

POLICY WATCH – April 2018

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I love spring! It is a time of new beginnings, fresh thinking and growth. At NBLC, we see green shoots coming up – we hope you do, too! One area of good news is on the transportation front. Please read the article below about progress on the Narrows and the way we can bring even more improvements by voting “Yes” on Regional Measure 3.

We are also excited to see the rise of the youth leaders. To capture some of their enthusiasm, we are holding a Youth Power Speech contest to showcase our own passionate teen leaders. Please let all the teens you know about the contest which provides a college scholarship and being the keynote at NBLC’s biggest event of the year!

Speaking of big events, we are calling for nominations of Leaders of the North Bay. You know a special person or organization who makes the North Bay a better place, why not submit a nomination so their good work can be known far and wide? We need your help to find these unsung heroes!

NBLC is focusing on workforce housing and workforce development. These are partnership opportunities! Please let us know if we can work together to create more housing and improve the workforce in the North Bay.

Best,



Cynthia

Want a Better Commute? Vote “Yes” on Regional Measure 3 on the June Ballot

Transportation improvements have been a core priority for NBLC members and their employees since our founding 28 years ago. One project has been at the top of the list all that time: widening the Marin/Sonoma Narrows. The North Bay has a regional workforce and many of our employees are stuck on Highway 101 for way too long every day.

There is now, finally some light at the end of that 28-year wait. A major portion of the Narrows project, the bridge over San Antonio Creek, has been completed and is ready to open to traffic. While widened to accommodate the eventual three lanes of traffic in each direction, there will be only two lanes opened at



this time. Also completed is the curve correction near the county line that feeds southbound into the new bridge. Work will then move to raising the northbound side of 101 with the third lanes being added near the end of the project.

The money for this work is coming from the big transportation package passed by the state legislature last year, SB 1. But to complete the widening of the Narrows from the county line to Atherton requires more funding. The source of that funding is in the voters' hands in the form of passing Regional Measure 3, which will raise the bridge tolls on the state-owned bridges in the nine Bay Area

counties (but not on the non-state-owned Golden Gate Bridge).

If you want to see the Narrows finally widened, after decades of trying, please vote "Yes" on Regional Measure 3. Your "Yes" vote will also fund these local projects, including providing \$100 million to work on fixing Highway 37 which is congested and at risk of being underwater due to rising sea levels.

Regional Measure 3 will fund:

Regional projects:

- Reduce truck traffic congestion and improve air and water quality
- Improve transbay bus service and carpool access to improve commute times across bridges
- Improve bike/pedestrian access to train stations
- Purchase new BART cars to run more frequent trains and reduce crowding
- Extend BART to San Jose/Silicon Valley
- Design a second transbay crossing – providing additional capacity for BART and rail services
- Build new ferry terminals, upgrade ferry facilities, and buy more boats
- Transition to the next generation of the Clipper transit card to support a universal, seamless public transit fare payment system

Sonoma projects:

1. Sonoma-Marin Area Rapid Transit District (SMART): Extend SMART rail system north to Windsor and Healdsburg

2. Marin-Sonoma Narrows: Widen U.S. 101 to three lanes in each direction

3. State Route 37 Improvements: Improve Highway 37 from U.S. 101 to Interstate 80 to address congestion and flooding

4. North Bay Transit Access Improvements: Buy additional commuter buses and improve bus stops, transit facilities and roads

Marin projects:

1. Sonoma-Marin Area Rapid Transit District (SMART): Extend SMART rail system north to Windsor and Healdsburg
2. Marin-Sonoma Narrows: Widen the U.S. 101 to three lanes in each direction
3. State Route 37 Improvements: Improve Highway 37 from U.S. 101 to Interstate 80 to address congestion and flooding
4. San Rafael Transit Center: Extend SMART and construct a replacement for the aging, outdated Bettini Transit Center
5. Richmond-San Rafael Bridge Access (Marin Approach): Add a direct freeway connection from U.S. 101 to the Richmond-San Rafael Bridge
6. North Bay Transit Access Improvements: Buy additional commuter buses and improve bus stops, transit facilities and roads

Napa projects:

1. State Route 29 Improvements: Enhance intersections and improve safety on State Route 29
2. North Bay Transit Access Improvements: Buy additional commuter buses and improve bus stops, transit facilities and roads
3. State Route 37 Improvements: Improve Highway 37 from U.S. 101 to Interstate 80 to address congestion and flooding
4. Interstate 80/Interstate 680/State Route 12 Red Top Road Interchange Project: Construct a Red Top Road interchange and westbound Interstate 80 to southbound Interstate 680 connector to reduce congestion on Jameson Canyon Road and between Napa and Solano counties

Regional-Measure-3 mandates strong taxpayer safeguards, including independent audits, citizen oversight and a Transportation Inspector General to hold elected leaders accountable for spending. We need a comprehensive, long-term solution to reduce traffic, improve travel times and bring our public transportation into the 21st century. Please vote "Yes" on Regional-Measure-3.

