



**CITY COUNCIL AGENDA
SPECIAL MEETING
CITY OF HALF MOON BAY**

WEDNESDAY, JANUARY 19, 2022

REMOTE PARTICIPATION (SEE NEXT PAGE)

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

This meeting will be held entirely by teleconference. All Councilmembers and staff will only participate via the Zoom platform using the process described below. The meeting is being conducted pursuant to recent amendments to the teleconference rules required by the Ralph M. Brown Act allowing teleconferencing during a proclaimed state of emergency when local officials have recommended social distancing (AB 361). The purpose of AB 361 is to provide the safest environment for the public, elected officials, and staff while allowing for continued operation of the government and public participation during the COVID-19 pandemic.

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://us06web.zoom.us/j/95535614263> or join by phone at 669-900-9128, using Webinar ID 955-3561-4263.

CALL TO ORDER / ROLL CALL

PUBLIC FORUM

PROCLAMATIONS AND PRESENTATIONS

VOLUNTEER RECOGNITION - DYLAN RAGOZIN (COASTSIDE AYSO)
NATIONAL SLAVERY AND HUMAN TRAFFICKING PREVENTION MONTH PROCLAMATION
MIDCOAST COMMUNITY COUNCIL UPDATE

MAYOR'S ANNOUNCEMENTS OF COMMUNITY ACTIVITIES AND COMMUNITY

SERVICE REPORT OUT FROM RECENT CLOSED SESSION MEETINGS

CITY MANAGER UPDATES TO COUNCIL

INTRODUCTION OF CAPTAIN ANDY ARMANDO
SMITH FIELD SURVEY ANNOUNCEMENT
FEDERAL INFRASTRUCTURE ACT UPDATE

1. CONSENT CALENDAR

1.A WAIVE READING OF RESOLUTIONS AND ORDINANCES

1.B WARRANTS FOR THE MONTH OF DECEMBER 2021

Staff Recommendation: Accept the warrants list for the month of December 2021.

[STAFF REPORT](#)

[ATTACHMENT 1](#)

1.C RE-RATIFICATION OF RESOLUTION TO CONTINUE HOLDING PUBLIC MEETINGS REMOTELY (AB 361)

Staff Recommendation: By motion, in accordance with Assembly Bill 361, re-ratify the findings in Resolution No. 2021-80 to continue conducting the City's Council, Commission, and Committee meetings remotely due to health and safety concerns to the public due to COVID-19.

[STAFF REPORT](#)

1.D MAYOR'S LIST OF CITY COUNCIL REPRESENTATIVES AND DESIGNATED ASSIGNMENTS FOR 2022

Staff Recommendation: Accept Mayor Ruddock's List of City Council Representatives and Designated Assignments for 2022.

[STAFF REPORT](#)

[ATTACHMENT 1](#)

1.E ESTABLISH THE CLASSIFICATION AND SALARY SCHEDULE FOR ASSISTANT CITY CLERK

Staff Recommendation: Adopt a resolution to establish the classification and salary schedule for Assistant City Clerk.

[STAFF REPORT](#)

[RESOLUTION](#)

1.F FINAL ACCEPTANCE OF THE POPLAR PEDESTRIAN PATHWAY PROJECT (CIP NO. 1003)

Staff Recommendation: By resolution, authorize the City Manager or his designee to file a Notice of Completion for the Poplar Pedestrian Pathway Project (Project), release the Performance and Labor and Materials Bonds, start the one-year warranty bond period, and release the retention funds thirty (30) days after recordation of the Notice of Completion.

[STAFF REPORT](#)

[RESOLUTION](#)

1.G RECEIPT OF LEGISLATIVE POSITION LETTERS

Staff Recommendation: Receive and file comment letter sent to the California Public Utilities Commission regarding Net Energy Metering Tariffs.

[STAFF REPORT](#)

[ATTACHMENT 1](#)

2. ORDINANCES AND PUBLIC HEARINGS

2.A PUBLIC HEARING TO REVIEW REDISTRICTING FOCUS MAPS (8:15 PM)

Staff Recommendation:

- 1) Receive a report regarding ongoing redistricting efforts and draft City Council district maps considered and recommended by the Redistricting Advisory Committee;
- 2) Hold a Public Hearing to receive public testimony on the City Council redistricting process and draft City Council district maps being considered; and
- 3) Provide feedback and direction to City and consulting staff regarding additional maps, modifications to recommended maps, and/or adoption of a draft map for future consideration.

[STAFF REPORT](#)

[ATTACHMENT 1](#)

[ATTACHMENT 2](#)

[ATTACHMENT 3](#)

[ATTACHMENT 4](#)

2.B INTRODUCTION OF AN ORDINANCE AMENDING HALF MOON BAY MUNICIPAL CODE TITLE 15 - SIGN ORDINANCE

Staff Recommendation: Conduct a public hearing and introduce on first reading an ordinance amending portions of Title 15 of the Half Moon Bay Municipal Code relating to signs and advertising structures.

[STAFF REPORT](#)

[ORDINANCE](#)

3. RESOLUTIONS AND STAFF REPORTS

3.A AGREEMENT WITH EL CENTRO DE LIBERTAD FOR COMMUNITY RESPONDER PILOT PROGRAM

Staff Recommendation: Adopt a resolution authorizing the City Manager to finalize and execute an agreement with El Centro de Libertad for a Community Responder pilot program, at a cost not-to-exceed \$150,000, for a term beginning March 1, 2022, and ending September 30, 2022.

[STAFF REPORT](#)

[RESOLUTION](#)

[ATTACHMENT 2](#)

COMMISSION / COMMITTEE UPDATES

CITY COUNCIL REPORTS / ITEMS

COMMUNICATIONS TO THE CITY COUNCIL

[POPLAR PROJECT CDP MEMO - CITY MANAGER](#)

ADJOURNMENT

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2021**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

From: Lisa Lopez, Administrative Services Director

TITLE: **WARRANTS FOR THE MONTH OF DECEMBER 2021**

RECOMMENDATION:

Accept the warrants list for the month of December 2021.

STRATEGIC ELEMENT:

This recommendation supports the Fiscal Sustainability and Inclusive Governance Element.

DISCUSSION:

During this month, we processed 5 check runs. The first was on December 2, totaling \$181,424.40. The second was on December 4, totaling \$21,363.73. The third was on December 9, totaling \$225,238.22. The fourth was on December 16, totaling \$630,000.95. The fifth was on December 21, totaling \$127,495.37. The total for the month was \$1,185,522.67.

The City processed payments related to 16 capital improvement projects, in a total amount of \$361,270.61. These projects include: Sewer Lift Upgrades, HWY 1 Safety/Traffic Reduction Improvements, HWY1 Safety/Congestion, Poplar Complete Street Project, Urban Forest Management Program, Facility Management Asset, Parks Master Plan Implementation, Poplar Beach Gateways Plan, Bikeway Connectivity Project- North, Main Street Bridge Rehabilitation, Climate Action and Adaption, Poplar Street Parallel Path, Kehoe/Pilarcitos Outfall Repair, Corp Yard Improvements, Ocean Colony Pump Station Replacement, Inflow and Infiltration Program.

Staff is also including a list of all payments above \$30,000 processed during this reporting period, as listed in the table below.

Over \$30,000					
Check#	Vendor Number	Payee	Check Date	Check Amount	Description
50282	5190	Wood Consulting Services	12/2/2021	31,240.00	OCT'21, ECONOMIC DEVELOPMENT CONSULTATION
50299	5326	DON FOWLER CONSTRUCTION	12/9/2021	79,303.72	DEC'21, SHERIFF SUBSTATION RENOVATION PROJECT
50310	5165	RANGER PIPELINES INCORPORATED	12/9/2021	57,301.19	OCEAN COLONY REHAB AND REPLACE SEWER FORCE MAIN
50319	3975	COLANTUONO HIGHSMITH WHATLEY PC	12/16/2021	59,382.57	LEGAL SERVICES
50321	2564	HALF MOON BAY GRADING & PAVING INC.	12/16/2021	31,866.46	POPLAR PEDESTRIAN PATHWAY PROJECT
50336	159	SEWER AUTHORITY MID-COASTSIDE	12/16/2021	378,244.94	DEC'21, SEWER COLLECTION SERVICE
50338	3085	SHUTE MIHALY & WEINBERGER LLP	12/16/2021	65,060.10	LEGAL SERVICES

ATTACHMENTS:

Check Disbursement List by Check Date

Report Criteria:

Report type: Summary

Check.Type = "Calculated","manual"

Check Number	Vendor Number	Payee	Check Issue Date	Amount	Description
50248	4270	4LEAF INC.	12/02/2021	24,022.85	OCT'21, FY21/22 PUBLIC WORKS INSPECTION SERVICES
50249	2022	ACC BUSINESS	12/02/2021	1,552.88	INTERNET SERVICE
50250	3526	BIGGS CARDOSA ASSOCIATES INC	12/02/2021	4,598.23	OCT'21, PREPERATION OF PS&E AND ENVIRONMENTAL CLEAR
50251	866	BOYS & GIRLS CLUB OF THE COASTSIDE	12/02/2021	2,000.00	EVENT CENTER USAGE
50252	5223	CAPITAL ONE TRADE CREDIT	12/02/2021	44.59	REC MAINT SUPPLIES
50253	1925	CITY OF BURLINGAME	12/02/2021	4,872.61	SEP'21 SMCO BID
50254	957	COASTSIDE.NET	12/02/2021	142.68	INTERNET SERVICE
50255	5318	COLUMN SOFTWARE, PBC	12/02/2021	275.00	PUBLIC NOTICE
50256	5264	COOKING ROUND THE WORLD	12/02/2021	1,120.00	INSTRUCTOR PAYMENT, COOKING CAMP 11/22/21-11/24/21
50257	2941	CSG CONSULTANTS INC.	12/02/2021	4,067.50	OCT'21, NPDES STORMWATER SERVICES
50258	4484	CSW/STUBER-STROEH ENGINEERING GROUP INC	12/02/2021	20,900.00	OCT'21, POPLAR STREET TRAFFIC CALMING AND SAFETY PRO
50259	3086	DIRECTV	12/02/2021	123.23	DIRECTV SERVICE
50260	4441	ERICA OLIVA	12/02/2021	300.00	DEPOSIT REFUND 11/20/21 GRAND OAK
50261	321	FOLGER GRAPHICS INC.	12/02/2021	2,277.64	RECREATION PRINTING
50262	3176	GAIL P. STEVENS	12/02/2021	252.00	INSTRUCTOR PAYMENT BALLROOM DANCE 10/29/21-11/19/21
50263	4633	GRANICUS	12/02/2021	1,419.37	NOV'21, GRANICUS SERVICE
50264	89	HALF MOON BAY COASTSIDE CHAMBER OF COM	12/02/2021	13,711.00	SEP'21 OOC BID
50265	1853	HDL SOFTWARE LLC	12/02/2021	1,443.46	TOT AND BUSINESS LICENSE MANAGEMENT
50266	5330	JENNETTE ANDERSON	12/02/2021	500.00	DEPOSIT REFUND 12/17/21 LIBRARY COMMUNITY ROOM
50267	2699	KONICA MINOLTA BUSINESS SOLUTIONS	12/02/2021	2,273.21	NOV'21, PRINTER AND SCANNER LEASE AGREEMENT
50268	291	LAURIE BECKER	12/02/2021	682.50	INSTRUCTOR PAYMENT ZUMBA 10/07/21-11/23/21
50269	5293	LUCY MENDEZ	12/02/2021	600.00	DEPOSIT REFUND, GRAND OAK 11/27/21
50270	5331	MAKE IT MAIN STREET	12/02/2021	5,000.00	2021 MAKE IT MAIN STREET EVENT
50271	3746	MALCOLM C SMITH	12/02/2021	880.00	NOV'21, COMMUNICATION CONSULTANT
50272	3069	MANAGED HEALTH NETWORK	12/02/2021	304.00	EAP
50273	5333	MARIA DE JESUS VEGA	12/02/2021	500.00	DEPOSIT REFUND 11/23/21 DEPOT ROOM
50274	1206	MARK THOMAS & CO. INC.	12/02/2021	13,442.60	OCT'21, HWY1 SOUTH SAFETY AND OPERATIONAL IMPROVEM
50275	5332	MASSIMO MASSON	12/02/2021	1,893.00	CERT OF COMPLIANCE PDP-21-039
50276	3726	NICHOLAS LASZKIEWICZ	12/02/2021	1,543.00	TRANSLATION SERVICES
50277	4339	PLAN JPA	12/02/2021	13,026.46	GENERAL LIABILITY CLAIMS
50278	1760	STEPFORD	12/02/2021	15,115.00	JAN'22, FY20/21 IT SERVICES
50279	3519	SWCA INCORPORATED	12/02/2021	1,993.75	JUL'21-NOV'21,OCEAN COLONY PUMP STATION & FORCE MAIN
50280	5319	TETRA TECH, INC.	12/02/2021	9,000.00	NOV'21, EMERGENCY OPERATIONS PLAN
50281	3004	VERIZON WIRELESS	12/02/2021	307.84	MOBILE SERVICES
50282	5190	Wood Consulting Services	12/02/2021	31,240.00	OCT'21, ECONOMIC DEVELOPMENT CONSULTATION
50284	4572	123-AWARDS.COM	12/09/2021	517.59	BRONZE OUTDOOR SIGN

M = Manual Check, V = Void Check

Check Number	Vendor Number	Payee	Check Issue Date	Amount	Description
50285	4211	ABUNDANT GRACE COASTSIDE WORKER	12/09/2021	10,407.32	AUG'21, FY21/22 COASTAL CLEAN TEAM
50286	3954	ALTA PLANNING & DESIGN	12/09/2021	1,628.00	AUG'21, PACIFIC COAST BIKEWAY CONNECTIVITY NORTH PRO
50287	3332	AMERICAN PORTABLES	12/09/2021	75.50	CREDIT, FY21/22 PORTABLE RESTROOM FACILITIES
50288	1046	APPLIED DEVELOPMENT ECONOMICS INC.	12/09/2021	1,012.60	FISCAL ANALYSIS
50289	2407	ARAMARK	12/09/2021	613.80	MAINT SERVICE
50290	4300	AT&T	12/09/2021	1,761.16	PHONE SERVICE
50291	5018	BFI OF CALIFORNIA INC	12/09/2021	1,210.05	MAINT SERVICE
50292	5168	BLEYLE ELEVATOR, INC	12/09/2021	4,685.00	MAINT SERVICE
50293	3165	C.C.O.I. GATE & FENCE	12/09/2021	287.38	MAINT SERVICE
50294	5223	CAPITAL ONE TRADE CREDIT	12/09/2021	4,304.07	REC MAINT SUPPLIES
50295	4193	CASELLE INC.	12/09/2021	3,744.00	ERP CONTRACT SUPPORT & MAINTENANCE
50296	5335	CINZIA MUZZI	12/09/2021	500.00	DEPOSIT REFUND 12/05/21 DEPOT ROOM
50297	51	COASTSIDE COUNTY WATER DISTRICT	12/09/2021	4,499.58	CORREAS/LIBRARY
50298	5286	CYNTHIA RANGEL	12/09/2021	500.00	DEPOSIT REFUND 11/27/21 DEPOT ROOM
50299	5326	DON FOWLER CONSTRUCTION	12/09/2021	79,303.72	DEC'21, SHERIFF SUBSTATION RENOVATION PROJECT
50300	3446	FLYERS ENERGY, LLC	12/09/2021	1,016.62	VEHICLE FUEL
50301	3703	GARAVAGLIA ARCHITECTURE INC.	12/09/2021	816.43	SEP'21, REDEVELOPMENT OF ANDREOTTI BARN
50302	4441	IGLESIA DEL MAR	12/09/2021	300.00	DEPOSIT REFUND 11/20/21 GRAND OAK
50303	4267	IMPEC GROUP INC.	12/09/2021	16,408.24	CITY HALL EXTERIOR WINDOWS
50304	5334	LLOYD F. MCKINNEY ASSOCIATES, INC.	12/09/2021	19,133.00	MAC DUTRA SOUND SYSTEM
50305	3250	M-GROUP	12/09/2021	1,636.25	OCT'21, FY21/22 GIS/GRAPHIC SUPPORT
50306	2014	MOORE IACOFANO GOLTSMAN INC.	12/09/2021	607.50	OCT'21, SUSTAINABILITY-CAAP
50307	3641	NEIGHBORHOOD RADIO	12/09/2021	100.00	ADVERTISING SERVICE
50308	146	PRINCETON WELDING	12/09/2021	2,289.00	MAINT SERVICE
50309	3951	PUBLIC PARKING ASSOCIATES INC	12/09/2021	165.00	MAINT SERVICE
50310	5165	RANGER PIPELINES INCORPORATED	12/09/2021	57,301.19	RETENTION, CHANGE ORDER 1, OCEAN COLONY REHAB AND
50311	1497	TURBO DATA SYSTEMS	12/09/2021	651.42	CITATION PROCESSING
50312	3871	WEST COAST ARBORISTS INC	12/09/2021	883.80	OCT'21, FY21/22 TREE MAINTENANCE
50313	3162	WHELEN CONSTRUCTION	12/09/2021	8,880.00	MAINT REPAIR
50314	444	ASSOCIATION OF BAY AREA GOVERNMENTS	12/16/2021	346.52	TRUE-UP ALLOCATION
50315	3626	BKF ENGINEERS	12/16/2021	8,648.00	NOV'21, CORP YARD IMPROVEMENT PROJECT
50316	5222	BOUCHER LAW	12/16/2021	6,917.50	OCT'21, LABOR & EMPLOYMENT LAW MATTERS
50317	5223	CAPITAL ONE TRADE CREDIT	12/16/2021	13.10	REC MAINT SUPPLIES
50318	197	COASTSIDE PRINTERS	12/16/2021	481.25	NO PARKING SIGNS
50319	3975	COLANTUONO HIGHSMITH WHATLEY PC	12/16/2021	59,382.57	LEGAL SERVICES -SAM
50320	2941	CSG CONSULTANTS INC.	12/16/2021	3,931.25	NOV'21, NPDES STORMWATER SERVICES
50321	2564	HALF MOON BAY GRADING & PAVING INC.	12/16/2021	31,866.46	RETENTION, POPLAR PEDESTRIAN PATHWAY PROJECT
50322	2444	HOME DEPOT CREDIT SERVICES	12/16/2021	506.75	MAINT SUPPLIES
50323	3429	HUE & CRY	12/16/2021	393.45	SECURITY SERVICE
50324	5337	KRISTIN SIMONS	12/16/2021	300.00	DEPOSIT REFUND 09/28/21 COMMUNITY ROOM

