CITY COUNCIL AGENDA
REGULAR MEETING
CITY OF HALF MOON BAY

TUESDAY, MAY 4, 2021

REMOTE PARTICIPATION (SEE NEXT PAGE)

Robert Brownstone, Mayor
Debbie Ruddock, Vice Mayor
Joaquin Jimenez, Councilmember
Deborah Penrose, Councilmember
Harvey Rarback, Councilmember

7:00 PM

This agenda contains a brief description of each item to be considered. Those wishing to address the City Council on any matter not listed on the Agenda, but within the jurisdiction of the City Council to resolve, may come forward to the podium during the Public Forum portion of the Agenda and will have a maximum of three minutes to discuss their item. Those wishing to speak on a Public Hearing matter will be called forward at the appropriate time during the Public Hearing consideration.

Please Note: Anyone wishing to present materials to the City Council, please submit seven copies to the City Clerk.

Copies of written documentation relating to each item of business on the Agenda are on file in the Office of the City Clerk at City Hall and the Half Moon Bay Library where they are available for public inspection. If requested, the agenda shall be available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132.) Information may be obtained by calling 650-726-8271.

In compliance with the Americans with Disabilities Act, special assistance for participation in this meeting can be obtained by contacting the City Clerk's Office at 650-726-8271. A 48-hour notification will enable the City to make reasonable accommodations to ensure accessibility to this meeting (28 CFR 35.102-35.104 ADA Title II).

http://hmbcity.com/

SPECIAL REMOTE PARTICIPATION PROTOCOLS

In accordance with Governor Newsom's Executive Order No-29-20, this will be a teleconference meeting without a physical location to help stop the spread of COVID-19. This meeting will be conducted entirely by remote participation, in compliance with the Governor's Executive Order N-29-20 allowing for deviation of teleconference rules required by the Ralph M. Brown Act.

This meeting will be conducted via Zoom Webinar and live Spanish interpretation will be available within the Zoom platform. Members of the public are welcome to login into the webinar as Attendees. During any public comment portions, attendees may use the "raise your hand" feature and will be called upon and unmuted when it is their turn to speak. The meeting will also be streamed on Channel 27, on pacificcoast.tv, and on Facebook at www.facebook.com/cityofhalfmoonbay. Please click to join the webinar: https://zoom.us/j/99588947925 or join by phone at 669-900-9128, using Webinar ID 995-8894-7925.

CALL TO ORDER / ROLL CALL

PUBLIC FORUM

PROCLAMATIONS AND PRESENTATIONS

1. MENTAL HEALTH AWARENESS MONTH PROCLAMATION
2. PRESENTATION BY SONRISAS DENTAL HEALTH
3. SAN FRANCISCO BAY REGIONAL WATER QUALITY CONTROL BOARD PRESENTATION ON VENICE BEACH TMDL PROJECT
4. SAMTRANS PRESENTATION ON THE REIMAGINE SAMTRANS PROJECT

MAYOR'S ANNOUNCEMENTS OF COMMUNITY ACTIVITIES AND COMMUNITY SERVICE

REPORT OUT FROM RECENT CLOSED SESSION MEETINGS

CITY MANAGER UPDATES TO COUNCIL
COASTSIDE RECOVERY INITIATIVE UPDATE

1. CONSENT CALENDAR

1.A WAIVE READING OF RESOLUTIONS AND ORDINANCES

1.B SEAMLESS BAY AREA TRANSIT PRINCIPLES

Staff Recommendation: Adopt a resolution supporting Seamless Transit Principles.

STAFF REPORT

RESOLUTION

ATTACHMENT 2

1.C AMENDMENT TO AGREEMENT WITH ABUNDANT GRACE FOR THE FY 2020-21 COASTAL CLEANUP PROGRAM

Staff Recommendation: Adopt a resolution to authorize the City Manager to execute Amendment No. 1 to the professional services agreement with Abundant Grace for coastal cleanup services, increasing the total amount for FY 2020-21 to $110,000.

STAFF REPORT

RESOLUTION

1.D AMENDMENT 3 TO PROFESSIONAL SERVICES AGREEMENT WITH CIRCLEPOINT FOR PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT

Staff Recommendation: Adopt a resolution authorizing the City Manager to execute Amendment 3 to the professional services agreement with Circlepoint for the preparation of an environmental impact report for the proposed Hyatt Place Hotel at a cost of $299,244.

STAFF REPORT

RESOLUTION

1.E DISPLAY OF THE MENTAL HEALTH AWARENESS FLAG FOR THE MONTH OF MAY 2021 AT CITY HALL TO COMMEMORATE MENTAL HEALTH AWARENESS MONTH

Staff Recommendation: Adopt a resolution authorizing display of the Mental Health Awareness Flag at City Hall for the month of May 2021.

STAFF REPORT

RESOLUTION

2. ORDINANCES AND PUBLIC HEARINGS

3. RESOLUTIONS AND STAFF REPORTS

3.A YANIRA SERRANO PRESENTE! IMPLEMENTATION PLAN

Staff Recommendation: Authorize approval of the Yanira Serrano Presente! Implementation Plan including: 1) a police resource/complaint line; 2) new Sheriff deputy orientation meetings with community members; and 3) a commitment of $75,000 in FY 2021-22 to help fund additional mental health services in Half Moon Bay.

STAFF REPORT

RESOLUTION

ATTACHMENT 2

3.B ESTABLISHMENT OF A REDISTRICTING ADVISORY COMMITTEE

Staff Recommendation: By motion: 1) Adopt a resolution establishing the Redistricting Advisory Committee and its bylaws; 2) approve process for recruitment and selection, and other directives as outlined in the staff report; and 3) direct the City Clerk to advertise and open the application for the committee.

STAFF REPORT

RESOLUTION

3.C HALF MOON BAY COASTSIDE CHAMBER OF COMMERCE & VISITORS' BUREAU ANNUAL UPDATE AND FUNDING REQUEST FOR FISCAL YEAR 2021-22

Staff Recommendation: By motion, approve the Half Moon Bay Coastside Chamber of Commerce & Visitors' Bureau FY 2021-22 Funding Request for Business Center and Economic Development Activities.

STAFF REPORT

COMMISSION / COMMITTEE UPDATES

CITY COUNCIL REPORTS

ADJOURNMENT

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **May 4, 2021**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: John Doughty, Director of Public Works
Maziar Bozorginia, City Engineer
Jonathan Woo, Assistant Engineer

TITLE: **SEAMLESS BAY AREA TRANSIT PRINCIPLES**

RECOMMENDATION:
Adopt a resolution supporting Seamless Transit Principles.

FISCAL IMPACT:
There is no fiscal impact associated with this item.

STRATEGIC ELEMENT:
This action supports the Infrastructure and Environment and Healthy Communities and Public Safety Elements of the Strategic Plan.

BACKGROUND:
The Seamless Transit Principles (https://www.seamlessbayarea.org/seamless-transit-principles) are a set of seven guiding principles developed to guide local, regional, and state decision-makers to pursue a seamlessly integrated, world-class transit system that works for people. The principles include the following:

1. Run all Bay Area transit as one easy-to-use system.
2. Put riders first.
3. Make public transit equitable and accessible to all.
4. Align transit prices to be simple, fair, and affordable.
5. Connect effortlessly with other sustainable transportation.
6. Plan communities and transportation together.
7. Prioritize reforms to create a seamless network.

