

## POLICY WATCH – September 2016

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While the campaign for the Presidential election has felt like an eternity, the end is near. Now we can finally voice our choice for president. But given the extraordinary length of the November ballot, we need to not succumb to voter fatigue and fight our way to vote all the way to the end of the ballot. We have many other issues besides President to decide and to short shrift the other candidates and propositions, which will also greatly affect our lives, would not be in our own best interest. Please vote, and please vote the entire ballot!

If the poll numbers are driving you as crazy as me, please read the article on the “mythical swing voter” and the explanation for why we are seeing these swings in poll results.

Adding to the excitement of the honorees of Leaders of the North Bay we announced last month, we are proud to announce that George Lucas has been selected for the Legacy Leadership Award this year. We are honoring him for his remarkable environmental contributions to Marin County. George is a true environmental hero!

Best,



Cynthia

### NBLC's Endorsements for November 2016 Election

The election in November ends a contentious Presidential campaign and some hotly contested races in the North Bay. The volume of propositions requires voters to do a lot of homework to decide what is best. NBLC urges you to vote this year and resist voter fatigue and/or dismay. Your vote counts – never more so than this election cycle!

Here is who/what NBLC is endorsing:

#### **State Senate:**

3<sup>rd</sup> District: Bill Dodd

#### **Assembly:**

10<sup>th</sup> District: Marc Levine

#### **Marin County Supervisor:**

4<sup>th</sup> District: Dominic Grossi

**Sonoma County Supervisor:**  
5<sup>th</sup> District: Lynda Hopkins

City of Santa Rosa:  
Ernesto Olivares  
Chris Rogers  
Don Taylor

City of Petaluma:  
Mike Healy  
Kathy Miller

**Ballot Measures:**

Marin County

Measure A – Marin Strong Starts for Children (PreK and Services): SUPPORT

Sonoma County

Measure J: Regional Parks and Water Improvement Tax: SUPPORT

Measure M: Transgenic Contamination Prevention Ordinance/Anti-GMO: OPPOSE

Statewide

Prop 51 Schools Bonds: K-12 and Community College: SUPPORT

Prop 52 State Fees on Hospitals. Federal Medi-Cal Matching Funds: SUPPORT

Prop 53 Revenue Bonds – Requires Statewide Voter Approval – Initiative Constitutional Amendment: OPPOSE

Prop 54 California Legislative Transparency Act: SUPPORT

Prop 55 Tax Extension to Fund Education and Healthcare: Extends temporary tax enacted during the recession for 12 more years. Taxes higher income people. SUPPORT

Prop 64 Marijuana Legalization: SUPPORT

“I believe that voting is the first act of building a community as well as building a country,” said John Ensign. It would be a great sign of healthy civic engagement if the North Bay has a very high voter turnout this election. Let’s be the leaders!

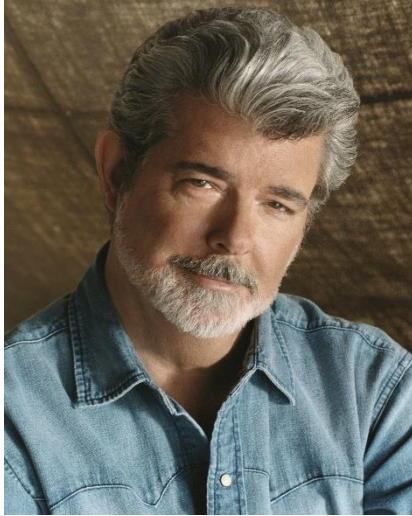
**NBLC Honors George Lucas with Legacy Leadership Award on November 4<sup>th</sup>**

George Lucas has been recognized as a great filmmaker, visionary, philanthropist, builder, education advocate, and entrepreneur. NBLC is recognizing him for his outstanding environmental efforts in Marin County over the past 37 years. We are proud to honor George for a lifetime of leadership, the Legacy Leadership Award.

George is an unsung environmental hero, a man who “walks lightly on the earth.” He loves nature and has done much to preserve Marin County. It was George who stopped the westward march of housing development along Lucas Valley Road in Marin County. In 1979, George received approval for a master plan for Skywalker Ranch, followed by approval of another master plan for the Big Rock/Grady Ranches in 1996. In those plans, George permanently preserved an area of land from development that is greater in



combined size than the Town of Corte Madera, City of Larkspur, and Muir Woods, totaling well over 7.6 square miles. This is through easements given to the Marin Agricultural Land Trust (MALT), and dedications to Marin County Open Space at the Grady Ranch, protecting well over 96% of all of the land at the Ranches forever. An 11-mile long and very popular public multi-use trail easement was given the County of Marin that runs from Big Rock Ridge to Loma Alta above Fairfax, as part of the Bay Area Ridge Trail.



