

POLICY WATCH – February 2020

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With the addition of one day to the month of February, we have a leap year in 2020. In this issue, we hope we give you something to “leap” about in this very important election year. The early primary on March 3rd has not only the Presidential primary, where Californians can actually play a role in choosing the nominee, but also some very critical ballot measures and candidates that will greatly impact life in the North Bay. We urge you to exercise your right to vote to keep our democracy and region strong and check out the endorsements NBLC has made for this election.

We look at why people aren't voting and the reasons why in another article that leads with the fact that about 40% of possible American voters are not voting. Research shows there are many reasons for sitting out elections—none of them good. And we call for new civics education so that some of those reasons are taken off the table and that the electorate becomes better informed about our democratic process. A lot is at stake and all citizens should be aware that their vote counts.

We end with exciting news that Sen. Bill Dodd has introduced a bill to enable tolling on Highway 37. This is the first step to getting this highway fixed as it will provide funding to begin construction and attract state and Federal grants to complete the transformation of the highway into a causeway. Every North Bay employer should be rejoicing over making it easier for their employees to commute to work!

Best,

A handwritten signature in cursive script that reads "Cynthia Murray". The ink is black and the signature is written on a white background.

Cynthia

NBLC's Candidate Endorsements



What's the most important exercise? Exercising your right to vote to keep our democracy fit! Please remember to vote on March 3rd. While the Presidential primary is dominating the news, we have local ballot measures and candidate races that will dictate the future of the North Bay. Your vote matters!

Marin, Napa and Sonoma Counties have primaries for Board of Supervisors' races in March. NLBC recommends the candidates below:

Napa County:

District 5 - Belia Ramos (Inc.): **Support**

District 4 - Alfredo Pedroza (Inc.): **Support**

Sonoma County:

District 5: Lynda Hopkins (Inc.): **Support**

Marin County:

District 3: Stephanie Moulton-Peters: **Support**

NBLC's Ballot Measures Endorsements

SUPPORT: Measure I: SMART Train Sales Tax Extension

In 2008, voters Marin and Sonoma counties had the foresight to create SMART. They voted to build a modern train system to bridge county lines and connect to the ferry in Larkspur. They wanted a green transportation system, a way to travel without sitting in traffic and fewer cars on Highway 101. SMART has delivered on that promise – despite serious obstacles. When the recession hit in 2009, the floor dropped out of the bond market, slashing the projected \$455 million in revenue to \$298 million over the last 10 years. Despite this setback, SMART still got a world class transportation system up and running by leveraging \$328 million in regional, state and federal matching funds. So far, SMART has carried over 1.7 million passengers, including over 6,300 passengers who require wheelchair access and 164,000 bicyclists.



In December, SMART opened the Larkspur station to connect to the ferry. In January, SMART revamped the commuter schedule to run trains every half hour. Ridership in January was up 26%! Now, SMART is at a crossroads. Measure I is critical to SMART's future. Measure I would extend SMART's ¼ of one cent sales tax with NO TAX INCREASE. SMART has full accountability in annual independent audits and a Citizens' Oversight Committee that reviews all expenditures.

Measure I would ensure SMART's financial survival and by taking advantage of today's low interest rates, allow restructuring of construction debt. This would save \$12.2 million annually, fully funding operations for the next 30 years. It would also open the door to SMART connecting to the Capitol Corridor by making SMART a sustainable operation. This possible expansion would be funded by state and Federal grants, not revenue from Measure I.

Vote YES on Measure I to:

- Take hundreds of thousands of car trips off Highway 101 every year
- Support SMART service to additional cities
- Increase the frequency of SMART trains
- Reduce greenhouse gas emissions from cars
- Build more bicycle and walking paths connecting SMART stations

We finally have a modern train system for Marin and Sonoma counties. Please don't let one family with a fat checkbook dictate the future of transportation in the North Bay. Vote "Yes" on Measure I to keep SMART rolling and help reduce greenhouse gas emissions. <http://staygreenkeepsmart.org/>

SUPPORT: Measure C – Marin Wildfire Prevention Authority

Fire safety improvements are needed as climate change impacts the North Bay. The tax being proposed would amount to 10 cents per building square foot for improved residential and commercial space. An exemption would be provided for low-income seniors. The tax could be increased up to 3% annually to adjust for inflation. Perhaps most vital to its broad support, the tax, which is estimated to bring in \$19.3 million annually, would sunset in 10 years.

