



## BACKGROUND

### The Problem

People of color as well as those who are non-male identifying, LGBTQ+ and with disabilities are underrepresented at all levels of elected leadership in San Mateo County.<sup>1</sup>

- San Mateo County's population is 60% BIPOC, but only 29% of top local elected offices are held by people of color. **As a whole, our county has the highest overrepresentation of white elected officials in the entire nine-county Bay Area region**, including a Board of Supervisors that is 100% white.
- APIs and Latinos, who make up half of the region's population, hold just 13% of top county elected positions.
- **People who identify as male are overrepresented among all of our elected positions.**

When our leaders endorse candidates far in advance of their elections based on preexisting relationships, BIPOC and LGBTQ+ candidates as well as candidates who are non-male identifying and/or have disabilities are less likely to run for and win seats.

### A Call to Action

We are calling on influential groups and individuals in San Mateo County to take the **Equity Endorsement Pledge** as a step toward dismantling the effects of white supremacy, systemic racism, sexism, homophobia, transphobia and ableism.

The Equity Endorsement Pledge follows the corporate "diverse-slate hiring approach," which requires the consideration of a diverse slate of qualified candidates for open positions in order to help "mitigate similarity bias, or our natural inclination to surround ourselves with people who think, act, and look like us."<sup>2</sup>

### Who can take the pledge?

- Current and former elected officials
- Party and community leaders
- Organizations
- Influential individuals

### Where do we go from here?

In order to **continuously strengthen our efforts to increase representation in elected positions** (including assessing other underrepresented groups such as renters and people under the age of 40), the Equity Endorsement Pledge committee, made up of leaders of underrepresented communities in San Mateo County, commits to meeting annually to review the pledge and publish its findings, including in an annual report.

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<sup>1</sup> [Bay Area Equity Atlas](#); "The universe of the racial/ethnic and gender composition of elected officials includes city and county elected officials holding municipal offices of mayor or councilmember (for all Atlas geographies except counties), and county offices of supervisor or district attorney" as per the [Bay Area Equity Atlas](#)

<sup>2</sup> [PipelineEquity.com](#)



## THE PLEDGE

In races for all Bay Area publicly elected positions, I pledge to:

1. **Limit my public endorsements** to candidates who are BIPOC, LGBTQ+, non-male identifying and/or have disabilities until:
  - a. **Up to six months** before the filing deadline for elected positions up to the county level and/or
  - b. **Up to one year** before the filing deadline for elected positions at or above the county level.
2. **If I have already publicly endorsed** a candidate who is not BIPOC, LGBTQ+, non-male identifying and/or has disabilities, I will consider using my position of power in solidarity with the racial and social justice movement of today to either rescind my endorsement until the time frame outlined above or to consider making a dual endorsement of an underrepresented candidate.
3. Offer to **meet with qualified candidates** in my party for races in which I plan to make an endorsement.
4. Actively **support the creation of a larger pool of underrepresented candidates** by mentoring individuals who are BIPOC, LGBTQ+, non-male identifying and/or have disabilities; fundraising for and/or donating to the campaigns of underrepresented candidates; and/or supporting appointments of underrepresented individuals to boards and commissions.
5. Every six months, be **accountable to this pledge** by providing to the Equity Endorsement Pledge committee for public consumption [a report](#) of the previous six months that includes:
  - a. A list of endorsements and candidate meetings broken down by (1) elected position (2) level (e.g. city, county, state), (3) filing date for position (4) date of endorsement and/or meeting, and (5) demographics of each candidate based on self-reported data (include whether candidates are BIPOC, LGBTQ+, non-male identifying and/or have disabilities)
  - b. A list of underrepresented individuals I mentored, fundraised for and/or donated to the campaigns of, and/or supported the appointments of to boards and commissions (include whether individuals are BIPOC, LGBTQ+, non-male identifying and/or have disabilities)
  - c. The name, title, and contact information for the person in my office responsible for liaising with the Equity Endorsement Committee.

[CLICK HERE TO SIGN THE PLEDGE](#)