

Women's Agenda Department Action Plan
Treasurer & Tax Collector's Office (TTX)
FY 2026–27 through FY 2028–29



Women's Agenda Vision

The Treasurer & Tax Collector's Office will partner with DOSW to advance financial inclusion, economic mobility, and long-term financial security for women, girls, gender-diverse people, and families. Through the Economic Justice Center, financial counseling, children's savings programs, government-levied fines-and-fees reform, anti-scam education, and systems-level policy change, TTX will reduce structural financial barriers and expand pathways to savings, credit building, asset development, and wealth creation.

Women's Agenda | Pillar Alignment

Pillar	Department Alignment
Health	Not Applicable
Safety	Priority Area
Economic Mobility & Security	Priority Area
Civic Leadership & Community Engagement	Not Applicable

FY 2026–27 | Planning & Alignment

Overall

- Report on gender representation for department personnel and services provided by the department.

Safety

- Expand anti-scam and consumer-protection education for women, older adults, families, and underserved communities.
- Strengthen partnerships with trusted community organizations to prevent financial exploitation.
- Identify opportunities to connect survivors of domestic violence with confidential and trauma-informed financial counseling.

Economic Mobility & Security

- Expand free one-on-one financial counseling through the Economic Justice Center.
- Track savings, debt reduction, credit-score improvements, and positive financial outcome attainment for financial counseling clients.
- Continue assessing and reforming fines and fees that disproportionately burden low-income women and women of color. Assess and advance policy to limit predatory financial products and services that disproportionately burden low-income women and women of color. Support the reduction and/or removal of City-owned debt from fines and fees for low-income San Franciscans.

- Explore partnerships with DOSW to develop women-centered financial-education events and outreach.
- Increase access to asset building for San Francisco families through Kindergarten to College, CalKIDS, and other early wealth building programs.
- Expand partnerships with the Women's Building, Casa de las Madres, and financial-counseling providers.
- **Civic Leadership & Community Engagement**

Not Applicable – This pillar was not identified as a departmental priority area in the Women's Agenda Questionnaire.

FY 2027–28 | Implementation

Safety

- Expand anti-scam outreach and financial-exploitation prevention.
- Strengthen confidential financial counseling and referrals for survivors.
- Partner with community-based organizations on culturally responsive service delivery.

Economic Mobility & Security

- Expand financial counseling, credit-building, debt-reduction, and savings services.
- Increase participation by women, low-income residents, and communities of color.
- Expand utilization of children's savings and family asset-building programs.
- Continue fines-and-fees and predatory financial product reform and assess impacts by gender where data is available.
- Monitor participant financial outcomes and program effectiveness.

Civic Leadership & Community Engagement

Not Applicable – This pillar was not identified as a departmental priority area in the Women's Agenda Questionnaire.

FY 2028–29 | Sustainability & Continuous Improvement

Safety

- Institutionalize effective anti-scam and survivor financial-support strategies. Promote replication in peer cities.
- Evaluate outreach, referrals, and participant outcomes.
- Strengthen financial-exploitation prevention partnerships.

Economic Mobility & Security

- Institutionalize successful Economic Justice Center and community partnerships.
- Collect data on savings, debt, and credit..
- Initiate the data collection of children's asset building outcomes.
- Strengthen recommendations addressing systemic economic inequities.
- Identify future Women's Agenda economic justice policy priorities.

Civic Leadership & Community Engagement

Not Applicable – This pillar was not identified as a departmental priority area in the Women's Agenda Questionnaire

Women's Agenda | Gender Representation

DOSW requests that TTX report:

- Workforce composition by gender across classifications and leadership levels.
- Hiring, promotion, and retention outcomes by gender.
- Financial-counseling participants by gender and other available demographic indicators.
- Savings, debt reduction, credit-score, and positive financial outcome attainment by gender.
- Participation in children's savings, financial education, and anti-scam initiatives.
- Department-specific strategies implemented to improve gender equity and representation.

Annual Performance Measures

- Number of participants receiving financial counseling.
 - Percentage of participants identifying as women or gender-diverse.
- Total participant savings accumulated.
 - Participant savings accumulated by participants identifying as women or gender-diverse.
- Total participant debt reduced.
 - Participant savings accumulated by participants identifying as women or gender-diverse.
- Number of financial-education and anti-scam workshops.
- Number of families participating in children's savings initiatives.
- Number of fines, fees, and predatory financial products assessed and reformed (as applicable).
- Amount of city-owned debt waived.
- Annual progress toward Women's Agenda implementation goals.

Summary of Key Deliverables

FY 2026–27

- Expand Economic Justice Center financial counseling and outreach.
- Strengthen partnerships with the Women's Building, Casa de las Madres, and counseling providers.
- Continue fines, fee, and predatory financial product assessment and anti-scam education.
- Establish gender-responsive performance measures.

FY 2027–28

- Expand financial coaching, savings, debt-reduction, and credit-building services.
- Expand family connections to asset-building opportunities.
- Monitor participant outcomes by gender.
- Expand culturally responsive outreach.

FY 2028–29

- Institutionalize successful economic justice initiatives.
- Evaluate economic-mobility outcomes.
- Strengthen systemic economic equity recommendations.
 - Expand financial inclusion and wealth-building strategies.
 - Develop recommendations for future Women's Agenda priorities.

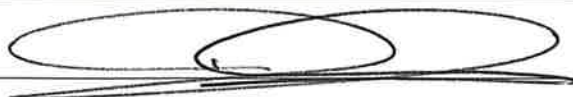
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Department Certification

I certify that this report accurately reflects the department's implementation of its Women's Agenda Action Plan during the reporting period.

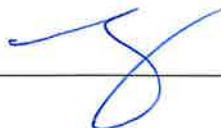
Department Head

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