Sixty percent of the revenue generated by the tax would be dedicated to core functions such as vegetation management, wildfire detection, evacuation improvements, grants and public education. Twenty percent would be used for annual defensible space and home hardening evaluations, and another 20% would be used for wildfire prevention efforts designed for specific locales. The authority will divide Marin into five zones: Ross Valley, San Rafael, West Marin, Novato and Southern Marin. Its board will consist of a representative from each of the 17 participating agencies. Another provision assures that at least 80% of the revenue generated for vegetation management by each operational zone shall be allocated within the respective zone. The measure's proponents pledged that the authority would utilize an "environmental/climate change lens" while doing its work.

SUPPORT: Measure G – Sonoma County Fire Safety and Emergency Response Improvements

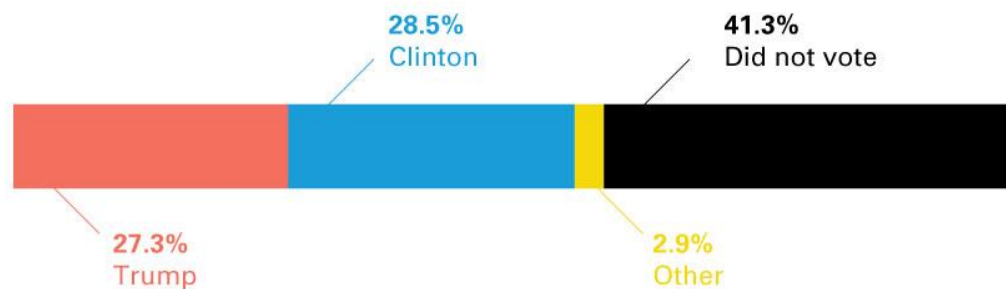
Again, the ability to fight and prevent fires is of tremendous importance in the North Bay. The measure will generate approximately \$51 million annually, which will be distributed across the county's more than 30 fire districts, with the aim of improving alert, warning, and siren systems; vegetation management inspection and mitigation programs; replacement of aging infrastructure and equipment; and the recruitment and retention of firefighters. There are about 375 firefighters in Sonoma County, but it took a force of about 4,000 firefighters, some coming from as far away as Washington and Arizona, via statewide mutual aid agreements, to stall the Kincadee Fire. The new sales tax would provide funding to hire 200 additional full-time personnel across the county. In addition, the tax will provide the funding for more robust vegetation management program throughout the county.

A portion of monies raised will go to the county's Department of Emergency Management to improve the county's alert and warning systems, not just for wildfire, but any natural disaster including earthquake, tsunami and flood. Funds will be dedicated to improving digital technologies like the Wireless Emergency Alert system, SoCo Alert, and Nixle notifications, and to construct, operate and maintain a network of emergency sirens. The measure would raise funds to build nine new fire stations throughout the county, move the location of eight existing fire stations, and retrofit or remodel another eight existing fire stations.

Why Don't People Vote and How Can We Change That?

A new research study showed who doesn't vote in America and why. In [The Hundred Million Project - The Untold Story of American Non-Voters \(Link\)](#), we learn that about 40% of Americans are non-voters. That is a staggering number of people who are sitting on the sidelines in our most important democratic process.

The study revealed, "In 2016, nearly 100 million eligible Americans did not cast a vote for president, representing 43% of the eligible voting-age population. They represent a sizeable minority whose voice is not heard in our representative democracy. Most of our attention, in politics and in research, tends to fall almost exclusively on "likely" voters perceived to make the most difference in the outcome. As a result, relatively little is known about those with a history of non-voting. Yet their non-participation is a key feature of our democracy, and raises important questions about the basic health of a participatory society."



