

POLICY WATCH – August 2021

In This Issue

- Announcing the 2021 Leaders of the North Bay Honorees!
- Teen Hollis Belger Selected to Do Keynote Speech at Leaders of the North Bay Awards Luncheon
- Job Postings Requiring Vaccination Climb
- Redistricting Process Kicks Off with Release of Census Numbers
- Members in the News

Announcing the 2021 Leaders of the North Bay Honorees!

North Bay Leadership Council is proud to announce the honorees for this year's Leaders of the North Bay and the teen chosen to give the Keynote address at the awards luncheon. The Leaders of the North Bay Awards luncheon is a signature event for NBLC. This year it is being held at the Embassy Suites in San Rafael on December 10th. The Leaders event was designed to recognize leadership in the North Bay, while the Teen Speech contest is a way for us to help grow leadership in our youth. **NBLC seeks to foster leadership at a time when it is sorely needed.**

Here are the 2021 Honorees:

- **Murray Legacy Leadership**, Leadership over a Lifetime: **Steve Page**, *Retired*

A leader with integrity, the North Bay is a better place because of Steve Page. Steve Page was President and General Manager of Sonoma Raceway for almost three decades. With Steve at the helm, Sonoma Raceway's campground housed evacuees from several of the wildfires. The Raceway has raised nearly \$7 million for charity. Food drives, blood drives, charity rides, training grounds for disaster response -- the track has been made available to help better the community. Steve gives back to the community in numerous ways, always making time for worthy causes. He serves on or has served on: Speedway Children's Charities, Redwood Empire Food Bank, Social Advocates for Youth, Santa Rosa Junior College Foundation, 10,000 Degrees and the Sonoma Valley Hospital Foundation. NBLC is especially proud to honor Steve's dedication to our organization where he has served the greatest number of years as chair of the Board.

Steve has lived his life by successfully following these two rules: "Have fun and help people." Steve Page is known for his inclusive leadership style, sharp wit and big heart. Whether it be taking the raceway through all kinds of innovations and improvements, helping local charities, leading community efforts or embracing change, Steve is the "go to" guy in the North Bay.

- **United We Stand**, Community Building: **Keith Woods**, *North Coast Builders Exchange*

Keith Woods, CEO of North Coast Builders Exchange, exemplifies extraordinary leadership skills and a fierce dedication to community-building in the North Bay. Keith has been a catalyst for making the community better through his work helping rebuild after the devastating fires in the region; partnering with the CTE Foundation, SCOE, and SRJC to launch the North Bay Construction Corps; implementing CHOICES, a high school dropout prevention program; and serving as "Sonoma County's MC," where he

has volunteered hundreds of hours helping nonprofits raise money. Keith makes the “building” in community building an everyday effort.

- **Paint the Community Green, Environmental Stewardship: The Climate Center**

The Climate Center stands out for its leadership in climate adaptation and mitigation. They have a track record of reducing greenhouse gas emissions: they played a key role in the tremendous growth of Community Choice Agencies (CCAs) in the state over the past 6 years, with 24 CCAs now providing on average 88% greenhouse gas-free electricity to over 11 million residents in more than 200 cities/counties. The Climate Center has a powerful theory of change (strategy). It describes the optimum way to deliver rapid greenhouse gas reductions at scale. And they have a bold, comprehensive [Climate-Safe California campaign](#) that details how California can respond with urgency to the climate crisis. More important than ever, the Climate Center continues to double down on its investments for a climate-safe future by broadening and deepening its local, regional and statewide policy efforts.

- **The “Light Bulb” Went On, Innovative/Entrepreneurial Spirit: Steve Dutton, Dutton Ranch**

Steve Dutton is a stand-out leader in the local agriculture industry. He has proven his ability to innovate in providing housing for his employees without public financial support; creating training programs to provide ESL workers with information needed to work safely on local farms; and leading the charge for more visa allotments for farming. He and his family were named the 2017 Sustainable Farmers by the Sonoma County Harvest Fair for their leadership on sustainable farming practices which demonstrated his entrepreneurial spirit to bring more resiliency to farming. Steve is respected for his problem-solving and creative thinking with an emphasis on looking out for his community and the people in it.

