

POLICY WATCH – September 2022

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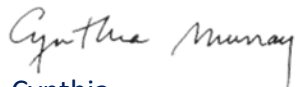
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As we near the midterm elections, we hope that the North Bay can have a big voter turnout with lots of new voter registrations and people choosing to vote. Throughout the country, the midterms will have a huge impact on the makeup of Congress and portent of what's to come in 2024. The attacks on our democracy have shown that it is up to us to "keep it" as cautioned by Ben Franklin. Keeping it requires our vigilance and participation in every election. Please vote and do your part.

In this issue, NBLC announces our endorsements, encourages you to attend our State of the North Bay conference on October 13th, shares the need to ensure that all of the funding and new legislations for improvements get implemented, tells how you can get more housing built in your town, and thinks about the direction of our country. For almost twenty years the majority has felt America's on the wrong track – let's work to get people united in getting it on the right track.

Best,



Cynthia

Next Challenge: Getting New Legislation and Funded Projects Implemented

There has been a lot of money allocated to solve problems and make improvements at the federal and state levels. It is a tremendous opportunity to reshape the state's infrastructure, improve public education, address the need for climate adaptation and build new housing. But having the funding is the beginning, not the end. Now we have to ensure that the programs, projects and initiatives that have been funded are actually implemented in a timely and cost-effective way.

Public policy is more than passing legislation. It is about being vigilant that promises are kept, that funding goes where it is intended, that projects are kept on track and on budget, and obstacles that may arise are addressed and removed. We are able to achieve great improvements and elevate our state's economic ecosystem but without focus and diligence we

could see opportunity squandered. We must not let that happen when we have fought so hard and long to get these much needed improvements funded that, when accomplished, will make a big difference in our lives and economy.

The three biggest areas that need to be monitored and encouraged to move forward with new funding allocated are housing, education and infrastructure.

The Governor signed AB 2097 which will reduce the cost of housing while slashing the pollution that causes climate change by eliminating expensive parking mandates for homes and commercial buildings near transit, or in neighborhoods with low rates of car use. This bill is part of a distinct trend as the housing affordability crisis gets more attention. This year the governor also signed a bill allowing for the conversion of empty storefronts into apartments. Last year, Newsom green-lighted the construction of duplexes in most of the state's neighborhoods. That followed a series of new laws making it easier for homeowners to build granny flats. Now we have to ensure that removing road blocks to housing results in more housing construction.

There was much investment in education which NBLC championed. We are pleased that funding for new or existing early learning facilities will continue, with additional funding for pre-kindergarten planning and implementation grants, and an extension to waive family fees for childcare and hold harmless policies. Additionally, we were glad to see the state continuing to invest in data collection through its proposal to collect and track transitional kindergarten pupil data as a distinct grade.

Important K-12 equity investments include \$85 million to expand offerings of teacher professional development and coaching in math and science education. Improving instruction is one of the most effective ways to raise student achievement, and low-income students and students of color need greater support in science, technology, engineering, and math-based fields. One of the largest K-12 investments is \$7.9 billion for a Learning Recovery Emergency Fund that will be distributed according to the number of English learners, low-income students, and foster youth in each local educational agency (LEA).

NBLC advocated for Cal Grant reform and are pleased to see the enactment of the Cal Grant Reform Act in the final budget. However, it's disappointing that funding to provide Cal Grants to newly eligible students will remain contingent on available revenues in 2024.

NBLC also helped in keeping the state's online Calbright Community College to be given more time to grow its student base and provide continuing education to the workforce.

On infrastructure projects, NBLC has continued to advocate for funding for the widening and elevating of Highway 37, the addition of a third lane for commuter traffic on the Richmond-San Rafael Bridge, the extension of the SMART rail line north and to Suisun and funding for other public transit projects.

Billions are flowing into the Bay Area – let’s work together to make sure we get all the bang for the buck that’s available and do it so the benefits of the improvements are felt in the near future.

Don’t Miss the State of the North Bay – Get Your Ticket Today!