They were compiled by Seamless Bay Area, a non-profit 501(c)3 group that advocates for a unified, world class public transit system, with the input of cities and transit advocacy groups, local leaders, transit agency staff, and local elected officials. They are included in full in

Attachment 2. They have been endorsed by over 34 organization and 11 public agencies, most recently by the City of Pacifica at their April 12, 2021 council meeting. The overarching purpose in supporting the Principles is to build broad support among cities, transit agencies, employers, advocacy groups, mayors, and local elected officials to the vision of seamless transportation, and to build public awareness and public support for reforms that promote greater regional transit integration and overcome resistance to change within transit agencies.

DISCUSSION:

The City of Half Moon Bay, and the San Mateo County Coastside region in general, have distinct transit challenges. City Council members and staff continue to advocate for transit improvements, such as bus service frequency, connections to transit hubs such as BART and Caltrain, and other programs related to ride-sharing and localized on-demand bus services. Councilmembers serve as representatives to various transit boards/groups, such as the City/County Associate of Governments of San Mateo County (C/CAG) Board of Directors, and City staff is also involved in regional transit issues, such as the Metropolitan Transportation Commission's SB 375 implementation, the Transportation Demand Management Policy update through the C/CAG, and the San Mateo County Transportation Authority's strategic plan update technical advisory group.

By adopting this resolution, the City of Half Moon Bay City Council will be supporting the Seamless Transit Principles which is consistent with the advocacy work Councilmembers and staff continue to pursue related to improving transit for the City of Half Moon Bay.

ATTACHMENTS:

1. Resolution
2. Seamless Transit Principles

Resolution No. C-2021-____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY SUPPORTING SEAMLESS BAY AREA TRANSIT PRINCIPLES

WHEREAS, the San Francisco Bay Area, despite being an exceptional place to live, faces an uncertain future due to several interrelated crises – decreasing housing affordability, increasing congestion, rising pollution, widening inequality, and the recent COVID-19 public health crisis – all of which are exacerbated by an inadequate and poorly-performing public transportation system; and

WHEREAS, despite billions of dollars of investments in new transportation infrastructure over the past five decades, public transit in the Bay Area has failed to attract large numbers of new riders, and has never been used by more than 12% of the population for commute trips since 1970; by contrast automobiles have always been used for over 75% of commute trips; and

WHEREAS, the quality of and usage of public transit in the Bay Area has declined in recent years, with transit trips per capita declining by 10%, average bus speeds declining by 9%, and transit commute times increasing by 11% between 2001 and 2016; and

WHEREAS, the California Air Resources Board reported in 2018 that no California regions, including the Bay Area, are on track to meet their greenhouse gas reduction targets, with increasing Vehicle Miles Travelled (VMT) and declines in transit ridership cited as a primary factors; and

WHEREAS, using public transit in the Bay Area is inconvenient and costly for many types of trips, requiring riders to use multiple transit systems operated independently with little coordination; pay multiple separate fares; experience unpredictable transfers; and navigate different wayfinding systems and brand identities; and

WHEREAS, low-income people, many of whom have experienced displacement and have long commutes requiring multiple transit services, are among the most adversely affected the Bay Area's poorly integrated public transportation system, experiencing a significant financial burden from needing to pay multiple separate transit fares or being forced into costly vehicle ownership; and

WHEREAS, regions with high-ridership public transportation systems are, by contrast, characterized by highly integrated networks of quality local and regional transit services that make traveling without a private automobile convenient and easy for all types of trips, featuring aligned routes and schedules, coordinated transfers, high quality transit hubs, common branding and customer information, and other common regional customer experience standards; and

WHEREAS, regions that have successfully integrated and simplified transit fares have experienced many broad social benefits, including a shift in travel from private cars to public transit, an increase in overall public transit usage, and expanded mobility options and cost savings for riders; and

WHEREAS, a well-functioning and coordinated transit system plays a critical role in supporting public health and safety during an emergency, with 31% of Bay Area essential workers relying on public transit to get to work; and, during and in the aftermath of major disruptions to our transit system, close coordination among agencies facilitates prioritization of the most critical needs, efficient deployment of resources, and clear communication to customers,

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Half Moon Bay hereby supports the Seamless Transit Principles listed in Attachment 2 and agrees to be publicly listed as a supporter.

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I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 4th day of May 2021 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

_____
Jessica Blair, City Clerk

APPROVED:

_____
Robert Brownstone, Mayor

The Seamless Transit Principles - Viewable at: www.seamlessbayarea.org/seamless-transit-principles



1) Run all Bay Area transit as one easy-to-use system

Public transit should work as one seamless, connected, and convenient network across the San Francisco Bay Area and beyond. Getting around on transit should be as fast and easy as driving a car. Coordinated bus, rail, and ferry routes and schedules should encourage effortless transfers. Consistent and clear customer information, branding, and maps should make using transit simple and dignified.



2) Put riders first

Riders should feel comfortable when using transit and be treated like valued customers. Public transit agencies must do more to listen to riders and continuously improve service. They must prioritize riders' needs above all else, and overcome all operational, political and bureaucratic barriers to provide an excellent and seamless customer experience.



3) Make public transit equitable and accessible to all

People of all income levels, ages, abilities, genders, and backgrounds should have access to world-class public transit. People who are the most reliant on transit are best served by a universal, inclusive, regionally integrated, connected system that is used by all. People with limited means to pay for transit should be provided with discounts.



4) Align transit prices and passes to be simple, fair, and affordable

Transit should provide good value for money. Fares across the region's 27 public transit agencies must be aligned into a consistent, fair, and affordable system that encourages using transit for all types of trips and doesn't punish riders for transferring. Cost-effective monthly passes should work across the Bay Area and should be widely available to individuals, employers, and schools.



5) Connect effortlessly with other sustainable transportation

A person's journey does not end when they get off a bus or exit a station. Excellent pedestrian, bicycle, and other pollution-free transportation options should seamlessly connect public transit to communities and destinations, supporting door-to-door trips that don't require a car.



6) Plan communities and transportation together

High quality public transit should be at the heart of communities across the Bay Area. Transportation should be closely aligned with our region's land use, promoting a connected network of transit-oriented, walkable communities that expands access to affordable housing and job opportunities, and reduces car travel and greenhouse gas emissions.



7) Prioritize reforms to create a seamless network

A regionally integrated, world-class transit system won't happen on its own -- it will take leadership, unprecedented levels of cooperation, and changes to existing local, regional, and state policies. The cities, counties, public transit agencies, regional authorities, business leaders, advocacy groups and elected representatives of the San Francisco Bay Area and Northern California megaregion must prioritize the broad public interest and urgently work together collaboratively to advance critical reforms. Our future depends on it!

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **May 4, 2021**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: John Doughty, Public Works Director
Veronika Vostinak, Sustainability Analyst

TITLE: **AMENDMENT TO AGREEMENT WITH ABUNDANT GRACE FOR THE FY 2020-21 COASTAL CLEANUP PROGRAM**

RECOMMENDATION:
Adopt a resolution to authorize the City Manager to execute Amendment No. 1 to the professional services agreement with Abundant Grace for coastal cleanup services, increasing the total amount for FY 2020-21 to $110,000.