M = Manual Check, V = Void Check

Check Number	Vendor Number	Payee	Check Issue Date	Amount	Description
50325	4551	MARICELA GUTIERREZ	12/16/2021	600.00	DEPOSIT REFUND 12/11/21 GRAND OAK
50326	1206	MARK THOMAS & CO. INC.	12/16/2021	8,616.88	OCT'21, DEVELOP SEWER MAINTENANCE STRATEGIES TRAINI
50327	3250	M-GROUP	12/16/2021	1,622.50	NOV'21, FY21/22 GIS/GRAPHIC SUPPORT
50328	3934	MITEL	12/16/2021	2,722.98	SHERIFF SUBSTATION PHONE SERVICE
50329	2997	NICHOLS CONSULTING ENGINEERS CHTD	12/16/2021	23,967.50	NOV'21, POPLAR BEACH GATEWAYS PLAN
50330	3956	PENINSULA MUNICIPAL ENGINEERING INC.	12/16/2021	7,469.00	JUL'21, PROJECT MANAGEMENT SERVICES FOR EASTSIDE PA
50331	5020	QUADIENT FINANCE USA, INC	12/16/2021	302.15	POSTAGE
50332	29	READYREFRESH	12/16/2021	81.46	WATER FOR CORP YARD
50333	5219	RED CAR ANALYTICS	12/16/2021	810.00	NOV'21, HMB LIBRARY ZERO NET ENERGY SUPPORT SERVICE
50334	5178	REDGWICK CONSTRUCTION COMPANY	12/16/2021	19,769.50	RETENTION, HWY1 SOUTH SAFETY AND OPEARTIONAL IMPRO
50335	217	SAN MATEO COUNTY INFORMATION SVCS.	12/16/2021	82.25	MICROWAVE SERVICE
50336	159	SEWER AUTHORITY MID-COASTSIDE	12/16/2021	378,244.94	DEC'21, SEWER COLLECTION SERVICE
50337	5311	SHERI SAISI	12/16/2021	77.18	REIMBURSEMENT-TRAVEL
50338	3085	SHUTE MIHALY & WEINBERGER LLP	12/16/2021	65,060.10	CASA MIRA
50339	5336	SIOBHAN TOGLIATTI	12/16/2021	205.00	CLASS REFUND 12/20/21-12/22/21 COOKING AROUND THE WO
50340	3519	SWCA INCORPORATED	12/16/2021	4,424.03	OCT'21-NOV'21, CORP YARD ON-CALL ENVIRONMENTAL CONS
50341	4487	THE HOME DEPOT PRO	12/16/2021	1,951.21	MAINT SUPPLIES
50342	4429	WESTERN EXTERMINATOR COMPANY	12/16/2021	1,207.42	NOV'21, FY21/22 PEST MANAGEMENT PROGRAM
50343	4270	4LEAF INC.	12/21/2021	21,095.89	NOV'21, FY21/22 PLAN REVIEW AND BUILDING INSPECTIONS
50344	3332	AMERICAN PORTABLES	12/21/2021	744.49	CREDIT, FY21/22 PORTABLE RESTROOM FACILITIES
50345	2407	ARAMARK	12/21/2021	409.20	MAINT SERVICE
50346	32	CA DEPT OF TRANSPORTATION	12/21/2021	86.74	SIGNALS & LIGHTING
50347	2859	CLAUDIA MARSHALL	12/21/2021	336.00	INSTRUCTOR PAYMENT, DRAWING 11/09/21-12/14/21
50348	1261	COUNTY MANAGER'S OFFICE	12/21/2021	16,209.00	FY21/22 ANIMAL CARE SHELTER CONSTRUCTION COSTS
50349	5347	ERICK PEREZ	12/21/2021	500.00	DEPOSIT REFUND 12/19/21 DEPOT ROOM
50350	4647	FRANCISCO GONZALEZ	12/21/2021	783.50	RESERVATION REFUND 12/18/21 DEPOT ROOM
50351	3176	GAIL P. STEVENS	12/21/2021	178.50	INSTRUCTOR PAYMENT BALLROOM DANCE 12/03/21-12/17/21
50352	76	HALF MOON BAY BUILDING & GARDEN	12/21/2021	325.01	MAINT SUPPLIES
50353	5341	JOHN KOLBISEN	12/21/2021	543.00	PDP-21-045 REIMBURSEMENT
50354	1283	KATHY OLER	12/21/2021	1,900.00	JAN'22, TEMPORARY CITY PARKING LOT RENTAL
50355	2699	KONICA MINOLTA BUSINESS SOLUTIONS	12/21/2021	2,273.21	DEC'12, PRINTER AND SCANNER LEASE AGREEMENT
50356	5344	LAUREN JESSEN	12/21/2021	516.50	PDP-20-075 REIMBURSEMENT
50357	291	LAURIE BECKER	12/21/2021	575.40	INSTRUCTOR PAYMENT ZUMBA 11/18/21-12/21/21
50358	3922	LLOYD A MCVICKER	12/21/2021	3,360.00	JAN'22 ANNEX RENT
50359	5343	LORI ELLINGSON	12/21/2021	264.50	PDP-21-010 REIMBURSEMENT
50360	2573	MARIAN POTT	12/21/2021	2,590.00	INSTRUCTOR PAYMENT DOG TRAINING 11/03/21-12/16/21
50361	5340	MARINA DIMAS	12/21/2021	300.00	DEPOSIT REFUND 12/13/21 GRAND OAK
50362	5342	MARIO CABRERA	12/21/2021	148.00	PDP-21-024 REIMBURSEMENT
50363	4305	MATTHEW DES TOMBE	12/21/2021	707.00	PDP-19-093 REIMBURSEMENT
50364	5339	NICHOLA WHITE	12/21/2021	100.00	DEPOSIT REFUND 12/11/21 COMMUNITY ROOM

M = Manual Check, V = Void Check

Check Number	Vendor Number	Payee	Check Issue Date	Amount	Description	
50365	137	PACIFIC GAS & ELECTRIC	12/21/2021	9,595.20	NW HWY1 & MAIN ST	
50366	3479	PARKEON INC	12/21/2021	86.40	MAINT SERVICE	
50367	5338	PETER TAPPEINER	12/21/2021	100.00	DEPOSIT REFUND 12/13/21 COMMUNITY ROOM	
50368	3131	ROBERT W. SMITH	12/21/2021	694.40	INSTRUCTOR PAYMENT- ORCHESTRA 09/08-12/15/21	
50369	3757	SCHAFF & WHEELER	12/21/2021	1,800.00	OCT'21, PELICAN POINT GENERATOR REPLACEMENT	
50370	5345	SHANNON MURRAY	12/21/2021	753.50	PDP-20-074 REIMBURSEMENT	
50371	1760	STEPFORD	12/21/2021	15,115.00	FEB'21, FY20/21 IT SERVICES	
50372	3519	SWCA INCORPORATED	12/21/2021	23,289.75	DEC'20, ENVIRONMENTAL DOCUMENT REVIEW AND PREPARA	
50373	4487	THE HOME DEPOT PRO	12/21/2021	1,487.34	MAINT SUPPLIES	
50374	3004	VERIZON WIRELESS	12/21/2021	307.84	MOBILE SERVICES	
50375	3871	WEST COAST ARBORISTS INC	12/21/2021	20,320.00	NOV'21, FY21/22 TREE MAINTENANCE	
50413	3923	WELLS FARGO	12/04/2021	21,363.73	10/13/21 FRAUD CHARGES	M
Grand Totals:				128	1,185,522.67	

Report Criteria:

Report type: Summary

Check.Type = "Calculated","manual"

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2022**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Jessica Blair, Communications Director / City Clerk

TITLE: **RE-RATIFICATION OF RESOLUTION TO CONTINUE HOLDING PUBLIC MEETINGS REMOTELY (AB 361)**

RECOMMENDATION:

By motion, in accordance with Assembly Bill 361, re-ratify the findings in Resolution No. 2021-80 to continue conducting the City's Council, Commission, and Committee meetings remotely due to health and safety concerns to the public due to COVID-19.

FISCAL IMPACT:

There is no fiscal impact associated with this item.

STRATEGIC ELEMENT:

This action supports the Inclusive Governance element of the Strategic Plan.

BACKGROUND:

On March 4, 2020, Governor Newsom declared a State of Emergency to make additional resources available, formalize emergency actions already underway across multiple state agencies and departments, and help the state prepare for a broader spread of COVID-19.

Thereafter, on March 17, 2020, the City Council adopted Resolution 2020-16 declaring a local emergency due to COVID-19. The same day, Governor Newsom issued Executive Order N-29-20, which suspended certain provisions of the Ralph M. Brown Act to allow local legislative bodies to conduct meetings telephonically or by other means. Additionally, the State implemented a shelter-in-place order, requiring all non-essential personnel to work from home.

Staff quickly worked to set up remote meetings via Zoom for all City Council and Planning Commission meetings. The Zoom meetings have allowed the Council, Commissions, and Committees to continue to conduct City business from the safety of members' homes. The City has been utilizing Zoom for the past 18 months to conduct nearly all public meetings. The usage of Zoom for public meetings has allowed the City to ensure the public's continued access to government meetings while also ensuring the public's safety.

On June 11, 2021, Governor Newsom issued Executive Order N-08-21, which extended the ability of agencies to hold remote meetings through September 30, 2021, after which agencies anticipated transitioning back to public meetings held in full compliance with the Brown Act. In preparation for the return to in-person meetings, staff has been working on acquiring audio and visual upgrades for City facilities to conduct hybrid meetings. Although hybrid meetings would help to keep the public safe by allowing them to continue accessing the meetings from their own home, Councilmembers, Commissioners, Committee members, and staff would need to meet in person.

Since the Governor issued Executive Order N-08-21, the Delta variant has emerged, causing a spike in cases throughout the state. As a result, the San Mateo County Health Department issued a Health Order requiring masks indoors in public places, regardless of vaccination status, starting August 3, 2021.

On September 16, 2021, Governor Newsom signed Assembly Bill 361 (AB 361), which allows cities to continue to meet remotely during proclaimed states of emergency under modified Brown Act requirements that are similar but not identical to the rules and procedures established by the previous Executive Orders.

AB 361 authorizes local agencies to use teleconferencing without complying with the teleconferencing requirements imposed by the Ralph M. Brown Act during a declared state of emergency, when state or local health officials have imposed or recommended measures to promote social distancing during the proclaimed state of emergency, or when there is an imminent risk to the health or safety of attendees.

On October 5, 2021, the City Council adopted Resolution No. 2021-80 under the requirements of AB 361 to continue conducting meetings remotely. AB 361 requires the City Council to make the findings every 30 days, necessitating the need for this item.

On December 15, 2021, a statewide mask mandate went into effect due to a rise in cases across the state.

On January 10, 2022, in response to the surge of COVID-19 cases, Omicron variant, City Hall closed to the public moving services to remote services.

DISCUSSION:

AB 361 will allow local legislative bodies to continue to meet remotely after the September 30, 2021 expiration of the Governor's executive orders. A local agency will be allowed to continue to meet remotely when:

- The local agency holds a meeting during a declared state of emergency
- State or local health officials have imposed or recommended measures to promote social distancing

- Legislative bodies declare the need to meet remotely due to present imminent risks to the health or safety of attendees

The City meets the requirements to continue holding meetings remotely to ensure the health and safety of the public due to the following:

- The City is still under a local state of emergency
- County health orders require that all individuals in public spaces maintain social distancing and wear masks
- The City can't maintain social distancing requirements for the public, staff, Councilmembers, Commissioners, and Committee Members in their meeting spaces

The City cannot ensure social distancing requirements are met inside City facilities where the City Council, Planning Commission, Parks and Recreation Commission, Redistricting Advisory Committee, Bicycle and Pedestrian Advisory Committee, and Main Street Bridge Advisory Committee meet.

Councilmembers, Commissioners, Committee Members, and staff sit well within six feet of each other. Moreover, the County's indoor mask order is still in effect, making it difficult to hear what Councilmembers, Commissioners, Committee Members, staff, and public speakers are saying. Furthermore, while speaking through masks may be understandable in person, picking up speech on microphones for those attending remotely and those watching any livestreams would be difficult.

Per AB 361, the City Council would need to declare every 30 days that the City's legislative bodies must continue to meet remotely to ensure the health and safety of the public. Staff recommends that the City Council declare these findings are true so these bodies can continue to meet remotely. Staff will return with this resolution for re-ratification at the Council's 1st Tuesday meeting each month, at which time the Council can reassess as various health orders and COVID-19 parameters change.

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2022**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Jessica Blair, Communications Director / City Clerk

TITLE: **MAYOR'S LIST OF CITY COUNCIL REPRESENTATIVES AND DESIGNATED ASSIGNMENTS FOR 2022**

RECOMMENDATION:

Accept Mayor Ruddock's List of City Council Representatives and Designated Assignments for 2022.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

STRATEGIC ELEMENT:

This recommendation supports the Inclusive Governance Element of the Strategic Plan.

ATTACHMENTS:

Mayor's List of City Council Representatives and Designated Assignments for 2022

**CITY COUNCIL ASSIGNMENTS
2022**

A. Council Subcommittees

Subcommittee	Designated Representative	Meeting Schedule
CSFA Grant Selection	Ruddock / Penrose	As designated
Education	Ruddock / Brownstone	As designated
Emergency Preparedness	Ruddock / Penrose	As designated
Finance	Ruddock / Brownstone	As designated
Human Resources	Brownstone / Jimenez	As designated
Legislative Affairs	Ruddock / Rarback	As designated
Mobility	Ruddock / Penrose	As designated
Public Safety	Ruddock / Jimenez	As designated

B. City and Interagency

Organization	Designated Representative	Meeting Schedule
ABAG (Association of Bay Area Governments)	Rarback / Ruddock	Annual, 1 day
C/CAG (County/City Assoc. of Governments)	Ruddock / Rarback	2 nd Thursday evenings
Chamber Government Affairs Committee	Ruddock / Jimenez	3 rd Thursdays 4:00 p.m.
Council of Cities Selection Committee	Ruddock / Penrose	4 th Friday evenings
League of CA Cities – Peninsula Division	Brownstone / Ruddock	Quarterly, as designated
Peninsula Clean Energy Authority	Rarback / Ruddock	4 th Thursday
Peninsula Congestion Relief Alliance	Penrose / Rarback	Quarterly, as designated
SAM (Sewer Authority Mid-Coastside)	Ruddock / Penrose Alt: Rarback	4 th Monday 7pm
SMCo Airport Community Roundtable	Rarback / Ruddock	1 st alt Wednesday 7 p.m.

SMCo Airport Land Use Committee	Brownstone / Ruddock	Quarterly, 4 th Wednesday 4:00 pm
SMCo Council of Cities	All	4 th Friday evenings
SMCo Library JPA	Penrose / Ruddock	Quarterly, Monday evening
SMCo Office of Emergency Services	Ruddock / Penrose	Quarterly, 4 th Thursday evening

C. Council Liaisons

Organization / Ad Hoc Committee	Designated Representative	Meeting Schedule
Arts, Culture, and Events	Ruddock / Jimenez	As designated
Beaches, Trails, and Parks	Ruddock / Jimenez	As designated
Board of Supervisors	Ruddock	2 nd /4 th Tuesdays, 9:00 am
Cannabis	Rarback / Penrose	As designated
Chamber of Commerce / BID	Jimenez / Brownstone	As designated
Homeless	Rarback / Penrose	As designated
Housing and Human Services	Ruddock / Brownstone	As designated
Mid-Coast Community Council	Rarback / Ruddock	2 nd /4 th Wednesdays
Permit Streamline Process	Penrose / Ruddock	As designated
Schools, Boys & Girls Club	Ruddock / Brownstone	As designated
Technology and Economic Develop.	Ruddock / Brownstone	As designated

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2022**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Lisa Lopez Rossi, Administrative Services Director

TITLE: **CLASSIFICATION AND SALARY SCHEDULE FOR ASSISTANT CITY CLERK**

RECOMMENDATION:

Adopt a resolution to establish the classification and salary schedule for Assistant City Clerk.

FISCAL IMPACT:

The FY 2021-2022 impact for creating and filling this new classification would be approximately \$54,000. The fiscal year 2021-22 budget will be amended by \$54,000 during the mid-year budget adjustment.

STRATEGIC ELEMENT:

This recommendation supports the Inclusive Governance Element of the Strategic Plan.

BACKGROUND/DISCUSSION:

Chapter 2.50 of the Half Moon Bay Municipal Code establishes the procedures for the City Manager, as Personnel Officer, to create and revise a position classification plan. Requests for the creation of a new classification or modifications of an existing classification can be made by a Department Head to the Personnel Officer, or by the Personnel Officer. After review, the Personnel Officer submits the new or revised classification description, classification title, and salary range to the City Council to be considered for addition to the Classification Plan. The new or revised classification is officially established upon adoption by the City Council.

In October 2021, the former Deputy City Clerk left for a promotional opportunity with another jurisdiction. The Administrative Services Director and Communications Director / City Clerk decided to review the classification to determine if the existing classification description was representative of the needed scope of responsibility.

A classification review is warranted if the classification's duties and responsibilities are not meeting the needs of the department. If a classification analysis determines that the classification title and / or description does not reflect the work needed by the department head, then the position should be reclassified or a new position should be created. After

reviewing the current responsibilities of the classification and looking at comparable positions in other jurisdictions, a determination was made that a new classification was needed to meet the ongoing demands of the Communications / City Clerk Department.

In December 2021, the City retained Boucher Law Firm, an agency that provides human resources services to government and non-profit agencies, to create the new classification's job specification, which was titled Assistant City Clerk.

The Assistant City Clerk is an exempt classification placed within the Represented Management labor group. The recommended monthly salary range for the position is \$8,521 - \$10,356.

ATTACHMENT:

Resolution, with Assistant City Clerk classification as Exhibit A

Resolution No. C-2022-__

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY
TO ESTABLISH THE CLASSIFICATION AND SALARY SCHEDULE FOR ASSISTANT CITY CLERK**

WHEREAS, Chapter 2.50 of the Half Moon Bay Municipal Code establishes a personnel system and procedures for the administration of personnel matters; and

WHEREAS, said Chapter requires that the City Manager, as Personnel Officer, prepare and recommend to the City Council a position classification plan, class specifications, and revisions thereto; and

WHEREAS, said Chapter requires that personnel rules and policies be adopted by resolution of the City Council; and

WHEREAS, the proposed classifications have been prepared and are attached as EXHIBIT A;

NOW, THEREFORE, BE IT RESOLVED, that the Assistant City Clerk classification is established and shall be effective January 20, 2022, as stated in the job classification attached hereto as Exhibit A and incorporated herein by reference; and that the salary schedule shall be established as follows:

Assistant City Clerk \$8,521 - \$10,356 per month

I, the undersigned, hereby certify that the forgoing Resolution was duly passed and adopted on the 19th day of January 2022 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

APPROVED:

Jessica Blair, City Clerk

Debbie Ruddock, Mayor



CITY OF HALF MOON BAY

Job Specification

Class Title: Assistant City Clerk

Status: Exempt

Department: Communications / City Clerk Department

Reports To: Communications Director / City Clerk

Employee Group: Represented Management

Adopted by City Council/Resolution Number:

Modified:

DEFINITION

Using independent judgment, perform the full range of varied and highly confidential and complex administrative and technical support of the Communications / City Clerk Department, City Clerk's Division day-to-day activities, services, and operations; provides varied technical, complex, specialized, and confidential office administrative support to the Communications Director / City Clerk. When needed, the position serves as the acting City Clerk in the City Clerk's absence. Performs related work as required.

SUPERVISION RECEIVED/EXERCISED

Receives direction from the Communications Director / City Clerk. May exercise technical and functional supervision over office and clerical personnel.

IMPORTANT AND ESSENTIAL DUTIES

The duties listed below are illustrative only. They are not meant to be a complete and exhaustive listing of all duties and responsibilities of the classification.

- Assists the City Clerk in performing the day-to-day functions of the City Clerk's office, including the maintenance of administrative files, resolutions, ordinances, contracts, agreements, deeds, annexations, and other official documents; and as requested by the City Clerk, performing such duties as attending meetings, writing agenda reports, taking minutes, posting public notices and bulletins, certifying ordinances, resolutions, agreements and other official documents, and administration of oaths of office.
- Oversees the Citywide records management program; implements and ensures compliance with policies and procedures related to the creation, receipt,

City of Half Moon Bay
Assistant City Clerk Classification
Adopted 01/19/21

classification, maintenance and storage, destruction and disposal of all records, documents and related information; trains City staff regarding record maintenance and retention procedures. Develops and updates records retention policies and procedures.

- Performs complex records management activities including assigning record codes to documents, imaging and/or filing, storage, and destroying City records.
- Inventories and reviews records and documentation on a periodic basis; updates and verifies the Records Retention Schedule and performs audits of the automated database information systems.
- Ensures compliance with the California Public Records Act, the Freedom of Information Act, and the Brown Act; reviews and monitors legal requests for records; ensures that all public records are open to inspection at all times during office hours and that every person's right to inspect any public record of the City is upheld.
- Assists in planning and conducting municipal elections as required by state law. Assists with the coordination of candidate handbooks and other elections related documentation; assists with processing candidate paperwork and coordination with the County election office.
- Responsible for departmental budget review and invoice oversight.
- Participates in the development and implementation of goals, objectives, policies, and priorities for departmental programs; recommends and administers policies and procedures.
- Prepares and distributes agendas and notices for City Council and other Boards, Commissions meetings, public hearings, public bids and openings in compliance with the Brown Act; maintains official files and records of Council proceedings and actions. Prepares and maintains log of legal notice posting and publication.
- Works in conjunction with the City Attorney's office and the City Clerk as needed, and independently responds to public records requests from the public by letter, telephone and in-person regarding City Council action and records. Research information for public and City staff when needed.
- Notice, advertise and calendar public hearings. Prepares a variety of other notices in accordance with state and federal law.
- Manages the City's document imaging system, public records requests portal, campaign disclosure statement software, agenda management system, and any other software purchased and implemented for the conduct of any duties of the City Clerk's office.
- Assists with the management of the City's legislative / intergovernmental affairs and grants program functions.