- **Empowering the Latino Community, Leadership within the Latino Community: Canal WiFi Team**

The Canal neighborhood of San Rafael had very limited Wi Fi which was very detrimental when the pandemic hit as it was difficult for students and workers to use the internet to learn and/or work. As part of a collaborative approach with the City of San Rafael, San Rafael City Schools, The Canal Alliance, Marin Community Foundation and the Marin County Free Library, the County of Marin led a project to address digital equity in the Canal neighborhood. With the financial support of local donors, the team built a free outdoor wireless network and community COVID-19 website for e-learning services and for residents accessing critical information and services. With the leadership of the core group, design, communication, installation and digital literacy was combined to provide not only access, but also Chromebooks and digital literacy training. The empowered Latino community leapt at this opportunity with the daily use of the network climbing, with 43% of users accessing the network for school, 33% for general internet use, and 21% for work-related activities. This project represents how much collaborators can achieve when they work in concert to meet the needs of the community’s residents through the empowerment of access.

- **From Red Tape to Red Carpet, Leadership in Government: David Wain Coon, College of Marin**

College of Marin (COM) Superintendent/President David Wain Coon is the epitome of a collaborative leader who skillfully cuts through red tape and finds innovative solutions that improve the campus climate. The result is a host of best practices which seek to eliminate barriers to COM’s services and offerings. Highlights include completion of Measure C modernization projects and passage of Measure B for funding of campus renewal; earning the prestigious 2020 Dr. John W. Rice Diversity and Equity Award—celebrating the community college that has made the greatest strides toward faculty and staff diversity or student

equity; LGBTQ Caucus Leadership for CCLC; and creating COM's first Equity Summit, held in 2021. During his 10+ years as COM's president, Dr. Coon has worked extensively to engage with the local community and businesses including supporting numerous nonprofits like North Bay Leadership Council, 10,000 Degrees, Marin Promise Partnership, SchoolsRule-Marin, League of Women Voters, American Association of University Women, Novato and San Rafael Chambers of Commerce, Marin Brain Injury Network, and others.

We hope you will be able to join us on December 10th to celebrate the leadership of these six amazing honorees. Sponsorships are available which not only help underwrite the luncheon but provide the funding for 7 college scholarships that we give out to the teens who submitted entries into the speech competition. For sponsorship information, please contact info@northbayleadership.org.

Teen Hollis Belger Selected to Do Keynote Speech at Leaders of the North Bay Awards Luncheon

The teen Keynote Speaker is **Hollis Belger**, a rising high school senior. You are in for a treat to hear her speech! Hollis Belger, a California native, is a philanthropy advocate, public speaker, and researcher. At the age of nine, Hollis founded Juggling for Jude, a soccer juggling fundraiser for St. Jude Children's Research Hospital. In addition to raising more than \$500,000 so far, she has raised awareness worldwide about the hospital and the fight against pediatric cancer. Hollis speaks to students and athletes around the Bay Area, encouraging them to find causes they care about and to make use of passions, talents, and interests as avenues for giving.

She will be giving a TED talk through TEDx Marin in September 2021. Hollis is currently working with renowned market researcher, Dr. Howard Moskowitz, using his artificial intelligence technology to support St. Jude market research and training other young people to research areas of their own passion.

Hollis says, "The pandemic has shown us the importance of connecting with, and helping, each other. It has also exposed a lack of purpose in adolescents. Sadly, many of us were lost with the cancelation of typical pursuits. In places like Marin, with our hyper-focus on the outcome-driven path of achievement, we haven't paid enough attention to developing purpose in teens, helping my generation sustain interest and engagement in something meaningful to us and beneficial to our community and society as a whole."

