

POLICY WATCH – June 2020

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As summer begins in the North Bay, we are looking for rays of sunshine in our cloudy future. In this issue, we feature an eloquent statement from Tom Peters, CEO of the Marin Community Foundation, on how we can all do more to confront racism within ourselves. We hope his message resonates with you as much as it did with us! We also continue to try to see how we go forward as the path remains unclear in the article, [What’s Next?](#) We may not know the final outcomes, but we share good tips on ways to make the journey. The takeaway is to “Expect more of the same, but faster!”

We also look at the dismal response to the Census. It is imperative we get a full count in order to have the revenue and political representation that our population deserves. Please complete the Census and urge all you know to do the same.

Best,



Cynthia

Listen Better and Acknowledge Equal Value in All People



By Thomas Peters, President and CEO, Marin Community Foundation

These days are so extraordinarily challenging for all of us because we realize, both intellectually and emotionally, that we must confront deep-seated issues not only in others, but in ourselves.

As a white male of lifelong privilege, I can sense the enormity of the challenge ahead. For how is it possible to incorporate the knowledge of hundreds of years of dismissal, debasement and death of Black neighbors without staring straight into the face of complicit silence?

Those of us who are white will need to use this established practice of silence for a far better purpose. It should be used to listen quietly, with humility and openness, to the voices of the Black community, helping us to dismantle and discard the mythology that has long covered the grievous founding crimes of this country.

All should listen intently to their voices, joined by those of Native Americans, Asian Americans, Latinx and many other immigrants and neighbors. In brutal candor, they can reveal details of the privileged striations of our color-bound society and reflect on the dangers that lie therein.

This process of listening and learning will be difficult but ultimately valuable. There are deep and jagged fissures within our social and political context, intimidating to approach, even more dangerous to avoid. The same is true at a familial and personal level.

But there is one issue that must be confronted without a moment's delay. On an immediate basis there must be a sustained, focused, straightforward message, shouted from the streets and the rooftops loud and clear: Enough.

Hearts and minds can be changed over time, but for now, enough. The wanton killing of Black people by rogue police officers must stop, and it must stop immediately.

There is no time for a request, only a demand. There is no time for an excuse, only enforcement. There is no time for patience, only justice.

We can listen to the Missouri police chief walking arm in arm with the young leaders of a protest march as he issues a "you see it/you own it" command. We can listen to the Santa Cruz police

chief as he bends his knee to the pavement, not to inflict harm but to instill hope.

We can learn the facts about how police recruitment, practices and protocols are shaped and monitored at the local level. We can pledge to support the community leaders and elected officials who are stepping forward to craft humane policies and details of accountability, along with consistent and compulsory application of the highest standards.

Luckily there are many wonderful leaders out there, locally and nationally, who can help guide this process. They're remarkable in their intellect, compassion, determination and, yes, in their appropriate sense of urgency. Many have shared their writings in books and articles. Many others are embedded throughout the scores of vibrant technicolor marches that continue across the country.

Members of the Marin Community Foundation staff have collated a range of organizations working on the critical issues of the day, groups well worth consideration for support, engagement and funding. This resource page will be kept current and available on the MCF website at [MarinCF.org/resources/racial-justice](https://marinCF.org/resources/racial-justice). Please feel welcome to dig in.

Sorrow and pain, shame and fury. These feelings need to be acknowledged and lived through.

Concurrently, we can turn toward deliberate action. We can turn toward choices that are life-affirming, and turn toward justice that acknowledges the equal value of every person.

We can turn toward the bright light of hope.

From the Marin Independent Journal (<https://marinindependentjournal-ca.newsmemory.com/>)

“What’s next?”

