

POLICY WATCH – November 2018

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In this time of Thanksgiving, we look at why being grateful can be a coping mechanism to get us through tough times. Research shows that in our darkest hours, if we can find the good in our lives, we will be better able to see our way through to better days. Please read the article below for more ideas on how to appreciate all that we have and develop of practice of gratitude.

We also look at a how a regional housing Compact has been developed and how that might help us deal with the housing crisis in the North Bay. To increase the supply of housing, it is necessary to be bold and try new ways of housing our workforce and community members.

The North Bay knows what its neighbors in Butte County are going through as they begin to recover from their devastating fire. We have gathered ways you can give them the support and caring they so desperately need right now. Please help them know we care, just as the world showed us that they cared about us last year.

We are NBLC appreciate our members, partners and readers of our newsletter. Thank you for your support!

Best,



Cynthia

Gratitude as a Coping Mechanism

This Thanksgiving, many of us are still recovering from the devastating fires in the North Bay and reeling from the latest fires we are witnessing. It is difficult to be grateful when all around you seems to be chaos, loss and sorrow. But it is when times are tough, it is most important to go looking for the good things in your life. It is the time when you need to stop focusing on what isn't working and appreciate all that is working. Polly Campbell, in [Gratitude in Tough Times](#) (Psychology Today, [Link](#)) says, "Gratitude can make our best days brighter, and it is the one thing that can help us make it through the tough times. It is not frivolous. Not a luxury. It is a coping strategy. And it works."

Gratitude as a coping strategy! Campbell says, "But, when the wind blows and the trouble comes and you are looking for help to get through, try gratitude. It is a coping strategy and it helps us survive when we

aren't sure if we can." She offers three ways to make gratitude "must become a deliberate, active practice. You must seek it out and when you find it you must celebrate that goodness, soak it up."



1. Start with any little thing. When you are knocked back by life, find any little thing that is working and cling to it. The breath in your body. A place to sleep. A bite of food. Eyes to see with. A friend to call. When you think of it, these so-called little things are not really little at all. They are life giving. Yet these are the very things we overlook because they are innate and familiar. Pause and notice these things now. Give thanks for them. Just a minute will be enough to shift you to a place where you can better deal with the challenges before you.
2. Get up and help someone else. You got troubles? Chances are your neighbor or friend or hair stylist does too so instead of focusing solely on your bad news, reach out to help someone cope with their stuff. Take a casserole over to the woman just diagnosed, string the holiday lights for the neighbor recovering from surgery, let someone cut ahead of you in line. We've all got stress and troubles. When we reach out to one another not only do you help them survive, but the generous act will give you a boost too.
3. Do one thing today that you are good at. Are you good at organizing cupboards? Well then, when everything is falling apart, go organize the cupboards. Or paint, or garden, or make some soup, or bake cookies, or hug your child, or fix the faucet. Often when we are surrounded by doom we feel incapable of coping with anything. Darkness pushes in and soon we figure we can't do anything right. Baloney. Remind yourself of all that you are capable of by moving toward your talents. And, when you are done, you have another thing to be grateful for.

In [How Gratitude Can Help You Through Hard Times](#) (Greater Good Magazine [Link](#)), Robert Emmons continues this way of thinking. He says, "it is precisely under crisis conditions when we have the most to gain by a grateful perspective on life. In the face of demoralization, gratitude has the power to energize. In the face of brokenness, gratitude has the power to heal. In the face of despair, gratitude has the power to bring hope. In other words, gratitude can help us cope with hard times."

Emmons makes an important distinction. He says, "But it is vital to make a distinction between feeling grateful and being grateful. We don't have total control over our emotions. We cannot easily will ourselves to feel grateful, less depressed, or happy. Feelings follow from the way we look at the world, thoughts we have about the way things are, the way things should be, and the distance between these two points.

He continues, "But being grateful is a choice, a prevailing attitude that endures and is relatively immune to the gains and losses that flow in and out of our lives. When disaster strikes, gratitude provides a perspective from which we can view life in its entirety and not be overwhelmed by temporary circumstances. Yes, this perspective is hard to achieve—but my research says it is worth the effort."

"Trials and suffering can actually refine and deepen gratefulness if we allow them to show us not to take things for granted," says Emmons. He shares, "Our national holiday of gratitude, Thanksgiving, was born and grew out of hard times. The first Thanksgiving took place after nearly half the pilgrims died from a

rough winter and year. It became a national holiday in 1863 in the middle of the Civil War and was moved to its current date in the 1930s following the Depression.”