- Organizes, administers, maintains, and monitors all required Fair Political Practices Commission (FFPC) filings and election campaign disclosure statements.
- When needed, attends City Council or other board and commission meetings; takes and transcribes minutes to serve as the official City records, and engages in follow-up pertaining to City Council actions taken at meetings, including distribution of any authorized letters, preparation and filing of legislative actions, contract routing and completion, and any other actions as necessary.
- Coordinates the codification and maintenance of the Municipal Code.
- Conducts research, analyzes data, compiles information, and prepares reports and correspondence; reviews and distributes other reports.
- Provides first-line customer support for the City Clerk's office; receives, investigates, and responds to difficult and sensitive problems and inquiries in a professional manner; researches information; identifies and reports findings and takes necessary corrective action. Provides quality customer service.
- Composes, types, edits, and proofreads a variety of complex documents, including forms, memos, administrative, statistical, financial, and staff reports, and correspondence for department staff from rough draft, dictation equipment, handwritten copy, verbal instructions, or from other material using a computer; checks and proofreads draft documents for punctuation, spelling, and grammar; makes or suggests corrections.
- Performs other analytical work as needed.
- Performs other duties as assigned and as necessary.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Records management and maintenance methods and principles.
- State and municipal administration and recording regulations, practices, policies, and procedures.
- Applicable federal, state, and local laws, rules, regulations, ordinances, and organizational policies and procedures relevant to assigned area of responsibility, including the California Public Records Act, the Freedom of Information Act, the Brown Act, FFPC procedures and regulations, and election laws and procedures.
- City personnel policies, Memoranda of Understanding, and other policies and procedures governing employee affairs.
- Official and original records and documents organization, maintenance, and system policies, procedures, and techniques.

City of Half Moon Bay
 Assistant City Clerk Classification
 Adopted 01/19/21

- Modern office equipment, software, and database systems/methods.
- Standard office practices.
- Business letter writing and the standard format for reports and correspondence.
- Effective methods of communication including verbal, written and electronic.

Skills in:

- Preparing agendas and meeting packets.
- Taking and transcribing accurate minutes.
- Conducting elections and monitoring campaign disclosure statements.
- Public notice guidelines and regulations.
- Contract management best practices and regulations.
- Highly effective communication amongst staff, superiors, elected officials, and the public.
- Interpreting codes and laws related to City records.
- Maintaining City records, including filing, storage and retrieval and disposal.
- Developing effective interpersonal relationships with a variety of people.
- Using computers, databases, and related software applications.

Ability to:

- Perform analytical work with minimal supervision.
- Work independently with minimal supervision.
- Suggest process improvements and streamline tasks, taking initiative to do so.
- Make appropriate records management and maintenance and automation system recommendations in compliance with municipal, state, and federal regulations, codes and requirements.
- Manage, plan, organize, and maintain official and original reports, plans, documents, contract agreements, and bids.
- Prioritize work assignments and coordinate work to meet scheduled deadlines.
- Perform basic arithmetical computations and input data with accuracy.
- Identify errors of discrepancies in documentation; compare and match related documents.
- Implement departmental policy and procedure.
- Operate a computer using word processing and spreadsheet software.
- Exercise sound judgment.
- Communicate clearly and concisely both orally and in writing.
- Be detail-oriented and monitor timelines to ensure legal compliance.
- Establish, maintain, and foster good working relationships with others.
- Maintain a high level of confidentiality.

EDUCATION AND EXPERIENCE

Any combination equivalent to experience and education that could likely provide the required knowledge, skills, and abilities would be qualifying. A typical way would be:

Experience:

Five years of progressively responsible experience in a City Clerk's Department or in records management with a proven track record of performing analytical work. Experience working with city councils, boards, and commissions. Experience with municipal elections and campaign finance regulations. Experience with software programs available for city clerk functions.

Education:

Bachelor's degree or higher in public administration, business administration, technical records management, or a related field. Certification as a Certified Municipal Clerk (CMC) is required. Certification as a Master Municipal Clerk (MMC) is highly desirable.

PHYSICAL DEMANDS

The ability to maintain effective audio/visual discrimination and perception to the degree necessary for the successful performance of assigned.

WORKING CONDITIONS

Working in an office environment is required in this position. The incumbent must travel to and from work site. Will be required to interact with customers. Night and weekend meetings are required as necessary.

LICENSES, CERTIFICATES AND REGISTRATIONS

Possession of and the ability to maintain a valid California class "C" Driver's License. Possession of and the ability to maintain a California Notary Public Designation within one year of hire. Certification as a Certified Municipal Clerk (CMC) is required. Certification as a Master Municipal Clerk (MMC) is highly desirable.

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2022**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

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

TITLE: FINAL ACCEPTANCE OF THE POPLAR PEDESTRIAN PATHWAY PROJECT (CIP NO. 1003)

RECOMMENDATION:

By resolution, authorize the City Manager or his designee to file a Notice of Completion for the Poplar Pedestrian Pathway Project (Project), release the Performance and Labor and Materials Bonds, start the one-year warranty bond period, and release the retention funds thirty (30) days after recordation of the Notice of Completion.

FISCAL IMPACT:

The approved contract award was \$161,827.31 with an additional \$16,200.00 in contingency funding, totaling an authorized amount of \$178,027.31 for the project. The total cost of the construction of the project is \$159,163.81. The total cost of construction for the project was less than total budgeted and there are sufficient funds in the Capital Budget under CIP Project No. 1003.

STRATEGIC ELEMENT:

This action supports the Infrastructure and Environment, Healthy Communities and Public Safety Elements of the adopted Strategic Plan.

BACKGROUND:

On August 17, 2021, by Resolution C-2021-71, the City Council awarded a construction contract to Half Moon Bay Grading and Paving, Inc. of Half Moon Bay, California, in the amount of \$161,827.31 for the Poplar Pedestrian Pathway Project. In addition, the City Council authorized the Administrative Services Director to amend the expenditure budget in the amount of \$106,200 in the Fiscal Year 2021/22 for the Poplar Pedestrian Pathway Project. Additional funding was requested to completely fund the construction of the project, as well as required services for the project, such as Special Inspection and Testing, Biological Monitoring, Archaeological Monitoring, and Native American Monitoring.

The project consisted of the removal, widening and replacement of the existing pathway. The section from Railroad Avenue to the existing footbridge widened from approximately 8 feet to 10 feet wide. The section west of the footbridge remained the same width. Full depth reclamation/rehabilitation occurred to stabilize the soil underneath the pathway to strengthen the base of the pathway from Railroad Avenue to the footbridge, and compacted base rock was placed west of the footbridge to the California Coastal Trail. A two-inch-thick layer of asphalt concrete was laid over the reclaimed soil and base rock.

Additional improvements included a new concrete ADA compliant ramp, as well as traffic calming measures. The new ADA compliant ramp was placed on the eastern portion of the pathway at Railroad Avenue improves accessibility. There is some minor ponding in the street near the ramp, however drainage is sloped towards the ditch. The intersection drainage will also be revisited with the Poplar Complete Street Project, if needed. The traffic calming measures included installation of multiple speed bumps with regulation signage and pavement marking along Poplar Street between Railroad Avenue and the Poplar Beach Parking Lot.

DISCUSSION:

Specifically for the Biological and Archaeological Monitoring Services, the contracted amount was \$28,892.00 for this project. A change order was approved, but not yet processed, at an amount of \$7,876.75, totaling \$36,768.75 for the contract. Although the change order ultimately increases the contract over \$30,000, the funds necessary for the change order amount can be utilized as a portion of the remaining authorized contingency. Regardless of the necessary change order, expenditures for the Biological and Archaeological Monitoring Services remained below the original contract amount, resulting in the project remaining under budget.

This project is now complete. The one-year warranty bond is adequate to ensure the work products perform as expected.

Staff recommends City Council authorize the City Manager or his designee to file a Notice of Completion, release the Performance and Labor and Materials Bonds, start the one-year warrant bond, and release the retention funds thirty (30) days after recordation of the Notice of Completion.

ATTACHMENT:

Resolution approving final acceptance of the Poplar Pedestrian Pathway Project

Resolution No. C-2022-_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO FILE A NOTICE OF COMPLETION FOR THE POPLAR PEDESTRIAN PATHWAY PROJECT, RELEASE THE PROJECT PERFORMANCE AND LABOR AND MATERIALS BONDS, START THE ONE-YEAR WARRANTY BOND, AND RELEASE THE RETENTION FUNDS THIRTY (30) DAYS AFTER RECORDATION OF THE NOTICE OF COMPLETION

WHEREAS, on August 17, 2021 the City Council adopted Resolution C-2021-71 to award a construction contract for the Poplar Pedestrian Pathway Project to Half Moon Bay Grading and Paving, Inc., in the amount of \$161,827.31; and

WHEREAS, Resolution C-2021-71 also authorized contingency funding in the amount of 10% (\$16,200.00) of the contract award for the project; and

WHEREAS, Resolution C-2021-71 also authorized the Administrative Services Director to amend the expenditure budget in the amount of \$106,200.00 to cover the remaining funds for construction, Biological Monitoring Services, Archaeological Monitoring Services, and Native American Monitoring Services; and

WHEREAS, the Biological and Archaeological Monitoring Services contracted at an amount of \$28,892.00 for the project; and

WHEREAS, a change order for the Biological and Archaeological Monitoring Services was required to complete the scope of the project at an amount of \$7,876.75, totaling \$36,868.75 for the contract; and

WHEREAS, although the contract amount exceeds \$30,000, the change order amount can be utilized as a portion of the remaining authorized contingency; and

WHEREAS, the total project remained under budget; and

WHEREAS, the Contractor has completed all improvements in compliance with the contract documents for a total amount of \$159,163.81; and

WHEREAS, the Contractor has provided a one-year maintenance bond for the work executed under the construction contract; and

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Half Moon Bay hereby authorizes the City Manager or his designee to accept Poplar Pedestrian Pathway Project as complete and file a Notice of Completion, and also authorizes staff to release the project Performance and Labor and Material Bonds, start the one-year warranty bond, and release the retention funds thirty (30) days after recordation of the Notice of Completion.

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 19th day of January 2022 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

APPROVED:

Jessica Blair, City Clerk

Debbie Ruddock, Mayor

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2022**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Jessica Blair, Communications Director / City Clerk

TITLE: **RECEIPT OF LEGISLATIVE POSITION LETTERS**

RECOMMENDATION:

Receive and file comment letter sent to the California Public Utilities Commission regarding Net Energy Metering Tariffs.

FISCAL IMPACT:

There is no fiscal impact associated with this item.

STRATEGIC ELEMENT:

This action supports the Inclusive Governance element of the Strategic Plan.

DISCUSSION:

Annually, the City adopts a Legislative Platform to allow staff to send position letters regarding various bills / issues of interest to the City. The 2021 Legislative Platform was adopted by the City Council on April 6, 2021. The platform provides staff direction and allows the City, on the Council's behalf, to respond in support of or opposition to bills and other legislative and administrative actions. The City Council has delegated its authority to the Mayor and / or City Manager to sign position letters consistent with the legislative platform. Townsend Public Affairs monitors legislation for the City and communicates frequently with staff on bills. Occasionally, the League of California Cities will send action alerts for bills affecting municipalities. Staff reviews those alerts as well and will take action on any that align with the City's Legislative Platform.

In the spirit of transparency, when position letters are sent by the City, staff will include them in a City Council agenda packet for viewing by the Council and the community.

ATTACHMENTS:

Comment Letter sent to the California Public Utilities Commission regarding Net Energy Metering Tariffs



THE CITY OF
HALF MOON BAY
CALIFORNIA

January 14, 2022

California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102
Attn: CPUC Commissioners

Re: RULEMAKING 20-08-020 (Net Energy Metering Tariffs)
Comment Letter from the City of Half Moon Bay

Dear Commissioners:

On behalf of the City of Half Moon Bay, I write to express our respectful opposition to the current Net Energy Metering (NEM) regulatory proceeding which proposes a new fee on Californians who have chosen to invest in and utilize sustainable solar energy on their residential property.

The proposed monthly residential Grid Participation Charge of \$8 per kilowatt (kW) of installed solar is a significant increase in annual cost and will result in fewer California residents choosing to invest in sustainable solar energy. Solar energy is clearly one of the most sustainable and readily available energy sources to reduce California's dependence on carbon-based fuels and electric energy production. Residential solar energy is the foundation and pathway to greenhouse gas (GHG) reduction goals and California's stated goal of carbon neutrality.

We understand and agree with the need to increase energy storage, however, asking residential solar energy generators solely to foot the cost through a new net billing tariff is not an appropriate method of encouraging energy storage expansion or carbon neutrality. Absent the incentives, California residents will choose the status quo energy production/delivery model. While we are not privy to all information, it seems the energy production industry will benefit greatly from this proposal as the new tariff will de-incentivize residential solar and protect the status quo of energy production and delivery.

Thank you and we respectfully request that you consider the significant detrimental impacts of the proposed tariffs before the Commission. California cannot be a leader in sustainability and environmental stewardship by placing this burden on those who chose to invest in solar energy and "act locally" to address the climate crisis.



Sincerely,

Debbie Ruddock

Debbie Ruddock, Mayor
City of Half Moon Bay

CC: Senator Josh Becker
Assemblymember Marc Berman

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2022**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Jessica Blair, Communications Director / City Clerk

TITLE: **PUBLIC HEARING TO REVIEW REDISTRICTING FOCUS MAPS (8:15 PM)**

RECOMMENDATION:

- 1) Receive a report regarding ongoing redistricting efforts and draft City Council district maps considered and recommended by the Redistricting Advisory Committee;
- 2) Hold a Public Hearing to receive public testimony on the City Council redistricting process and draft City Council district maps being considered; and
- 3) Provide feedback and direction to City and consulting staff regarding additional maps, modifications to recommended maps, and/or adoption of a draft map for future consideration.

FISCAL IMPACT:

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 have been incurred for necessary public outreach and were incorporated into the Fiscal Year 2021-2022 budget.

STRATEGIC ELEMENT:

This action supports the Inclusive Governance element of the Strategic Plan.

BACKGROUND:

The City Council transitioned to district elections in 2018, following a threat of litigation claiming the City's at-large election system was in violation of the California Voting Rights Act.

Once a City has transitioned to district elections, state law requires the City Council to examine and, if necessary, adjust the City Council district boundaries every 10 years following the Federal Census to ensure compliance with the Voting Rights Act. Adoption of the new map must occur sometime between August 1, 2021 and April 17, 2022.

DISCUSSION:

Redistricting Advisory Committee

Senate Bill 1018, effective January 1, 2019, provided additional methods for adjusting boundaries, including the creation of an advisory committee.

At its April 6, 2021 meeting, the City Council directed staff to initiate recruitment and creation of a Redistricting Advisory Committee (RAC). Additionally, the Council asked staff to conduct public outreach regarding what district model the public preferred – a four district model with an elected mayor, or a five-district model with an annual rotating mayor. Further, if an elected mayor was preferred, would a two-year term or a four-year term be a better fit for this community.

On May 4, 2021, the City Council adopted a resolution forming the seven-member RAC and setting its bylaws. The Council added additional requirements that each committee member file a Statement of Economic Interests, Form 700, and not apply for Planning Commission or City Council seats for four years. The charge of the Committee was to ultimately present two maps to the City Council for review – one with four districts and an elected mayor, and one with five districts which would provide for an annual rotating mayor.

On June 15, 2021, following an extensive recruitment process, the City Council appointed seven members to RAC - Michael Settles, Claudia Marshall, Marin Holt, Paul Gater, Steve Maller, Phil Marshall, and Hal Bogner. On July 15, 2021, the first RAC meeting was held.

With extensive training on redistricting laws, final map criteria, communities of interest, and community engagement strategies, RAC and City staff hosted a series of virtual community meetings and workshops and two pre-map public hearings between July 15, 2021 and September 2, 2021. At each workshop, staff from the City's contracted demographer, National Demographics Corporation (NDC), presented an overview of redistricting requirements, and demonstrated how to use mapping tools. Community members were invited to join numerous workshops and encouraged to respond to the City's survey on communities of interest and district model and to provide testimony to inform the RAC about unique community characteristics and needs.

Community members were also encouraged to submit draft maps using paper map kits and the DistrictR online mapping tool, and later, Dave's online mapping tool. In total, 35 maps were reviewed and details for each are viewable on the [City's redistricting webpage](#). All community-submitted maps were reviewed by the RAC.

Following the community workshop series, the RAC held two map drafting public hearing meetings on November 8, 2021 and December 16, 2021.

At its November 8, 2021 meeting, it was determined that each map submitted by the public was not population balanced. This was due to the DistrictR mapping tool using population estimates and not having been updated to reflect final Census numbers. The RAC opted to re-open the public map

submittal period and to use a separate mapping tool, Dave's Redistricting App. City staff conducted another robust public outreach campaign and a new set of maps was submitted and reviewed by RAC at its next meeting.

At its December 16, 2021 meeting, the Committee voted unanimously to recommend four focus maps for City Council consideration, details of which are discussed later in this report.

During each of the two mapping meetings, the RAC discussed draft maps prepared by NDC that were informed by public and committee testimony, draft maps submitted by community members, 2020 U.S. Census data, and RAC feedback.

All RAC meetings and workshops offered Spanish translation. Recordings of all RAC meetings and community workshops and meeting agendas are available on the [City's redistricting webpage](#).

Community Engagement / Public Outreach

Following the creation of the RAC, City staff has conducted a robust public outreach campaign to reach as many residents as possible to ensure they were aware of the process and how to be involved. Graphics were created with information about the process, with a tagline of "Think Inside the Lines."

Utilizing the City's traditional communication channels, a number of informative articles, meeting announcements, survey promotion, and direct email and phone outreach to key community partners was conducted. Additionally, staff City staff and members of RAC tabled at many events and location including the Library, the Farmers Market, Make it Main Street, church services, ALAS events and services, and other venues. RAC members also utilized their own personal channels to reach out to their own networks about the process. Paper kits were also available at all events and at City Hall and the library which included an information sheet, a copy of the City's survey, and a paper map (Attachment 2).

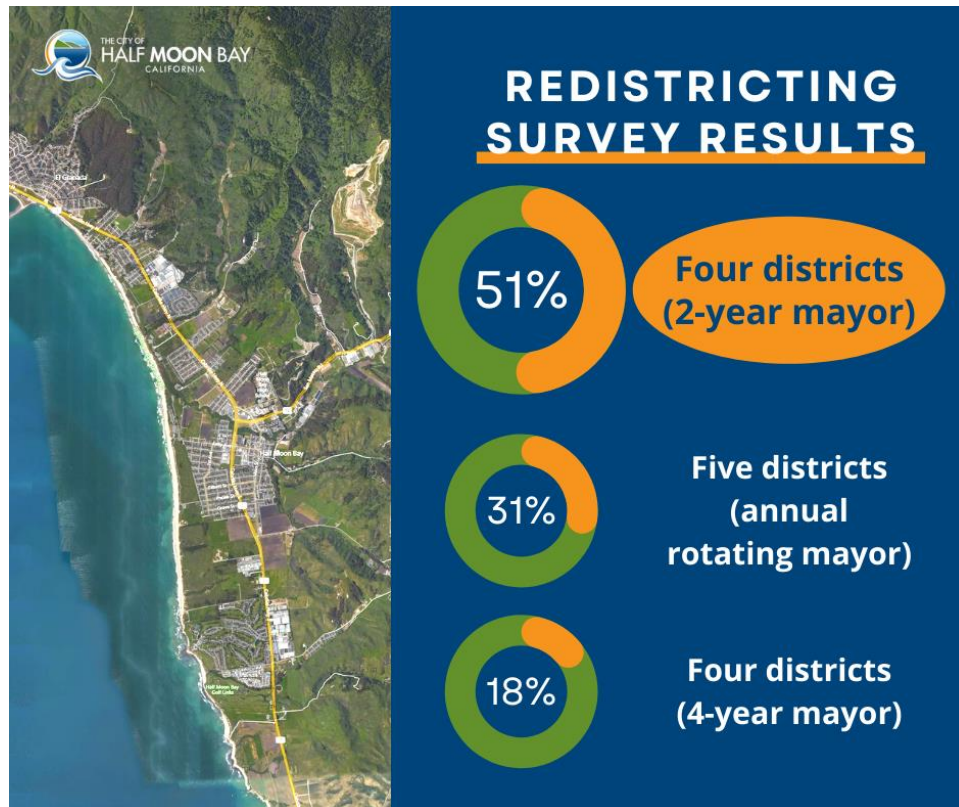
Materials and key messages continue to be shared with an extensive list of community partners who have been instrumental in ensuring members of their own networks are kept apprised of ongoing redistricting efforts and the various ways in which they can participate. Community members have several options for receiving updates about redistricting directly from the City, including signing up to receive information through the City's weekly eNewsletter and following the City's social media accounts.