2022 State of the North Bay Conference From Recession to Recovery? Thursday, October 13, 2022



- PROGRAM**
- 8:00 a.m. **Welcome**
Cynthia Murray, *President & CEO*, North Bay Leadership Council
 - 8:05 a.m. **Introduction of Keynote Speakers**
Jason Foster, *Senior Vice President; Market President, Napa, Marin, Sonoma Local Market*, Bank of America
 - 8:05 a.m. **Presenters**
Patrick Kallerman, *Vice President of Research*, Bay Area Economic Institute
Abby Raisz, *Research Manager*, Bay Area Economic Institute
 - 8:35 a.m. **Q&A**
 - 8:50 a.m. **North Bay Economic Leaders Panel: What 2023 Looks Like to Key Industry Sectors**
Letitia Hanke, *President & CEO*, The LIME Foundation and *CEO*, ARS Roofing and Gutters
Claudia Vecchio, *President & CEO*, Sonoma County Tourism
Meghan Hardin, *Regional Vice President*, Hospital Council of Northern and Central California
 - 9:15 a.m. **Q&A**
 - 9:30 a.m. **Closing Remarks**
Cynthia Murray, *President & CEO*, North Bay Leadership Council

PRESENTERS



Patrick Kallerman



Abby Raisz

PANELISTS



Letitia Hanke



Claudia Vecchio



Meghan Hardin

Click here to buy tickets:

<https://www.eventbrite.com/e/2022-state-of-the-north-bay-conference-registration-418163346827>

NBLC Endorses Candidates and Ballot Measures for the November Election

The absentee ballots are going out in early October, please make sure your voter registration information is up-to-date. The midterm elections tend to have lower voter turnout, but we hope that you chose to cast your ballot as there are lots of local elections that your vote will determine, especially now that many cities have moved to district elections.

NBLC members have voted to endorse the following candidates because they are the best candidates in terms of balance, experience and knowledge of the issues:

Novato- By District

Rachel Farac #3

Petaluma- By District

Karen Nau #3

Dylan Lloyd #1

David Adams #2
Kevin McDonnell -- Mayor

Rohnert Park- By District

Susan Hollingsworth Adams #5
Samantha Rodriguez #1

San Rafael – By District

Maribeth Bushey #3
Eli Hill #2

Santa Rosa- By District

Mark Stapp #2
Dianna MacDonald #3
Terry Sanders #4
Jeff Okrepkie #6

Napa County Supervisors:

Suzanne Truchard – Supervisor – District 1
Anne Cottrell – Supervisor – District 3

NBLC members also support the following Ballot Measures:

SUPPORT: Proposition 1: Would make California’s existing rights to abortion part of the state’s constitution.

SUPPORT: Prop 31: Gavin Newsom signed a bill banning the sale of all flavored tobacco products, whether smoked, chewed or vaped. The tobacco industry gathered enough signatures to ask voters to overturn the law with this referendum. (A reminder: Voting “yes” is to keep the law; voting “no” is to get rid of it.)

20 Years of Dissatisfaction and Counting

In [America Is Going on 20 Years of Dissatisfaction - It’s essentially the national motto at this point](#), by William Leitch, ([Link](#)), he discusses the results of a recent Politico/Morning Consult poll, and in particular how people are feeling about the direction of our country. Leitch says. “The Right Direction/Wrong Track question is a fundamental one in American politics, basically the polling equivalent of ‘hey, which way is the wind blowing right now?’ But the question has utility outside of pollsters fine-tuning their bullshit barometers. ‘Are things going to get better, or worse?’ is one of the central questions of American life; every parent for generations has at one point fretted about leaving a better world for their children than the one they inherited. What could be a more important question than that? Another way of asking this question is the most basic one: Are we going to be OK?”

Leitch says, “The Right Direction number, as you might expect, was low: 30 percent. Thirty percent of the populace believes the country is going in the Right Direction; 70 percent believes it’s on the Wrong Track. That seems bad, but two weeks ago, the poll notes, the number was 25–75. So I guess it has been a good fortnight.”