Emmons says research shows gratitude also helps us cope with crisis. “Consciously cultivating an attitude of gratitude builds up a sort of psychological immune system that can cushion us when we fall. There is scientific evidence that grateful people are more resilient to stress, whether minor everyday hassles or major personal upheavals. The contrast between suffering and redemption serves as the basis for one of my tips for practicing gratitude: remember the bad.”

Emmons explains, “It works this way: Think of the worst times in your life, your sorrows, your losses, your sadness—and then remember that here you are, able to remember them, that you made it through the worst times of your life, you got through the trauma, you got through the trial, you endured the temptation, you survived the bad relationship, you’re making your way out of the dark. Remember the bad things, then look to see where you are now.”

So this Thanksgiving, look for what is good, what you can appreciate that you have in your life and not take for granted. The more we practice gratitude, the better we can cope with the rollercoaster of ups and downs of our lives. And if we are lucky, we will find grace in the knowledge that there is so much more goodness to find when we look for it.

Housing Crisis – Taking a Regional Approach May Be the Solution

In [Drafting a blueprint for a better Bay Area](#), San Francisco Business Times ([Link](#)), the authors call for a Grand Bargain on housing in the Bay Area. The authors are Fred Blackwell, CEO, San Francisco Foundation; Leslye Corsiglia, Executive Director, SV@Home, an affordable housing advocacy group in Silicon Valley; and Michael Covarrubias, Chairman and CEO, TMG Partners, a development firm focused on urban infill projects in the Bay Area. Together, they “are co-chairing a new initiative called CASA — The Committee to House the Bay Area. With support from the Metropolitan Transportation Commission (MTC), the nine-county Bay Area’s transportation planning, financing and coordinating agency, CASA is bringing together nearly 50 leaders from across the region to, in plain terms, figure this thing out.”

What is this “thing?” It is “getting the Bay Area on the right track out of this housing crisis. This is because the Bay Area has not one but many crises – not nearly enough housing production, a ‘missing middle’ of market-rate affordability, gentrification and displacement disproportionately affecting low-income residents and communities of color and not enough affordable housing for our most vulnerable neighbors, among others. Rather than minor policy changes, or limited funding infusions, they are asking our CASA partners to propose bold, groundbreaking actions that will move the needle on these difficult, seemingly intractable problems.”

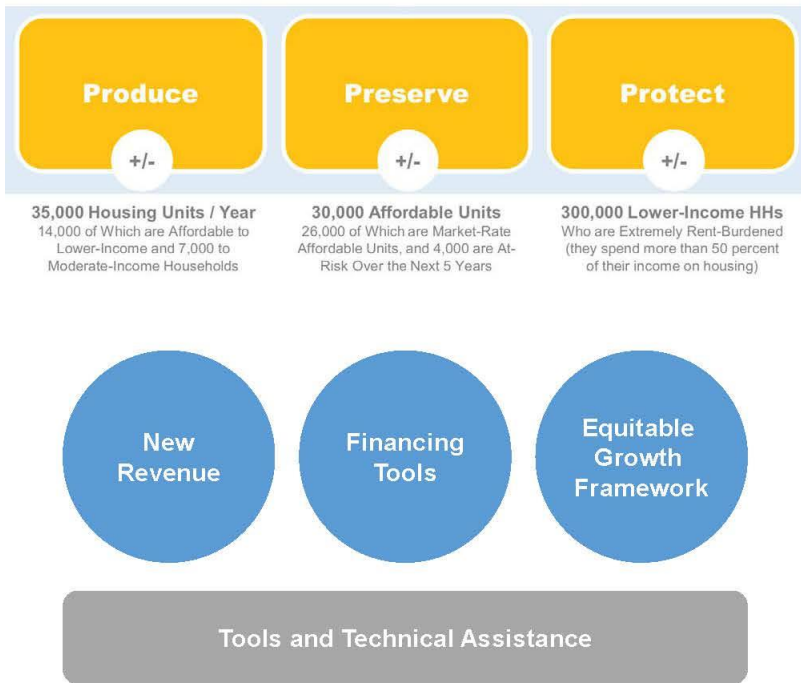
This slide shows how little housing is being produced so that the jobs being created greatly outmatch housing for the workforce.

Put in slide titled “Sonoma Added 1 Housing Unit for Every 12 Jobs Between 2010 to 2016”

The Compact addresses the three primary concerns of CASA, known as the “3 Ps,” for how to increase the **production** of housing, particularly affordable housing, how to ensure the **preservation** of the existing affordable housing stock and how to ensure the **protection** of current residents against displacement pressures that arise from new construction.

The Compact has recommendations for increasing new construction and protecting existing housing stock, especially for renters.