The City's redistricting webpage is a repository for all items related to this redistricting initiative. The website contains background information on the redistricting process, an overview of the RAC and its members, and links to all relevant documents and draft maps, as well as video recordings of all meetings and tutorials on how to use the mapping software. Also available is an interactive map tool that allows users to view various maps and boundaries including current City Council district lines as they consider their feedback on the redistricting process. The webpage will remain active for 10 years following the completion of the redistricting process, as required by law.

Materials are available electronically and in print, and in accordance with state requirements all are available in English and Spanish.

Results of Community Survey

A copy of the survey sent out to each household within Half Moon Bay is included as Attachment 2. The survey included some basic context information on the questions being asked and asked for input on what people considered communities of interest within Half Moon Bay to be. With roughly 350 responses, the results regarding district model were as illustrated in the graphic below.



RAC members also discussed the district model throughout the course of their meetings. While they felt that it ultimately was a policy decision of the City Council, when it came time to select focus maps, they largely favored the five-district maps over the four-district maps.

Responses to the survey regarding communities of interest were varied. Many neighborhoods within Half Moon Bay were mentioned several times (Ocean Colony, Frenchman's Creek, Arleta Park, Downtown, Canada Cove, etc.). Additionally, some responses included certain demographic groups such as seniors, those with similar traffic issues along 92, and so forth. A summary of comments is included as Attachment 3.

Comments on communities of interest made by the public at various RAC meetings followed those above as well.

MAP ANALYSIS

RAC Recommendation

As mentioned previously, the first set of publicly submitted maps reviewed at RAC's November 8, 2021 meeting were not population balanced due to an error in the mapping tool's population count. However, there were demographer-drawn maps to review and the publicly submitted maps were still reviewed for themes and communities of interest. Some comments from that evening included that Frenchman's Creek should be combined with the area to the north, Alsace Lorraine and Ocean Colony should be combined, Canada Cove should be combined with the senior housing complex on Main Street, Arleta Park should be in one district, and that the Oak Park area should be in one district. Committee members used these maps and testimony to direct NDC how to prepare draft demographer maps for the next hearing.

On December 16, 2021, RAC met again to review demographer-drawn maps and publicly-submitted maps which used the new mapping tool, Dave's Redistricting App, to account for proper population adjustments. The Committee reviewed a total of eight four-district plans and nine five-district plans. During its discussion, the Committee directed revisions to Map 504b to keep the Casa del Mar Avenue neighborhood together in one district and to avoid dividing the Oak Park area. The revisions resulted in the creation of Map 504c. After extensive discussion, the Committee selected four focus maps: 504c, 503b, 402, 403b (in ranked order).

Each focus map was guided by 2020 U.S. Census population data, the FAIR MAPS Act mandated criteria, traditional redistricting criteria, themes highlighted by community of interest testimony, and elements brought forth in community map submissions. Distinguishing features of each of the recommended maps are illustrated below. Additional correspondence regarding communities of interest received via email are included as Attachment 4.

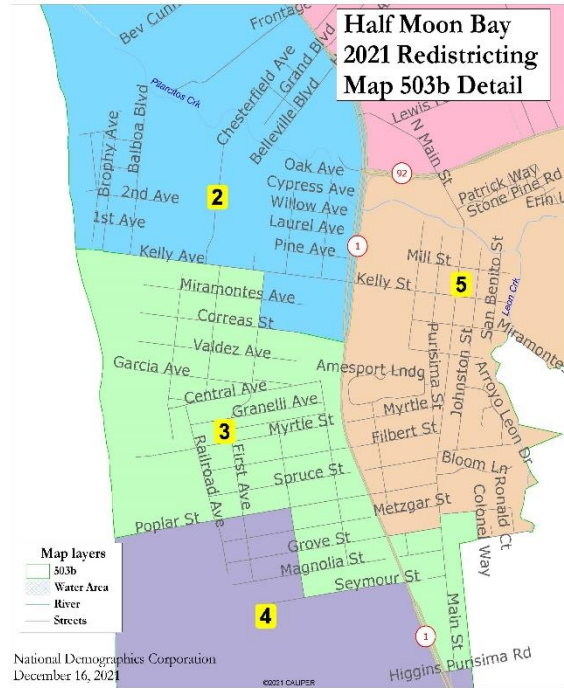
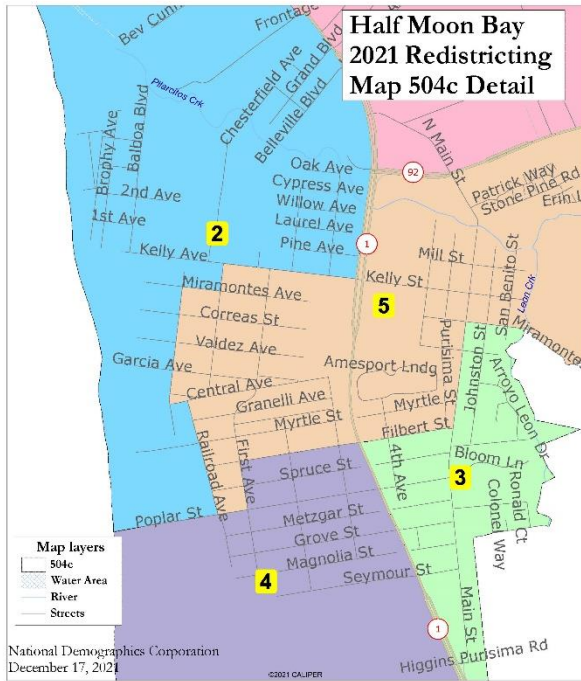
Maps are shown in order of preference of the Redistricting Advisory Committee – Map [504c](#), Map [503b](#), Map [402](#), and Map [403b](#). The images are focused on the detail portion of the map where district lines meet. Full versions of the maps are available using the links above and are included as Attachment 1 to this report.

It should be noted that the Committee had a strong preference for Map 504c, and did not prefer Map 403b, but wanted to include it regardless so the Council had two four-district maps to review.

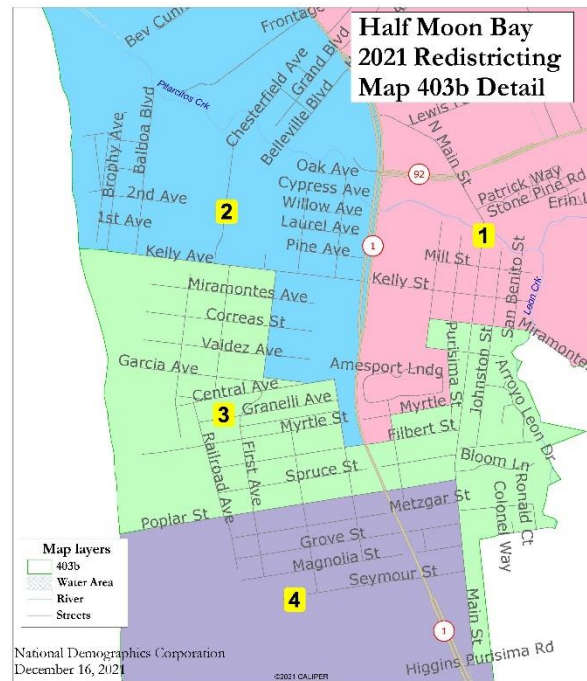
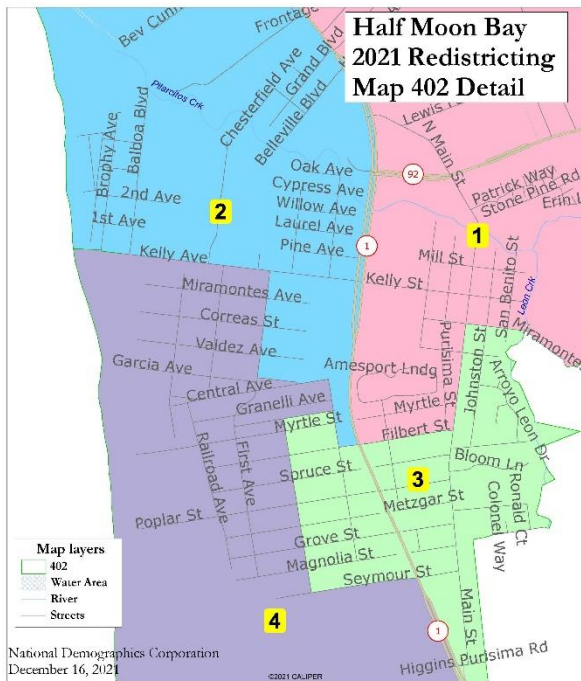
The Committee looks forward to the Council's review of the focus maps and any additional public testimony received.

See next page for map images.

In order of preference, five-district maps:



In order of preference, four-district maps:



Mapping Requirements

Since the City Council's transition to district elections in 2018, the State has enacted additional laws governing the redistricting process, including the FAIR MAPS Act which creates standardized redistricting criteria aimed to keep communities together and to prohibit partisan gerrymandering. It also contains expanded community outreach and public hearing requirements and timelines, which more closely track the State redistricting schedule.

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

- Each City Council district shall contain a nearly equal population;
- 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
- 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:

- 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.
- 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.
- 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.
- 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.

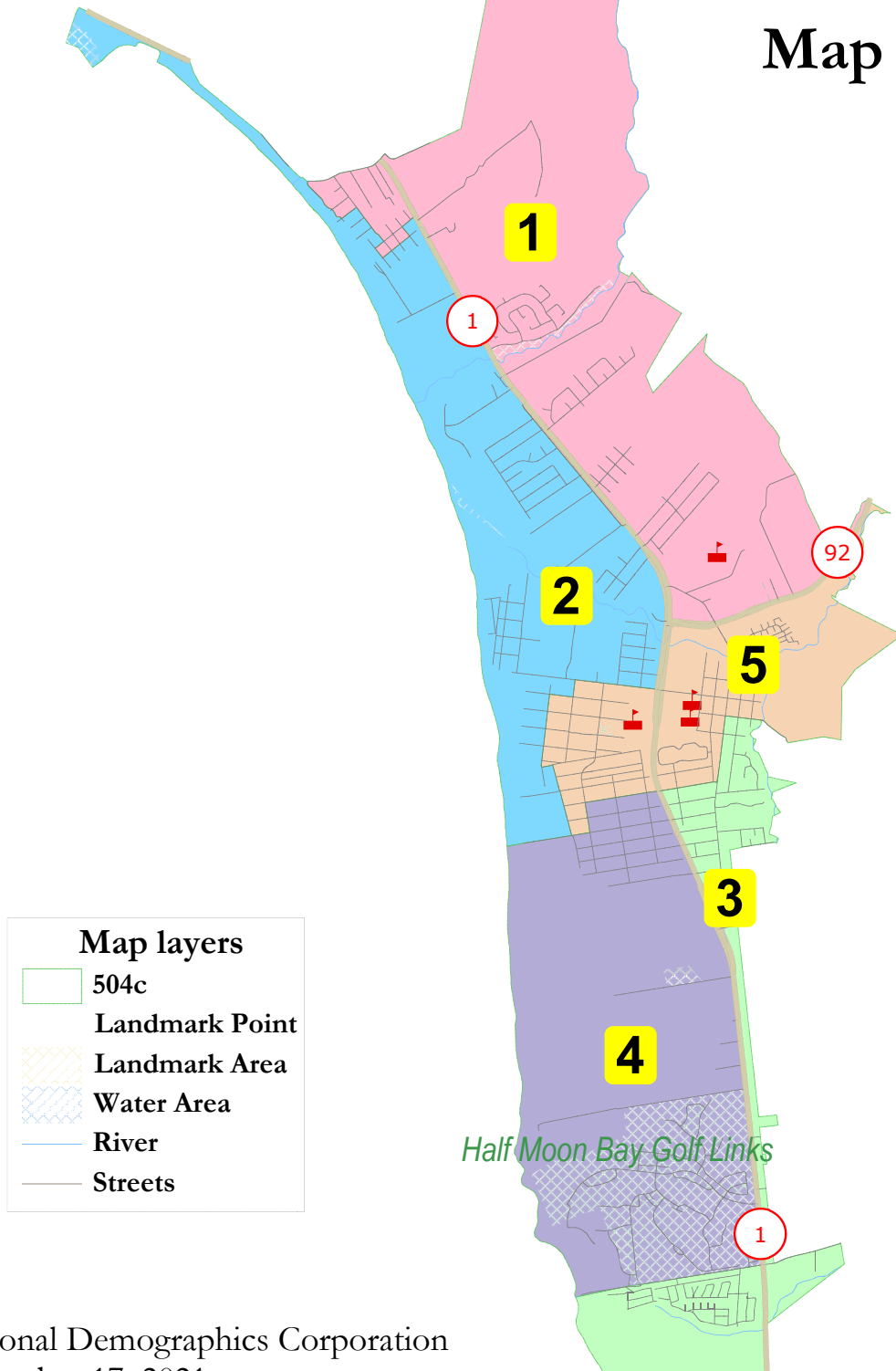
Now that the RAC has recommended maps for consideration, it is the ultimate responsibility of the City Council to decide on the final district map. The City Council may consider the recommendations of RAC, all draft maps prepared by community members and the City's demographer, and/or may direct the City's demographer to create new or modified maps for further consideration.

The final map must be adopted by the City Council and all associated administrative work must be completed by City staff no later than April 17, 2022. The schedule as it stands is to return to RAC on January 27, 2022 with comments and direction from the City Council at which time RAC will finalize two focus maps. Following, the City Council will hold an additional public hearing on February 15, 2022 for map selection and election sequencing, followed by ordinance adoption on March 15, 2022.

ATTACHMENTS:

1. Focus Maps (504c, 503b, 402, 403b) and Current District Map (2018)
2. Public Information Toolkit (including Community Survey)
3. Survey Responses
4. Correspondence Received

Half Moon Bay 2021 Redistricting Map 504c

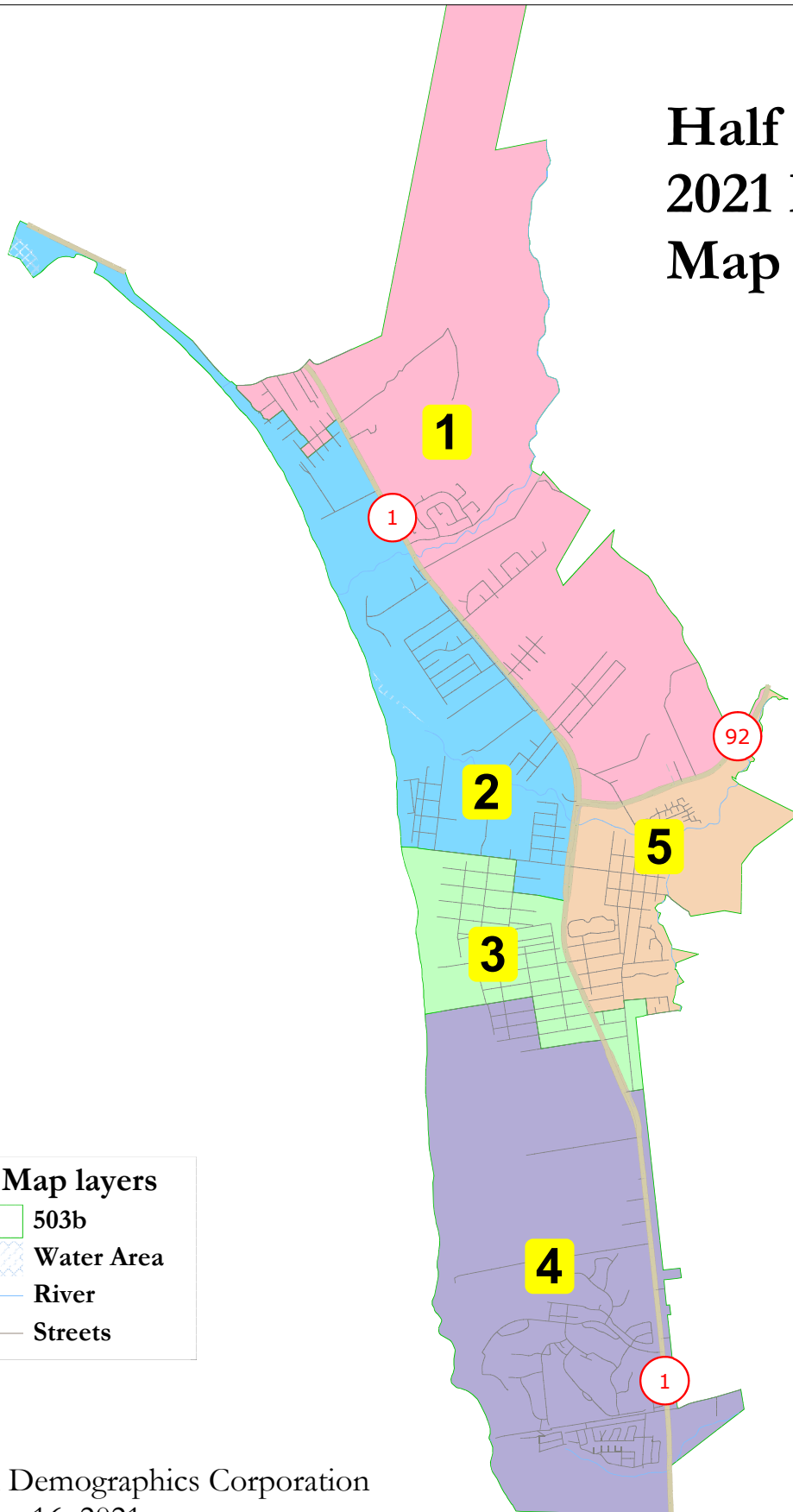
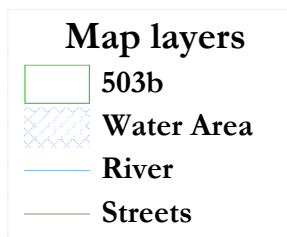


National Demographics Corporation
December 17, 2021

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504c							
District		1	2	3	4	5	Total
	Total Pop	2,298	2,398	2,281	2,454	2,383	11,814
	Deviation from ideal	-65	35	-82	91	20	173
	% Deviation	-2.75%	1.48%	-3.47%	3.85%	0.85%	7.32%
Total Pop	% Hisp	28.6%	41%	39%	17%	24%	30%
	% NH White	60%	49%	52%	69%	63%	59%
	% NH Black	1%	1%	1%	1%	1%	1%
	% Asian-American	8%	6%	6%	10%	8%	8%
Citizen Voting Age Pop	Total	1,924	2,001	1,408	2,222	1,633	9,189
	% Hisp	20%	27%	14%	9%	12%	16%
	% NH White	71%	65%	76%	78%	79%	73%
	% NH Black	1%	1%	2%	0%	1%	1%
	% Asian/Pac.Isl.	9%	7%	7%	10%	9%	8%
Voter Registration (Nov 2020)	Total	1,612	1,413	1,523	1,863	1,672	8,083
	% Latino est.	21%	23%	24%	9%	11%	17%
	% Spanish-Surnamed	19%	21%	22%	9%	11%	16%
	% Asian-Surnamed	3%	4%	3%	5%	3%	4%
	% Filipino-Surnamed	1%	3%	2%	1%	2%	2%
	% NH White est.	76%	71%	71%	85%	83%	77%
	% NH Black	1%	1%	2%	0%	1%	1%
Voter Turnout (Nov 2020)	Total	1,408	1,214	1,320	1,676	1,495	7,113
	% Latino est.	20%	20%	21%	8%	10%	15%
	% Spanish-Surnamed	18%	19%	20%	7%	10%	14%
	% Asian-Surnamed	3%	4%	3%	5%	3%	4%
	% Filipino-Surnamed	1%	2%	2%	1%	2%	2%
	% NH White est.	76%	73%	73%	86%	84%	79%
	% NH Black	1%	1%	2%	0%	1%	1%
Voter Turnout (Nov 2018)	Total	1,202	959	977	1,432	1,119	5,689
	% Latino est.	14%	16%	17%	7%	7%	12%
	% Spanish-Surnamed	13%	14%	16%	7%	7%	11%
	% Asian-Surnamed	2%	4%	2%	4%	3%	3%
	% Filipino-Surnamed	1%	2%	2%	1%	2%	1%
	% NH White est.	83%	78%	78%	88%	86%	83%
	% NH Black est.	1%	1%	2%	0%	1%	1%
ACS Pop. Est.	Total	2,636	3,323	2,017	2,764	2,187	12,927
Age	age0-19	21%	27%	20%	17%	18%	21%
	age20-60	48%	56%	46%	46%	51%	50%
	age60plus	31%	17%	34%	37%	31%	29%
Immigration	immigrants	28%	24%	26%	21%	25%	25%
	naturalized	54%	54%	44%	44%	44%	49%
Language spoken at home	english	71%	48%	56%	83%	65%	65%
	spanish	21%	40%	33%	16%	25%	27%
	asian-lang	4%	3%	6%	1%	5%	4%
	other lang	4%	9%	5%	0%	5%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	11%	22%	22%	4%	16%	15%
Education (among those age 25+)	hs-grad	26%	33%	28%	30%	30%	29%
	bachelor	33%	21%	29%	27%	31%	28%
	graduatedegree	25%	21%	18%	32%	19%	23%
Child in Household	child-under18	24%	40%	23%	20%	23%	26%
Pct of Pop. Age 16+	employed	62%	74%	62%	65%	67%	66%
Household Income	income 0-25k	12%	2%	17%	4%	17%	10%
	income 25-50k	5%	11%	16%	12%	10%	11%
	income 50-75k	12%	9%	8%	6%	8%	9%
	income 75-200k	29%	52%	34%	44%	34%	39%
	income 200k-plus	41%	26%	25%	35%	32%	32%
Housing Stats	single family	96%	75%	70%	95%	77%	83%
	multi-family	4%	25%	30%	5%	23%	17%
	rented	16%	37%	42%	8%	33%	27%
	owned	84%	63%	58%	92%	67%	73%
Total population data from the 2020 Decennial Census.							
Surname-based Voter Registration and Turnout data from the California Statewide Database.							
Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.							