FISCAL IMPACT:
The proposed amendment to the contract services agreement will result in the increased cost from $80,000 to an annual cost of $110,000 for FY 2020-21. The City has allocated the additional funding as part of Mid-Year budget adjustments.

STRATEGIC ELEMENT:
This action supports the Infrastructure and Environment, Healthy Communities and Public Safety, Fiscal Sustainability, and Inclusive Governance Elements of the Strategic Plan.

BACKGROUND:
In November 2017, the City Council and community identified litter cleanup, primarily at Poplar Beach and along the Coastal Trail, as a critical community need.

On December 5, 2017, the City Council considered a plan put forth by staff to address coastal clean-up through a collaboration with Abundant Grace (http://abundantgracecw.org). At this meeting, the City Council directed staff to enter negotiations for a one-year pilot program for Abundant Grace to provide clean-up services along the Coastal Trail and beach between Seymour Bridge and Kelly Avenue. The scope of work includes emptying trash cans, cleaning and clearing the area around the trash cans, removing graffiti, and picking up trash on the beach and trail.

On November 20, 2018, per the City Manager's authority, staff executed Amendment No. 1 to the agreement. This amendment included: 1) extension of the agreement to June 30, 2020; and 2) expansion of services to include portions of Poplar Street, Kelly Avenue, Pilarcitos Avenue and the area adjacent to Pilarcitos Creek near the Strawflower Shopping Center.

Due to the program's overall success and positive response from the community, staff brought Amendment No. 2 to Council on June 4, 2019. Council approved this amendment, increasing the program budget to $80,000 for FY 19-20 and FY 20-21. This increase allowed for further expansion of services and the ability to offer work opportunities to a greater number of candidates. The program remains successful and offers work opportunities to many individuals that identify as homeless or extremely low-income.

DISCUSSION:

Abundant Grace's work has been beneficial to the City as both an enhancement to the City's maintenance operations and as a social service. The work of Abundant Grace is supplemental to work of the Public Works Maintenance and the scope of work has been developed to ensure limited (or no duplication of efforts). The work includes litter clean-up in areas impacted by beach goers and schools; the areas are not typically covered by City staff due to prioritization of health, life safety issues and regular maintenance of City parks and facilities.

Throughout the COVID-19 pandemic, significantly more visitor traffic has been observed in the areas served by the program. The City expects this trend to continue through the summer and beyond as more people become vaccinated and travel restrictions are lifted.

The proposed amendment will allow for an increase in the number of Clean Team workers from 4-5 individuals to 6-8 individuals per session and provide more scheduling regularity. From July 2020 – February 2021, Abundant Grace has provided employment opportunities to 66 homeless or extremely low-income individuals and has removed over 20,000 pounds of trash from the City's beaches, neighborhoods, and the coastal trail. The program is on track to remove over 35,000 pounds of trash this fiscal year and has added additional services such as emptying the City's cigarette butt receptacles and recycling the collected cigarette butts through Terracycle. Abundant Grace has demonstrated success with prior budget increases, including a 50% increase in trash removal between FY18-19 ($65,000) and FY19-20 ($80,000).

Resolution No. C-2020-__

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AUTHORIZING THE CITY MANAGER TO EXECUTE AMENDMENT NO. 1 TO THE PROFESSIONAL SERVICES AGREEMENT WITH ABUNDANT GRACE FOR THE COASTAL CLEAN-UP PROGRAM

WHEREAS, on February 6, 2018, the City Council authorized staff to execute a professional services agreement with Abundant Grace to provide a one-year Coastal Clean-Up Pilot Program for Poplar Beach and the Coastal Trail; and

WHEREAS, the agreement was amended on February 25, 2019 to extend the expiration of the contract to June 30, 2019 instead of March 1, 2019; and

WHEREAS, on June 4, 2019 the City Council authorized staff to allocate $80,000 in the FY 2019-20 Operating Budget for the Coastal Clean-Up Program and execute Amendment No. 2 to the contract with Abundant Grace to 1) extend the agreement to June 30, 2020; and 2) expand services to include portions of Poplar Street, Kelly Avenue, Pilarcitos Avenue and the area adjacent to Pilarcitos Creek near the Strawflower Shopping Center; and

WHEREAS, on June 16, 2020 the City Council authorized staff to allocate $80,000 in the FY 2020-21 Operating Budget for the Coastal Clean-Up Program and execute an agreement with Abundant Grace to extend the agreement to June 30, 2021; and

WHEREAS, during this Covid-19 Pandemic year, the City Council continues to value this program and believes that funding an expanded program is desirable and warranted; and

WHEREAS, the City Council authorized the City Manager to consider revisions to the contract with Abundant Grace as part of the Mid-Year Budget review;

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Half Moon Bay hereby authorizes the City Manager to execute Amendment No. 1 to the professional services agreement through June 30, 2021 with Abundant Grace increasing the amount of contract from $80,000 to $110,000 for the Coastal Clean-Up Program for FY 2020-21.

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I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 4th of May, 2021 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

_____
Jessica Blair, City Clerk

APPROVED:

_____
Robert Brownstone, Mayor

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **May 4, 2021**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Jill Ekas, Community Development Director

TITLE: **AMENDMENT 3 TO PROFESSIONAL SERVICES AGREEMENT WITH CIRCLEPOINT FOR PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT**

RECOMMENDATION:
Adopt a resolution authorizing the City Manager to execute Amendment 3 to the professional services agreement with Circlepoint (www.circlepoint.com) for the preparation of an environmental impact report for the proposed Hyatt Place Hotel at a cost of $299,244.

FISCAL IMPACT:
The project applicant is required to deposit funds to cover the cost of the environmental impact report (EIR) consultant contract and City project management costs.

BACKGROUND:
On April 18, 2017, the City Council approved a professional services agreement with Circlepoint for preparation of an EIR in conformance with the California Environmental Quality Act (CEQA) for the proposed Hyatt Place hotel project. Circlepoint was selected following an open solicitation with a Request for Proposals (RFP). Ten proposals responding to the RFP were submitted by well qualified consulting firms. The estimated cost of services ranged from approximately $100,000 to $225,000. A staff committee found that the lower cost proposals were under-scoped as a whole and that others were not as sensitive to the specific planning needs of the City and its Coastal Zone context.

Circlepoint was selected having demonstrated the best understanding of the requested work and possessing the most relevant experience. Circlepoint and its sub-consultants work throughout the Bay Area, have familiarity with Caltrans District 4 and other regional agencies and their processes, and have worked on a variety of projects in and around Half Moon Bay.

The original consultant contract was for $186,854. Amendment 1 was approved by City Council in June 2019 for an additional $46,240 and a total budget of $233,094. Amendment 2 was approved by the City Manager in May 2020 for an additional amount of $15,545 under his authority to approve use of ten percent contingency. The second amendment increased the contract amount to $248,639. This third amendment would exceed the contingency and must be

considered by City Council. With Amendment 3, an additional $50,605 would be added to the budget and the contract amount would total $299,244.

