



County of Sonoma

State of California

Date: May 13, 2025

Item Number: _____

Resolution Number: _____

☐ 4/5 Vote Required

Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,

Recognizing Generation Housing as a recipient of North Bay Leadership Council's 2025 Leaders of the North Bay Award for "The Light Bulb Went On: Innovation and Entrepreneurial Spirit."

WHEREAS, Generation Housing is the 2025 honoree for the "The Lightbulb Went On – Innovative/Entrepreneurial Spirit" award. Generation Housing's impact fee reform advocacy was a breakthrough in housing policy, demonstrating how bold, entrepreneurial leadership can turn local government from a bystander into a problem-solver. Amid skyrocketing interest rates, rising construction costs, and a stalled housing production pipeline, they recognized a critical opportunity: local governments have tremendous power to remove local barriers to housing production; and

WHEREAS, rather than throwing their hands up at challenges outside their control and taking "a few years off from housing production," Generation Housing identified a tangible, local solution: impact fee reform. Excessive and outdated development fees were compounding economic pressures, rendering affordable housing projects financially infeasible. They challenged city and county leaders to wield the power they do have—to reform local fees and jumpstart the housing production pipeline; and

WHEREAS, their advocacy led to unanimous votes in both the City of Santa Rosa and the County of Sonoma in late 2024 and early 2025 to move forward with the most significant impact fee reforms in recent history. Notably, these reforms were not part of any existing staff workplan, Housing Element, or General Plan—they happened because Generation Housing pushed for solutions that otherwise wouldn't have been on the table; and

WHEREAS, their approach was innovative, not just in policy but in strategy. Rather than working behind closed doors, they built a broad, cross-sector coalition, bringing together over 60 organizations across hospitality, healthcare, small business, affordable and market-rate housing development, local media, and environmental groups. They secured 600 petition signatures and mobilized over 70 public comments—many from first-time participants in civic advocacy. By framing impact fee reform as an economic necessity, they shifted the political landscape and proved that local action can overcome external pressures; and

WHEREAS, in just five years, Generation Housing has shown that creative thinking, broad coalition building, and relentless advocacy can unlock real solutions. Their impact fee reform campaign is a testament to the power of innovation, strategy, and local action in the face of overwhelming challenges.

NOW THEREFORE BE IT RESOLVED, that the Sonoma County Board of Supervisors commends and honors Generation Housing as a recipient of North Bay Leadership Council's 2025 Leaders of the North Bay Award for "The Light Bulb Went On: Innovation and Entrepreneurial Spirit."

Supervisors:

Hermosillo:

Coursey:

Gore:

Hopkins:

Rabbitt:

Ayes:

Noes:

Absent:

Abstain:

So Ordered.