Half Moon Bay 2021 Redistricting Map 503b



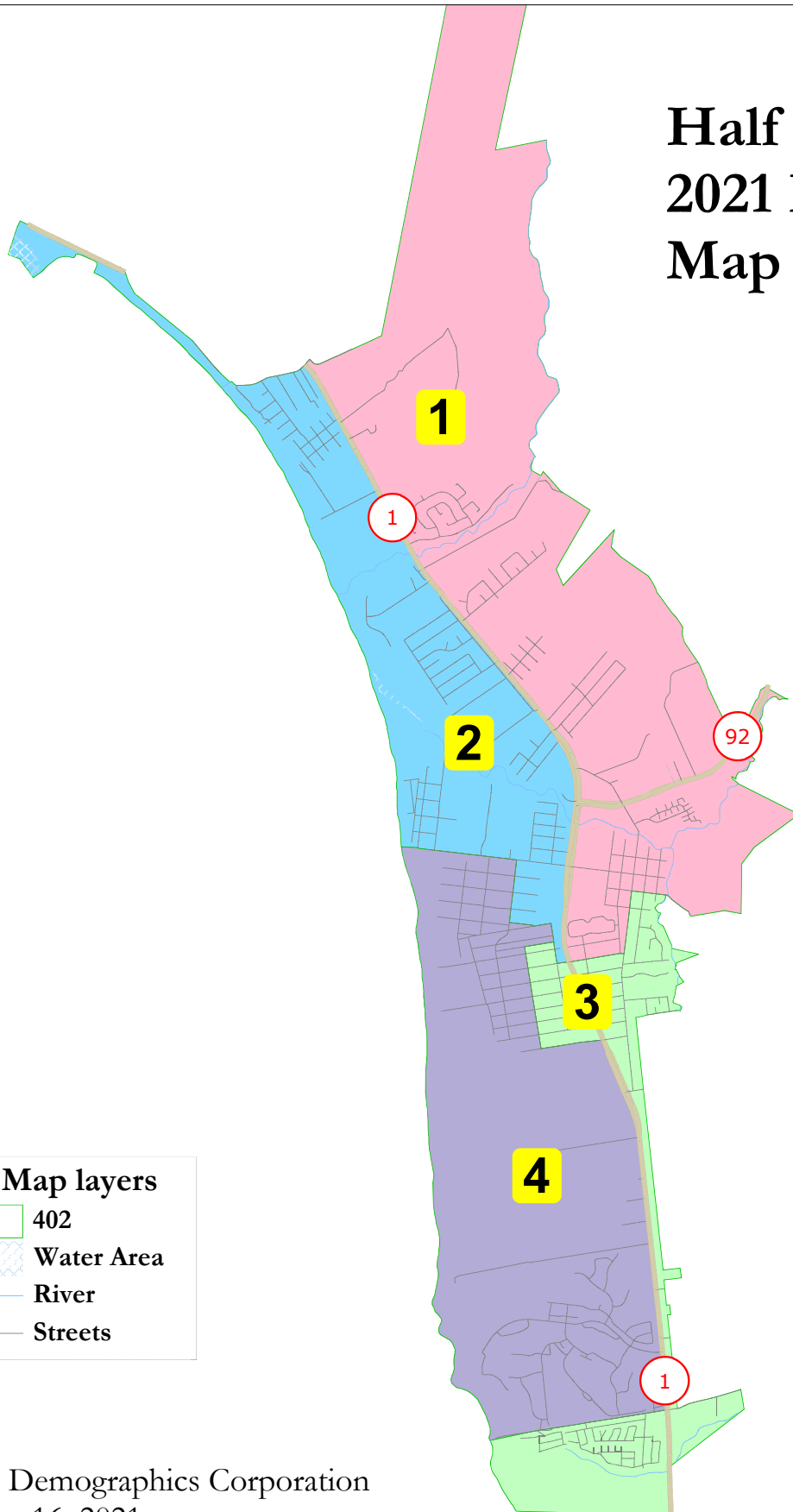
National Demographics Corporation
December 16, 2021

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503b							
District		1	2	3	4	5	Total
	Total Pop	2,298	2,407	2,431	2,421	2,257	11,814
	Deviation from ideal	-65	44	68	58	-106	174
	% Deviation	-2.75%	1.86%	2.88%	2.45%	-4.49%	7.36%
Total Pop	% Hisp	28.6%	42%	33%	13%	32%	30%
	% NH White	60%	48%	56%	74%	56%	59%
	% NH Black	1%	1%	1%	1%	2%	1%
	% Asian-American	8%	6%	7%	9%	8%	8%
Citizen Voting Age Pop	Total	1,924	1,997	1,468	2,371	1,428	9,189
	% Hisp	20%	28%	19%	6%	10%	16%
	% NH White	71%	63%	77%	81%	75%	73%
	% NH Black	1%	1%	0%	0%	2%	1%
	% Asian/Pac.Isl.	9%	7%	3%	10%	12%	8%
Voter Registration (Nov 2020)	Total	1,612	1,410	1,632	1,974	1,455	8,083
	% Latino est.	21%	24%	19%	7%	18%	17%
	% Spanish-Surnamed	19%	22%	18%	7%	16%	16%
	% Asian-Surnamed	3%	4%	2%	5%	4%	4%
	% Filipino-Surnamed	1%	3%	2%	1%	2%	2%
	% NH White est.	76%	69%	78%	87%	74%	77%
	% NH Black	1%	1%	0%	0%	3%	1%
Voter Turnout (Nov 2020)	Total	1,408	1,213	1,431	1,789	1,272	7,113
	% Latino est.	20%	22%	17%	6%	15%	15%
	% Spanish-Surnamed	18%	20%	16%	6%	14%	14%
	% Asian-Surnamed	3%	4%	2%	5%	4%	4%
	% Filipino-Surnamed	1%	2%	2%	1%	2%	2%
	% NH White est.	76%	71%	79%	88%	76%	79%
	% NH Black	1%	1%	0%	0%	3%	1%
Voter Turnout (Nov 2018)	Total	1,202	926	1,115	1,494	952	5,689
	% Latino est.	14%	17%	14%	5%	12%	12%
	% Spanish-Surnamed	13%	16%	13%	5%	11%	11%
	% Asian-Surnamed	2%	5%	2%	3%	4%	3%
	% Filipino-Surnamed	1%	2%	2%	1%	2%	1%
	% NH White est.	83%	76%	82%	91%	79%	83%
	% NH Black est.	1%	1%	0%	0%	2%	1%
ACS Pop. Est.	Total	2,636	3,332	2,261	2,818	1,879	12,927
Age	age0-19	21%	27%	24%	17%	14%	21%
	age20-60	48%	56%	56%	43%	45%	50%
	age60plus	31%	17%	21%	41%	41%	29%
Immigration	immigrants	28%	24%	25%	20%	28%	25%
	naturalized	54%	54%	44%	44%	44%	49%
Language spoken at home	english	71%	49%	62%	84%	56%	65%
	spanish	21%	39%	36%	14%	23%	27%
	asian-lang	4%	3%	1%	1%	11%	4%
	other lang	4%	9%	1%	0%	10%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	11%	22%	15%	3%	26%	15%
Education (among those age 25+)	hs-grad	26%	33%	28%	30%	30%	29%
	bachelor	33%	21%	29%	25%	33%	28%
	graduatedegree	25%	21%	20%	34%	13%	23%
Child in Household	child-under18	24%	40%	32%	19%	17%	26%
Pct of Pop. Age 16+	employed	62%	74%	72%	62%	59%	66%
Household Income	income 0-25k	12%	2%	6%	4%	28%	10%
	income 25-50k	5%	11%	5%	14%	17%	11%
	income 50-75k	12%	9%	11%	5%	7%	9%
	income 75-200k	29%	52%	42%	44%	24%	39%
	income 200k-plus	41%	26%	35%	33%	24%	32%
Housing Stats	single family	96%	74%	95%	92%	55%	83%
	multi-family	4%	26%	5%	8%	45%	17%
	rented	16%	37%	16%	10%	58%	27%
	owned	84%	63%	84%	90%	42%	73%
Total population data from the 2020 Decennial Census.							
Surname-based Voter Registration and Turnout data from the California Statewide Database.							
Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.							

Half Moon Bay 2021 Redistricting Map 402

Map layers	
	402
	Water Area
	River
	Streets



National Demographics Corporation
December 16, 2021

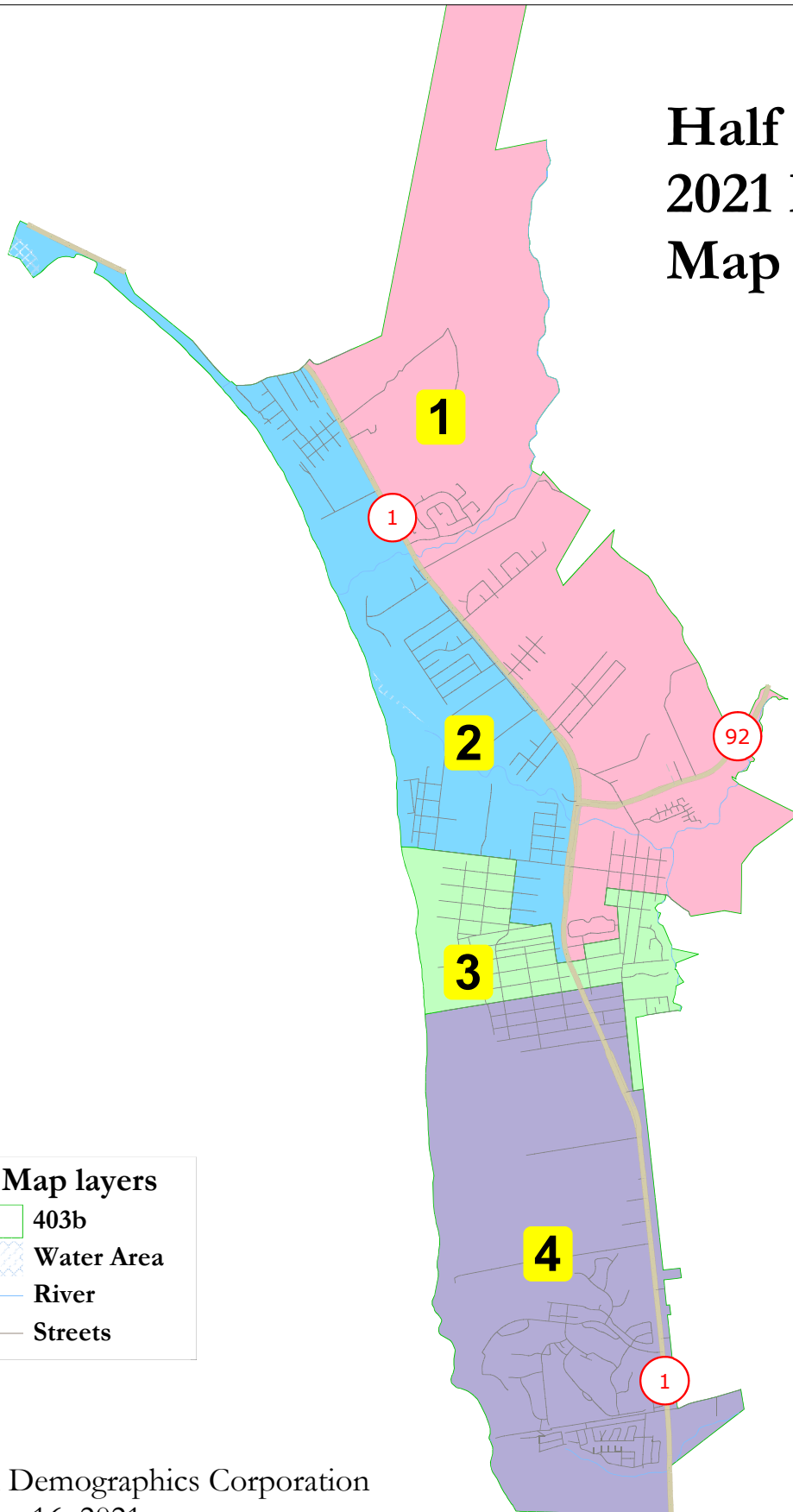
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402						
District		1	2	3	4	Total
	Total Pop	3,020	2,916	2,936	2,942	11,814
	Deviation from ideal	66	-38	-18	-12	104
	% Deviation	2.23%	-1.29%	-0.61%	-0.41%	3.52%
Total Pop	% Hisp	30.7%	36%	38%	14%	30%
	% NH White	58%	53%	52%	72%	59%
	% NH Black	1%	1%	1%	1%	1%
	% Asian-American	8%	6%	7%	10%	8%
Citizen Voting Age Pop	Total	2,354	2,403	1,829	2,603	9,189
	% Hisp	18%	24%	17%	8%	16%
	% NH White	70%	68%	75%	81%	73%
	% NH Black	0%	2%	1%	0%	1%
	% Asian/Pac.Isl.	11%	7%	6%	9%	8%
Voter Registration (Nov 2020)	Total	2,008	1,814	1,910	2,351	8,083
	% Latino est.	20%	21%	24%	7%	17%
	% Spanish-Surnamed	18%	19%	22%	7%	16%
	% Asian-Surnamed	3%	4%	3%	4%	4%
	% Filipino-Surnamed	2%	2%	2%	1%	2%
	% NH White est.	77%	73%	72%	87%	77%
	% NH Black	0%	2%	1%	0%	1%
Voter Turnout (Nov 2020)	Total	1,759	1,575	1,654	2,125	7,113
	% Latino est.	18%	19%	21%	6%	15%
	% Spanish-Surnamed	17%	17%	19%	6%	14%
	% Asian-Surnamed	3%	4%	3%	4%	4%
	% Filipino-Surnamed	2%	2%	2%	1%	2%
	% NH White est.	77%	74%	74%	88%	79%
	% NH Black	0%	2%	2%	0%	1%
Voter Turnout (Nov 2018)	Total	1,474	1,215	1,292	1,708	5,689
	% Latino est.	13%	14%	17%	5%	12%
	% Spanish-Surnamed	12%	13%	16%	5%	11%
	% Asian-Surnamed	3%	4%	2%	3%	3%
	% Filipino-Surnamed	1%	2%	2%	1%	1%
	% NH White est.	83%	79%	78%	90%	83%
	% NH Black est.	0%	1%	1%	0%	1%
ACS Pop. Est.	Total	3,129	3,906	2,653	3,238	12,927
Age	age0-19	19%	26%	20%	18%	21%
	age20-60	46%	55%	49%	47%	50%
	age60plus	35%	19%	31%	35%	29%
Immigration	immigrants	30%	23%	26%	21%	25%
	naturalized	52%	54%	44%	44%	49%
Language spoken at home	english	65%	54%	59%	81%	65%
	spanish	22%	35%	32%	18%	27%
	asian-lang	6%	3%	5%	1%	4%
	other lang	7%	8%	4%	0%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	16%	19%	19%	5%	15%
Education (among those age 25+)	hs-grad	29%	30%	28%	30%	29%
	bachelor	31%	25%	29%	27%	28%
	graduatedegree	21%	22%	19%	30%	23%
Child in Household	child-under18	21%	37%	24%	22%	26%
Pct of Pop. Age 16+	employed	61%	73%	65%	66%	66%
Household Income	income 0-25k	20%	3%	15%	4%	10%
	income 25-50k	10%	10%	14%	10%	11%
	income 50-75k	11%	9%	9%	6%	9%
	income 75-200k	27%	48%	35%	44%	39%
	income 200k-plus	32%	31%	27%	36%	32%
Housing Stats	single family	79%	79%	76%	95%	83%
	multi-family	21%	21%	24%	5%	17%
	rented	33%	32%	36%	8%	27%
	owned	67%	68%	64%	92%	73%
Total population data from the 2020 Decennial Census.						
Surname-based Voter Registration and Turnout data from the California Statewide Database.						
Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.						