CASA Targets and Key Components of the Compact



Protection

1. Permanent anti-gouging rent cap w/ catch-up provision (part of Costa-Hawkins reform)
2. Stronger just cause eviction requirements (part of Costa-Hawkins reform)
3. Tenant services and right to counsel
4. Short-term rental and relocation assistance
5. Rent stabilization incentives for landlords

Preservation

6. Regional tracking and notification system (for expiring deed-restricted units and naturally-affordable units)
7. Flexible housing preservation funding (incl., incentives for code compliance)
8. More preservation at the local level (incl., one-to-one unit replacement requirement, first-right-of-refusal to non-profit organizations and tenants, and capacity-building and education)
9. Tax on vacant and under-utilized units and parcels (esp., within TOD areas)

Production (market-rate and affordable)

10. More types of housing in different neighborhoods (incl., ADUs in single-family neighborhoods, affordable housing in high-opportunity neighborhoods, and higher-density housing outside PDAs)
11. Lower net cost of new construction (incl., innovation and use of technology, growth in professional and construction workforce, limiting impact fees, and reform of green building requirements)
12. Entitlement reform to reduce delays and improve compliance with state law (incl., permit streamlining, CEQA reform, and RHNA reform)
13. Fiscal incentives and requirements for jurisdictions (incl., infrastructure funding and financing tools, and transportation funding conditions)

Production (affordable)

14. Affordable housing production funding (Incl., new sources of regional funds)
15. Tailored policy and implementation toolkit for local jurisdictions (incl., Redevelopment 2.0)
16. Public and surplus land for affordable housing (incl., enforcement of state surplus land laws)

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CASA Compact Overview

3 P Laws and Standards



Funding for 3P's

1. Major regional funding
2. Public Land
3. Reinstating Redevelopment

Protect Tenants

1. Adopting Just Cause for Eviction
2. Adopting an Anti-Gouging Rent Cap
3. Providing Right to Legal Counsel

Housing Element / RHNA for 3 P's

1. Reforming RHNA/Housing Element Law
2. Adopting No Net Loss Requirements

Fair and Timely Process

1. Amend Permit Streamlining/Mitigation Fee Act/CEQA for timeliness and certainty (6-12 months)
2. Amend SB 35 to allow limited discretion, economic offsets

Inclusive regional standards

1. Align and Improve Density Bonus and Inclusionary Zoning Laws
2. Require Minimum Zoning Near Transit
3. Remove Barriers to ADUs
4. Cap Impact Fees
5. More Ownership-remove Liability/Insurance barriers

The Compact calls for the establishment of a regional leadership entity, Regional Housing Enterprise, to implement the CASA Compact, track and report progress, and provide incentives and technical assistance. The entity must be governed by an independent board with representation for key stakeholder groups that helped develop the Compact. The housing entity would not play a regulatory/enforcement role.

The CASA Compact will set a bold region-wide agenda for addressing protection of existing tenants, preservation of existing affordable units and production of both market-rate and subsidized units. To implement this agenda, a broad coalition of stakeholders, who have helped shape the CASA Compact, must stay engaged with state legislative advocacy, building support for raising new revenue and financing programs, tracking and monitoring progress, keeping the public engaged, and taking a regional approach to challenges such as homelessness. A regional approach can balance inequities and imbalances across multiple jurisdiction that have to contend with varying market strengths, fiscal challenges and staff expertise.

The Regional Housing Enterprise would have the authority to gather and disperse \$1.5 billion per year, primarily for production. It is proposed that 60% goes to housing production (new housing), 20% to acquire and preserve housing, 10% for tenant protection services, and 10% to local jurisdictions for lost revenue due to caps on impact fees. Of the money collected through a new proposed regional tax measure, 75% will be spent in the county of origin and 25% will go to regional revenue sharing.

This regional approach is good news for the North Bay which needs a regional strategic housing plan. The workforce for the North Bay is shared by the three counties and the need for housing that workforce will best be met by addressing the housing needs regionally, rather than by any one city or county. Let's hope this new approach gains traction and helps ease the shortage of supply here in the near future.

