

POLICY WATCH – April 2015

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We are packing a lot of information into this issue. We begin with the good news of Cartelligent becoming NBLC's newest member. Cartelligent offers car buying services – a model for the new service economy. Next we share information about the growing housing crisis and my thoughts on how we can move to finding solutions. The NBLC Housing Summit on May 8th is one step towards those solutions. We are thrilled that it is soldout! If you care about housing, please try to attend one of the workshops being held in the North Bay on updating the regional Plan Bay Area (for more info, see the sidebar).

NBLC needs your help to nominate a leader for this year's Leaders of the North Bay Awards. Only you can bring deserving people, teams or organizations to our attention so we can recognize their leadership.

NBLC is pleased to support Sonoma County Measure A, the sales tax measure on the June ballot to fund improving the county's local roads. We also revel in seeing the first SMART railcars beginning the preparation for rail service in 2016. How exciting to see this green transportation option coming to fruition!

Best,

Cynthia

Cartelligent Joins North Bay Leadership Council

North Bay Leadership Council (NBLC) is pleased to announce that Cartelligent is its newest member. Cartelligent is a fast growing concierge car buying service headquartered in Sausalito, with additional locations in Silicon Valley, the East Bay, Los Angeles and Orange County. Founded in 2000, Cartelligent has helped over 20,000 Bay Area families buy or lease any new car. Brad Bollinger, Chairmen of NBLC's Board, said, "The members of NBLC are interested in expanding the membership to companies that are doing things new and differently. Cartelligent fits that goal. We are excited to have this growing company that provides services that are useful to our members and the public as part of the future of NBLC."



CARTELLIGENT[®]
The smarter way to buy a new car.

The car buying service provides its clients with personal advice on car buying and leasing, negotiates a below-market price and arranges for the car to be picked up at one of its locations—without ever needing to set foot in a dealership. The company offers a personal, concierge-style car buying experience that saves them time and money while helping clients understand their options and make a confident decision. They are certified by the Better Business Bureau with an A+ rating.

The company has also launched Cartelligent Fleet—a service designed to make it easy and affordable for small to medium-sized businesses to buy or lease the fleet vehicles they need at a below market price. The new service adds a business-to-business element to the company's traditional business-to-consumer model. Cartelligent Fleet allows businesses to buy or lease any new car with just a phone call. Cartelligent's team of car and truck buying experts secure the vehicle, negotiate a below market price and have it delivered to the business' location. Cartelligent Fleet also helps customers get a strong value for any fleet vehicles that are no longer needed in inventory. There are no contracts, obligations or requirements to purchase additional services.

The member representative is Cartelligent CEO, Jeff Asch, an experienced corporate leader with a proven track record of successfully growing small businesses. Jeff Asch said, “We wanted to belong to an organization that is looking to the future and finding ways for employers to work together to improve the economic infrastructure of the North Bay. NBLC is the perfect vehicle for us!”

Prior to joining Cartelligent, Asch spent many years in the construction industry working for companies like SolarCraft and Republic ITS, a Siemens Company. Asch is a graduate of Wesleyan University and has a Certificate in Energy Management and Design from Sonoma State University.

With the addition of Cartelligent, NBLC has grown to 47 members who represent a wide variety of businesses, non-profits and educational institutions, with a workforce in excess of 25,000. For more information on NBLC, please visit www.northbayleadership.org.

Housing Crisis: A Regional Problem Requiring a Regional Solution



In an excellent editorial in San Francisco Business Times (Apr 17, 2015), titled, [By missing housing targets, the Bay Area shoots itself in foot](#), they report that, “Fifty percent is a failing grade on nearly any test, so when it comes to assessing the Bay Area’s success at making housing happen, give our region an F. All nine counties and the more than 100 municipalities that make up the Bay Area were assigned housing targets for the years 2007-2014 by the Association of Bay Area Governments at the direction of the state. Now the results are in: Measured

by housing permits actually issued, the region undershot its collective target by half. We permitted 100,000 fewer units than needed simply to keep pace with projected population growth.”

The editorial asks a familiar question. They say, “This failure is worth noting because housing targets for 2015-2022 are now under discussion, while a backlash continues to build against them in parts of the Bay Area. After all, why should the state, ABAG or anyone else have the right to tell communities how much new housing they should accommodate, particularly where residents have made it clear that they don’t want much if any more built?”

And their answer is, “because the housing shortage and accompanying affordability crisis are regional problems. They must be addressed regionally and for the common good. They can’t be solved by 100-plus individual governments acting in isolation, guided solely by their own agendas. Left to their own devices, California municipalities are driven by the vagaries of the state tax system to play a version of beggar-thy-neighbor, in which every community chases sales tax generators as each attempts to slough off service-consuming housing to someplace else.” So true!

