

POLICY WATCH – March 2020

In This Issue

- NBLC's Statement on Violence, Racism, Misogyny and Anti-Semitism
- 2021's Newest Threat for the North Bay: Drought
- Upcoming Events –Save the Date!
- Members in the News



Spring is a time of new hope and fresh starts. We are hopeful because more people are getting vaccinated which will help save lives and potentially slow the spread of the virus and the growth of the variants. With this hope also comes the lessons learned that we are not out of the woods yet and need to keep practicing the safety protocols and encouraging everyone to get vaccinated.

What needs a fresh start is addressing systemic racism. Our attention must stay focused on supporting all people of color who face racism and violence on a daily basis. NBLC seeks to be part of the solution and to partner with other like-minded groups to make all of us feel safe, valued, and treated with dignity and respect.

Also in this issue, we look at what it means to be in a drought. Again. Now is the time for us to conserve water and increase our actions to adapt to climate change to reduce droughts and its impacts, especially higher risks of fires. Let's come together to meet this challenge!

Best,

Cynthia

NBLC Statement on Violence, Racism, Misogyny and Anti-Semitism

North Bay Leadership Council mourns the loss of the eight souls murdered in Atlanta, including six Asian/Asian American women. We are saddened by the continuing acts of violence against people of color throughout the United States. The fact that hatred, racism, misogyny, anti-Semitism and violence are ever present in our communities shows the need for us to become more united in the efforts to stop hate in all its forms.

There is a cumulative effect of the hatred and violence we are witnessing and far too many are experiencing. The prevalence of hatred and violence causes fear not only among the people being targeted but for all right-minded people who recognize that hatred and violence are a cancer in our communities. If one person isn't safe, none of us are.

It is apparent that there is a much work to do to end racism, misogyny, anti-Semitism and violence in our country. NBLC is committed to that cause and looks to partner with other groups in achieving that goal.

We support efforts like those of Santa Rosa Junior College to stand in Solidarity with the Asian American and Pacific Islander Communities and Denouncing Anti-Asian Racism/Violence. [You can read the SRJC Resolution here.](#)

In response to challenges, NBLC seeks to be a problem-solver and part of the solution. We think that contributing to nonprofits who serve the AAPI community in California would be helpful. Below are some suggestions or consider giving to any group with likeminded objectives:

- <https://aaamarin.org/contact/>
- <https://www.marincf.org/resources/racial-justice>
- [AAPI Women Lead](#)
- [Asian Pacific Environmental Network](#)
- [Asian Women's Shelter](#)
- [California Healthy Nail Salon Collaborative](#)
- [Center for the Pacific Asian Family Inc.](#)
- [Khmer Girls in Action](#)
- [Hmong Innovating Politics](#)
- [VietRISE](#)
- [South Asian Network](#)

Let us join together to put all of our resources and hearts into ending racism, misogyny, anti-Semitism and violence. We call on our colleagues to stand with us in grief and solidarity against systemic racism and gender-based violence. Violence against Asian American communities is part of a larger system of violence and racism against all communities of color, including Black, Brown, and Indigenous communities.

In this time of crisis, let's come together and build just communities, where we are all safe, valued, and treated with dignity and respect.

2021's Newest Threat for the North Bay: Drought

To understand the drought that we are in, we turned to Sonoma Water for more information. Things are not looking good for this year's water supply. The Agency says, "The 2021 water year is another below normal rainfall year, coming on the heels of the third driest water year on record (September 2019 to October 2020). Consequently, we need everyone to take steps to reduce water use now to extend the current low water supply levels. The beginning and end of dry periods are unpredictable, so taking steps now to save water is the responsible approach to prepare for what may be a longer drought. We have been here before, and we know our community is up to the challenge to save water with us."