How to Help Fire Victims

The horrible Camp Fire in Butte County is now the worst fire in California history. Having suffered through the devastating fires in the North Bay, we know the despair that this community is suffering from now. One thing we know from experience is that the victims need support and to know that someone cares. Organizations including the American Red Cross and the Humane Society say victims need cash more than anything else. If you would like to donate to them, you can do so as follows:

Camp Fire:

North Valley Community Foundation's Fire Relief Fund: <https://www.nvcf.org/>

United Way of Northern California: Text BUTTEFIRE to 91999 to contribute

Red Cross: Text **CAWILDFIRES** at 90999 to make an automatic contribution of \$10

Sacramento-based nonprofit **RedRover** has [a list of resources for helping animals affected by the California wildfires here.](#)

Contra Costa-Solano Food Bank serves Butte County: <https://www.foodbankccs.org/>

Woolsey Fire (Southern California):

[Ventura Community Foundation – Fire Relief Funds](#)

United Way of Greater Los Angeles is partnering with United Way of Ventura County to collect donations for its [its Disaster Relief Fund](https://www.unitedwayla.org/en/give/disaster-relief-fund/).: <https://www.unitedwayla.org/en/give/disaster-relief-fund/>

Both Fires:

World Central Kitchen is feeding thousands of families and first responders are relying on our Chef Relief Team's daily delivery of hot, fresh meals. They have served **over 50,000 meals** to victims of the Camp Fire in Northern California and the Woolsey Fire in Southern California. <https://www.worldcentralkitchen.org/California-Community-Foundation-Wildfire-Relief-Fund>

[Baby2Baby](#) is working to get high-need items to children affected by the ongoing Camp, Hill, and Woolsey fires in California. Help them supply diapers, wipes, blankets, and other basic baby essentials to families in need by [purchasing from their registry](#).

California Volunteers, a state office that manages volunteer programs in California, has created [a list of services and donation options](#) to help victims affected by the Camp, Woolsey, and Hill fires. Use this list to find information about making donations and volunteering.

As we go into the holidays, please keep those who have lost everything in mind. And remember how much it meant to have the support of the world in our recovery.

Members in the News

Chandi Hospitality Group Opens MERCATO

MERCATO will be a pasta and produce destination.

Sonoma State University Paying \$42 Million for Petaluma Apartment Complex for Employee Housing

Sonoma State University plans to buy a Petaluma apartment complex to house employees as part of a broad effort to add more student and workforce housing on or near the Rohnert Park campus.

Sonoma Raceway Distributes More Than 6,200 Pounds of Food to North Bay Food Banks

Sonoma Raceway has taken the checkered flag on its 18th annual Thanksgiving Food Drive, distributing more than 6,200 pounds of non-perishable food to Friends in Sonoma Helping (FISH) and the Redwood Empire Food Bank (REFB) in Santa Rosa.

Midstate Construction Completes Harmon Guest House

Midstate Construction Corporation recently completed construction of Harmon Guest House, a new boutique hotel in downtown Healdsburg, CA for Piazza Hospitality Group.

Redwood Credit Union Welcomes New Community Programs Manager

Redwood Credit Union (RCU) has hired Penny Cleary as community programs manager.

Sonoma Chapter of Speedway Children's Charities Distributes \$448,000 to Sonoma County Youth Groups

Fifty-five Sonoma County non-profit organizations will benefit from nearly \$450,000 in grants recently awarded by the Sonoma chapter of Speedway Children's Charities (SCC), the charitable arm of Sonoma Raceway.

Dominican University of California and San Francisco-Based Make School are Collaborating on a Creative New Venture

Dominican and Make School have submitted an application to the WASC Senior College and University Commission (WSCUC) to enter an incubation relationship.

Comcast NBCUniversal Expands Military Hiring Goal to 21,000 by 2021

Comcast's previous commitment, made in 2015, was to hire 10,000 military community members by the end of 2017, which it exceeded.

Buck Institute for Research on Aging, SRJC, Keysight Technologies, Sonoma State University, PG&E, and North Bay Leadership Council Participate in Sonoma County Manufacturing Day

North Bay Leadership Council and their members participate in Sonoma County Manufacturing Day.

Buck Institute for Research on Aging Adds Buck Institute to Its Faculty

Tara Tracy, PhD, has been appointed assistant professor at the Buck Institute for Research on Aging.

Sonoma Raceway President Steve Page a Humble Hero

Steve Page honored as this year's Humble Hero.

Redwood Credit Union's Jose Alvarez Honored With Latino Business Leadership Award

Jose Alvarez, Sonoma branch manager at Redwood Credit Union (RCU), was honored with a Latino Business Leadership Award by the North Bay Business Journal.

Kaiser Permanente Medical Centers Recognized for Outstanding Stroke Care

Kaiser Permanente's outstanding stroke care has once again earned our San Rafael and Santa Rosa hospitals high honors from the American Heart Association/American Stroke Association.

Kaiser Permanente's Judy Coffey Nonprofit Leadership Awards Community Leader of the Year

Judy Coffey named the Community Leader of the Year

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