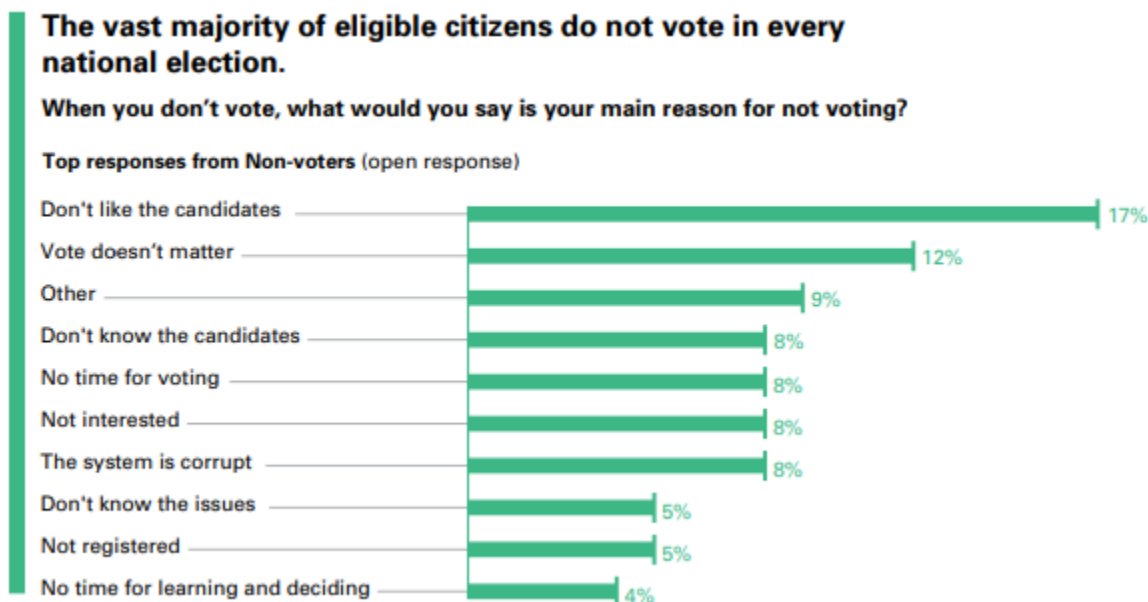
<https://knightfoundation.org/reports/the-100-million-project/>

The study found "that persistent non-voters are by no means a monolithic group, but as varied as American society itself. There is not a one-size-fits-all description of the non-voting population, nor is there a single, unifying explanation for their lack of participation. They can be found across the political spectrum, at every level of education and income, and from every walk of life. There were, however, several themes that emerged from the study:

- Many non-voters suffer from a lack of faith in the election system and have serious doubts about the impact of their own votes: Thirty-eight percent of non-voters are not confident that elections represent the will of the people, and non-voters are more likely to say that this is because the system is rigged. Non-voters are less likely to believe votes are counted fully and accurately, or to say that decisions made by the president or others in Washington have a strong impact on their lives.
- Non-voters engaged less with news and are left feeling underinformed: Non-voters are twice as likely as active voters to passively encounter news versus actively seeking it out, and to say they do not feel they have enough information about candidates and issues to decide how to vote. Their media diets involve less news and more entertainment as compared to active voters.
- While less partisan, non-voters are more evenly divided on key issues and on President Trump than active voters: Non-voters showed slightly more support for constructing a wall along the Mexican border

than active voters, while being less supportive of replacing the Affordable Care Act. If they all voted in 2020, non-voters would add an almost equal share of votes to Democratic and Republican candidates, but important differences exist across swing states.

- The emerging electorate is even less informed and less interested in politics: Young eligible citizens (18-24 years old) are even less likely than non-voters to report following political news, and feel less informed than non-voters come election time. Fewer are interested in voting in 2020 than non-voters, principally because they don't care about politics. They also struggle the most with the voting process.



https://knightfoundation.org/wp-content/uploads/2020/02/The-100-Million-Project_KF_Report_2020.pdf

Better Civics Education Needed – Help is on the Way

What can we do to encourage more participation in the democratic process? How do we strengthen our democracy by better informing our electorate? As we go through this Presidential election cycle, we see lots of examples of why an electorate that understands civics is critical to our future as a democracy. One step is to improve and require civics education. It is encouraging to see that there is a growing movement to change how civics is taught and to broaden where civics is offered to students. There is also a recognition that we are at a moment in time, given the 2016 election and subsequent events like the impeachment, Russia attacking our elections, spreading of propaganda and misinformation and challenges to the rule of law, that make acting now imperative.