Current Water Supply Update: March 20, 2021

1. The Russian River watershed is currently experiencing dry weather conditions and its third driest year on record.
2. Reservoir capacities are lower than they were during the last drought, which was 2013/2014.
3. Residents are encouraged to continue using water wisely and eliminate water wasting activities. [Learn more water saving tips at savingwaterpartnership.org.](http://savingwaterpartnership.org)
4. To date, Ukiah has received 10.97 inches of rain, which is 62.1% below average for this time of year and 5.15 inches below the total cumulative rainfall for Water Year 1977 - our region's most drastic drought on record.

What is Sonoma Water doing to prepare for a drought?

- In 2020, Sonoma Water saved 11,000 acre-feet of water in Lake Mendocino (20% of its water capacity at the time) by implementing a deviation request through Forecast Informed Reservoir Operations (FIRO)
- In 2020, Sonoma Water filed a Temporary Urgency Change Petition to preserve water in Lake Mendocino
- In 2021, Sonoma Water received approval to reduce water releases from Lake Mendocino through a Temporary Urgency Change Order approved by the State Water Resources Control Board. [Read the press release here.](#) Sonoma Water can not release any less water from Lake Mendocino; we are releasing 25 cfs at Lake Mendocino.
- In 2021, the Sonoma Water Saving Partnership launched a public outreach campaign to emphasize the need to save water by highlighting actions customers can take to reduce water use and improve water use efficiency.

Looking for information on ways to save water or to help pay for efficiency upgrades? Start by reading about the [easiest and most impactful way to save during winter](#) or select a button below for more information.

Landscape and Other Resources:

[WATER SAVING TIPS](#)

[VIEW PARTNER REBATE PROGRAMS](#)

[ECO-FRIENDLY GARDEN TOUR](#)

[WATER SMART PLANT PROGRAMS](#)

[LEARN ABOUT EPA WATER SENSE](#)

Here is how the agency interacts and manages water:

“Sonoma Water is the local cost-sharing partner for Lake Mendocino and Lake Sonoma, and determines the amount of water to be released from each reservoir when the lake levels are in the water supply pools. The U.S. Army Corps of Engineers determines the amount of water to be released when the lake levels are above the water supply pools and in the flood control pools.”

“Lake Mendocino relies on year-to-year rainfall to fill as well as water diverted from the Potter Valley Project. Lake Mendocino is a key drinking water source for the cities of Ukiah, Healdsburg, Cloverdale and Hopland, and also provides water to Sonoma Water’s Russian River water supply system. Water releases from Lake Mendocino support flows in the Russian River for the threatened Chinook salmon and steelhead trout during the fall and winter seasons.”

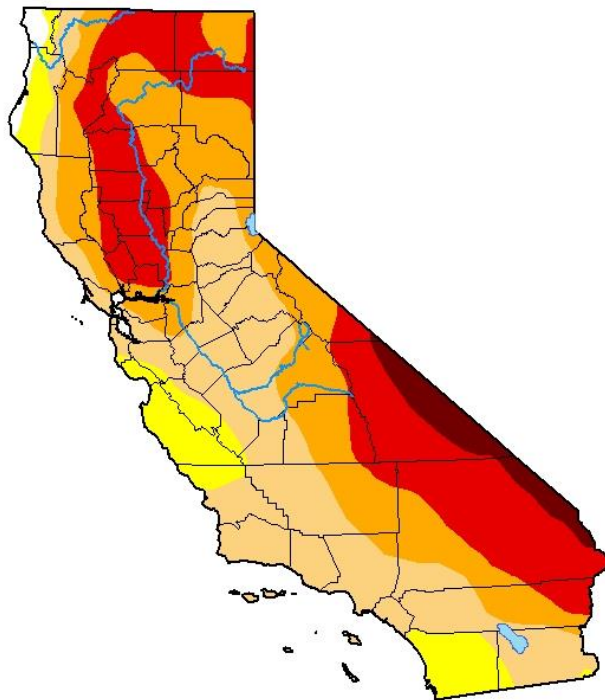
“Lake Sonoma is about four times larger than Lake Mendocino and can provide multiple years of water supply. Lake Sonoma relies on rainfall to fill and supports a dynamic and fragile ecosystem in Dry Creek that includes the endangered coho salmon and threatened steelhead trout. Lake Sonoma provides a majority of Sonoma Water’s service area with its drinking water.”