DISCUSSION:

The project has undergone a series of revisions since environmental review was initiated. The project changes have been associated with several pauses in processing and changes in the project design team including the recent introduction of a third architect. The new architect is designing a new project alternative that includes a smaller hotel (about 100 rooms, down from 129 rooms) and a limited amount of multi-family development on a nearby property. This new approach expands the project footprint and requires additional study. The CEQA consultant must update numerous studies and fairly assess these alternatives.

The combination of project delays and changes have resulted in a process that is not wholly cost-effective. In fact, due to the delays, certain CEQA requirements have also changed, which has required additional technical scope, such as for analysis of vehicle miles traveled (VMT). VMT was not a CEQA standard when the project was initiated. The revised EIR scope covers such technical requirements. Staff is hopeful at this point that with the project description and alternatives firmed up that the EIR can be completed within the revised scope and budget put forth with this amendment. It is also of note that Amendment 3 will allow for a 10 percent contingency of the new total available for City Manager approval in the event additional scope is needed to complete the Final EIR.

With respect to the project, the Draft EIR is nearing completion and the project applicant is preparing to present the new project alternative to the Architectural Advisory Committee (AAC). Story poles will be installed to assist the AAC's review. The Planning Commission will hold a hearing on the draft EIR during its circulation period, likely this summer.

ATTACHMENT:

1. Resolution for Amendment 3 to Professional Services Agreement with Circlepoint

Resolution No. C-2021-____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AUTHORIZING THE CITY MANAGER TO EXECUTE AMENDMENT 3 TO PROFESSIONAL SERVICES AGREEMENT WITH CIRCLEPOINT FOR PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT FOR THE HYATT PLACE PROPOSAL AT SOUTH MAIN STREET AND HIGHWAY 1 (PDP-13-072)

WHEREAS, the City received an application for a new hotel project proposal for a vacant site at South Main Street along Highway 1 and determined that an environmental impact report would be required; and

WHEREAS, in 2017, the City issued a request for proposals (RFP) for preparation of an environmental impact report for the Hyatt House Proposal; and

WHEREAS, following review of all ten submittals, the City has received proposals from ten consulting firms in response to the RFP; and

WHEREAS, the proposed scope of work submitted by Circlepoint, a Bay Area firm providing of environmental consulting services, was determined to be the most responsive to the RFP;

WHEREAS, City Council approved a professional services agreement for preparation of an environmental impact report for the proposed Hyatt Place project on April 18, 2017 in the amount of $186,854; and

WHEREAS, the proposed project description, design and programming have been revised several times since the environmental review work was initiated; and

WHEREAS, the California Environmental Quality Act (CEQA) guidelines were updated effective January 1, 2019 and include revised and new impact thresholds which require additional environmental analysis; and

WHEREAS, the City Engineer and Community Development Director have determined that the traffic study as originally scoped requires additional analysis; and

WHEREAS, amendment 1 to the contract was approved by City Council and amendment 2 was approved by the City Manager to access project revisions and include required CEQA studies; and

WHEREAS, subsequently the applicant has brought forward a new project alternative with a new mix of land uses and project site area requiring additional CEQA analysis;

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Half Moon Bay authorizes the City Manager to execute amendment 3 to the professional services agreement

with Circlepoint for additional scope with an additional budget of $50,605 for professional consulting services to prepare an environmental impact report for the proposed Hyatt Place hotel project for a total not to exceed $299,244 with an expiration of December 31, 2022.

****

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 4th day of May 2021 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

_____
Jessica Blair, City Clerk

APPROVED:

_____
Robert Brownstone, Mayor

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **May 4, 2021**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Jessica Blair, Communications Director/City Clerk

TITLE: **DISPLAY OF THE MENTAL HEALTH AWARENESS FLAG FOR THE MONTH OF MAY 2021 AT CITY HALL TO COMMEMORATE MENTAL HEALTH AWARENESS MONTH**

RECOMMENDATION:
Adopt a resolution authorizing display of the Mental Health Awareness Flag at City Hall for the month of May 2021.

FISCAL IMPACT:
There is no fiscal impact associated with this item.

STRATEGIC ELEMENTS:
This recommendation supports the Inclusive Governance element of the Strategic Plan.

BACKGROUND:
In May 2020, the City Council formally adopted a flag policy which established that the City's flagpoles are not intended to be a forum for free expression by the public.

The adopted flag policy contains the following directives:

1. Flags shall be displayed in accordance with federal and state laws and regulations.
2. Authorizes the City Manager to order that the City flag be lowered to half-staff in honor of a City / County employee killed in the line of duty.
3. Commemorative or Ceremonial Flags:
    - Can only be displayed on the City Flag flagpole located at City Hall.
    - The display of any commemorative or ceremonial flags will be subject to Council approval by resolution and will serve as an expression of the City's official sentiments.
    - The City will not display a commemorative or ceremonial flag based on a request from a third party, nor will the City use its flagpoles to sponsor the expression of a third party.

Following a request to display a flag commemorating Mental Health Awareness Month, this proposed resolution is before the Council according to the policy adopted.

DISCUSSION:
The City Council of the City of Half Moon Bay wishes to express its support for mental health awareness in the United States, and specifically on the Coastside.

National Mental Health Awareness Month provides an opportunity for communities to work together to bring awareness to and break through the stigma surrounding mental health illness. The display of the green mental health awareness flag serves to express the City's official support of the importance of mental health awareness.

ATTACHMENT:
Mental Health Awareness Flag Resolution

RESOLUTION NO. C-2021-__

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AUTHORIZING THE DISPLAY OF THE MENTAL HEALTH AWARENESS FLAG FOR THE MONTH OF MAY 2021 AT CITY HALL TO COMMERORATE MENTAL HEALTH AWARENESS MONTH

WHEREAS, the City Council of the City of Half Moon Bay wishes to express its support for mental health awareness in the United States, and specifically on the Coastside, and

WHEREAS, the display of the green mental health awareness flag serves to express the City's official support of the importance of mental health awareness, and

WHEREAS, the City's flagpoles are not intended to be a forum for free expression by the public, and

WHEREAS, the Mental Health Awareness Flag will be flown for the month of May 2021 at City Hall.

NOW, THEREFORE BE IT RESOLVED, that the City Council of the City of Half Moon Bay hereby authorizes the display of the Mental Health Awareness Flag on the City flagpole located in front of City Hall for the month of May 2021 in support of Mental Health Awareness month.

****

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 4th day of May 2021 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

_____

Jessica Blair, City Clerk

APPROVED:

_____

Robert Brownstone, Mayor

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **May 4, 2021**

TO: Honorable Mayor and City Council

FROM: Bob Nisbet, City Manager
Matthew Chidester, Deputy City Manager

TITLE: **YANIRA SERRANO PRESENTE! IMPLEMENTATION PLAN**

RECOMMENDATION:
Authorize approval of the Yanira Serrano Presente! Implementation Plan including:

1) A police resource/complaint line;
2) New Sheriff deputy orientation meetings with community members;
3) A commitment of $75,000 in FY 2021-22 to help fund additional mental health services in Half Moon Bay.