"My personal story is one of an earlier-than-usual discovery of personal purpose, through a combination of outside support and personal tenacity, drive, and ability," says Hollis. "My experiences as a young philanthropist in the world of childhood cancer and an advocate for youth in philanthropy have allowed me to continue generating new avenues for contribution and exploration, even during the pandemic. I'm constantly forging new paths of meaning and contribution and am passionate about spreading the message of the importance of this kind of pursuit for teens like me. I hope that we become inspired by the possibilities and excited about supporting off-the-path exploration as much as we do the typical achievement-oriented course." Hollis says, "It is my goal to show that these are not mutually exclusive, and civic engagement/social impact inspire purpose."

Hollis has won a number of international, national, and regional awards for service, including the Diana Award, the Prudential Spirit of Community Award, the Diller Teen Tikkun Olam Award, the President's Volunteer Service Award (Gold), the US Soccer SheBelieves Hero Award, the Association of Fundraising Professionals Golden Gate Chapter Outstanding Youth in Philanthropy, and the Carson Scholar Award. Recently named as one of People Magazine's Teens Changing the World. Hollis has been featured in

countless TV and print news outlets, including NBC Nightly News with Lester Holt Inspiring Kids, as well as Sports Illustrated Kids Magazine, A Mighty Girl, Amy Poehler’s Smart Girls, 60Second Docs, and more. Outside of her fundraising, research, and public speaking, Hollis is an avid dancer and instructor at Roco Dance in Mill Valley, with a specialty in hip hop. She enjoys spending time with her friends, her family, and her two small dogs.

We are excited to be showcasing this inspiring teen and our terrific honorees at our Leaders of the North Bay Awards event. We hope you will join us on December 10th and get to meet them!

Job Postings Requiring Vaccination Climb

The Indeed Hiring Lab has a new study out showing that job postings that require a vaccination are increasing rapidly. In [Job Postings Requiring Vaccination Climb](#) by AnnElizabeth Konkel, [\(Link\)](#) Konkel gives the highlights of the study:

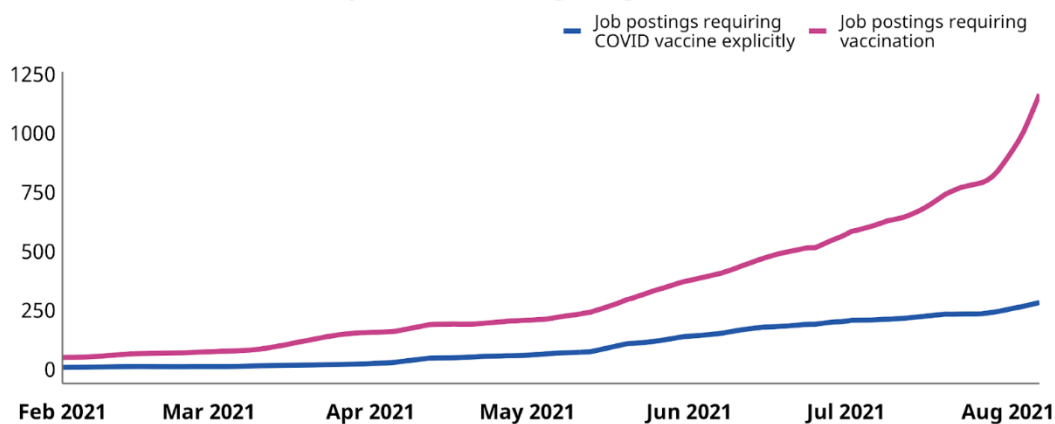
“Vaccination requirements are appearing in sectors such as software development and marketing that typically didn’t mandate vaccines.

Key points:

- As of August 7, the share of job postings per million that require vaccinations were up 90% compared to a month earlier.
- Vaccination requirements in job postings are increasing across a wide range of sectors, including software development, marketing, education, and sales — many of which had not previously mandated vaccines.
- The share of software development postings requiring vaccinations increased by more than 10,000% in July from February 2021. “

Job postings requiring COVID vaccine on the rise

Share of job postings requiring COVID vaccine per million through August 7, 2021



Source: Indeed. Data is 7 day moving avg.