Natalie Wexler writes in [To Educate Good Citizens, We Need More Than The 'New' Civics, \(Link\)](#), “The 2016 election sparked a wave of concern over civics education that is still gathering strength. The Chief Justice recently bemoaned the fact that “civics education has fallen by the wayside.” At the same time, there’s no shortage of attempts to bring it back. Impeachment is being seen as a “teachable moment,” and civics lessons are even showing up in math classes. The federal government has awarded \$650,000 to iCivics, along with some universities, to improve the teaching of both history and civics. And as documented in a recent [99-page report](#), the landscape of current civics education efforts is dizzying.”

Wexler says, “While there’s a plethora of initiatives, the common refrain is that the old approach to civics—a high school class that lasts at least a semester, required in most states—just doesn’t cut it these days, if it ever did.

The developments of the last few years have been catalogued in an engaging book by education journalist Holly Korbey called *Building Better Citizens: A New Civics Education for All*, published this fall. The “new” civics includes everything from media literacy to character education to lessons in having a civil conversation. And as Korbey notes, if you want high-schoolers to grasp civics, it’s crucial to start building their knowledge of history in elementary school. But the definition of “new” civics is so broad it verges on being meaningless.

But there’s a basic truth at the heart of these sometimes frantic efforts to turn teenagers into engaged citizens: civics as traditionally conceived is boring. Unlike history, which can be presented as a series of stories involving characters and conflict, civics covers dry abstractions like the three branches of government. If you don’t know basics like the difference between a city and a state—the situation in which many high school students find themselves because of deficiencies in our education system—these concepts will be hard to grasp. Even if you do, you may find your eyes beginning to close.

The initiative that’s getting the most buzz is “action civics,” which is covered in Korbey’s book—and its close cousin “youth participatory action research” or YPAR, which isn’t. Both of these approaches are supposed to inculcate the kind of knowledge that civics courses try and generally fail to impart, but to make the process more engaging by hitching it to “action” or advocacy.

“Action Civics turns traditional civics upside down,” one activist in the movement has explained. “Instead of starting at the top with the Constitution and how a bill becomes a law, our hands-on teaching starts with a community or personal issue and works up through local government and politics and then to the federal system.”

In *Interest in Civics Education 'Will Not Last Forever,' an Insider Warns*, by Stephen Sawchuk, ([Link](#)) we learn, “Fresh out of college, Scott Warren co-founded Generation Citizen, a hands-on “action civics” provider, in 2009. Though not the first group to popularize that approach to civics—which prioritizes having students collectively research a community problem and use civic channels to try to solve it—it has helped the idea go mainstream in the intervening years.” Warren says, “There is a lot more interest in civics education in the last 10 years. There’s more interest from philanthropists, there’s more interest from districts, there’s more interest from educators, and obviously there’s an upsurge in youth activism as well. And this is from a nonpartisan perspective, but the general dysfunction of politics makes people want to look for different types of solutions.”

Warren raises the alarm that given what is happening now, it is time to push for more civics education while it is a hot topic. He urges that more groups collaborate and come up with solutions that fit their circumstances because civics education is not a one-size-fits-all curriculum. And through that collaboration, he hopes that more funders will be motivated to provide funding to develop curriculums and spread the civics education models throughout the U.S.

One approach is to encourage students to focus on issues they care about. “In Korbey’s book, a class with many immigrant students decides to work on making it easier for undocumented people to get drivers’ licenses. Research is supposed to be involved, but the key element is action—perhaps lobbying or

protesting. In a sign of how widely accepted the idea is becoming, one of the largest school districts in the country is now permitting students in 7th grade and above to take one day off each year for “civic engagement activities.”

Wexler says, “It’s not hard to see how this approach could lead to political controversy: what if a student at a generally progressive school wants to advocate for an issue like gun rights? Beyond that, it’s not clear action civics will give students what they need to be responsible citizens. It’s generally agreed that the goals for civics include reducing political polarization, fostering critical thinking, and teaching students to evaluate evidence. Having kids choose a topic they already have strong feelings about may not be the best way of achieving those objectives. It’s well established that when people have a strongly held belief, they’re more likely to accept evidence that supports that belief and dismiss evidence that conflicts with it. One commentator has argued that civics should enable students to ‘to defend a position on an issue that they don’t themselves hold.’ Action civics is more likely to further entrench them in their preexisting perspectives.”