George also implemented green building and green practices in his businesses and has modeled how to be environmentally and socially responsible. His businesses were long ago recognized as "Green Businesses" by the County of Marin, including being the first larger Marin employer to receive certification. Thousands of trees have been planted at the Ranches; major creeks and waterways have been restored and cleaned of debris after decades of dairy ranching; habitats have been improved for the now very abundant wildlife population that includes 144 species of birds; old farm dumps have been removed along with a former quarry; and sustainable business practices implemented.

In addition, the Ranches feature two of the first and largest geexchange heating and cooling systems on the west coast. There has been massive use of recycled wood for construction, starting with the Main House at Skywalker Ranch in the early 1980s using wood from an old wooden bridge that was torn down and re-milled at Skywalker Ranch. More recently, many miles of recycled trim were used in the construction of Big Rock Ranch. Water conservation and careful groundwater management have been practiced for decades, and a sophisticated drip irrigation system utilized that measures soil moisture and tracks the local weather to conserve.

Recycling has been practiced faithfully throughout the history of the Ranches, with, for example, surplus furniture being given away for re-use to organizations like the North Bay Conservation Corps, Marin Agricultural Land Trust, and the Nicasio School. Agriculture has been preserved through an organic garden supplying produce to the Ranches' dining locations, cattle operations, olive orchards, fruit trees, and a small wine business in operation since 1992.

George has been a regular, large donor to the Marin Agricultural Land Trust, including a \$2 million donation to help preserve the Corda Ranch, and several other parcels in addition to the contribution of no-cost easements at the Ranches.

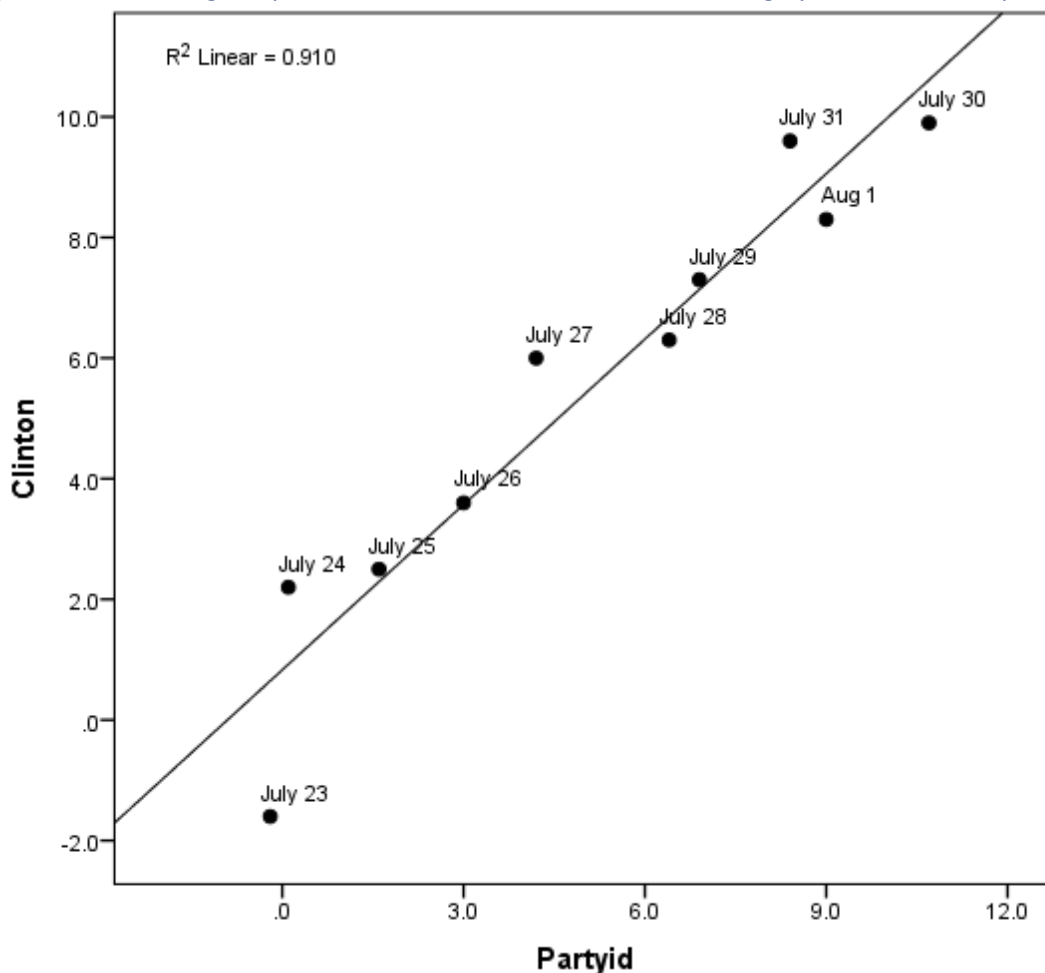
George Lucas leaves a legacy of leadership and positive, collective impact on the people and places he has touched. His story is one of the greatest stories he has ever produced and we are the lucky beneficiaries of his hard work, vision and caring heart.