“The Russian River is a managed river system with reservoir releases controlling river flows, especially throughout most of the summer and fall. When tributary stream flows are low, Sonoma Water releases water stored in the reservoirs to supplement the natural flows in the Russian River to provide adequate

flows for water supply, recreation and aquatic habitat. A release from a reservoir can be categorized as being of 'pass-through water' or 'stored water'. The term 'project water' is often used instead of stored water and is used to describe water that is present because of the dam and reservoir project. Pass-through water is water flowing into the reservoir that is not stored in, but passes through, the reservoir. Project water releases to supplement the natural flows in the Russian River and Dry Creek are necessary to meet mandatory minimum streamflow requirements that exist for both of these watercourses."

U.S. Drought Monitor California

March 16, 2021
(Released Thursday, Mar. 18, 2021)
Valid 8 a.m. EDT



Intensity:

- None
- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. For more information on the Drought Monitor, go to <https://droughtmonitor.unl.edu/About.aspx>

Author:

Brad Pugh
CPC/NOAA



droughtmonitor.unl.edu

The drought only adds to the risks of fire in the North Bay. As battalion chief of communications for Cal Fire, Isacc Sanchez explains, "Fire season is now a year-round reality for California. This is something that Cal Fire ... is preparing for when we talk about what we used to refer to as fire season. Now it is the fire year. We see the drier conditions extending into the winter months when rain finally comes and ends sooner in the spring than ever before." [Link](#)

Please conserve water and take the necessary preventions to create defensive space around your homes and businesses. And if we are lucky enough to no longer need masks by this fall, don't throw them away. With the predictions of a severe fire season ahead, we may still need masks for the smoke from the fires. The more we do now to prevent fires and conserve water, the better life in the North Bay will be.

Consider Nominating a Leader Today!



2021 LEADERS OF THE NORTH BAY

Call for Nominations of an Outstanding Leader or Organization

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.

Categories

United We Stand

Community Building:

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

2019 Honoree: Ross Liscum, Century 21 Alliance

Paint the Community Green

Environmental Stewardship:

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

2019 Honoree: Sutter Health Santa Rosa Regional Hospital

The "Light Bulb" Went On

Innovative/Entrepreneurial Spirit:

Recognition of creativity, innovation and the entrepreneurial spirit.

2019 Honoree: Don Carney, Marin YMCA

Empowering the Latinx Community

Leadership in the Latinx Community:

Recognition of efforts to empower and strengthen the Latinx community through education, job training, cultural awareness, and business development resources.

2019 Honoree: Voces de Cambio

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, and improve the business climate through innovation and best practices.

2019 Honoree: First 5 Sonoma County

Deadline: June 24, 2021

Nomination Form can be found at: www.northbayleadership.org
or E-mail: info@northbayleadership.org

SAVE THE DATE

Friday, December 10, 2021

2021 Leaders of the North Bay Awards Luncheon

Embassy Suites Hotel, San Rafael

For More Information Visit: www.northbayleadership.org

Link to the nomination form:

https://northbayleadership.org/wpcontent/uploads/2021/03/NominationForm_2021.pdf

Do you know An Outstanding Teen Leader?



Youth Power Speech Competition

North Bay Leadership Council Wants to Hear from Teen Leaders in the North Bay!

North Bay Leadership Council is hosting a Youth Power Speech Competition for students ages 16-20. 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.

Winner must be able to attend the Awards Luncheon on December 10

Prizes Include:

First place winner will win the opportunity to deliver the **Keynote Speech** at our Leaders of the North Bay Awards luncheon and receive a **\$5,000** scholarship

One runner up will receive **\$1,000** scholarships

Two additional finalists will be granted **\$500** scholarships



Submission Deadline: July 2, 2021

For more information on how to enter the contest please email:

info@northbayleadership.org

Upcoming Events

Business Edge Briefing featuring Kara Golding, CEO, Hint Water, “5 Things I Learned”

Wednesday, April 28

10:00 a.m. – 11:00 a.m.