Line graph titled “Job postings requiring COVID vaccine on the rise.” With a vertical axis from 0 to 1250, Indeed tracked the share of job postings per million that require the COVID vaccine explicitly on a horizontal axis ranging from February 1, 2021 to August 7, 2021. On the same axes, Indeed tracked the share of job postings per million that require vaccination broadly.

Konkel says, “The [US economy is bouncing back](#) from pandemic damage but the Delta variant may derail progress. Employers are well aware that COVID-19, the fear of it and restrictions against it, dampen economic activity and some are not only encouraging vaccination among employees, but are now requiring it.

Broad range of sectors requiring vaccination

Multiple sectors seeing vaccination requirements increase

Job postings requiring vaccination per million postings, by sector Listed by largest growth increase

Sector	February 2021	July 2021
Software Development	3.5	437.9
Marketing	9.9	1109.6
Education	33.3	2166.0
Sales	8.9	374.0
Loading & Stocking	19.7	769.9
Management	18.7	627.6
Accounting	39.0	1184.3
Retail	9.5	209.1
Driver	18.9	398.7
Food Preparation & Service	43.4	814.3

Source: Indeed.



Table titled “Multiple sectors seeing vaccination requirements increase.” Indeed compared the share of job postings per million that require vaccination by various sectors between February 2021 and July 2021. As of July 2021, 437.9 software development job postings per million required vaccination.

Konkel says, “Jobs that require vaccination are still a small fraction of postings overall. But there has been a large increase in job postings requiring vaccinations across a variety of sectors, many of which hadn’t previously mandated vaccinations among employees. In February 2021, software development had only 3.5 job postings per million that stated vaccination required. But in July, that jumped to 437.9 job postings per million, an increase of over 10,000%. It’s a similar story for other sectors like accounting, retail and marketing that don’t normally require vaccination but are now starting to.”

“COVID-19 vaccinations only became widely available during late spring and summer, so vaccination requirement trends may rapidly change in coming months,” says Konkel. “With vaccination rates still not where they need to be to beat COVID-19, employers are doing what they can to keep their doors open and their staff safe by requiring vaccination.”

With COVID in its fourth surge, it is likely that many North Bay employers will also move to requiring vaccinations. If we want employees to feel safe at work, kids safe at school and consumers safe shopping and dining, we need to get control of the virus. Mandating vaccinations and regular testing is one way to do that.

Redistricting Process Kicks Off with Release of Census Numbers

As the Census numbers are released, Dan Walters tackles what a challenge it will be to meet the deadlines to redraw boundary lines given how late the numbers were released. In [U.S. Census delay squeezes California's redistricting \(Link\)](#), Walters says that the late release of the numbers by the Census Bureau “sets the stage for the decennial process of redrawing California’s legislative, congressional and Board of Equalization districts to equalize their populations for the 2022 elections and beyond. Thousands of cities, counties, school districts and other units of local government also will use the data to reconfigure their own districts.”

Walters cautions, “However, the ‘legacy format’ release is four-plus months later than the original date, the Census Bureau says, because of the COVID-19 pandemic, and the delay squeezes California’s independent redistricting commission to finalize maps in time for the 2022 election cycle.”

As redistricting expert Paul Mitchell points out, “the legacy format of the census is like the IKEA furniture version of the census: The bureau will give us all the pieces, but it’s unassembled and will require a little bit of time — we estimate a few days to a whole week — before the census data will be usable for the purposes of redistricting.”

Mitchell also notes that while other states can get on with redistricting, “for California’s statewide commission, counties and cities, there is still an additional step to go.” This is because of a change in the redistricting process on how state prison inmates are counted. Inmates are no longer counted where they are incarcerated, now they must be counted at the location at which they resided at the time of their arrest which Mitchell says could take up to a month to do.

Mitchell says after that is completed, “only then will California’s agencies have in hand the final dataset they can use to redraw the lines for congressional, legislative, county supervisor, and city council lines.”