FISCAL IMPACT:
Should the Council approve this Plan, $75,000 for mental health services will be included in the Recommended FY 2021-22 Budget.

STRATEGIC ELEMENT:
This action supports the *Healthy Communities and Public Safety* element of the Strategic Plan.

BACKGROUND:
On June 16, 2020, the Half Moon Bay Latino Council officially presented the Yanira Serrano Presente! Program to the City Council (attached). The program was established in memory of Yanira Serrano. Her death resulted from an encounter with law enforcement, which was investigated by the San Mateo County District Attorney's Office.

Also on June 16, 2020, the Council directed staff to establish a councilmember Public Safety Subcommittee, and to engage a series of community meetings with the goal of strengthening the bond between public safety and the community. The Subcommittee has met on three occasions on September 8, September 23, and December 10, 2020. A fourth meeting is being planned for some time in May.

Staff has led a series of community focus groups since the June meeting. The purpose of these meetings was to focus on very specific groups of the community and ask them about their experiences with law enforcement. Focus group meetings have been held with Latino leaders, youth, faith leaders, homeless individuals, homeless service providers, and mental health experts and advocates. A second meeting on mental health is scheduled for May 7, 2021.

DISCUSSION:
There are four essential components of the Yanira Serrano Presente! Program:

Accountability
The Program requests a City sponsored "resource line" to allow the public to report both compliments and complaints regarding their interactions with local law enforcement.

Staff agrees with this recommendation and is proposing a specific phone line in the City Manager's Office. The phone line would go to a voice mailbox with a greeting both in English and Spanish and the greeting would very clearly state the purpose of the resource line. Our commitment would be to return all calls within 72 hours for follow-up. We propose the following additional features to ensure the success of this resource line:

- Anonymous calls would be accepted. However, more thorough follow-up can occur if the person leaves their contact information. If the person does leave their contact information but wants to remain anonymous from the Sheriff's Department as the follow-up occurs, this confidentiality would be maintained to the greatest extent allowed by law.
- The number would be advertised on the City Manager and Law Enforcement pages of the City website, City social media, and provided to trusted community partners.
- A form for providing a compliment or complaint electronically would also be provided.
- A list of frequently asked questions, additional resources and other important "hotlines" would also be provided on the web page.
- All complaints and compliments, whether anonymous or not, would be retained by the City in a database in order to analyze the types of calls and possible trends for future action/adjustments.
- Additionally, The Sheriff's Office has a complaint/compliment phone line and e-mail via their website www.smcsheriff.com. Policy 1011 PERSONNEL COMPLAINTS from the Sheriff's Policy Manual covers their phone line. The Sheriff's Office takes all complaints seriously and will take a complaint in-person, by phone, email and through a 3rd party. The City's website will also link people to the Complaint/Commendation page on the Sheriff webpage.

Community Outreach
The Program requests a community orientation for all new deputies assigned to the City.

Staff is proposing an initial series of four virtual meetings during late May and June. There are eight deputies assigned to the City. Two deputies would participate in each meeting. The meetings would be scheduled for 45 minutes to an hour. The simple purpose of these initial meetings would be for community members to meet our deputies, and deputies to meet community members. Going forward, additional meetings would be scheduled when new deputies are assigned to the City. These meetings will be scheduled in person when allowed and may also occur at City Council meetings.

Mental Health

The Sheriff's Office created a specialized unit after Yanira's Serrano's death, the Psychiatric Emergency Response Team (PERT), which consists of Sheriff detectives and two mental health clinicians from San Mateo County Behavioral Health and Recovery Services. The Sheriff's Office also has implemented Crisis Intervention Training (CIT) and Enhanced ECIT for their staff, along with a Non-Criminal Dis-engagement policy.

The Program requests that funds be raised and allocated to providing additional mental health services; and specifically to cultural competency training. The program envisions that these funds may come from multiple sources.

Staff is recommending that the Council allocate $75,000 as "seed" money to this component of the Program. If the Council approves this recommendation, the funds would be included in the FY 2021-22 Operational Budget and a plan would be designed to administer these funds in a manner that best suits the objective. Since the Program was submitted to the City, there has been a movement both nationally, and in the Bay Area, to pilot programs in which a mental health clinician accompanies a deputy on specific 911 calls where mental health may be a factor. This seed money could be used to promote such a pilot program in Half Moon Bay.

De-escalation/Use of Force

The Program requests that the Sheriff adopt the "Eight Can't Wait" policies. These use of force policies have been established by law enforcements advocates and included in policy conversations at the national level. On June 16, 2020, the County Sheriff made a presentation to the Council on San Mateo's current use, and implementation of Eight Can't Wait. The presentation from that meeting can be found here: https://www.half-moon-bay.ca.us/704/Sheriffs-Policies-Training-and-Procedure. This presentation shows that the Sheriff complies 100% with six of the policies; and complies with the other two when feasible (warning before using force), or when there is no other reasonable means to divert a threat to life of the officer or others (shooting at a moving vehicle).

Staff recently met with members of the Latino Council to share and refine the City's recommendations. Future meetings will be held to evaluate implementation efforts and discuss additional opportunities.

ATTACHMENTS

1) Resolution
2) Yanira Serrano Presente! Program

Resolution No. C-2021-____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AUTHORIZING APPROVAL AND IMPLEMENTATION OF THE YANIRA SERRANO PRESENTE! PROGRAM

WHEREAS, on June 16, 2020, the Half Moon Bay Latino Council delivered the Yaniro Serrano Presente! Program to the City Council; and

WHEREAS, the Program establishes four recommendations to improve the bond between law enforcement and the community; and

WHEREAS, the City Council has made it a priority for Fiscal Year 2021-22 to work on the bond between law enforcement and the community; with a specific emphasis toward the intersection of mental health challenges and law enforcement.

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Half Moon Bay hereby authorizes approval and implementation of the Yanira Serrano Presente! Program, to include:

1. Establishment of a police resource / complaint line; and
2. New Sheriff deputy orientation meetings with community members; and
3. A commitment of $75,000 to mental health services.

****

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 4th day of May 2021 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

_____
Jessica Blair, City Clerk

APPROVED:

_____
Robert Brownstone, Mayor

City of Half Moon Bay Latino Council
Yanira Serrano Presente! Program

Dear City Council Members,

Thank you for your support of the recent outcry in the wake of the killing of George Floyd and against excessive use of force. The Latino Council stands in solidarity with Black Lives Matter and as you have noted, our city needs to be a welcoming, and as Mayor Eisen said a, "safe place for all people – no matter their color, religion, national origin, socio-economic standing, gender, sexual orientation, or immigration status." As members of the Latino Council and residents of the Coastside, we are encouraged to have witnessed widespread support of these values, especially in the past few weeks.

Many of us recall that, in the midst of all of this, we recognized the sixth anniversary of the shooting of eighteen-year-old Yanira Serrano by a San Mateo County Deputy, on June 3, 2014. The Serrano family, wanting to keep the community safe this year, invited us to light a candle in our own homes and with prayers as they said the rosary on the anniversary. The pain of the loss of a beloved member of our community at the hands of excessive force stays with us, and also moves us to enact a program on behalf of her, and others like her, called the Yanira Serrano Program.