The editorial reminds us – which apparently we need more often – that, “This region is projected to grow by nearly 2 million people in the next 25 years, and we lack means consistent with a free society to keep this from happening even if we wanted to. Our decision is how, not whether, to accommodate this with housing. ‘If we don’t build it, they can’t come’ is an enticing fallacy, one that conveniently absolves individual communities of any responsibility for helping to create the Bay Area of the future. Decades of history make the reality clear: They come anyway.”

NBLC’s North Bay Housing Summit will reflect much of what is in this editorial. We are sold out but the Summit is the beginning of finding a regional solution. We welcome all who wish to champion the need for more workforce and affordable housing.

For Equal Responsibilities

By Cynthia Murray, CEO, NBLC

Growing up, my parents taught me about my responsibilities to my family, my school, and my country. Taking responsibility was expected of me. Today, it appears the emphasis has shifted from people taking responsibility to demanding their rights. There is an extreme focus on rights –as individuals and as members of a democratic society. The public discourse is filled with discussions of rights -- whose rights trump the others or are being infringed -- but often there is silence about having responsibilities.

There is a constant tension between rights and responsibilities that requires attention to be paid to both sides of the equation, if balance and fairness are to prevail. If responsibilities are ignored, rights are jeopardized. Those who came before us did not ignore or shirk their responsibilities. Our forebears made great sacrifices to secure our rights. They saw that they had a responsibility to shape the future, in fact, they took responsibility for the future. To protect our right to liberty, the generations before us shouldered the responsibilities to defend our nation, house their families, educate their children and be active participants in our democracy.

The North Bay is paradise and we are blessed to live here. But that blessing may become a curse if we continue to focus primarily on rights. One area that points out the disparity in focus is the housing crisis. Housing is a basic human right and we, as individuals and as a community, have a fundamental responsibility to provide it. If we continue to throw up barriers to block new housing, we are doomed. There is a shortage of workers; the strong economy is generating lots of new jobs and at the same time,



the workforce is shrinking as the Baby Boomers retire. There is no good outcome to a community that refuses to house the workforce they depend on – teachers, healthcare workers, public safety personnel – because those workers, when given the choice to be rid of long commutes, will choose jobs closer to home, leaving communities with costly housing without the workforce needed.

We have been failing to meet the demand for housing for decades and that failure has put us in a crisis today. We have a responsibility to build more workforce and affordable housing. When even two income families are priced out of the market, it is time to recognize that not building housing is more threatening to our future than building it. How wide can we force the gap between the “haves” and “have nots” before there are serious consequences from those who been denied their right to housing?

It is time for each of us to take responsibility, to choose to be part of the solution, and join together to support more workforce and affordable housing so the future of our cities and towns is shaped with intent and purpose. To keep our economy strong, we need to welcome the next generation of workers. We want our families close by so let’s give our children and our aging parents a chance to live near us. If we shun our responsibility, we push the problem onto people in other counties – why should they shoulder the responsibility that we refuse? Let’s make room for the people who have a stake by birth or employment in the North Bay, and not risk the health of our environment, economy and social fabric.

The housing crisis is a great challenge. It will take the collective efforts of right-minded people with a shared purpose to solve this crisis. We need a willingness by people and our elected officials to explore how to make housing, for sale and rent, more affordable, allow new types of housing, revisit zoning and permitting fees, adopt new innovations and support possible and promising ideas. It is our responsibility to bear some change, make small sacrifices, accept newcomers, and work together to strengthen our communities. We need to figure out what can we say “Yes” to and not stop at “No.”

Let’s end the silence and speak about our responsibilities as loudly as we do about our rights. The future we want can begin with this step – a step towards solutions, understanding and opportunity. When we value both equal rights and equal responsibilities, we fulfill the ideals of our founders, the needs of our communities, and the dreams of our children.

Please Help: Nominate the Leader Who Inspires You for this Year’s Leaders of the North Bay Awards



NBLC needs your help. We want to honor the best leaders the North Bay has to offer. But we need YOU to submit a nomination of the leader who inspires you, who makes you want to be a better person, who shows the way to a better community, or a healthier environment or courage to take action, lead change or be a role model for others.

The leaders we seek to recognize can be a person, a team, a partnership, an organization or a company. We only ask that the nominee be exemplary and that you nominate in one or more of the following

categories:

- **Caught in the Act of Leadership**
Individual excellence in leadership: Recognition of an individual who was “caught” demonstrating excellence in leadership.
- **We’re All in this Together**
Community building: Recognition of leadership in corporate philanthropy or volunteerism, civic engagement, or other community initiatives.
- **Paint the Community Green**
Environmental stewardship: Recognition of leadership in green business, green building and/or environmental stewardship.
- **The ‘Light Bulb’ Went On**
Innovative/entrepreneurial spirit: Recognition of creativity, innovation and the entrepreneurial spirit.
- **Empowering the Latino Community**
Leadership within the Latino community: Recognition of efforts to empower and strengthen the Latino community through education, job training, cultural awareness, and business development resources.