In Chief Executive, Dan Bigman and Dale Buss’ article, [Into The Unknown: A Candid Assessment Of What Comes Next](#), ([Link](#)) asked what’s next. To find out, they talked to more than 50 CEOs and members of the CEO community, mostly people who run medium and large companies, and asked them what they make of the current moment and what’s coming next. The answers are below:

- **The worst will not happen.** Almost every CEO we talked to thought that while there would continue to be economic difficulties—perhaps for some time—the most extreme views of what might come to pass will not occur. “For the most part, the hit rate of prognosticators on how they think the world will profoundly change is wrong,” said Marc Lautenbach, CEO of Pitney Bowes.
- **Volatility will last.** Even if this isn’t a long-term apocalypse, the road back will not be easy, and CEOs are not underestimating the difficulties. “The only thing that is certain is that the fundamental change we already have experienced will continue to exist and likely become more erratic,” Jim Turner, CEO of Intelligent Fiber Network told us.
- **We’re more flexible—and we’d be smart to stay that way.** Many CEOs were inspired by how quickly their organizations changed when they absolutely had to. John Schlifske, CEO of financial-services giant Northwestern Mutual, told us that they’d been working on plans to become more digital for years. “This basically forced us to do it overnight. It’s kind of a catalyst—an unfortunate one because of the mayhem and mortality—for something that was bound to happen anyway.”
- **Remain ready for anything.** Whether it’s changing workplaces or where the economy is headed, the truth is that no one really knows the answers, so the best thing to do is to stay flexible, stay in touch with customers and employees, and continue to do what you have to do to make things work. “CEOs will have to two-step think a lot more,” says Jack Zahran, CEO of Pinkerton. “There won’t be linear progression anymore. Your sandbox will keep moving.”

Bigman and Buss wrap up with “More of the same but faster. Get ready!”

Should Education Be Only a Means to a Job or a Foundation for Understanding the World?

Frank Bruni writes in [The End of College as We Knew It?](#) (New York Times [Link](#)) that the changes forced onto educational institutions may cause impacts that are regrettable. Bruni says, “A vaccine for the coronavirus won’t inoculate anyone against the ideological arrogance, conspiracy theories and other internet-abetted passions and prejudices that drive Americans apart. But the perspective, discernment and skepticism that a liberal arts education can nurture just might.”

He continues, “Science may produce better versions of tear gas and lighter versions of riot gear, God help us. But it can’t compete with the humanities for telling us how and why certain societies unravel and others thrive.”

What will help us thrive is a liberal arts education, especially including the humanities. Bruni worries that the harsh realities of the pandemic will push the humanities off the educational menu. He says, “Colleges and universities are in trouble — serious trouble. They’re agonizing over whether they can safely welcome students back to campus in the fall or must try to replicate the educational experience imperfectly online. They’re confronting sharply reduced revenue, severe budget cuts, warfare between administrators and faculty, and even lawsuits from students who want refunds for a derailed spring

semester. And a devastated economy leaves their very missions and identities in limbo, all but guaranteeing that more students will approach higher education in a brutally practical fashion, as an on-ramp to employment and nothing more.”

Brian Rosenberg, who just finished a nearly 17-year stretch as president of Macalester College, says, “Here is the problem. A society without a grounding in ethics, self-reflection, empathy and beauty is one that has lost its way. We are seeing that play out now.” And Bruni adds, “this was before George Floyd’s anguished pleas and the fury and the fires. He pointed to the empathy deficit in Americans openly hostile to social-distancing directives, which was followed by the empathy void that put a knee to Floyd’s neck.”

“This is not only a public health crisis and an economic crisis, though Lord knows it’s both of those,” said [Andrew Delbanco](#), a professor of American studies at Columbia University and the president of [the Teagle Foundation](#), a philanthropy that promotes the liberal arts. “It’s also a values crisis. It raises all kinds of deep human questions: What are our responsibilities to other people? Does representative democracy work? How do we get to a place where something like bipartisanship could emerge again?”

Bruni says, “What a mess we’re in. What disruption we’re in for. It will probably look like this in higher education: Dozens and potentially hundreds of small four-year colleges go under, some of them within the next year and others over the next five. Online instruction proliferates, because the pandemic has forced more schools to experiment with it, because it could be a way for them to expand enrollment and thus revenues, and because it’s more accessible to financially strapped students who are wedging classes between shifts at work.”

He laments, “The already pronounced divide between richly endowed, largely residential schools and more socioeconomically diverse ones that depend on public funding grows wider as state and local governments face unprecedented financial distress. A shrinking minority of students get a boutique college experience. Then there’s everybody else.”

“They’re already hurting: The percentage of college students getting degrees in the humanities has declined sharply over the past decade while the popularity of more obviously job-related majors connected to, say, health care and technology surged, says Bruni.” “And the pandemic provides extra incentive for schools to redirect money from the humanities to the sciences, because that’s where big grants for biomedical research are.”