After the killing of Yanira, we gathered signatures from over 400 faith and community leaders to provide Crisis Intervention Training for all officers and to fund mental health first responders, to assist law enforcement in de-escalating critical situations. Out of many meetings mobilizing large groups at both City council and the Board of Supervisors, while we were heard, there was a small budget allocated to only 3 of such mental health counselors and one sheriff to work only during daytime hours for the entire county, located far from the Coastside. This is a start, but not nearly enough.

To avoid any future loss of loved ones, and in this spirit, we, the undersigned, want the City of Half Moon Bay to approve the following:

1) **The Yanira Serrano Presente! Program** with the following components:

   a) The Yanira Serrano Mental Health Program – raising funds for mental health services in the communities on the Coastside. The program should include cultural competence training, which includes a set of skills or processes that enable mental health professionals to provide services that are culturally appropriate for the diverse population on the coast. This also includes attention to noticeable language differences, as well as how culture influences attitudes, expression of distress, and help-seeking practices. Bilingual, bicultural Spanish-English counselors are needed.

b) Yanira Serrano Community Outreach Program

Provides an **orientation of all new sheriff deputies** on the Coastside to meet with community leaders and Spanish-speaking and resident families to have a closer in-person connection with officers that get to know the community well. If we know of all the good people and work going on in our community, we are less likely to react out of prejudice and fear.

c) Resource Line

A bilingual call line to offer resources, report positive interactions or abuses by authorities with procedures to work with the city of HMB and Sheriff for follow up on each compliment and complaint.

2) Include in the City's contract with the SMC Sheriff, the following:

- **Adoption of the "Eight Can't Wait" policies** that can reduce killings by police and save lives. The SMC Sheriff has approved of 2 of the 8 measures. The other six (bans chokeholds and strangleholds; requires de-escalation; requires exhaust all alternatives before shooting; ban shooting at moving vehicles, has a use of force continuum; and requires comprehensive reporting) need to be approved.

Our pain can be put into prevention and policies that unify us to be able to say, "never again" in the name of Half Moon Bay.

We anxiously await your adoption of the Yanira Serrano Presente Program, the time is now, we are the ones.

Thank you,

Latino Council (signatures)

Residents of the Coastside (signatures)

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **May 4, 2021**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Jessica Blair, Communications Director / City Clerk
Jonathan Roisman, Deputy City Clerk

TITLE: **ESTABLISHMENT OF A REDISTRICTING ADVISORY COMMITTEE**

RECOMMENDATION:
By motion: 1) Adopt a resolution establishing the Redistricting Advisory Committee and its bylaws; 2) approve process for recruitment and selection, and other directives as outlined in the staff report; and 3) direct the City Clerk to advertise and open the application for the committee.

FISCAL IMPACT:
There is no fiscal impact associated with creation of the committee. However, the City Council approved an agreement with National Demographics Corporation on January 19, 2021 for demographer services for this process at a cost of roughly $45,000. Additional costs will be incurred for necessary public outreach as well and will be incorporated into the Fiscal Year 2021-2022 budget.

STRATEGIC ELEMENT:
This action supports the Inclusive Governance element of the Strategic Plan.

BACKGROUND:
In 2018, as a result of a challenge to the City's at-large election system under the California Voting Rights Act, the City transitioned to district-based elections. Agencies with district-based elections are required to assess and potentially re-draw their maps following each census. As a result of the 2020 Census, the City is required to conduct a redistricting process this year. Once adopted by the City Council, the map would be in effect until the competition of the 2030 Census.

In 2018, the City Council did not use a commission or committee for the transition to district elections. For this year's process, the City Council considered the use of a commission or committee at its April 6, 2021 meeting and directed staff to move forward with an advisory committee.

DISCUSSION:
In creating an advisory committee, the City may prescribe the manner in which members are appointed, although there are certain standards that must be followed via Elections Code 23002. A person who is an elected official of the City, or a family member, staff member, or paid campaign staff of an elected official of the City, shall not be appointed to serve on the committee. Elec. Code section 23002(c). Additionally, applicants must be 18 years of age and a resident of the City of Half Moon Bay. See Gov't Code section 1020(b).

The Advisory Committee would be subject to the Brown Act and Public Records Act. The Council can determine the size of the advisory committee and how its members are selected. Staff is proposing a seven (7) member committee with all members appointed at-large and is anticipating that appointment of members will occur at the June 15, 2021 City Council meeting.

The committee will work with staff and National Demographics Corporation, the City's demographer, to review and recommend a redistricting proposal for consideration and adoption by the City Council. The City Clerk's Office would provide staff support, and the demographer would provide technical and expert support to the committee.

Staff is working on a calendar of meetings and deliverables for the committee that will be included as an attachment with the June 15, 2021 application and appointment report. In addition to the required public hearings, staff is mapping out a robust public outreach campaign and will calendar additional public workshops for the committee, both informational and regarding mapping. The committee will accept draft maps from the public as part of its process, similar to what the Council did in 2018.

Following City Council adoption of the final district map, staff will return with a resolution formally disbanding the committee.

There are some additional directives that staff needs Council direction on, as outlined below:

1. What is the committee's charge? For example, the committee could be charged with providing the Council two draft maps, one utilizing the four-district, at-large, elected mayor model, and one utilizing a five-district model. Staff would not recommend more than three draft maps from the committee.
2. Are there any additional requirements for applicants / members the City Council would like to establish?
3. Would the Council like to pledge that it will adopt one of the committee's recommended maps without changes?
4. What process should be used for selection? Some options include:
    a. Applications will be numbered, and names and other identifying information will be redacted allowing Councilmembers to each announce their top seven applications, after which the City Clerk will tally the rankings and announce the top seven at-large to be appointed and the names of each member to be appointed.

b. The City Clerk would conduct a random draw of all applications received for a total number of seven (7) appointees.
c. The City Council could conduct interviews of each applicant and select seven (7) appointees during a public meeting.

ATTACHMENTS:
Resolution, with bylaws included as Exhibit A

Resolution No. C-2021-___

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY ESTABLISHING A REDISTRICTING ADVISORY COMMITTEE AND APPROVING ITS BYLAWS

WHEREAS, on April 6, 2021, the City Council directed staff to formally establish a redistricting advisory committee to assist with the creation of a new district election map as part of the 2021 post-census redistricting process; and

WHEREAS, on May 4, 2021, the City Council provided direction regarding the composition of the Redistricting Advisory Committee, which shall have seven (7) members that will be selected by councilmembers at-large at a future meeting; and

WHEREAS, the City Council directed the City Clerk to publish a Notice of Vacancy and solicit applications to recruit members for the Redistricting Advisory Committee; and

WHEREAS, the City Clerk will publish a Notice of Vacancy, release applications and conduct an application period for three weeks beginning May 5, 2021; and

WHEREAS, following City Council adoption of the final district map, the committee will be formally disbanded.

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Half Moon Bay hereby establishes the 2021 Redistricting Advisory Committee, approves the Bylaws contained in Exhibit A to this resolution, and directs the City Clerk to open the application period and return to the Council for formal appointment of seven (7) members.