“What struck me about this poll, when I thought about it,” says Leitch, “was not just how unsurprising it was, but how inured I’d gotten to the notion that people were unhappy about how things are going. Seriously, when was the last time you got together with a group of people and they all said, ‘we’re feeling great about the world. Aren’t we lucky to be alive?’ People have been feeling anxious and exhausted and terrified and angry and weary for as long as I can remember. Why would anyone think anything was getting better? When did anyone think things were going to get better?”

So Leitch decided to check. And he found, “Since February 1979 — February 1979! — Gallup has been doing weekly polls of Americans on a question that isn’t exactly Right Direction/Wrong Track but is close enough for our purposes: In general, are you satisfied or dissatisfied with the way things are going in the United States at this time? That’s more than 40 years of data on that fundamental question on how Americans feel about their country. That’s useful.”

Using this data, Leitch was able to find how long it had been since Americans were optimistic about their country’s direction. He says, “According to the poll, the last time more Americans were satisfied with the direction of the country than were unsatisfied was ... January 5, 2004. January 5, 2004! That’s nearly 20 years! It has been almost two decades since Americans thought things were going in the right direction. It would all go to shit pretty quickly after that, to be sure: The Iraq war dissolved into chaos, the deep divides in the country became vast chasms, Trump showed up — we’re not in our best era. It’s definitely of note that, when you dig into the numbers, that satisfaction number had been positive since 1997 until that week. (The only real stretch like that in the poll.) But it has been nearly 20 years since we collectively felt good about the direction of the country.”

Leith draws two conclusions. He says, “The world has been unusually terrible for 20 years in a way that makes people deeply unhappy. People have been deeply unhappy for 20 years no matter what was going on with the world. I suppose, now that I think about it, there’s no reason it can’t be both.”

No wonder that the U.S. Preventive Services Task Force recommended for the first time that doctors screen all adult patients under 65 for anxiety, guidance that highlights the extraordinary stress levels that have plagued the United States since the start of the pandemic. The guidance was intended to help prevent mental health disorders from going undetected and untreated for years or even decades. It made a similar recommendation for children and teenagers earlier this year.

Emily Baumgaertner writes in [Health Panel Recommends Anxiety Screening for All Adults Under 65 \(Link\)](#) says, “the panel, appointed by an arm of the federal Department of Health and Human

Services, has been preparing the guidance since before the pandemic. The recommendations come at a time of critical need,' said Lori Pbert, a clinical psychologist and professor at the University of Massachusetts Chan 'Medical School, who serves on the task force. Americans have been reporting outsize anxiety levels in response to a confluence of stressors, including inflation and crime rates, fear of illness and loss of loved ones from Covid-19. 'It's a crisis in this country,' Dr. Pbert said. 'Our only hope is that our recommendations throw a spotlight on the need to create greater access to mental health care — and urgently.'"

Your Housing Element Dictates the Future of Housing in Your Town – Get Involved!

All of the cities, towns and counties in California are going through an update of the housing elements, which happens every 8 years. The state has gotten serious about creating new housing and bumped up the housing allotments for each jurisdiction which means the housing element updates are more critical than ever to designate where the new housing should go in each community. Look at your city's or county's website to find out when you can weigh in on the need for more housing and where you would like to see it built.

In Marin County, there is a Housing Summit focused on raising awareness about the housing elements and how to participate. See below for more details.



HOW TO MAKE HOUSING HAPPEN

MARIN HOUSING SUMMIT

JOIN US TO LEVERAGE THE HOUSING ELEMENT PROCESS
TO ENSURE A SUSTAINABLE AND LIVEABLE FUTURE FOR MARIN

THUR, OCT 6 AT 7-830 PM | ZOOM

REGISTER: [TINYURL.COM/MARINHS2022](https://tinyurl.com/marinhs2022)

 HOUSING CRISIS ACTION
MARIN COUNTY

 Marin Environmental Housing Collaborative

 A.A.I.
Aging Action Initiative

For more info and to register click [here >>](#)

Your town is currently drafting or submitting a draft of its housing element.

What does that mean for you? How can we leverage the housing element process to create more housing? What are the challenges and opportunities within the process? How can you get involved, and when are the crucial decision points for you to take action?