Bruni notes, “To solve our short-term problems, that emphasis makes sense. But to solve our long-term ones? To apply the lessons of the Spanish flu of 1918 and the urban riots of 1968 to the misery and rage of 2020? I want as many broadly educated, deeply reflective citizens and leaders as possible. Current events show that when it comes to treating one another like fuller human beings, we need all the help we can get.”

Bruni raises the alarm on a compelling issue. A well-educated electorate is a foundation of democracy. If we are to preserve and protect our country’s democratic principles and values, we must continue to support education that goes beyond just the economic benefits.

CA Census Undercount Could Leave Billions on The Table

Renee Schiavone’s article, [CA Census Undercount Could Leave Billions On The Table](#), ([Link](#)) reports that “As we pass the halfway point for taking this year’s census, nearly two out of every five U.S. households

have yet to respond to the survey, stoking fears that billions of federal dollars could be left on the table — dollars that fund crucial services including during the pandemic. The new coronavirus erupted just as the 2020 census was getting underway. In the wake of mass layoffs and unprecedented economic damage, studies are projecting that more than 4 million people could be undercounted this year.”

Schiavone says, “The purpose of the once-each-decade count is to help determine where \$1.5 trillion in federal funding goes and how many congressional seats each state gets. According to the U.S. Census Bureau’s self-response map, 62.6 percent of California households have responded to this year’s census either online, by phone or by mail. Nationally, about 61.6 percent of households have responded. This means two out of every five households are still unaccounted for.”

“Should these households not respond, billions of dollars that fund crucial services before, during and after the coronavirus pandemic will be lost. Services include hospitals, Head Start programs, school lunches and summer lunch programs, Medicaid, food stamps and dozens more,” says Schiavone. “Historically, people of color, children, senior citizens, undocumented immigrants, people with disabilities, the LGBTQ community, Native Americans in tribal areas, the homeless and low-income people are among the least likely to be counted accurately in the census.”

She continues, “A more detailed analysis of response rates in late May and early June conducted by the Center for Urban Research at the City University of New York’s Graduate Center showed that neighborhoods with concentrations of black residents had a self-response rate of 51 percent, compared with 53.8 percent for Hispanic-concentrated neighborhoods and 65.5 percent for white-dominant neighborhoods. These populations are also among the hardest hit by the pandemic.”

“Young people and low-income workers are bearing the brunt of coronavirus-related layoffs, according to one study,” says Schiavone. “So are women and people of color, Department of Labor data says. This is causing outreach challenges for both the Census Bureau and organizations providing services to impacted communities.”

Schiavone reports “The Census Bureau suspended field operations in March, pulling workers off the streets to protect them from the virus. This also included efforts to drop off census forms at households in rural areas with no traditional addresses. Workers didn’t return until May 4 as part of a phased restart. The Census Bureau told the Associated Press on Thursday that it had finished dropping off questionnaire forms to almost all of the 6.8 million mostly rural households.”

“Organizations throughout the country have also put in-person outreach on hold,” says Schiavone. “Plans to set up booths at farmers markets and work with childcare centers have been abandoned, replaced by digital advertising, social media and telephone calls. Because of the pandemic, the bureau pushed back the deadline for finishing the 2020 census from the end of July to the end of October, and it asked Congress for a delay in handing over apportionment and redistricting numbers.”

“Census officials have encouraged Americans to respond to the decennial survey online, a first for the census. In a move designed to cut costs and keep up with digital lifestyles, the census questionnaire is available at my2020census.gov. Americans can access the online questionnaire by using a 12-digit ID code included with their census invitation sent by mail,” says Schiavone.

Please complete the census and encourage all who you know to do the same. It is a vital source of revenue and political representation that we cannot afford to squander.

Members in the News

Redwood Credit Union Hosts Free Webcast on Self-Care and Stress Management

Redwood Credit Union (RCU) hosted a free, 60-minute webcast titled “Self-Care and Stress Management: Tools and Best Practices for Coping with COVID-19 and Beyond.” Originally shared as one of the benefits RCU offers its Members, positive feedback spurred the organization to make the resource available communitywide and it can now be viewed on RCU’s YouTube channel.