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I, the undersigned, hereby certify that the foregoing resolution was duly passed and adopted on the 4th day of May, 2021 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST

_____

Jessica Blair, City Clerk

APPROVED

_____

Robert Brownstone, Mayor

City of Half Moon Bay
Redistricting Advisory Committee By-Laws

Article I: Name and Authorization

A. Name
   1. The name of the Committee shall be known as the Redistricting Advisory Committee, herein after referred to as "Committee"

B. Authorization and Term
   1. The Committee exists by the authority of the Half Moon Bay City Council. The Redistricting Advisory Committee shall continue until the final district map has been formally adopted by the City Council. The Committee shall comply with relevant requirements of Chapter 9 of Division 21 of the California Elections Code, beginning with Section 23000.

Article II: Purpose

A. Introduction
   1. The purpose of this advisory committee is to assist the Half Moon Bay City Council with the creation of a new district election map as part of the 2021 post-census redistricting process.

B. Formation
   1. The Committee shall be established by June 30, 2021 and shall exist until new council district boundaries are adopted.

Article III: Committee Membership

A. Members
   1. The Committee shall consist of seven (7) committee members.

B. Selection Process
   1. The committee member selection process is designed to produce a qualified, independent, and impartial Committee.
   2. Committee members shall be selected through an open application process.
   3. Any person who meets the minimum committee member qualifications in Subsection C may apply to serve on the committee.
   4. The City Clerk shall initiate and widely publicize the committee application process. To promote a large and diverse applicant pool, the City Clerk shall seek assistance from a broad range of community-based organizations to encourage qualified persons to apply.

5. At the end of the application period, the City Clerk shall review and verify the information contained in each application, including applicants' eligibility to serve on the committee under Subsection C. The City Clerk shall remove from the applicant pool any applicant who does not meet the committee member qualifications.
6. Following receipt of all applications, the Committee will be appointed in a manner approved by the City Council.

C. Members
   1. Applicants shall comply with the eligibility requirements in California Elections Code Section 23002.

Article IV: Districting Criteria and Transparency

A. Districting Criteria
   1. The Committee shall establish the boundaries of each council district in a plan using the following criteria:

      Certain Federal required criteria must be observed when re-drawing districts:

      A. Each City Council district shall contain a nearly equal population;
      B. A districting plan shall be drawn in a manner that complies with the Federal Voting Rights Act and the Equal Protection Clause of the U.S. Constitution; and
      C. City Council districts shall not be drawn with race as the predominate factor.

      Additionally, the Fair Maps Act now requires the City Council to adopt district boundaries using specific criteria as set forth in the following order of priority:

      D. To the extent practicable, city council districts shall be geographically contiguous. Areas that meet only at the points of adjoining corners are not contiguous. Areas that are separated by water and not connected by a bridge, tunnel, or regular ferry service are not contiguous.
      E. To the extent practicable, the geographic integrity of any local neighborhood or local community of interest shall be respected in a manner that minimizes its division. A "community of interest" is a population that shares common social or economic interests that should be included within a single district for purposes of its effective and fair representation. Communities of interest do not include relationships with political parties, incumbents or political candidates.
      F. City Council district boundaries should be easily identifiable and understandable by residents. To the extent practicable, city council

districts shall be bounded by natural and artificial barriers, by streets, or by the boundaries of the city.

G. To the extent practicable, and where it does not conflict with the preceding criteria in this subdivision, city council districts shall be drawn to encourage geographical compactness in a manner that nearby areas of population are not bypassed in favor of more distant populations.

B. Transparency
   1. The Committee shall establish and implement an open process for public input and Committee deliberation.
   2. The Committee shall comply with the California Public Records Act, commencing with Section 6250 of the California Government Code, and the Ralph M. Brown Act, commencing with Section 54950 of the California Government Code.
   3. The Committee shall publish on the internet and make available to the public a draft version of proposed final maps for at least 7 days before it may be adopted by the City Council.
   4. All records of the Committee relating to districting, and all data considered by the committee in drawing a draft map or proposed final map, are public records.
   5. The Committee shall establish and make available to the public on the internet a calendar of all public hearings.
   6. The City shall establish and maintain, at least until the districting process is concluded, a webpage for the Committee where important redistricting materials may be published, including hearing agendas, hearing minutes, links to hearing audio or video recordings where applicable, a committee member roster, and draft maps created by the Committee.
   7. Committee members shall disclose all contact regarding the Committee's subject matter jurisdiction that occurs outside of a publicly noticed meeting. Committee members shall disclose these contacts no later than the Committee's next meeting.
   8. The Committee shall issue a report with its proposed final map(s) that explains the basis on which the Committee made its decisions in achieving compliance with the redistricting criteria listed in Subsection A.

C. Public Engagement
   1. The Committee and the City should actively encourage residents to participate in the districting process.
   2. The Committee shall make every reasonable effort to afford maximum public access to its proceedings.
   3. The City shall solicit broad public participation in the districting process, including from residents of communities that traditionally participate less frequently in the local political process. The City Clerk shall conduct an outreach campaign to educate the public on the districting process and how to be

involved; and request the assistance of neighborhood associations, community groups, civic organizations, and civil rights organizations with engaging residents in the districting public review process.

4. Before the Committee draws its first draft map, the Committee shall hold at least two (2) public hearings over a period of no less than 15 days, at which the public is invited to provide input regarding the placement of district boundaries.
5. After the Committee publishes its first draft map but before a proposed final map(s) is recommended, the Committee shall hold at least three (3) public hearings over a period of no less than 15 days, at which the public is invited to comment on the draft map or maps or to suggest alternative maps.
6. Unless on Zoom, Committee public hearings shall be held in different geographic areas of the City so as to facilitate participation by persons residing in different areas of the City. The hearing location shall be accessible to persons with disabilities and, to the extent practicable, shall have free parking nearby and be accessible by public transit.
7. Public hearings shall be scheduled at various times and days of the week to accommodate a variety of work schedules and to reach as large an audience as possible.
8. The Committee shall establish and implement a process for accepting written public comment, including the submission of draft maps and draft partial maps for the Committee's consideration.
9. To the extent practicable, the Committee shall make available to the public a free electronic mapping tool, loaded with relevant population and demographic data, which tool can be used to create draft maps and draft partial maps.

Article V: Administration

A. Guidelines
   1. A quorum shall consist of four (4) committee members
   2. The Committee may only recommend a plan for district boundaries with the affirmative vote of four (4) committee members. All other Committee actions require only a majority vote of those present, provided that a quorum is present.
   3. The City Council may remove a committee member for substantial neglect of duty, gross misconduct in office, or inability to discharge the duties of office. Prior to being removed, a committee member must be provided with the reasons for their proposed removal, at least a week's notice of the meeting where his or her proposed removal will be voted on, and an opportunity to respond to or rebut those reasons in writing and at the hearing.
   4. The City Council shall appropriate sufficient funds to allow the Committee to carry out its powers and duties under this Section.
   5. The City Manager, City Clerk, and City Attorney shall designate staff to support the Committee, as needed.
   6. The Committee shall recommend a proposed final map (or maps) to the City Council no later than February 2022.