“Action civics is also designed to show students they have the power to effect change,” says Wexler. “But in our system of checks, balances, and generally sluggish legislative processes, many projects are likely to end in disappointment and student disillusionment. But there may be another way of engaging kids in civic activities that avoids these pitfalls—and also helps address a different but equally serious civics-related problem: the precipitous decline of local journalism. In the last 15 years, more than 1,800 local print outlets have gone out of business, and at least 200 American counties have no newspaper at all. Even where newspapers and radio stations survive, they’ve cut back on staff. The result has been termed “a crisis in local news coverage” that has “damaged political and civic life.”

Wexler proposes that schools at both the college and high school levels get the students covering the local news. She says, “instead of acting on a preconceived notion of what needs to change, students might learn to stand back from an issue and see another side. One student in a high school journalism class produced a story revealing that the school had used prison labor to refurbish its auditorium. While he started from a position of outrage, his teacher helped him learn to “find journalistic balance,” and he ended up modifying his views. Having teenagers serve as amateur journalists isn’t the only kind of “action” that can have this kind of effect. Debate also has potential, especially if students don’t just take positions they already support. But the bottom line is that we can’t expect “civics,” new or old, to address all the issues that prevent kids from becoming engaged and responsible citizens. They go much deeper than that, and call for more pervasive solutions.”

Another perspective comes from Sarah Sparks in [How Schools Can Be More Effective at Growing Young Voters](#), ([Link](#)) who says, “When students turn 18, they are on the cusp of another performance gap that should grab education leaders’ attention: the voting gap. The youngest voters are 30 percentage points less likely to vote than older voters. Schools can play a critical role in closing this gap.”

Sparks reports, “In a new book, “[Making Young Voters: Converting Civic Attitudes into Civic Action](#),” researchers John Holbein of the University of Virginia and D. Sunshine Hillygus of Duke University make a compelling case that the reason young people fail to vote is not because they don’t care about politics or policy, but because they lack the skills and confidence to translate their ideals into action. Moreover, they say, some key changes to how teachers and education leaders approach civics education could go a long way towards strengthening and expanding the next generation of young voters.”

She says, “There’s a real groundswell of interest in doing civics differently and I think there’s a real dissatisfaction with this sort of bubble-sheet civics that we’ve seen for a long time. I haven’t seen that manifesting in new policy yet for large-scale changes to civics, but definitely, it’s wanted by teachers.”

Research shows, “Young people seem to think they need to know more than they actually need to know when picking politics, whereas older voters seem to not lack that confidence. I think there’s something to be said about experience, right? Older citizens are like, ‘Oh yeah, I know how that works. I know what that process looks like.’ For young people, it’s just intimidating and kind of scary, especially for many of them growing up in households that don’t talk about politics and don’t hear about contemporary politics in their schools very much. The idea of being plunged into the deep end of voting was kind of intimidating.”

“There is a certain piece of confidence and self-efficacy that needs to be a part of a civics curriculum,” says Sparks, “because this lack of confidence is really striking to us. I can imagine a world where schools are giving young people the opportunity to overcome some of these fears: ‘Oh, I know how a voting booth works, we’ve done that in class;’ or ‘Oh, I know what’s going on in politics [in this referendum] because in class we read these newspaper articles.’”

With 40% of possible voters not voting and 30% of our youth not voting, there is work to be done. And to ensure that the voters are both engaged and informed, improving our country’s civic education would be a good place to start.

California Volunteers Announces New Civic Action Fellowship with Public and Private Universities, Including Dominican University

Building on civics education and student engagement, an exciting new program was introduced in California that seeks to inspire students to become better citizens. In [California Volunteers Announces New Civic Action Fellowship with Public and Private Universities](#), (Link), we learn that “California Chief Service Officer Josh Fryday (former Mayor of Novato) along with a coalition of public and private universities announced the launch of a first-in-the-nation pilot initiative designed to help students pay for college through public service while using a combination of federal and state funding. California Volunteers unveiled the Civic Action Fellowship in partnership with Dominican University of California, University of the Pacific, Stanislaus State, Cal Lutheran, Cal State LA, UC Berkeley, UC Merced and San Jose State University.’