Keysight’s New Regenerative Power Supplies Reduce Cooling and Electricity Costs with an Eco-friendly Design

Keysight Technologies, Inc. (NYSE: KEYS), a leading technology company that helps enterprises, service providers and governments accelerate innovation to connect and secure the world, today announced it is expanding the company’s RP7900 Series with two new bidirectional, regenerative DC power supplies providing integrated safety features that protect people and devices under test (DUT).

SolarCraft Completes Solar Power Installation at Bricoleur Vineyards

Novato and Sonoma based SolarCraft, a leading North Bay clean energy provider for over 35 years, recently completed the installation of a 81.8 kW DC solar electric system at Bricoleur Vineyards in Windsor, CA.

PG&E Conducting Line Inspections Using Drones and Helicopters

PG&E is conducting its updated System Inspections program in the North Bay and North Coast using drones and helicopters along electric transmission lines.

Comcast Presents The Future of Business 2020 Virtual Conference w/ Chef Robert Irvine

Comcast Business knows that in the B2B world, we talk a lot about the future of business – the ability to conduct business from anywhere, anytime, with anyone.

Basin Street Properties Welcome’s You Back to the Office: Once Safe, People Will Crave Face-to-Face Collaboration Again

Navigating the pandemic office work environment, you hear a broad range of potential outcomes, from most businesses going remote to the “6-foot-office” to two-hour lines to get to your floor in a high rise.

The Buck Institute for Research on Aging Continues Their Talks on the COVID-19 Pandemic and the Science Aimed at Bringing it to an End

The Buck is the world’s premier scientific research institute focused solely on the biology of aging. For more than 20 years our mission has been to end the threat of age-related disease to help people live better longer. Because the novel coronavirus disproportionately impacts adults over 60 we know that our expertise is critical, and that is why we have refocused the work of many of our labs to join the fight against COVID-19.

Green Music Center Awarded Hewlett 50 Arts Commission

The Green Music Center is pleased to announce that we have been selected as one of ten recipients of this year’s Hewlett 50 Arts Commissions, a program of the William and Flora Hewlett Foundation.

Builders Association Awards Scholarships

The Marin Builders Association has selected 16 local students for scholarship awards.

Santa Rosa Junior College Response Fund

The last three months have presented our entire community with unprecedented challenges as a result of the coronavirus pandemic. SRJC has had to make many rapid adjustments, but we have been resilient and are dedicated to safety.

Wine Business Institute Research Summit Scheduled for July 15, 2020

Sonoma State University's Wine Business Institute Research Summit returns for a second year on July 15, 2020, 9:30 a.m. to 12:30 p.m.

Comcast Announces \$100 Million Multiyear Plan to Advance Social Justice and Equality

We know that Comcast alone can't remedy this complex issue. But you have my commitment that our company will try to play an integral role in driving lasting reform. Together, we hope to help create a more equitable, just and inclusive society.

Bank of America Announces \$1 Billion/4-Year Commitment to Support Economic Opportunity Initiatives

Bank of America announced today that it is making a \$1 billion, four-year commitment of additional support to help local communities address economic and racial inequality accelerated by a global pandemic.

CannaCraft's New Board Members

CannaCraft, a large-scale cannabis manufacturer based in California, recently expanded its board of directors.

First 5 Sonoma County Ensures Families and Child Care Providers Have Access to Emergency Supplies and Basic Needs

First 5 Sonoma County is working to address the needs of vulnerable families and children during the COVID-19 crisis by providing supplies and funding to child care providers and Family Resource Centers.

Sonoma State Astronomy Professor Recognized for Her Lifetime of Achievements

Physics & Astronomy professor Dr. Lynn Cominsky, who has taught at Sonoma State University for more than 30 years, has been recognized by the American Astronomical Society as one of the central historical figures within her industry.

Kaiser Permanente San Rafael Medical Center Recognized for Outstanding Stroke Care

The Kaiser Permanente San Rafael Medical Center was once again recognized for outstanding stroke care by the American Heart Association/American Stroke Association.

Congratulations to Our Members on the 40 Under 40 List

Winners of the Business Journal's Forty Under 40 awards are selected from dozens of nominees and represent honorees not previously chosen in past years.



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