Walters explains, “Originally, the commission was to have delivered its final maps by August 31, but with the four-month delay in releasing census data, the state Supreme Court advanced that deadline by four months to December 31, which created a small conflict with the 2022 election calendar. Filing by candidates for state offices is, under current law, scheduled to open on December 16.”

“The conflict will become a major one if the Supreme Court agrees to another two-week delay to January 14 that the commission is seeking,” says Walters. “We’re tasked with getting meaningful public input” on the maps, commission chairman Russell Yee said. “Because of the census delay, the whole public comment period on draft maps gets shifted to the holidays.”

“Were the Supreme Court to approve the shift, the Legislature would probably be forced to alter the election calendar accordingly,” says Walters. “Obviously, candidates can’t seek offices if they don’t know the parameters of their districts. As deadlines and candidate filing periods move forward, if they do, they squeeze the campaign period for the June 7 primary election that will set the stage for the November 8 general election.

And the uncertainty doesn’t end with the moving target to complete the redistricting lines. Walters notes that this year’s process is complicated by the need to redraw lines to reflect the slow population growth in California which cost us one Congressional seat. Adding to that is “increasing pressure to preserve what are called ‘communities of interest’ due to heightened sensitivity about racial, ethnic, economic and

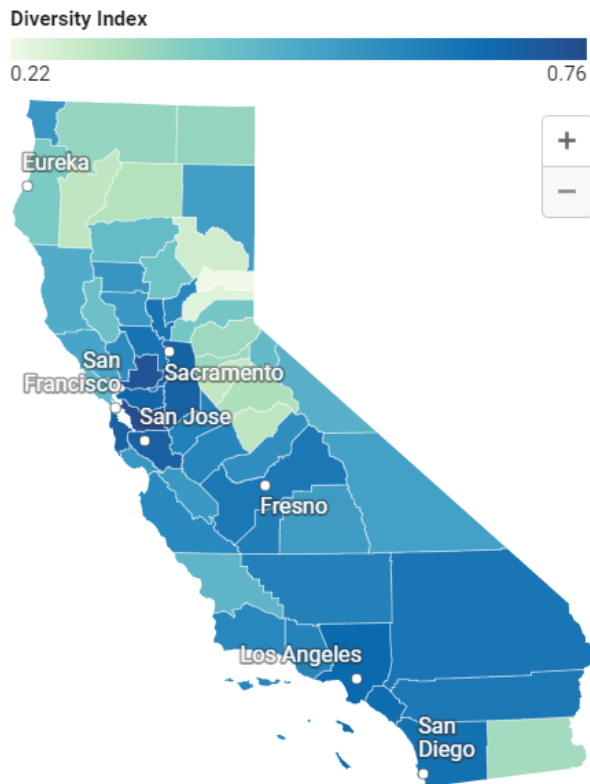
gender disparities.” And in litigious California, it would be remarkable if there are no legal challenges to what is decided. Walters says, “Those who believe the new maps disadvantage them will not hesitate to seek redress in the courts — a factor that could add even more hitches in the electoral system.”

Locally, Sonoma County had only a 1% increase in population since 2010, equal to less than 5,000 people. As Martin Espinoza reports in the Press Democrat, [Sonoma County’s population grows by meager 1% between 2010 and 2020](#), (Link), “Across the nine-county Bay Area, Sonoma County saw the slowest growth in the region, followed by Napa County with a 1.1% growth. According to the U.S. Census Bureau’s annual estimates, Sonoma County’s population peaked in 2017 at 504,217 residents. The official 2020 headcount reflected a 3% decline since then. Local economists, politicians and demographers attribute the decline not only to repeated wildfires, but also to the increasing cost of housing, the pandemic, drought and other quality of life issues.”