Ticket required

2021 State of the North Bay **NBLC Signature Event**

Thursday, June 10, 2021

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

Ticket required for this event

NBLC Member Anniversaries

Thank you to the for being NBLC members all these years!

Comerica Bank ~ 4-year anniversary

The Dutra Group – 4-year anniversary

Friedman’s Home Improvement – 6-year anniversary

Northern California Public Media – 16-year anniversary

Members in the News

Sonoma County Winegrower’s Partner With Wine and Health Communities to Vaccinate More Than 95% of Essential Vineyard and Wine Production Workers

Sonoma County may have the most successful vaccination effort of essential ag and production workers in the state and possibly the country to date with more than 95% of workers now vaccinated.

North Bay Business Journal Names Forty Under 40 winners for 2021

The Business Journal recognizes the most influential executives and professionals in the North Bay area under 40 years old.

Sonoma State University’s Innovative Partnership Tackles Homelessness While Also Protecting Waterways

A new collaboration between Sonoma State University, water agencies, cities and social service organizations is working on new solutions for complex challenges surrounding homelessness and water quality.

SolarCraft Completes Solar Power Installation for Oakmont Village Association

Novato and Sonoma based SolarCraft, recently completed the installation of three individual solar electric systems at Oakmont Village Association (OVA) in Santa Rosa, Sonoma County, CA.

Sonoma State School of Business and Economics Attract North Bay Business Leaders to Join Dean’s Advisory Council

Sonoma State University School of Business and Economics announces the establishment of its new Dean’s Advisory Council.

ARS Roofing Wins 2020 Residential Contractor of the Year

Like many of RC's Contractors of the Year that preceded her, Hanke is passionate about her roofing business, feels fulfilled by a satisfied customer's smile, and is electrified by the positivity of helping and motivating youth.

College of Marin Astronomy Department Boosted by Telescope Donations

Three telescopes were recently donated to College of Marin's (COM) Astronomy Department, gifts that will directly benefit students during their course of study once instruction returns to in-person learning.

Dominican University is One of the Campuses Using Students for Contact Tracing

Last May, JHU launched a free online contact tracing course through Coursera, which has garnered more than 1.1 million users including students from universities and public health departments across the nation.

College of Marin Ranked Top Community College in California

College of Marin is happy to announce its ranking as the #1 community college in California and #5 out of 839 community colleges nationwide!

Sonoma Media Investments Relaunches La Prensa Sonoma Spanish-language Newspaper with Support from Comcast

Sonoma Media Investments (SMI), publisher of The Press Democrat, is relaunching its Spanish-language newspaper, La Prensa Sonoma, after a one-year hiatus.

Midstate Construction Corporation and Nonprofit Owner EAH Housing Recently Completed Rehabilitation of Piper Court Apartments

General contractor Midstate Construction Corporation and nonprofit owner EAH Housing recently completed rehabilitation of Piper Court Apartments, a nine building, 27 unit, affordable housing community in Fairfax, CA.

TekTailor 'Upcycles' Discarded Hoses From North Bay Wildfires into Household Products

Kuehr, through his Santa Rosa company TekTailor, takes other people's garbage and repurposes it into functional items.

The LIME Foundation Welcomes New Team Members!

There have been many changes at The LIME Foundation this year, including a few new team members.

BioMarin Pharmaceutical Q4 Earnings Rise 9%

BioMarin Pharmaceutical Inc. (Nasdaq: BMRN) on Thursday reported fourth-quarter profit of \$22.1 million, up 9% from a year before.

Keysight Technologies Acquires Hawaiian Wireless Tech Firm Sanjole

Keysight Technologies, Inc. (NYSE: KEYS) on Monday announced it has completed the acquisition of Sanjole, a Honolulu-based firm whose technology is designed for protocol decoding and interoperability of 4G, 5G and other wireless systems.



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