Half Moon Bay 2021 Redistricting Map 403b

Map layers

- 403b
- Water Area
- River
- Streets

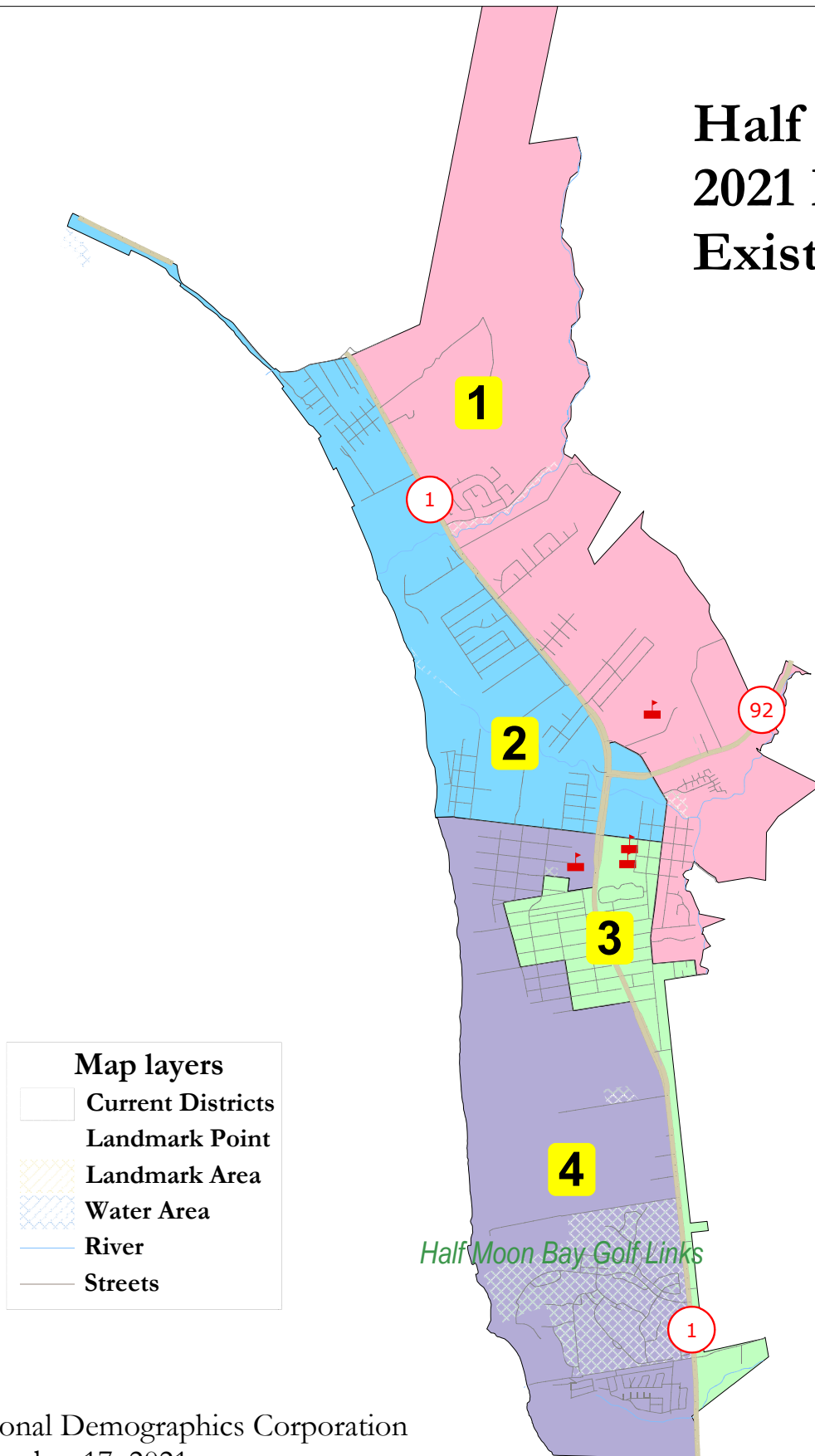


National Demographics Corporation
December 16, 2021

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403b						
District		1	2	3	4	Total
	Total Pop	2,851	2,916	3,005	3,042	11,814
	Deviation from ideal	-103	-38	51	88	191
	% Deviation	-3.49%	-1.29%	1.73%	2.98%	6.47%
Total Pop	% Hisp	30.5%	36%	33%	19%	30%
	% NH White	58%	53%	56%	68%	59%
	% NH Black	1%	1%	1%	1%	1%
	% Asian-American	8%	6%	8%	9%	8%
Citizen Voting Age Pop	Total	2,269	2,403	1,813	2,704	9,189
	% Hisp	18%	24%	16%	9%	16%
	% NH White	70%	68%	77%	79%	73%
	% NH Black	0%	2%	1%	0%	1%
	% Asian/Pac.Isl.	11%	7%	6%	9%	8%
Voter Registration (Nov 2020)	Total	1,951	1,814	1,980	2,338	8,083
	% Latino est.	20%	21%	18%	11%	17%
	% Spanish-Surnamed	18%	19%	17%	11%	16%
	% Asian-Surnamed	3%	4%	3%	4%	4%
	% Filipino-Surnamed	2%	2%	3%	1%	2%
	% NH White est.	77%	73%	76%	84%	77%
	% NH Black	0%	2%	1%	0%	1%
Voter Turnout (Nov 2020)	Total	1,708	1,575	1,739	2,091	7,113
	% Latino est.	18%	19%	16%	10%	15%
	% Spanish-Surnamed	17%	17%	15%	10%	14%
	% Asian-Surnamed	3%	4%	3%	4%	4%
	% Filipino-Surnamed	2%	2%	2%	1%	2%
	% NH White est.	78%	74%	78%	85%	79%
	% NH Black	0%	2%	1%	0%	1%
Voter Turnout (Nov 2018)	Total	1,432	1,215	1,284	1,758	5,689
	% Latino est.	13%	14%	13%	8%	12%
	% Spanish-Surnamed	12%	13%	12%	8%	11%
	% Asian-Surnamed	3%	4%	3%	3%	3%
	% Filipino-Surnamed	1%	2%	2%	1%	1%
	% NH White est.	83%	79%	80%	88%	83%
	% NH Black est.	0%	1%	1%	0%	1%
ACS Pop. Est.	Total	2,990	3,906	2,650	3,380	12,927
Age	age0-19	19%	26%	21%	17%	21%
	age20-60	46%	55%	52%	44%	50%
	age60plus	34%	19%	26%	39%	29%
Immigration	immigrants	30%	23%	26%	21%	25%
	naturalized	52%	54%	44%	44%	49%
Language spoken at home	english	66%	54%	57%	81%	65%
	spanish	22%	35%	35%	16%	27%
	asian-lang	5%	3%	4%	2%	4%
	other lang	7%	8%	4%	1%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	15%	19%	20%	5%	15%
Education (among those age 25+)	hs-grad	29%	30%	28%	30%	29%
	bachelor	31%	25%	30%	26%	28%
	graduatedegree	21%	22%	17%	31%	23%
Child in Household	child-under18	21%	37%	27%	20%	26%
Pct of Pop. Age 16+	employed	61%	73%	68%	63%	66%
Household Income	income 0-25k	20%	3%	15%	6%	10%
	income 25-50k	10%	10%	10%	13%	11%
	income 50-75k	11%	9%	10%	6%	9%
	income 75-200k	28%	48%	35%	43%	39%
	income 200k-plus	32%	31%	29%	33%	32%
Housing Stats	single family	80%	79%	78%	91%	83%
	multi-family	20%	21%	22%	9%	17%
	rented	32%	32%	35%	13%	27%
	owned	68%	68%	65%	87%	73%
Total population data from the 2020 Decennial Census.						
Surname-based Voter Registration and Turnout data from the California Statewide Database.						
Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2015-2019 American Community Survey and Special Tabulation 5-year data.						

Half Moon Bay 2021 Redistricting Existing Districts

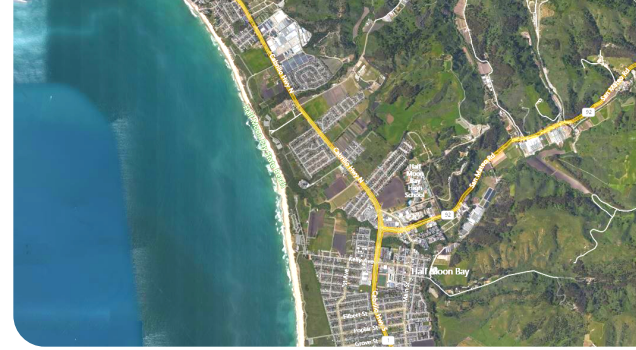


National Demographics Corporation
December 17, 2021

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HMB Current Districts						
District		1	2	3	4	Total
	Total Pop	3,044	2,756	2,773	3,241	11,814
	Deviation from ideal	90	-198	-181	287	485
	% Deviation	3.05%	-6.70%	-6.13%	9.72%	16.42%
Total Pop	% Hisp	28.8%	38%	43%	13%	30%
	% NH White	59%	51%	48%	75%	59%
	% NH Black	1%	1%	1%	1%	1%
	% Asian-American	8%	6%	7%	9%	8%
Citizen Voting Age Pop	Total	2,411	2,307	1,518	2,953	9,189
	% Hisp	17%	24%	23%	7%	16%
	% NH White	71%	66%	71%	82%	73%
	% NH Black	1%	2%	1%	0%	1%
	% Asian/Pac.Isl.	11%	8%	5%	9%	8%
Voter Registration (Nov 2020)	Total	2,157	1,628	1,650	2,648	8,083
	% Latino est.	20%	21%	27%	7%	17%
	% Spanish-Surnamed	18%	19%	25%	6%	16%
	% Asian-Surnamed	3%	4%	3%	4%	4%
	% Filipino-Surnamed	2%	2%	2%	1%	2%
	% NH White est.	76%	72%	69%	88%	77%
	% NH Black	1%	2%	1%	0%	1%
Voter Turnout (Nov 2020)	Total	1,889	1,405	1,417	2,402	7,113
	% Latino est.	18%	19%	23%	6%	15%
	% Spanish-Surnamed	17%	18%	22%	6%	14%
	% Asian-Surnamed	3%	4%	3%	4%	4%
	% Filipino-Surnamed	2%	2%	2%	1%	2%
	% NH White est.	77%	74%	71%	89%	79%
	% NH Black	1%	2%	1%	0%	1%
Voter Turnout (Nov 2018)	Total	1,519	1,103	1,092	1,975	5,689
	% Latino est.	14%	15%	18%	5%	12%
	% Spanish-Surnamed	13%	14%	17%	5%	11%
	% Asian-Surnamed	3%	4%	3%	3%	3%
	% Filipino-Surnamed	1%	2%	2%	1%	1%
	% NH White est.	82%	78%	76%	91%	83%
	% NH Black est.	1%	2%	1%	0%	1%
ACS Pop. Est.	Total	3,146	3,737	2,422	3,621	12,927
Age	age0-19	19%	26%	21%	18%	21%
	age20-60	46%	55%	52%	46%	50%
	age60plus	35%	19%	27%	37%	29%
Immigration	immigrants	30%	23%	27%	21%	25%
	naturalized	52%	54%	44%	44%	49%
Language spoken at home	english	65%	53%	56%	81%	65%
	spanish	22%	35%	36%	17%	27%
	asian-lang	6%	3%	5%	1%	4%
	other lang	7%	9%	4%	0%	5%
Language Fluency	Speaks Eng. "Less than Very Well"	16%	20%	21%	5%	15%
Education (among those age 25+)	hs-grad	29%	31%	28%	29%	29%
	bachelor	31%	25%	30%	26%	28%
	graduatedegree	21%	22%	17%	31%	23%
Child in Household	child-under18	20%	37%	28%	21%	26%
Pct of Pop. Age 16+	employed	61%	72%	68%	65%	66%
Household Income	income 0-25k	21%	3%	15%	4%	10%
	income 25-50k	10%	10%	10%	12%	11%
	income 50-75k	10%	9%	10%	6%	9%
	income 75-200k	27%	47%	35%	44%	39%
	income 200k-plus	32%	30%	29%	34%	32%
Housing Stats	single family	77%	76%	79%	94%	83%
	multi-family	23%	24%	21%	6%	17%
	rented	34%	35%	35%	10%	27%
	owned	66%	65%	65%	90%	73%
Total population data from the 2020 Decennial Census.						
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Redistricting FAQ



1. What is Redistricting?

Redistricting takes place every ten years after the federal Census. During redistricting, election district lines for federal, state, county, and other local elected offices are redrawn to reflect new population data and shifting populations. There must be near equal population in each of the Council districts.

The new election lines determine which communities are placed in each City Council district, and voters within each district will elect one of their own as a City Council Member.

2. What is the Current District Model?

The current model includes four districts and an elective mayor with a four-year term. The City Council is looking for input on whether the current model should be retained or if another model should be used.

3. If the model is changed, what are the options?

Other options include:

- 4 districts with a 4-year elected mayor
- 4 districts with a 2 year-elected mayor
- 5 districts with an annual rotating mayor

4. How can you share your input on the District Model?

You can share your input online at ([insert link here](#)). Or you can email your preference to jroisman@hmbcity.com. Each address should have received a survey in the mail, which you can fill out and place back in your mailbox to be returned to City Hall.

5. What is the Redistricting Advisory Committee?

The City Council established the Half Moon Bay Redistricting Advisory Committee (RAC) at its May 18, 2021, meeting to study and recommend updated draft boundaries for City Council districts based on results of the 2020 Census. The Redistricting Advisory Committee is comprised of seven members, who were appointed June 15, 2021. The Committee receives public input on communities of interest and allows members of the public to present ideas and maps for consideration. Additionally, they educate the public on the overall redistricting process and how to access and use the public mapping tools.

6. What is a community of interest?

A contiguous population that shares common social and economic interests that should be included within a single district for purposes of its effective and fair representation.

7. What defines a neighborhood?

Physical features that define a neighborhood include, natural neighborhood dividing lines, such as highway or major roads, rivers, canals and/or hills, areas around parks or schools, other neighborhood landmarks.

8. Can I Draw a Map?

Yes! The City is providing various tools to assist the public in drawing maps. There are different tools for different purposes, and different tools for different levels of technical skill and interest.

To assist map drawers, an estimate of the total population, the most recent ACS socio-economic data, and voter registration and turnout information is provided. You can find all our mapping tools at drawhmb.org. Maps will be reviewed for the first time at the Committee's November 8 meeting. Please submit your map by October 25, 2021, to Jessica Blair at jblair@hmbcity.com or in-person at City Hall.

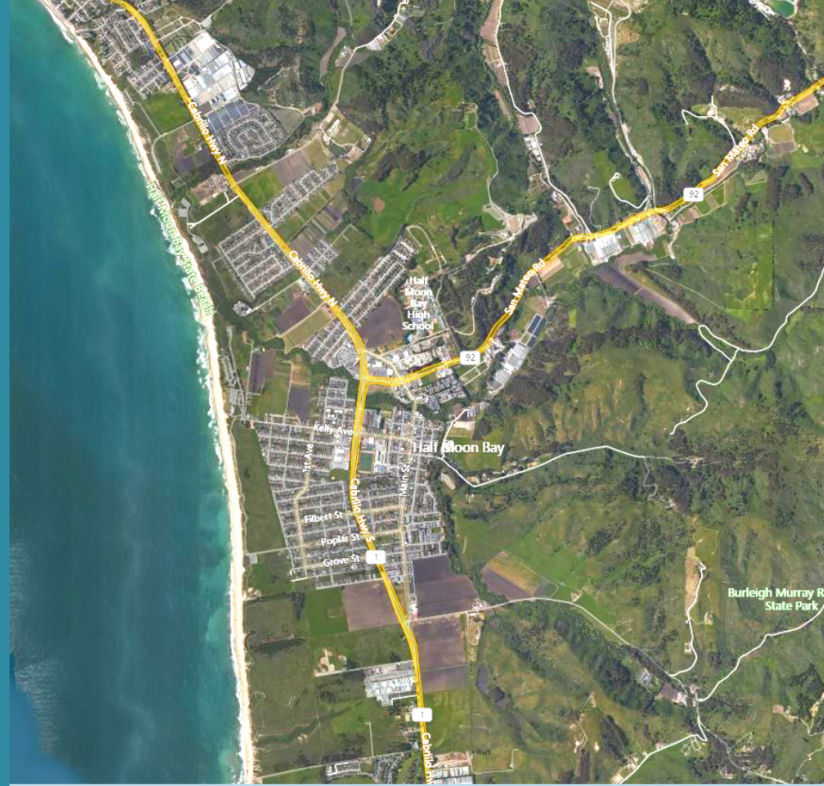
WE NEED YOUR INPUT!

The City of Half Moon Bay is undergoing its post-census Redistricting process. The Redistricting Advisory Committee has been meeting in preparation for map-drawing this fall, and adoption by the City Council early next year. However, we need your input! Please fill out the questions below and mail back at your earliest convenience. Alternatively, send an email with your responses to jroisman@hmbcity.com (use the subject line: Redistricting Survey).

If you're interested in submitting a map or learning more, please visit our websites at hmbcity.com/redistricting and drawhmb.org, or call the City Clerk's Office at 650-726-8271.

When considering the questions below, please note that the mayor's position in Half Moon Bay is largely ceremonial, whether directly elected or alternating. The mayor is the face of the City, chairs City Council meetings, represents the community at various events and meetings, meets with staff more frequently, and is quoted in news releases and articles about the City's work.

Please submit your preferences and mail back to us at your earliest convenience.



For more information:
Visit: hmbcity.com/redistricting
Call: (650)726-8266



What is your Preference?

Please mark below which one you would prefer

4 Districts with a
4-year elected mayor

4 Districts with a
2-year elected mayor

5 Districts with an
annual rotating mayor



What do you consider your community of interest? This is your neighborhood or area that contains people with similar interests or demographics. Would this community benefit from being "included within a single district for purposes of its effective and fair representation?" Or would it benefit more from having multiple representatives?

Half Moon Bay 2021 Redistricting

Public Participation Kit

An online version of this map that allows you to zoom in and out for more detail is available as a link from the City website.

Each number indicates the total population of that "population unit" area. Each district must have essentially equal population. The population of each of 4 districts must be close to 3,183, with no more than a 318 difference between the largest and smallest.

Each of 5 districts must be close to 2,546, with no more than a 254 difference between the largest and smallest.

Please use a thick dark-colored pen to draw your map, then submit it at City Hall or by email to JBlair@hmbcity.com. You can hand-deliver, mail, fax, scan and email, or photograph and email your map.

Name:

Phone or Email:

533

429

224

1

349

526

1,369

262

670

616

456

408

1

17

48

251

74

18

92

1

250

266

251

342

292

153

283

266

241

333

178

203

276

98

127

381

799

2

415

603

1

209

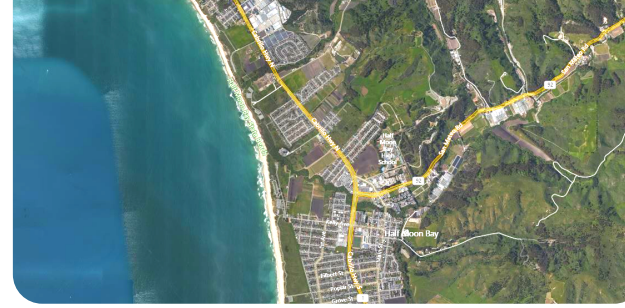
285

119

6

34

Redistribución FAQ



1. ¿Qué es la redistribución?

La redistribución se lleva a cabo cada diez años después del Censo Federal. Durante la redistribución de distritos, las líneas de distrito electoral para los cargos electos estatales, del condado y otros cargos electos locales se vuelven a dibujar para reflejar los nuevos datos de población y las poblaciones cambiantes. Debe haber una población lo más cercana posible en cada uno de los distritos.

Las nuevas líneas de distrito determinan qué comunidades se colocan en cada distrito. Los votantes dentro de cada distrito elegirán a alguien de ese distrito como concejal de la ciudad.

2. ¿Cuál es el modelo de distrito actual?

El modelo actual incluye cuatro distritos y un alcalde electivo con un mandato de cuatro años. El Ayuntamiento está buscando información sobre si se debe mantener el modelo actual o si se debe utilizar otro modelo.

3. Si se cambia el modelo, ¿cuáles son las opciones?

Otras opciones incluyen:

- 4 distritos con un alcalde electivo de 4 años
- 4 distritos con un alcalde electo de 2 años
- 5 distritos con un alcalde rotativo anual

4. ¿Cómo puede compartir su opinión sobre el Modelo de Distrito?

Puede compartir su opinión en línea en www.hmbcity.com/redistricting. O puede enviar su preferencia por correo electrónico a jroisman@hmbcity.com. Cada dirección debe haber recibido una encuesta por correo, que puede completar y volver a colocar en su buzón para ser devuelta al Ayuntamiento.

5. ¿Qué es el Comité Asesor de Redistribución?

El Concejo Municipal estableció el Comité Asesor de Redistribución (RAC) de Half Moon Bay en su reunión del 18 de mayo de 2021 para estudiar y recomendar un borrador actualizado de los límites para los distritos del Concejo Municipal en función de los resultados del Censo de 2020. El Comité Asesor de Redistribución está compuesto por siete miembros que fueron nombrados el 15 de junio de 2021. El Comité recibe la opinión pública sobre las comunidades de interés y permite a los miembros del público presentar ideas y redactar mapas de distrito para su consideración. Además, educar al público sobre el proceso general de redistribución de distritos y cómo acceder y utilizar las herramientas de mapeo público disponibles.

6. ¿Qué es una Comunidad de Interés?

Una población contigua que comparte intereses sociales y económicos comunes o de otro tipo que deben incluirse dentro de un solo distrito a los efectos de su representación efectiva y justa.

7. ¿Qué define a un barrio?

Las características físicas que definen un vecindario incluyen líneas divisorias naturales del vecindario, como carreteras o carreteras principales, ríos, canales y / o colinas, áreas alrededor de parques o escuelas, u otros puntos de referencia del vecindario.

8. ¿Puedo dibujar un mapa?