Enter the Youth Power Speech Contest

For the past decade, NBLC has held the Leaders of the North Bay Awards luncheon. For this event, we usually invite a well-known leader to be our keynote speaker, and then present awards for leadership in a variety of categories. In this, our 11th year, we are changing it up to have a very different keynote speaker. Like many of you, we have been inspired by the young people who have shown such leadership in speaking out for the need for gun reform, The March for Our Lives speeches were powerful and compelling. That made us want to hear from the young people in the North Bay. And so, the Youth Power Speech Contest was born.

Are you a teen leader in your community? Do you dream about inspiring other young people to action? If you feel this way, then we want to hear from you! The winning applicant will be chosen to be the keynote speaker at our annual Leaders of the North Bay Awards Luncheon and receive a college scholarship.

How to Enter:

Please submit a 5 minute video of you giving a speech showing your leadership on a cause that you feel passionately about, including what action you want to see that will improve the situation. We want to know why it's important to you and should be important to the community. Please also submit your speech in writing as well as filling out the contest form. You can find the rules [here](#) and the form [here](#).

Please submit all required materials by July 1, 2018, via email to info@northbayleadership.org. If you do not receive a confirmation email within two business days, please email to make sure your entry was received.

Eligibility:

- Competition is opened to North Bay teens, ages 16-20 only
- Applicants must be enrolled in a high school, college or university, who wish to continue their post-secondary education

Prizes:

First place winner will win the opportunity to deliver the Keynote Speech at our Leaders of the North Bay Awards luncheon which showcases incredible leaders in our community. You will also win a scholarship of \$5,000 and the opportunity to have one-on-one leadership and speech coaching with our President and CEO, Cynthia Murray. Two complimentary tickets to the awards luncheon will be provided.

Two runner ups will receive \$1,000 scholarships and a complementary ticket to the awards luncheon. In addition to the winner and runner ups, four additional finalists will be granted a \$500 scholarship.

Our goal for this competition is to grow and foster leadership within the youth community to create more leaders who will make the future brighter.

About Leaders of the North Bay:

NBLC * Signature Event * Leaders of the North Bay Awards Luncheon

Friday, November 2, 2018

Embassy Suites Hotel, San Rafael

Open to Public – RSVP required with ticket purchase

11:30 a.m. – 1:30 p.m.



Nominate a Leader of the North Bay



2018 LEADERS OF THE NORTH BAY

Do You Know an Outstanding Leader or Organization in the North Bay?

North Bay Leadership Council will honor outstanding organizations, individuals and teams or partnerships for their leadership in contributing to the prosperity and quality of life in Marin, Sonoma, and Napa Counties.

Call for nominations in the following categories:

United We Stand

Community Building:

Recognition of leadership in corporate philanthropy or volunteerism, civic engagement, and community impact.

2017 Honoree: Susan McQuaid – Marin CASA

Paint the Community Green

Environmental Stewardship:

Recognition of leadership in green business, green building and/or environmental stewardship.

2017 Honoree: Pepperwood

The “Light Bulb” Went On

Innovative/Entrepreneurial Spirit:

Recognition of creativity, innovation and the entrepreneurial spirit.

2017 Honoree: Pat Harper - Keysight Technologies

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.

2017 Honoree: Teen Services Sonoma

From Red Tape to Red Carpet

Leadership in Government:

Recognition of local governments that cut through red tape, eliminate barriers to economic growth, enhance efficiency of service, improve the business climate through innovation and best practices.

2017 Honoree: Kimberly Carroll - Marin Housing Authority

Nomination Deadline

June 22, 2018

FOR MORE INFORMATION

E-mail: info@northbayleadership.org

SAVE THE DATE

Friday, November 2, 2018

2018 Leaders of the North Bay

AWARDS LUNCHEON

Embassy Suites Hotel, San Rafael

* NBLC is holding a youth speech contest to find our keynote speaker for this event. Winners win scholarship prizes. For more information, please visit our [website](http://www.northbayleadership.org) *

For More Information Visit: www.northbayleadership.org

Don't miss the State of the North Bay Conference on June 14th!



State of the North Bay Conference



Join North Bay Leadership Council again for the annual State of the North Bay Conference. Dr. Micah Weinberg, President, Bay Area Council Economic Institute, will provide insights on how well companies are faring in our region and what we should do to make our economy and communities resilient.