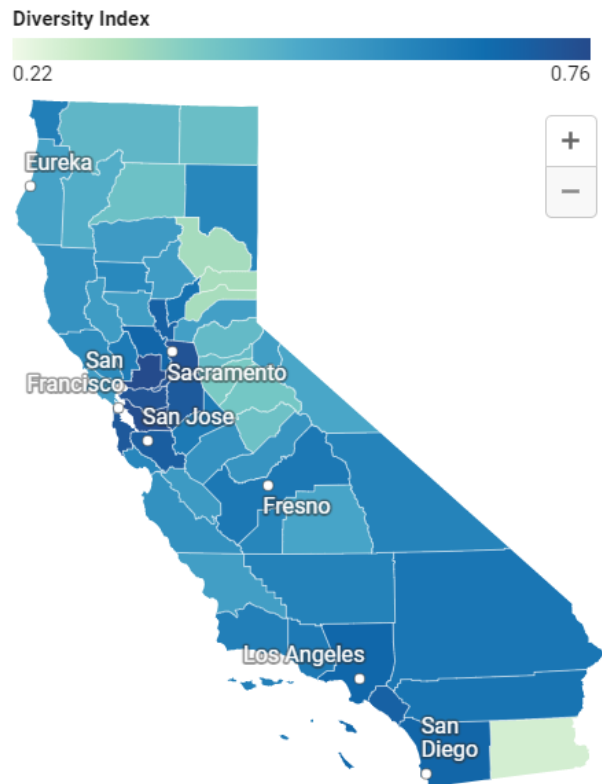
While Marin County lost 1% of its population in 2020, it grew 1.6% since the last census. Marin County’s population of white residents fell, but it saw the largest increase in its Latino population among Bay Area counties, jumping by more than three points to 18.8% in the past decade. The share of Black residents also fell in Marin County.

California also now stands the most diverse it has ever been, the data shows.

California Counties, 2010



California Counties, 2020



Sonoma County has appointed a Redistricting Commission to review the Census numbers and make recommendations to the Board of Supervisors on what the new boundary lines of districts should be. Marin County is reviewing the data in house and having staff make recommendations, after public input,

to the Board of Supervisors. If the dates don't change the process in both counties must be completed by December 31, 2021.

NBLC Member Anniversaries

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

College of Marin ~ 15-year anniversary
Redwood Credit Union ~ 13-year anniversary
Nelson Family of Companies ~ 10-year anniversary
AT&T ~ 8-year anniversary
Exchange Bank ~ 4-year anniversary
Catholic Charities of Santa Rosa ~ 3-year anniversary

Members in the News

Redwood Credit Union Makes Forbes' List of America's Best Credit Unions

For the second year in a row, Redwood Credit Union (RCU) has been recognized as a top credit union in California in Forbes' list of America's Best Credit Unions in Each State.

Redwood Credit Union's Annual Shred-a-Thon Returns to Marin

Redwood Credit Union (RCU) invites the Marin County community to come out to their annual free document shredding event on Saturday, August 28, 2021 from 9 a.m. to noon in the Sutter Novato Community Hospital parking lot at 180 Rowland Way.

The LIME Foundation, Redwood Credit Union, Santa Rosa Junior College and Other Business Sectors Team Up to Bolster Financial Literacy in Sonoma County

Athan Tucker, 18, feels really lucky that he got a good education in personal finance at the NextGen Trades Academy, a program of the nonprofit LIME Foundation in Santa Rosa.

Basin Street Properties' Home2 Suites by Hilton Targets 2022 Opening

Basin Street Properties, a prominent Northern California and Northern Nevada real estate investor and developer, is quickly progressing on the Home2 Suites by Hilton in Petaluma.

Midstate Construction Corporation and Sonoma Clean Power Completed Renovation of the Sonoma Clean Power Headquarters

General contractor Midstate Construction Corporation, and owner Sonoma Clean Power recently completed renovation of the Sonoma Clean Power headquarters in Santa Rosa, CA.

CannaCraft Creating a Successful Female-Focused Cannabis Brand: What Goes into The Process?

Famed cannabis brand CannaCraft recently launched a new product line. Dubbed Gem + Jane.



Who We Are

Over thirty 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