“As part of the Civic Action Fellowship, current undergraduate and graduate students will sign up as AmeriCorps Fellows and commit to serve their communities as they tackle local and regional community challenges. The service will be tailored toward students’ academic curriculum while encouraging four-year completion, graduate school, job placement and an engrained commitment to civic engagement.”

“The service will be tailored toward students’ academic curriculum while encouraging four-year completion, graduate school, job placement and an engrained commitment to civic engagement. This program will be leveraging these funds, and substantial private scholarship money raised by the universities, to grant to students. This represents a fundamentally new model of supporting the cost of college attendance by providing living allowances and scholarship awards to students in exchange for performing service to address critical community needs.”

Dominican University of California President Mary B. Marcy said, “This innovative fellowship enhances and expands Dominican University of California’s Reimagining Citizenship model throughout the state to

give students the intellectual capacity, the financial support, and the practical experience to change our world for the better. This first-in-the-nation program design helps students pay for college while they develop skills for career readiness, serve the state, and stay on a four-year track for graduation.”

Great to see our state be a leader in developing programs that will help create a new generation of civic leaders!

New Opportunity to Fix Highway 37

North Bay Leadership Council is excited by a new bill that Senator Bill Dodd is introducing that would convert Highway 37 to a toll road to create a funding source for much needed improvements. [California bill would convert Highway 37 to tolls to fund upgrades to critical North Bay commute, transportation link, \(Link\)](#), reports that “A bill that would create a tolling authority to raise capital for necessary improvements for Highway 37, a congested east-west link also known for flooding, was introduced on February 21st in the state Legislature. The bill, by state Sen. Bill Dodd, D-Napa, hopes to generate revenue from tolls and then use the money to leverage state and federal funding sources to complete the needed overhaul. How that would work, and what the design of the improved roadway would look like, are yet to be decided.”

“The time is now to improve this essential artery that connects us to jobs and supports our economy,” Sen. Dodd stated in the announcement. “If we don’t act, increased traffic and sea level rise will make an already bad situation simply unpassable. Without a dedicated revenue source, the problem won’t be fixed in many of our lifetimes. I introduced this bill to increase capacity for today’s commuters and make the route sustainable for future generations.”

The North Bay Business Journal says, “Highway 37 runs along the northern edge of San Pablo Bay. The senator’s office estimated 40,000 cars and trucks cross it each day. That number is expected to increase nearly 50 percent, to 58,000 vehicles, over the 20 years. ‘At the same time, a recent UC Davis study found that sea level rise will make the highway impossible to use by the end of the century, with serious periods of flooding expected annually in the coming decades.’ The proposal is supported by stakeholders in Sonoma, Solano, Napa and Marin counties.”

“The shores of the northern San Pablo Bay are the last large expanse of wetlands left in the Bay Area,” said Sonoma Land Trust Executive Director Eamon O’Byrne. “Protecting and restoring these wetlands offers a crucial and urgent opportunity to safeguard critical wildlife habitat and buffer the impacts of sea level rise on our vital infrastructure. Sonoma Land Trust looks forward to continuing the collaboration around the redesign of Highway 37 and applauds Senator Dodd for his leadership.”

“Highway 37 is the lifeline of the North Bay for commuters and the movement of goods,” said Cynthia Murray, president and CEO of North Bay Leadership Council. “We applaud Sen. Dodd’s introduction of a bill to allow tolling so that much-needed improvements can be made. The ability to raise funding is key to the economic health and public safety of the North Bay.”

Upcoming Events

Business Edge Breakfast Briefing: Brand Personality

Date: Wednesday, March 4, 2020

Location: Creekside Room, Dominican Campus

Registration & Breakfast : 7:30 - 8:00 a.m.

Program: 8:00 - 9:30 a.m.

Ticket Price: \$25.00 (includes breakfast)

Register here: <https://www.eventbrite.com/e/is-your-brand-full-of-personality-tickets-90072983719>

Business Edge Breakfast Briefing: Doing Business in Mexico or Canada?

Date: Wednesday, April 22, 2020

Location: Creekside Room, Dominican Campus

Registration & Breakfast : 7:30 - 8:00 a.m.

Program: 8:00 - 9:30 a.m.

Ticket Price: \$25.00 (includes breakfast)

Register here: <https://www.eventbrite.com/e/doing-business-in-mexico-or-canada-tickets-91706997097>

Save the Date!