¡Sí! La Ciudad está proporcionando varias herramientas para ayudar al público a dibujar mapas. Hay diferentes herramientas para diferentes propósitos, y diferentes herramientas para diferentes niveles de habilidad técnica e interés.

Para ayudar a los dibujantes de mapas, se proporciona una estimación de la población total, los datos socioeconómicos más recientes y la información sobre el registro de votantes y la participación. Puede encontrar todas las herramientas de mapeo en www.drawhmb.org.

Los mapas se revisarán por primera vez en la reunión del Comité del 8 de noviembre. **Envíe su mapa antes del 25 de octubre de 2021 en línea a través de una de las herramientas de mapeo, a Jessica Blair en jblair@hmbcity.com o en persona en el Ayuntamiento.**

¡NECESITAMOS SU OPINIÓN!

La ciudad de Half Moon Bay está en su proceso de redistribución posterior al censo. El Comité Asesor de Redistribución de Distritos se ha estado reuniendo en preparación para el dibujo del mapa este otoño y la adopción por parte del Concejo Municipal a principios del próximo año. Sin embargo, ¡necesitamos su opinión! Por favor, conteste las siguientes preguntas y envíe un correo electrónico lo antes posible. Alternativamente, envíe un correo electrónico con sus respuestas a jroisman@hmbcity.com (use la línea de asunto: Encuesta de redistribución).

Si está interesado en enviar un mapa u obtener más información, visite nuestros sitios web en hmbcity.com/redistricting y drawhmb.org o llame a la Oficina del Secretario de la Ciudad al 650-726-8271.

Al considerar las siguientes preguntas, tenga en cuenta que la posición del alcalde en Half Moon Bay es en gran parte ceremonial, ya sea elegida directamente o alterna. El alcalde es la cara de la Ciudad, preside las reuniones del Concejo Municipal, representa a la comunidad en varios eventos y reuniones, se reúne con el personal con más frecuencia y es citado en comunicados de prensa y artículos sobre el trabajo de la Ciudad.

Envíenos sus preferencias y envíenos un correo electrónico lo antes posible.

Para más información:
Visite: Hmbcity.com/redistricting
Llame al: (650)726-8266



¿Cuál es su preferencia?

Por favor, marque debajo cuál prefiere

4 distritos con un
alcalde electo por 4
años

4 Distritos con un
alcalde electo por 2
años

5 Distritos con un
alcalde rotativo anual

¿Qué consideras que es tu comunidad de interés? Este es su vecindario o área que contiene personas con intereses o datos demográficos similares. ¿Se beneficiaría esta comunidad de ser "incluida dentro de un solo distrito con el propósito de una representación efectiva y justa?" o se beneficiaría más de tener múltiples representantes?

Half Moon Bay 2021 Redistricting

Mapa de Participación Pública

Una versión de este mapa que le permite magnificar y ver más detalle está disponible en el sitio de la ciudad.

Cada número indica el total población de esa "población unidad" área. Cada distrito debe tener esencialmente igual población. La población de cada uno de los 4 distritos deben estar cerca de 3,183, con no más de un diferencia 318 entre las más grandes y el más pequeño.

La población de cada uno de 5 distritos deben estar cerca de 2,546, con no más de un diferencia 254 entre las más grandes y el más pequeño.

Por favor utilice un negro grueso rotulador para indicar sus fronteras. Se puede entregar su mapa en la oficina de la ciudad (501 Main St. Half Moon Bay, CA 94019) o por correo electrónico: JBlair@hmbcity.com.

Se puede enviar su(s) propuesta(s) por mano, correos, fax, escaneo, foto, o correo electrónico.

Nombre:

Teléfono o Correo Electrónico:

533

429

224

1

349

526

1,369

262

670

616

456

408

1

17

251

48

74

67

153

333

241

276

381

2

6

119

285

209

34

603

415

799

92

1

1

1

Redistricting Survey Results

The City of Half Moon Bay



REDISTRICTING SURVEY RESULTS

51%

**Four districts
(2-year mayor)**

31%

**Five districts
(annual
rotating mayor)**

18%

**Four districts
(4-year mayor)**

What do you consider your community of interest?

Ocean Colony

Canada Cove

Downtown

South HMB/
Ocean Colony

I believe all of HMB
is a community of
interest for us.

El Granada

Half Moon Bay as
a whole

Arleta Park/Alsace
Lorraine.
Residential
neighborhood
south of Pilarcitos
Creek and north
of wavecrest

Ocean Colony

Frenchmans Creek

Downtown HMB
from the fire station
at the south end to
highway 92 at the
north and west
boundary of
highway 1 to east
boundary of Our
Lady of the Pillar
Cemetery.

Ocean Colony

Due to
geography,
Canada cove (my
community) is
contiguous with
Ocean Colony
which has a very
different
demographics.

Downtown HMB

Highland Park.

I consider the entire
coastside my
community of interest
– the traffic affects
every single one of us.

Cypress Cove.

Community of
interest = seniors
not tourists

I live in Ocean Colony. On one hand, Ocean Colony is a unique community in that it shares space with a hotel and golf course. On the other hand, Ocean Colony is part of a larger community.

Ocean Colony is my neighborhood/closest community. It would benefit from being included within a single district but I am okay with including the area south of us as well as it did in 2018. I would like to at least see this district remain in place and not extend north if possible.

My community of interest is El Granada.

Kehoe community remain intact + no split up

Miramar is my community of interest.

Everything North of Kehoe

Downtown Half Moon Bay

Alsace Lorraine area

Alsace Lorraine

All of HMB

I live downtown – it should include all of downtown from 92 to Highway one – anything off of Main Street.

Mid-coast; Miramar area; would think this area has similar interest with who mid-caost like El Granada/Moss Beach.

People North of 92 have similar traffic issues. I guess it would be nice if we were represented together.

Arleta Park = cohesive neighborhood. Should not be split between districts.

"Town Center" residents

Ocean Colony

Downtown

Kehoe - keep intact

Half Moon Bay

Miramar district (west of Highway 1) --> separate district from east of Highway

West of Highway 1 + South of Highway 92

Jan Hanson Comments on Half Moon Bay Redistricting January 19, 2022

To Mayor Ruddock, Vice Mayor Penrose and Council Members,

I have been a Half Moon Bay resident for seven years and, since participating in the City's NET program several years ago, I have been a regular follower of City Council meetings and activities. Recently, I have been very interested in the City's redistricting process. I have observed and remotely participated in several meetings of the appointed Redistricting Advisory Committee, and this has prompted me to submit the following comments. (I am speaking for myself and not on behalf of any other people or any group.)

1) APPRECIATION FOR WORK OF REDISTRICTING ADVISORY COMMITTEE

Beginning with the self-introductions of the Committee members, I have been consistently impressed with the caliber and diligence of all seven members. They are all residents of Half Moon Bay, and they include: 1) a chess master, 2) an astrophysicist / cosmologist, 3) a retired global pharmaceutical project manager, 4) a Silicon Valley software engineer turned professional photographer, 5) a retired HR manager and business professor, 6) a former tech professional now an artist with a keen eye for architecture, and 7) a high school government and economics teacher who loves teaching classes in redistricting. Wow! The Committee meetings have been skillfully remotely moderated by its chair, Marin Holt, and City Clerk Jessica Blair has consistently provided procedural guidance and knowledgeable responses to questions posed to her by Committee members. Consultants from National Demographics Corporation (NDC) have very ably outlined the required parameters for the redistricting process and provided technical assistance in the complex map drawing process.

Although redistricting may not be the "juiciest" topic, it is a very important one that will affect Council elections for the next ten years, until the next census. The Committee members have understood this and have reached out to their neighbors and friends for input, while they have applied their own analytical and technical skills to the task at hand, which indeed seems at times to resemble three-dimensional chess. They have asked many astute questions and at times have thought quite a way "outside the box." Each member has consistently been involved, and I believe that there has been 100 percent attendance at nearly every meeting.

2) GENERAL "BIG PICTURE" COMMENTS

In a perfect world, we would not need to do this redistricting in our small city, but due to litigation filed against many California cities and counties and the remote possibility of prevailing, we must undergo this process. It is a complex process, with criteria and parameters that can appear to be inconsistent and contradictory. Districts must have contiguous boundaries yet must encompass undivided "communities of interest." They must have easily identifiable boundaries and must be "compact," not bypassing one group to get to another. The population of all districts must be carefully balanced while the other criteria are met. In addition, in creating new districts, there should be respect for continuity in office of existing representatives and preserving the core of existing districts. Sort of like a Rubik's Cube.

Whether or not all these criteria can be perfectly met, I hope that that Half Moon Bay will continue to function as a cohesive small town community and keep the interest of all residents in mind rather than fracturing into competing interest groups. I am confident that any future City Council will function that way, as it has done in the past and will devote attention to people of all ages, ethnicities, economic levels and occupations. In a sense, the entire City of Half Moon Bay is a "community of interest."

3) MAYORAL SELECTION

Whether there should be an elected mayor or a rotating mayor is, I believe, a decision that the Council can best make, based on past experience. In my observation, the current system of annually rotating mayors has worked well, and each mayor has very ably risen to the occasion. A rotating mayor, selected by the other Council members, might help avoid any additional fracturing or hierarchy of interests, but I think that is best decided by the Council members themselves. I have not formed any opinion about the relative advantages and disadvantage of four districts vs. five districts, although this is obviously a choice that will be determined by the decision about the mayoral selection.

4) SPECIFIC COMMENTS ABOUT DRAFT MAPS AND POSSIBLE "SENIOR DISTRICT"

At the Redistricting Committee's December 16 meeting, there was much discussion about senior citizens of Half Moon Bay being a "community of interest" that could form the bulk of one district, in either the four district or five district model. This "senior district" (my words, not the Committee's) would consist of Canada Cove at the south and of Half Moon Bay and the South Main Street area that includes the Senior Campus and nearby areas of senior housing. The new district would separate Canada Cove from Ocean Colony, both of which are currently in District 4. This proposed "senior district" appears in both draft maps presented to the Council for its consideration.

As a resident of Canada Cove, I think a "senior district" could be largely a good thing, although there are both advantages and disadvantages, such as being "represented" by a single Council member rather than by two or three different members, especially in light of the yet-to-be-determined election sequencing. Again, I think any future Council would be concerned about all senior issues (especially since a large proportion of the current Council are "seniors").

I recall that aggregating seniors in a single district was discussed during the previous districting process in 2019, but it was not favored at that time. There were some comments about "gerrymandering," but I understand the standards there may have since changed. And in response to a comment made by a member of the public at the December 16, 2021 Committee meeting that if Ocean Colony and Canada Cove remain in the same district, the seniors in Canada Cove would be "disenfranchised," I would point out that this would be true for any group of voters who are in the minority in any district or in the City at large.

If a "senior district" is created, I would urge the Committee and the Council to avoid the temptation to overgeneralize or stereotype this group of residents or any other group of residents. I realize it has not been realistic to expect the Committee, the out-of-town demographic consultant, or even all Council members to have detailed information about each of Half Moon Bay's many neighborhoods, especially during the pandemic. I certainly don't have such detailed information, but as a resident of Canada Cove, and based on my personal observation and information, I would say that Canada Cove probably shares more interests with the South Main Street senior housing area than with Ocean Colony, but each of these three areas is unique. (And not all residents in any particular neighborhood will fit a particular description or "mold.")

5) CANADA COVE DETAILS

To illustrate this point, and to correct some factual misperceptions stated in recent public comments, Canada Cove is an over-55 manufactured home community with approximately 360 single family homes and a population of approximately 600 to 650 people. The primary criteria for living here are that one occupant be at least 55 years old and that the home owner can pay the monthly space rent. Other than that, there is no required minimum or maximum limit on income. Canada Cove is not a "low income" or "fixed income" community.

The homes in Canada Cove range from quite old (many with recent renovations) to brand new, and sale or resale prices range from \$350,000 to \$550,000. Most of the homes have two or three bedrooms with two full bathrooms and contain approximately 1,000 to 1,500 square feet. Newer homes have many custom features with designer finishes including high ceilings, recessed lighting, skylights, granite counters, fireplaces, laminate and tile floors, and jacuzzi bathtubs in addition to walk-in showers.

Each home has some private outdoor space, and many have beautifully landscaped patios and gardens. In addition, there are areas of common green space, a heated outdoor swimming pool, a sauna, a well-equipped gym, an upgraded bocce court and a common-use barbeque area next to the large clubhouse. Our close neighbor is the Ritz Carlton, and we can easily walk to the beach. Professional management makes sure that the common areas and each home's exteriors are well maintained. This is not your typical "grandmother's mobile home park."

Each home in Canada Cove must be owner occupied, and short-term rentals are not permitted. As such, neighbors know and respect each other, and in recent years, we have had the largest number of "National Night Out" gatherings sponsored by the City. In addition, working with other neighborhoods and agencies, we have one of the best emergency preparedness programs in Half Moon Bay.

The demographic makeup up Canada Cove is very diverse. Some people have lived here for decades, while others have moved here recently. Canada Cove residents include undergraduate and post-graduate alumni of Stanford, Yale and other major universities. There are doctors, lawyers, professors, nurses, physical and speech therapists, software engineers, small business owners, professional musicians and public officials. Some are retired, and many are still working and commuting to San Francisco, Stanford, and other locations "over the Hill." Almost all homeowners in Canada Cove drive their own cars, and in most driveways you can see one or two late model sedans or SUVs. There is a Sam Trans bus route that runs through Canada Cove, but unfortunately the bus is usually quite empty.

In making my own decision about moving to Half Moon Bay when I retired from my legal career in San Francisco, I searched for a location that was not for the very rich or for the very poor. After much due diligence, I decided that Canada Cove would allow me to "upsize" from my San Francisco condo unit while costing a small fraction of the price of nearby homes. Combined with the amenities and the friendly neighbors in Canada Cove, I think I made a wise decision and got a good "bang for my retirement buck." I think that many of my neighbors have made a similar decision, including some of them who have lived lives of service rather than banking millions in huge retirement accounts.

6) CONCLUSION

Thank you for considering these comments. In conclusion, whatever options the Council adopts, I believe it is most important that Half Moon Bay will retain its quality as a small charming coastal town that is known for its close-knit community of residents and its inclusiveness. As stated above, whether or not all the complex redistricting criteria can be perfectly met, I hope that that Half Moon Bay will continue to function as a cohesive community and keep the interests of all residents in mind rather than fracturing into competing interest groups. I am confident that any future City Council will function that way, as it has done in the past, and will devote its attention to people of all ages, ethnicities, economic levels and occupations. In a sense, the entire City of Half Moon Bay is a "community of interest."

Respectfully submitted,

Jan Hanson
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BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2022**

TO: Honorable Mayor and City Council

VIA: Bob Nisbet, City Manager

FROM: Catherine Engberg, City Attorney

TITLE: INTRODUCTION OF AN ORDINANCE AMENDING HALF MOON BAY MUNICIPAL CODE TITLE 15 –SIGN ORDINANCE

RECOMMENDATION:

Conduct a public hearing and introduce on first reading an ordinance amending portions of Title 15 of the Half Moon Bay Municipal Code relating to signs and advertising structures.

FISCAL IMPACT:

None associated with this action.

STRATEGIC ELEMENT:

This action supports the Inclusive Governance Element of the Strategic Plan.

BACKGROUND:

The City of Half Moon Bay's sign regulations are contained in Title 15 of the Half Moon Bay Municipal Code. The general purposes of the City's sign regulations are to promote public safety, welfare, and economic vitality and to protect the City's visual character and scenic resources via appropriate regulation of commercial and noncommercial signage. See Half Moon Bay Municipal Code Section 15.20.010.

The proposed ordinance would make targeted amendments to the City's sign ordinance in order to clarify and update certain provisions and to comply with recent court decisions involving constitutional limits on government regulation of signage. The proposed amendments are generally minor, and are not intended to substantively change requirements applicable to any particular sign type, with a few limited exceptions noted below. The intent of the amendments is to preserve the status quo regarding allowable signage to the extent possible while complying with applicable law.

Half Moon Bay's Current Sign Ordinance:

The City's sign ordinance was adopted in 2010 and has not been comprehensively updated. Since that time, federal courts have concluded that certain types of sign regulations commonly imposed

by local governments impermissibly interfere with the constitutional right of free speech protected under the First Amendment. In *Reed v. Town of Gilbert, Ariz.* (2015) 576 U.S. 155, the U.S. Supreme Court explained that municipal regulation of noncommercial signs generally must be “content neutral,” i.e. it must treat noncommercial signs equally regardless of the message they display, and cannot treat noncommercial signs more restrictively than commercial signs. For example, local governments cannot regulate political campaign signs more restrictively than other noncommercial sign types, such as address signs or historical resource signs, or more restrictively than commercial sign types, such as business identification signs, real estate signs, or commercial advertising signs.

While regulation of noncommercial signs must be content-neutral, in some circumstances local regulations may continue to distinguish between commercial signs based on sign content, and may regulate commercial signs more strictly than noncommercial signs. Courts have continued to uphold local restrictions on billboards and other forms of commercial signage.

The City’s sign ordinance currently regulates several noncommercial sign types based on the content of the sign’s message. Section 15.40.050, which covers signs that do not require a permit, includes separate provisions for “nameplates,” “historical resource signs,” “signs identifying the name of a building,” “holiday decorations,” “campaign or political signs,” and signs “pertaining to drives or events of civic, philanthropic, educational, or religious organizations.”

Certain provisions would benefit from modernization. For example, the ordinance currently regulates temporary election signs in a manner that is both content-based and which may cause confusion for candidates—especially in light of all-mail ballots. Section 15.40.050.B provides that “Campaign or political signs pertaining to an election to any public office or ballot measure may be installed on private property with the property owner’s consent not earlier than forty-five days prior to the election and shall be removed within seven days following said election” However, this provision does not contemplate all-mail elections, where ballots are typically mailed many weeks before “election” day.

The sign ordinance also includes several provisions that regulate commercial signs based on the content of the sign’s message. For example, the current Section 15.40.050 includes separate provisions for “new business signs” and “real estate signs,” which are subject to different requirements. These content-based provisions for commercial signs are permissible, but the City likely must allow noncommercial signs in the same location subject to equally or less restrictive size and display time limits.

Approaches Taken By Other Jurisdictions:

Many jurisdictions in San Mateo County and throughout California have updated their sign regulations to comply with the Supreme Court’s *Reed* decision. In order to minimize the necessary code revisions while ensuring that their regulations do not unconstitutionally favor commercial speech over noncommercial speech or discriminate between types of noncommercial speech, many jurisdictions have added so-called “message substitution” provisions to their sign codes. These “message substitution” provisions state that any noncommercial message can be placed on

any sign type allowed under the code, as long as the sign (1) complies with the code in all other respects, including limits on size, placement, display time, illumination, etc. and (2) obtains a permit if one would normally be required for that sign.

For example, under the message substitution provision a temporary sign that complies with all requirements for temporary real estate signs could instead be used to display an announcement for a community event such as a church potluck or noncommercial arts festival, without meeting any additional requirements. However, message substitution provisions do not authorize the display of commercial messages in places where they are not otherwise allowed. Noncommercial messages can be substituted for commercial messages or other noncommercial messages, but a commercial message cannot be substituted for a noncommercial message. For example, a message substitution provision does not allow display of business advertising messages on a flagpole in a residential front yard.

Several other jurisdictions in San Mateo County have added message substitution provisions to their sign codes, including the cities of Belmont, San Mateo, and Redwood City. The proposed ordinance includes a message substitution provision modelled on the City of Belmont's provision.

DISCUSSION:

The proposed ordinance would make targeted amendments to the City's sign ordinance in order to:

- (1) clarify and update definitions for several sign types in Section 15.10.010,
- (2) remove content-based restrictions on noncommercial signs that do not require a permit in Section 15.40.050 and make minor revisions to provisions governing commercial signs under that section,
- (3) add a "message substitution" provision as a new Chapter 15.90 to comply with the U.S. Supreme Court's *Reed* decision,
- (4) add an exception to the general prohibition on off-site commercial signage in Section 15.30.020 to allow bus shelter advertising, and
- (5) add a severability provision as Chapter 15.100.