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **May 4, 2021**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Matthew Chidester, Deputy City Manager
Karen Decker, Senior Management Analyst

TITLE: **HALF MOON BAY COASTSIDE CHAMBER OF COMMERCE & VISITORS' BUREAU ANNUAL UPDATE AND FUNDING REQUEST FOR FISCAL YEAR 2021-22**

RECOMMENDATION:
By motion, approve the Half Moon Bay Coastside Chamber of Commerce & Visitors' Bureau FY 2021-22 Funding Request for Business Center and Economic Development Activities.

FISCAL IMPACT:
If approved, staff will include $35,000 for this purpose in the FY 2021-22 Recommended Budget.

STRATEGIC ELEMENT:
This recommendation supports the *Fiscal Sustainability* and *Inclusive Governance* elements of the Strategic Plan.

BACKGROUND:
The Half Moon Bay Coastside Chamber of Commerce & Visitors' Bureau (Chamber) has a Mission to lead collaboration for a successful and sustainable Coastside community and a Vision to ensure that the Coastside community is positioned as a premier location for people to live, work, and raise families. The Chamber's Core Competencies include advocating for a strong local economy, building business and community relationships, promoting the Coastside community, representing the interests of business with government, and encouraging a sustainable future.

Since 2013, the City has provided financial support to the Chamber in recognition of its efforts in delivering business support and economic development activities in Half Moon Bay. During this time and prior to the COVID-19 pandemic, there had been an annual increase in tourism and corporate visitors, which translated to an increase in sales tax and Transient Occupancy Tax revenues, providing resources for the City to provide services to its residents. Historically, the funding provided by the City has been used toward staffing the Chamber office on weekends to

assist visitors with recommendations for shopping and dining; producing an annual visitor's guide which is distributed to households, businesses, and hotels; maintaining the chamber website; supporting community events; and administering marketing programs to increase midweek lodging.

The COVID-19 pandemic has significantly impacted local businesses and non-profits, including the Chamber. In 2020, the Chamber's revenues decreased by more than 50%, mostly due to a lack of income from event admissions and sales (because events were cancelled or heavily modified), and lower membership dues resulting from impacted businesses. In recognition of the City's financial difficulties related to the pandemic, the Chamber also opted not to request City funding in 2020. Additionally, although many business relief grant and loan programs have been made available over the last year, chambers of commerce were generally excluded from eligibility, and the chamber received no outside support in 2020. In response to the financial difficulties the chamber faced, they were forced to make tough decisions to continue operating and providing their important services to the community, including reducing staff by 75% from four full-time positions to only one.

Despite these challenges, the Chamber remained a critical partner to the City and the community in supporting and advocating for the businesses during the most difficult year many have faced in recent memory. Acting as an important source of information, the Chamber helped local businesses obtain more than $1.6 million in aid, consistently promoted business and tourism through social media and other outlets, supported businesses and the community through the CZU fire evacuations and recovery, worked with City staff on creation and implementation of business support and outreach efforts, and participation on the ongoing Coastside Recovery Initiative. The chamber also provided COVID updates to businesses, including social distancing guidelines and other dynamic regulations, grant and loan information, legal resources, rent forgiveness, county tier/status and it's implications to restaurants, retail, and professional services. The Chamber was innovative in modifying the beloved annual Night of Lights event in order to maintain a sense of community and support of local businesses during the holidays, replacing the normal chamber awards with a COVID friendly Awesomeness Awards virtual event to recognize businesses and non-profits for their efforts during the pandemic, and continuing the annual support of local education through the teacher appreciation event.

The Chamber remains a key partner and resource to City staff in our work to promote economic development and tourism, support businesses, and outreach to the community for City initiatives and projects. Even with their own struggles this past year, the level of support and collaboration increased in 2020 and continues to accelerate through the Coastside Recovery Initiative and other City efforts.

The Chamber has requested $35,000 to help fund expansion of business support services and economic development efforts in FY 2021-22, detailed below.

DISCUSSION:
The Chamber performs various activities to help create a strong local economy, promote the Coastside community as a great place to live, work and visit, build relationships, represent businesses in local and state government, and encourage sustainability. Some examples of the Chamber's work include:

- Publication of the quarterly Coastside Business Connection newsletter and weekly email updates giving businesses and community members valuable information and tools
- Publication of the Half Moon Bay Coastside Business Directory called Coastside 365, which is distributed to every mailbox on the coast and distributed to visitors totaling 20,000 copies annually
- Manages the national PR and advertising campaigns funded by the Half Moon Bay Business Improvement District (BID)
- Manages an online member Business Directory utilized by an average of 27,000 potential customers per month
- Produces the official Half Moon Bay Coastside Street Map, highlighting Chamber member businesses
- Works to improve the quality of life by supporting non-profit partners
- Engages in social media platforms: Facebook, Instagram, Twitter, LinkedIn and NextDoor, for online networking 24/7
- Hosts seminars and workshops to improve business practices, continued education, and provide networking opportunities
- Produces legislative reports to keep businesses informed and advocates positions on bills that are beneficial or detrimental to protect local businesses and the quality of life on the Coastside
- Leads the Governmental Affairs Committee with the mission of keeping businesses informed of laws and legislation that will directly affect them
- Leads the Education Committee that helps educators, the district, and local education-based businesses and nonprofits stay informed and aligned on the best tools and programs for teaching youth to succeed in the business world come adulthood.
- Offers labor law compliance products to members at a discounted rate
- Created and nationally promotes the Half Moon Bay California Coastside Ecotourism Program encouraging responsible tourism
- Helps facilitate the Green Certification Process with the City and County

If the City Council approves the Chamber's funding request and includes $35,000 in its FY 2021-22 budget, the Chamber would utilize those funds to assist in the following areas:

- **Expansion of Business Center Services and Support ($25,000) –** With the City's support in 2019, the Chamber converted a portion of the Chamber building into a Business Information Center where business operators can come and obtain information on professional services of all types to help with start-up and expansion/innovation projects. This includes information on how to start a business in HMB, licensing requirements, forms needed, and general guidance. With additional assistance from the

City, the Chamber can increase the Business Resource Center services for local businesses and the developing workforce. Funding would help provide consulting, tools, experts, and data to support business success. The horizon includes a workshop series for starting a business, an entrepreneurial incubator, a leadership academy for owners and managers to learn important skills, working with our Farming community to provide support for co-ops and farm business growth, and partnering with other agencies to conduct data gathering activities and produce solid Coastside data to help with business and governmental decision making.

- **Economic Development Support ($10,000) –** The Chamber and City have cultivated a strong cohesive partnership for the Economic Development and Recovery of the Coastside. The Chamber seeks financial support for the estimated 300 hours of work the Chamber CEO, Krystlyn Giedt, will invest into shared projects of mutual benefit. Most notably, the Chamber is an engaged member of the Recovery Initiative Executive Oversight Committee which provides leadership and direction to the Recovery Task Force. The Chamber has purchased a domain and assumed operation of a website specifically focused on Coastside economic recovery. The Chamber will be a key partner in utilizing data and implementing policy recommendations and key findings shepherded by the Recovery Task Force.

Staff appreciates and values the partnership of the Chamber and supports this funding request. If approved, $35,000 will be included in the FY 2021-22 Recommended Budget and a contract will be negotiated to clarify and memorialize the specific uses of the funding and performance measures for the outcomes of the work.