NBLC * Signature Event * 2020 State of the North Bay

Thursday, June 11, 2020

Sheraton Hotel, Petaluma

Open to Public – RSVP required with ticket purchase

7:00-7:30 a.m.: Registration / **7:30-9:00 a.m.:** Program

Members in the News

Toll Road Proposed on Highway 37

Faced with a multibillion-dollar price tag to ease congestion on Highway 37 and protect the critical North Bay artery from rising sea levels, State Sen. Bill Dodd (D-Napa) Friday proposed a novel funding solution — turn the route into a toll road.

Novato Community Hospital in Marin County’s New Chief Administrator Shannon Thomas

Shannon Thomas is chief administrative and nursing officer at Sutter Health’s Novato Community Hospital in Marin County.

Sutter Santa Rosa Regional Hospital’s New CEO

Dan Peterson is CEO of Sutter Santa Rosa Regional Hospital in Sonoma County. From 2017 until early this year, he was CEO of Sutter Lakeside Hospital.

California Bill Would Convert Highway 37 to Tolls to Fund Upgrades to Critical North Bay Commute, Transportation Link

A bill that would create a tolling authority to raise capital for necessary improvements for Highway 37, a congested east-west link also known for flooding, was introduced Friday in the state Legislature.

North Bay Children’s Center’s Founder Susan Gilmore is a Remarkable Woman

In honor of International Women’s Month coming up in March, KRON4 is revealing the four finalists of our Remarkable Women contest.

Canine Companions for Independence Service Dog Program Expands to Help Veterans with PTSD

LaCombe found her new companion through Canine Companions for Independence, a California-based nonprofit organization recognized worldwide for the excellence of its dog-training program and for the quality and longevity of the matches it makes between dogs and people.

Vintners Resort: Celebrating its 35th Anniversary with a New Name and a Community Fête

What began as a 44-room inn on 40 acres of vineyards in the Russian River Valley has evolved into what will now be officially known as Vintners Resort: a full-service hospitality experience surrounded by 92 acres of vineyards, complete with a 78-room hotel featuring a courtyard and vineyard view rooms, a full-service event center, multiple wedding venues, the award-winning John Ash & Co. Restaurant, River Vine Restaurant, John Ash & Co. Catering, The Front Room Bar & Lounge and the state-of-the-art Vi La Vita Spa.

Star Staffing to Host Talent Summit: The Future of Work

Help your organization maintain a competitive advantage by gaining the tools and resources you need to enhance your talent and HR strategy.

Novato-Inspired New State College Fellowship Program Rewards Public Service

Dominican University and seven other California universities are joining with the state of California to create a fellowship program that will provide scholarships and stipends to students in return for public service.

Keysight Technologies Plans To Build On-Site Child Care For Workers

Santa Rosa-based Keysight Technologies Inc. will soon break ground on a new on-site child care center for its employees and the public at its Fountaingrove campus, the company announced Wednesday.

BioMarin Pharmaceutical CFO Steps Down; Accounting Chief Steps Into Role

BioMarin Pharmaceutical Inc. (Nasdaq: BMRN) on Monday announced Chief Financial Officer Dan Spiegelman is stepping down, replaced on interim basis by Chief Accounting Officer Brian Mueller.

Bike Lane Causes Traffic Misery For Teachers On Richmond-San Rafael Bridge

When traffic backs up on the Richmond-San Rafael Bridge, Rebecca Kittredge takes a shortcut that can get her to work in Larkspur half an hour faster — by a route that's twice as long.

Becoming Independent Sonoma County Nonprofit: Change Requires We Adapt

Whether your business measures success in profits or in social impact like Becoming Independent, a focused vision for the future is precisely what you will need for a prosperous 2020 decade.

Becoming Independent's Hopeful Sportscasters Get VIP Treatment at Warriors Game

When it opened in 1967, Becoming Independent offered participants what its CEO, Luana Vaetoe, describes as a "system-driven approach."

Becoming Independent Wins County Contract For Paper Shredding

The Secured Document Shredding service has been a marquee offering since it launched in 1999.

Dominican University's Mary Marcy's New Book Suggests Big Changes for Small Colleges

For almost a decade, Mary Marcy has been president of Dominican University of California, a liberal arts college outside of San Francisco.

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