George and the other honorees (see sidebar) will be feted at an awards luncheon at the Embassy Suites Hotel, San Rafael, on November 4<sup>th</sup> from 11:30 a.m. – 1:30 p.m. For more information or to purchase tickets, please go to [www.northbayleadership.org](http://www.northbayleadership.org) or email [info@northbayleadership.org](mailto:info@northbayleadership.org). Tickets are \$85/person or \$680 for a table of 8. The event always sells out, so get your tickets today!

## Making sense of Roller Coaster Poll Numbers

One of the tortures of this election season has been the fluctuating poll results. So many polls, so many changing numbers! He's up, she's down – she's up, he's down – they're tied! I have been wondering why the polls could be so volatile and came across an interesting explanation.

In [The mythical swing voter](https://www.washingtonpost.com/news/monkey-cage/wp/2014/08/20/the-mythical-swing-voter/), by Andrew Gelman, David Rothschild, Sharad Goel, and Doug Rivers (Washington Post, August 20, 2014 <https://www.washingtonpost.com/news/monkey-cage/wp/2014/08/20/the-mythical-swing-voter/>), they write, “How can election polls swing so much given the increasingly polarized nature of American politics, where switching one's support between candidates is a significant move? We investigate this question by conducting a novel panel survey of 83,283 people repeatedly polled over the last 45 days of the 2012 U.S. presidential election campaign. We find that reported swings in public opinion polls are generally not due to actual shifts in vote intention, but rather are the result of temporary periods of relatively low response rates by supporters of the reportedly slumping candidate. After correcting for this bias, we show there were nearly constant levels of support for the candidates during what appeared, based on traditional polling, to be the most volatile stretches of the campaign. Our results raise the possibility that decades of large, reported swings in public opinion — including the perennial “convention bounce” — are largely artifacts of sampling bias.”



Moving to this election, Gelman writes in [Don't Believe the Bounce](#) (Statistical Modeling, Causal Inference and Social Science, August 5, 2016), says, “Alan Abramowitz sent us the above graph, which shows the

results from a series of recent national polls, for each plotting Hillary Clinton's margin in support (that is, Clinton minus Trump in the vote-intention question) vs. the Democratic Party's advantage in party identification (that is, percentage Democrat minus percentage Republican).

He continues, "This is about as clear a pattern as you'll ever see in social science: Swings in the polls are driven by swings in differential nonresponse. After the Republican convention, Trump supporters were stoked, and they were more likely to respond to surveys. After the Democratic convention, the reverse: Democrats are more likely to respond, driving Clinton up in the polls."

Gelman concludes, "The political junkies among you have probably been seeing all sorts of graphs online showing polls and forecasts jumping up and down. These calculations typically don't adjust for party identification (an idea we wrote about back in 2001, but without realizing the political implications that come from systematic, rather than random, variation in nonresponse) and thus can vastly overestimate swings in preferences." Mystery solved?

## Members in the News

### W. Bradley Electric makes San Francisco Business Journal's Bay Area's 20 largest women-owned businesses for 2016

There's no question that Bay Area business is booming, but a large part of that success is due to women-owned business in the region, our research has found.

### Sonoma-USA Named North Bay's "Top Innovator"

Sonoma-USA minimizes commercial waste by diverting post-production and packaging materials to the production of luggage and accessories.

### Kaiser Permanente Gives Marin Students an Edge With Their Medical Assistant Program

In a unique program, Marin high school juniors and seniors learn from a Kaiser Permanente health educator at Terra Linda High School during the school year, then work full-time at Kaiser during the summer, graduating in August with medical assistant certificates.

### Lucas Museum of Narrative Art Gives a First Glimpse

An exclusive first look at the collection of the Lucas Museum of Narrative Art

### Kaiser Permanente Announces More Than \$450,000 in Grants to Local Organizations

Kaiser Permanente in the Marin-Sonoma Area is awarding \$487,000 to local non-profit organizations that provide community programs for improved health care access, healthy eating and active living, oral health, mental health services and substance abuse services.

Read more online at [www.northbayleadership.org/news](http://www.northbayleadership.org/news)



**Who We Are**

Over twenty years ago, business leaders founded the North Bay Leadership Council on a simple premise: We can accomplish more by working together. Today, the Council includes 47 leading employers in the North Bay. Our members represent a wide variety of businesses, non-profits and educational institutions, with a workforce in excess of 25,000. As business and civic leaders, our goal is to promote sound public policy, innovation and sustainability to make our region a better place to live and work. For more information: Call

707.283.0028 / E-mail [info@northbayleadership.org](mailto:info@northbayleadership.org)

[www.northbayleadership.org](http://www.northbayleadership.org)