Our summit will dive into all these answers and focus in on the status of housing elements countywide, the opportunities and challenges, and the key ingredients in a housing element that can make housing happen. We will identify decision points where you can get involved and raise your voice to ensure a sustainable and liveable future for Marin.

We're excited to reconvene the 65+ diverse organizations and partners focused on housing who participated in our previous summits and welcome new participants to join us as we share resources, grow together, and enact positive change that will lead to more housing. Register at tinyurl.com/MarinHS2022

[**REGISTER NOW!**](https://tinyurl.com/MarinHS2022)

Members in the News

Northern California Public Media Winner of the Best Annual Report to the Community from NETA
Congratulations for being a part of NETA'S 54th annual award winners list

The LIME Foundation's Letitia Hanke Speaks With the Oakland Athletics

In celebration of American Women's Business Day, the Oakland A's were honored to welcome guest speaker Letitia Hanke, a businesswoman pioneering the way in a male-dominated industry.

Sonoma County Tourism Launches New Partnership With NBC Bringing the 'Today' show to Sonoma County

Sonoma County Tourism recapped its last fiscal year and presented goals for its new one, and the prospects are exciting!

W. Bradley Electric Ranked #4 in San Francisco Business Times List of Women-Owned Businesses
Congratulations for your well-deserved recognition.

Midstate Construction Completes Burbank Housing Office Tenant Improvement

General contractor Midstate Construction Corporation, and owner Burbank Housing Development Corporation recently completed tenant improvement and accessibility upgrades for the Burbank Housing office building in Santa Rosa, CA.

Arrow Benefits Keeps Care From Getting Lost in Translation

For Andrew McNeil and Rosario Avila, recognizing the unique needs of every human being has made their work as benefit advisers more fulfilling — and more successful.

BPM Lands on North Bay Business Journal's Best Places to Work List for 17th Consecutive Year

BPM LLP, one of the 40 largest public accounting and advisory firms in the country, has been named to the North Bay Business Journal's "Best Places to Work" list for the 17th consecutive year. Of the 100 companies listed, BPM is one of only four to accomplish this.

Sonoma Raceway to Host NASCAR Xfinity Series for the First Time Ever in 2023

For the first time ever, the NASCAR Xfinity Series will challenge the picturesque rolling hills of Sonoma Raceway at the DoorDash 250 on Saturday, June 10, 2023.

Sutter Health Appoints Warner L. Thomas as Next CEO

Sutter Health, a not-for-profit integrated healthcare system serving more than 3 million patients across Northern California, announced today it has appointed Warner L. Thomas as its next president and CEO, effective Dec. 1, 2022.

Dominican Ranks Among Top Universities In West By U.S. News & World Report

Dominican University of California has been named among the top 20 regional universities in the west by U.S. News & World Report in its annual ranking of universities and colleges in the United States.

Sonoma State University's EMBA Program Open for Enrollment

Whether you're seeking to bring about a positive impact in business, or seeking to take your career to the next level, we have the right program for you.

Catholic Charities of Santa Rosa Has Been Awarded Homekey Program Funds

Catholic Charities, in partnership with the City of Santa Rosa, has been awarded Homekey Program funds in the amount of \$11,360,000 for Caritas Center.

BPM Joins Elite Group of Certified B Corp Organizations

BPM LLP, one of the 40 largest public accounting and advisory firms in the country, is certified as a B Corporation or B Corp. With more than 5,500 B Corps worldwide, BPM is one of only 15 accounting firms in the U.S. to achieve the prestigious B Corp distinction.

Dominican University's President Pitchford Joins LEAD California's Statewide Effort To Advance Social Justice

LEAD California (formerly California Campus Compact) announced today that Dominican University of California President Nicola Pitchford will join its 2022-2023 Executive Board.

Redwood Credit Union Helps Protect More than 2,700 People by Securely Shredding Documents

This summer, more than 2,700 residents in Lake, Marin, Mendocino, Napa, and Sonoma counties took action to protect themselves from fraud and identity theft by bringing old financial records and other paperwork to Redwood Credit Union's free shred-a-thons.



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

