, increase community outreach, and improve awareness of resources for women and girls in Contra Costa County.

Host a **professional holiday photo and headshot workshop** for community members, with events distributed across **East, Central, and West Contra Costa County** to improve accessibility and provide professional development opportunities for women and community leaders.

Organize a **community service and team-building event** for Commissioners to support a local nonprofit organization serving women and families in Contra Costa County while strengthening collaboration among members.

The Commission anticipates that its current **social media and communications partnership may conclude in October 2026 due to the exhaustion of grant funding**. For the past three years, the communications team has played a critical role in strengthening the Commission's public presence by helping develop a consistent brand identity, expanding social media engagement, and launching a regular newsletter to better inform the community about programs, events, and resources. The Commission recognizes this partnership as a major accomplishment in its organizational development and will seek additional **funding opportunities to sustain communications and outreach efforts moving forward**.