Program also includes a panel discussion of esteemed North Bay Business Leaders

June 14, 2018

Sheraton Hotel
745 Baywood Drive
Petaluma, CA 94954

7:00 a.m. (registration 7:00 a.m.—7:30 a.m.) — **9:00 a.m.**

\$75 Per Person

\$600 Table of 8

(Includes continental breakfast)

Pre-Registration Required

REGISTER ONLINE

www.northbayleadership.org

Deadline for Tickets: June 8, 2018 Space is Limited Buy Your Ticket Today!

NBLC Members Prioritize Workforce Housing and Workforce Development as Top Policy Challenges for 2018



NBLC members held a retreat in March to focus on the challenges in the North Bay and the best way for us to be part of the solution. The members decided that there are two big challenges facing our region in 2018: workforce housing and workforce development. As the leading employers in the region, representing over 25,000 employees it isn't hard to see why both of these are top priorities!

NBLC wants to see many more housing units created in all three counties. We are supporting the addition of second units and junior accessory dwelling units as a way to get more housing throughout the counties in the fastest and least red tape way. Many homeowners have excess bedrooms that could be converted to a unit for a teacher or home healthcare provider. Others have available space on their property to add a granny unit for a family member or young working couple. Laws have been passed to waive fees and restrictions making it easier than ever to create housing and add income for current homeowners.

NBLC also is working to build the political will for new housing among the community and elected officials. For example, we support new housing projects by playing a leadership role in the Marin Housing Crisis Action Group. This organization is a coalition of coalitions that has a rapid response team who writes letters, makes calls and shows up at hearing to support new housing.

At the State of the North Bay conference, we will have a panel on disruptors. One of them will be on the need and importance to disrupt the construction industry by utilizing new methods of construction like modular homes and 3-D printed houses. Bringing down the labor and construction materials' costs is essential to help the "missing middle" find housing they can afford on their North Bay salaries.

On the workforce development front, NBLC is very active working with other groups to improve the linkage between jobs, education, skills and workforce. We are seeking ways to proactively anticipate jobs that will be displaced by automation and begin training students and current workers for the new jobs so that they have the skills we need. It is imperative that we are able to upskill/reskill workers quickly and cost effectively if we are to have companies stay in the North Bay.

The bottom line on workforce development is that all students and workers need continuing education and/or training. The world of a getting a degree or a certificate and you are set for life is done. Being career ready now means that you're going to need learn new skills until you stop working or you will no longer be employable.

Companies who can't find the workers they need and whose workers can't afford the housing in the region are on an exit ramp that we must stop them from having to take. The solutions are out there and by working together, we can ensure the bright future of the North Bay.

Members in the News

PG&E Proposes Reforms to Support the State's Clean Energy Future

Pacific Gas and Electric Company (PG&E), along with Southern California Edison and San Diego Gas & Electric, proposed a new plan that supports the state's clean energy goals, protects customer choice and ensures that all electric customers are treated equally.

PG&E Proposes to Reduce Expected Customer Rate Increases through Federal Tax Savings

Pacific Gas and Electric Company (PG&E) today filed several ratemaking requests with the California Public Utilities Commission (CPUC).

Buck Institute for Research on Aging's CEO Eric Verdin Speaking at TEDxMarin

Buck's President and CEO, Eric Verdin, MD, will be a guest speaker, along with our Director of Communications, Kris Rebillot, as Host and Moderator.

PG&E Working to Reduce Wildfire Risks by Increasing Distances between Trees and Power Lines and Reducing Fuels

As part of its effort to reduce wildfire risks, Pacific Gas and Electric Company (PG&E) customers in some areas will see increased work to prune or remove trees, as well as reduce vegetation and brush near and under PG&E power lines.

Redwood Credit Union Celebrates Credit Union Youth Month

Redwood Credit Union (RCU) is celebrating Credit Union Youth Month in April with giveaways and two contests that promote good savings habits for children and teenagers.

Sonoma County Office of Education's ieSonoma 2018 to Feature Harvard's Todd Rose Along With Inspiring Group of Local Sonoma County Youth

Todd Rose will be the keynote speaker at ieSonoma 2018 on Friday, June 8 at Sonoma Country Day School in Santa Rosa.

BPM's Michelle Ausburn Recognized by CalCPA Education Foundation as Woman to Watch

Michelle is a partner in assurance and craft beverage industry group leader at BPM.

Arrow Benefits Group gives \$153K for North Bay heart-attack devices, other efforts

The firm is now the lead sponsor for United Cerebral Palsy's annual fundraising campaign and supports this and other nonprofits through its voluntary time-off policy, initiated last year, which also includes matching employee contributions one for one.

Read more online at www.northbayleadership.org/news



Who We Are

Over twenty five 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 54 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