In 2014, NBLC honored: Jim Farley - Caught in the Act of Leadership; Willie Tamayo - We’re All in This Together; Marin Sanitary Service - Paint the Community Green; Buck Institute for Research in Aging - The “Light Bulb Went On”; and La Luz- Empowering the Latino Community.

Nomination forms may be downloaded from NBLC’s website: http://northbayleadership.org/userfiles/events/docs/NominationForm_2015.pdf. They are also available by contacting us at info@northbayleadership.org or (707) 283-0028. Please complete both pages of the nomination form. **The deadline for nominations is earlier this year: May 22, 2014.** The awards will be presented at a luncheon ceremony on October 23, 2015, at the Hyatt Vineyard Creek Hotel, Santa Rosa.

NBLC Endorses Measure A, the Sonoma County Roads Tax Measure!

NBLC strongly supports Measure A, “Sonoma County 2015 Transactions and Use Tax Ordinance,” on the ballot for the June 2, 2016, election. The measure calls for a five-year, quarter-cent sales tax increase to be spent on “general governmental purposes such as public safety, local roads and pothole repair, senior, student and veterans transit and other essential services ...” The measure would raise about \$20 million in its first year for the county and its nine cities, with revenue estimated to grow by 3 percent annually and would include annual audits.

This support comes with several caveats. It has been a long standing policy of NBLC’s board to not support General Taxes, because they are not binding on the jurisdictions receiving the money. But in light of the dismal state of Sonoma County’s roads, NBLC is making an exception in this case, as it appears there is no other source of funding to do these critical road improvements and this tax cannot be passed by more than a simple majority. The fact that the Measure is only for five (5) years is also appealing.

NBLC members intend to closely monitor the Board of Supervisors and the Cities to ensure that the funding raised by this tax measure is spent on road improvements and transit as outlined in the measure, and is not diverted to any other purposes. NBLC is on the record of calling for pension reform, and fears that by the County and Cities not doing enough to address this growing liability, jurisdictions will be looking for new taxes to bail them out. This cannot be the case in this ballot measure.

NBLC also urges the elected officials of Sonoma County to work together to better coordinate a response to the looming unmet funding needs. There is a need to recognize that we are approaching the upper limit of the taxpayers' ability to pay new taxes and that there is a finite amount of tax-paying capacity, whether the sales tax cap is raised or not. Our municipalities need to work together to prioritize funding needs so that new funding can be allocated to top priorities and not to those who get on the ballot first.

SMART Train on Track!



North Bay Leadership Council was a big supporter of Measure Q, the sales tax measure that passed in 2008 to fund the SMART train. So it was a big thrill to see the dream of the train come to reality when the first railcars were unveiled earlier this month. The new rail service will give the North Bay a much needed commuter option and provide a great way for tourists to visit and enjoy the wonders in our region. We are proud that this green transportation alternative chose green for the rail cars –

that's a good way to align the message that getting out of your greenhouse gas emitting car and onto the train helps the planet.

The rail service is planned to begin next year running from Santa Rosa to San Rafael. NBLC is working with other employers to explore how shuttles can be provided to help get employees to and from the train stations. The rail service will provide a much needed improvement to the transportation infrastructure of the North Bay.



Members in the News

Comcast Announces 2 Gigabit Residential Service and New Extreme 250 Mbps Tier in California

Comcast today announced it will launch Extreme 250, a new 250 Mbps Internet speed tier for California customers

George Lucas Proposes 224 Units at Grady Ranch

Filmmaker George Lucas has proposed a 224-unit affordable housing complex at Grady Ranch.

Ghilotti Construction Company #1 Ranked Commercial General Contractor in the North Bay by the North Bay Business Journal

Ghilotti Construction was ranked as the Number One Commercial General Contractor by North Bay Business Journal.

PG&E North Bay Division Book Released

PG&E provides natural gas and electric service to 15 million Californians throughout a 70,000 square mile service territory consisting of nineteen Divisions.

Kaiser Permanente's Grants Put to Work in The Community

From Canned Cuisine to Fresh Foods & Fitness!

Redwood Credit Union Flips the Switch on Significant Rooftop Solar Project

Redwood Credit Union (RCU) completed this week the construction of a 2,036-panel rooftop solar array at its Administrative Offices at 3033 Cleveland Avenue in Santa Rosa.

Kaiser Permanente California Ranks Highest in J.D. Power Member Satisfaction Study

For the eighth consecutive year, Kaiser Permanente has ranked "Highest Member Satisfaction among Commercial Health Plans in California."

PG&E Leads U.S. as Largest Solar Utility with More than 150,000 Solar Customer Installations

2014 Was Record-Breaking Year as Company Connects More Solar Customers to the Grid than Ever Before.

Congratulations to the NBLC Members Chosen for the North Bay Business Journal's Forty Under 40

Congratulations to The NBLC members that were chosen to be honored as the Bay Area's top forty under 40!

Read more online at 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 45 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
www.northbayleadership.org