First, the proposed ordinance would revise and broaden the definition of "sign" in Section 15.10.010 in order to encompass all signage without regard to content. It would also revise the definition of "off-site sign" and add new definitions for the terms "commercial message," "noncommercial message," and "on-site sign." The distinctions between commercial and noncommercial signage and between off-site and on-site signs are important in order to comply with constitutional requirements and facilitate operation of the proposed "message substitution" provision discussed below. The ordinance would revise the definition of "community event sign" to cover only signs for temporary events sponsored or approved by the City. The ordinance would also make minor clarifying changes to other definitions.

Second, the proposed ordinance would remove content-based restrictions on noncommercial signs that do not require a permit in Section 15.40.050 (such as temporary election signs), and replace them with comparable provisions that are content-neutral. The intent of these revisions is

to preserve the status quo regarding allowable signage to the extent possible while reframing the code's provisions in content-neutral terms to comply with the Supreme Court's *Reed* decision and other constitutional requirements. For example, the proposed ordinance adds a new provision for "wall-mounted signs on a building," which would encompass the former categories for "signs identifying the name of a building" and "historical resource signs."

The proposed ordinance amends the provision allowing posting of temporary election signs no more than 45 days before the election. The proposed ordinance would instead allow similarly sized temporary signs for a maximum of 90 days per year. This proposed amendment is consistent with how other jurisdictions have achieved content neutrality for political speech. For example, Atherton's sign code includes a 60-day time limit for temporary signs, San Carlos allows temporary signs for 30 consecutive days and no more than 60 days per year, and Redwood City and the City of San Mateo allow display of temporary signs for up to 90 days.

The proposed ordinance would preserve existing provisions for commercial signs that do not require a permit in Section 15.40.050, including provisions for business signs and real estate signs, but would revise these provisions for clarity and ease of enforcement. The proposed revisions to the code's real estate signs provision are minor, and are not intended to substantively change the allowable size, location, or quantity of such signs. The ordinance would also clarify the existing code by adding a new category for "construction signs" displaying the name of a builder or contractor at a construction site, which were previously included under real estate signs.

The proposed ordinance would not change requirements for signs that require a permit under Chapter 15.50.

Third, to comply with constitutional requirements, the proposed ordinance would add a "message substitution" provision as a new Chapter 15.90. The proposed language provides that a noncommercial message may be substituted on a sign bearing any duly permitted commercial message or any other noncommercial message, as long as the sign meets all other code requirements. However, the provision does not affect the allowable size, location, or physical structure of signs, or change applicable permit requirements. The provision does not authorize the substitution of a commercial message in place of a noncommercial message. The proposed language is modelled on the City of Belmont's message substitution provision.

Fourth, the proposed ordinance would add an exception to the prohibition on off-site commercial advertising for advertisements mounted on public bus shelters. Such bus shelter advertising would be permitted if approved by the transit agency responsible for the shelter. This provision was added in anticipation that if the City allows SamTrans to install bus shelters in the future, SamTrans may require the display of advertising on those shelters. The proposed ordinance would also clarify that real estate open house signs are permitted offsite.

Finally, the proposed ordinance would add a severability provision.

ATTACHMENT:

Ordinance amending Title 15 (Signs and Advertising Structures) of the HMB Municipal Code

ORDINANCE NO. C-2022-_____
AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AMENDING TITLE 15
("SIGNS AND ADVERTISING STRUCTURES") OF THE HALF MOON BAY MUNICIPAL CODE

THE CITY COUNCIL OF THE CITY OF HALF MOON BAY DOES ORDAIN AS FOLLOWS:

Section 1. Findings. The City Council of the City of Half Moon Bay hereby amends Sections 15.10.010, 15.30.020, 15.40.030, 15.40.040, 15.40.050, and 15.50.060 of Title 15 ("Signs and Advertising Structures") of the Half Moon Bay Municipal Code, and adopts Chapter 15.90 ("Message Substitution") and Chapter 15.100 ("Severability") (together, "Sign Ordinance Amendment"). The City Council finds and declares as follows:

- (a) The City seeks to promote public safety, welfare, and economic vitality and to protect the City's visual character and scenic resources via appropriate regulation of commercial and noncommercial signage; and
- (b) The City wishes to provide flexibility for freedom of expression via signage, and ensure adequate opportunities for all forms of constitutionally protected speech, including but not limited to political signage; and
- (c) The City seeks to ensure that its sign code treats noncommercial signage consistently regardless of the content of the sign's message, consistent with the principles articulated by the United States Supreme Court in *Reed v. Town of Gilbert, Ariz.* (2015) 576 U.S. 155; and
- (d) The City seeks to ensure that its regulations include clear standards governing the size, quantity, and display time of temporary signs, and that such standards are uniform across sign types to the extent practicable and consistent with other regulatory objectives; and
- (e) The Sign Ordinance Amendment will further these goals by updating regulations governing signage that does not require a permit to remove content-based distinctions between types of noncommercial signs, and standardizing the limits on the size, quantity, and display period for such signs; and
- (f) The Sign Ordinance Amendment will ensure adequate opportunities for constitutionally protected noncommercial speech regardless of content by adopting a provision authorizing substitution of noncommercial messages on all sign types authorized under the code.
- (g) The Sign Ordinance Amendment will continue to allow the same number of signs in the same locations, sizes, materials, and illumination such that signs permitted under the amended ordinance will continue to comply with the visual resource protection requirements of the certificated Local Coastal Program.

Section 2. Amendments. The following sections of the Municipal Code are amended as specified below and in Attachment A. Attachment A generally shows additions with underlined text and deletions with ~~strike out text~~.

Municipal Code Provision	Action
Section 15.10.010	Amendments as shown in Attachment A
Section 15.30.020	Amendments as shown in Attachment A
Section 15.40.030	Amendments as shown in Attachment A
Section 15.40.040	Amendments as shown in Attachment A
Section 15.40.050	Amendments as shown in Attachment A
Section 15.50.060	Amendments as shown in Attachment A
Chapter 15.90	Adopt new chapter as shown in Attachment A
Chapter 15.100	Adopt new chapter as shown in Attachment A

Section 3. Severability. If any section, sentence, clause or phrase of this Ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have passed this Ordinance and adopted this Ordinance and each section, sentence, clause or phrase thereof, irrespective of the fact that any one or more section, subsections, sentences, clauses or phrases be declared invalid or unconstitutional.

Section 4. CEQA. The City Council finds that adoption of this Ordinance is not subject to the California Environmental Quality Act ("CEQA") under the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, Section 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and Section 15060(c)(3) (the activity is not a project as defined in Section 15378), because it has no potential to result in physical change to the environment. Moreover, the City Council finds that even if adoption of this Ordinance were otherwise subject to CEQA, it would be exempt pursuant to CEQA Guidelines Section 15061(b)(3) (common sense exemption).

Section 5. Publication. The City Clerk of the City of Half Moon Bay is hereby directed to publish this Ordinance pursuant to Government Code section 36933.

Section 6. Effective date. This Ordinance shall take effect and be in force on the thirtieth (30th) day from and after its final passage.

INTRODUCED at a regular meeting of the City Council of the City of Half Moon Bay, California, held on the 19th of January, 2022.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Half Moon Bay, California, held on the _____ of _____, 2022, by the following vote:

Ayes, Councilmembers: _____
Noes, Councilmembers: _____
Absent, Councilmembers: _____
Abstain, Councilmembers: _____

ATTEST:

APPROVED:

Jessica Blair, City Clerk

Deborah Ruddock, Mayor

ATTACHMENT A

Title 15

SIGNS AND ADVERTISING STRUCTURES*

Chapters:

- 15.10 Definitions
- 15.20 General Provisions
- 15.30 Exempt and Prohibited Signs
- 15.40 Permits, Approvals, Abatement and Administration
- 15.50 Signs Requiring a Permit
- 15.60 General Sign Requirements
- 15.70 Special Sign Programs
- 15.80 Nonconforming Signs
- [15.90 Message Substitution](#)
- [15.100 Severability](#)

* Code reviser's note: Section 9 of Ord. C-2013-04 renumbers and reorganizes Title 15. Prior legislative history has been retained.

Chapter 15.10

DEFINITIONS

Sections:

15.10.010 Definitions.

15.10.010 Definitions.

“Abandoned sign” means a sign which no longer directs, advertises or identifies a legal business establishment, product or activity on the premises where such sign is displayed.

“Advertising” means that copy on a sign describing products or services being offered.

“Architectural projection” means a marquee, porch, canopy or other similar projection.

“Awning sign” means any sign copy or logo attached to or painted on an awning.

“Banner, flag, or pennant” means any cloth, bunting, plastic, paper, or similar nonrigid material used for advertising purposes attached to any structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the state of California and other states of the nation, counties, municipalities, official flags of foreign nations, and nationally or internationally recognized institutions and organizations.

“Building identification sign” means a sign that identifies the name of the building.

“Business day” means a day that City Hall is open for business. Typically, Monday through Friday excluding national and city holidays.

“Business frontage” means the lineal frontage of a business that abuts a public street right-of-way or other area accessible to the public such as business frontage on a parking lot or parking structure generally open to the public, or on a publicly traveled waterway such as the Pacific Ocean.

“Business identification sign” means a sign that serves to identify only the name, address, and/or general use of the premises upon which it is located.

“Changeable copy sign” means a sign designed to allow manual, non-electronic changing of copy (i.e. the text or content of the sign) manually.

“Commercial message” means a message on a sign, or portion of a sign, that promotes goods and services, informs or proposes an economic transaction, or primarily concerns the economic interests of the sign sponsor and/or audience.

“Community event sign” means ~~any~~ temporary sign for a temporary event sponsored or approved by the City, including signs for a carnival or fair, for a farmer’s market, or for an

athletic event or competition, ~~for a vehicle show, or for an election campaign~~, but not including those signs which are otherwise differentiated in this chapter.

“Construction sign” means a sign that identifies the name of the contractor, builder, architect, etc., for a project that is under development.

~~“Days.”~~ “All references are refers to calendar days unless otherwise indicated. If a deadline falls on a weekend or city holiday, it shall be extended to the next working day.

“Directional sign” means an on-site sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

“Directory sign” means a sign listing the tenants of a multiple tenant center.

“Freestanding sign” means a sign that is supported by a base structure that rests on the ground and is not supported by or attached to a building, including monument, pole and pylon signs.

“Future tenant sign” means a temporary sign that identifies the name(s) of future businesses, organizations, and/or entities that will occupy a site or structure.

“Height of sign” means the vertical distance from the uppermost part of a sign to the highest elevation of the finished grade immediately below and adjoining the sign.

“Historic resource sign” means a sign identifying ~~the name of a~~ historic resource. For example, tThe sign may include background information, including relevant dates, names of individuals associated with the resource, and the general history of the resource.

“Illegal sign” means:

1. Any sign originally erected or installed without first complying with all structural, locational, design, building and electrical regulations in effect at the time of its construction or installation;
2. Any commercial sign that is not maintained, or is not used to identify or advertise an ongoing business, occupancy, product, good or service available on the site of the sign;
3. Any unsafe sign;
4. Any legal nonconforming sign that has not been removed following the expiration of any applicable amortization period provided in this code; and
5. Any sign that is in violation of the provisions of this title.

“Install” refers to the erection, placement, location, relocation, converse, or other action of putting a sign up, replacing an existing sign, or modifying an existing sign.

“Lineal street frontage” means the lineal distance that a parcel or parcels occupied by a business or businesses abuts a public street right-of-way. This lineal distance will be used to

calculate sign area for multiple tenant center signs and to determine additional business identification and/or multiple tenant center signs.

“Marquee sign” means a sign that is attached to a marquee or architectural projection.

“Monument sign” means a permanent freestanding sign where the entire supporting base of the sign is affixed to the ground and is not attached to or supported by a building.

“Multiple tenant center” means a development consisting of two or more separate uses or tenancies that share either the same parcel, set of parcels or structure and use common access and parking facilities.

~~“Nameplate” means a sign which designates the name of a person, persons or building occupying the premises upon which it is located. A nameplate may include the address.~~

“Noncommercial message” means any message that is not commercial, including but not limited to commentary or advocacy on topics of public debate and concern.

~~“Off-site sign” means a sign that identifies, advertises or attracts attention to a business, product, service, event or activity sold, existing or offered at a different location outside the property where the sign is displayed. sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, does not constitute the principal item for sale or manufactured on the premises. (Prohibited.) A sign is not considered “off-site” if it is located within the same multiple tenant center as the business, product, service, event, or activity to which it refers. The off-site/on-site distinction applies only to commercial messages.~~

“On-site sign” means a sign that identifies, advertises, or attracts attention to a business, product, service, event or activity sold, existing or offered upon the same property as the sign. A sign is considered “on-site” if it is located within the same multiple tenant center as the business, product, service, event, or activity to which it refers. The off-site/on-site distinction applies only to commercial messages.

“Permanent sign” means a sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

“Pole sign” means a permanent freestanding sign that is supported by one upright, brace, pole, or similar structural element and is not attached to or supported by a building.

Primary Business Frontage. Where a business has more than one business frontage, the longest single frontage may be used to calculate the maximum allowable sign area. The cumulative total of frontages shall not apply.

“Projecting sign” means a sign, other than a wall sign, that is suspended from or supported by a structure attached to a building and projecting or is placed outward from the building. This sign type includes signs that hang from marquees or architectural projections.

“Promotional sign” means a sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, new service, grand opening, or to promote a special sale.

“Pylon sign” means a permanent freestanding sign that is supported by two or more uprights, braces, poles, or similar structural elements and is not attached to or supported by a building.

“Real estate sign” means a sign indicating that a property or any portion thereof is available for ~~inspection~~, sale, lease, or rent, or directing people to such a property, as authorized by Civil Code section 713.

“Rider sign” means an additional smaller sign that is attached to the primary sign.

“Roof sign” means a sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the highest point of a building with a flat roof, the eave line of a building with gambrel, gable, or hip roof, or the deck line of a building with a mansard roof. ~~(Prohibited.)~~

“Sign” means a device, structure, or fixture which incorporates graphics, symbols, or written text that is visible from the nearest public frontage and is intended to communicate information or ideas. ~~any letter, number, emblem, log, symbol, color, display or light, or any combination thereof, intended to identify or call attention to a premises or the name of a business that is visible from the nearest public frontage or in a group of buildings. The term does not include a religious symbol on a place of worship.~~

“Temporary sign” means a sign intended to be displayed for a limited period of time and capable of being viewed from a public frontage.

“Three-dimensional signs” means signs that have a depth or relief on their surface greater than six inches.

“Wall sign” means a sign attached to or erected against a wall of a building; any sign affixed in such a way that its exposed face is parallel to the plane of the building.

“Wayfinding sign” means a sign that is part of a city-sponsored and coordinated program to provide directions to business areas, attractions, facilities, and other locations.

“Window sign” means a sign affixed to the interior face of a window or located within five feet of a window and visible from the street, sidewalk or other public right-of-way. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.12.010).

Chapter 15.20

GENERAL PROVISIONS

Sections:

15.20.010 Intent and purpose.

15.20.020 Compliance required.

15.20.010 Intent and purpose.

This title establishes the regulation of signs as a way to:

- A. Promote economic sustainability and vitality without detracting from the scenic and visual qualities of the city's resource areas; and
- B. Promote signage that fully complies with the applicable policies of the city's local coastal program and the visual resource protection standards of the Implementation Plan; and
- C. Ensure that signage associated with historic buildings, structures, sites, objects and districts is architecturally and aesthetically compatible with such community assets;
- D. Regulate the size, scale, visibility and exposure of signage located within residential areas to ensure that such signage is appropriate and compatible with neighborhood aesthetics; and
- E. Maintain and enhance the overall property values in the city and the continuity of the streetscape by reducing visual clutter resulting from such elements as oversized signs, excessive illumination and unregulated temporary signs; and
- F. Improve traffic safety throughout the community by promoting signage that does not distract motorists, obstruct visibility along roadways, bicycle routes or pedestrian facilities, or otherwise impede efficient traffic circulation; and
- G. Safeguard and protect the public health, safety and welfare through appropriate prohibitions, regulations, and controls on the design, location and maintenance of signage. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.01.010).

15.20.020 Compliance required.

No sign shall be installed on any real property situated in the city without approval in accordance with this title, unless exempt. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.01.020).

Chapter 15.30

EXEMPT AND PROHIBITED SIGNS

Sections:

15.30.010 Exempt signs.

15.30.020 Prohibited signs.

15.30.010 Exempt signs.

A sign permit shall not be required for the following signs:

- A. Signs that are within buildings and are not visible from any point on the boundary of the property;
- B. Signs that are within an interior space, including an interior arcade, courtyard, mall, or similar area, and that are not visible from an alley, parking lot, or street;
- C. Signs or notices installed in compliance with a government function or required by a law, ordinance, or government regulation, including signs installed by a public utility (government/civic signs);
- D. Signs on licensed commercial vehicles, including trailers; provided, that the vehicles/trailers shall not be used as parked/stationary outdoor display signs;
- E. Flags of a nation, the state of California, other states of the nation, and municipalities displayed in a manner consistent with the flag code (36 U.S.C.A. Section 173 et seq.);
- F. Signs manufactured as a standard integral part of a mass-produced product accessory to a commercial or public or semi-public use, including automated teller machines, gasoline pumps, and telephone booths. The signs may contain the company's name and/or logo only. No advertising message shall be provided. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.02.010).

15.30.020 Prohibited signs.

The signage listed in this section is inconsistent with the purposes and standards of this title and as such is prohibited in all zoning districts. Unless otherwise provided for in this title, the following signs are prohibited:

- A. Abandoned signs;
- B. Animated, moving, rotating and other similar signs;
- C. Inflatable signs, pennants, streamers, and permanent banners;
- D. Excessive use of permanent flags;
- E. Unauthorized temporary or permanent signs;

- F. Signs emitting audible sounds, odors, or visible matter. Menu/order board signs may emit sounds, but only as part of their primary function;
- G. Off-site commercial signs, including billboards, but excluding (1) advertisements mounted on public bus shelters, which are permitted if approved by the transit agency responsible for the shelter, and (2) real estate open house signs permitted under section 15.40.050 (B)(4)(c);
- H. Signs located on public property or within the public right-of-way, including political signs and temporary portable signs, except as specifically authorized by this title;
- I. Any sign that utilizes visible guy wires, angle irons and iron frame structures, unless construction is otherwise impossible;
- J. Signs which imitate or resemble official traffic warning devices, traffic signs, or lights of a road or emergency vehicle, or that by color, location, size, content, or lighting may confuse or disorient vehicular or pedestrian traffic, excluding on-site direction signs as allowed under Sections 15.50.010 and 15.50.020;
- K. Signs which are located on or project over the roof of a building or structure; and
- L. Signs which bear or contain statements, words or pictures of an obscene, pornographic, or sexually explicit character. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.02.020).

Chapter 15.40

PERMITS, APPROVALS, ABATEMENT AND ADMINISTRATION

Sections:

- 15.40.010 Permit required.
- 15.40.020 Review for completion.
- 15.40.030 Approval authority.
- 15.40.040 Action on sign permit.
- 15.40.050 No permit required.
- 15.40.060 Permit processing, issuance and revocation.
- 15.40.070 Conflicts and lack of specificity.

15.40.010 Permit required.

Except as otherwise provided in this title, it shall be unlawful for any person to install any sign within the city limits, or cause the same to be done, without first obtaining a sign permit for each such sign from the community development director, as required by this chapter. (Ord. C-2015-04 §1(part), 2015; Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §1(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.03.010).

15.40.020 Review for completion.

Within fourteen days of receiving an application for a sign permit, the community development director or the director's designee shall review it for completeness. If the director finds that it is complete, the application shall then be processed. If the director finds that it is incomplete, the director shall, within such fourteen-day period, send to the applicant a notice of the specific ways in which the application is deficient, with appropriate references to the applicable sections of this title. (Ord. C-2015-04 §1(part), 2015; Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §1(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.03.020).

15.40.030 Approval authority.

A. Community Development Director Administrative Approval. Upon submittal of an application, the following signs may be approved by the community development director, [who may consider the recommendation of any city council appointed advisory committee or commission in performing this function](#): identification signs up to a maximum area of twenty square feet per any one sign and a cumulative total of forty square feet not counting exempt signs; signs that are part of an approved special sign program; temporary signs in accordance with the provisions of Section 15.40.050(B); directory signs; bulletin boards; menu boxes; accessory signs; including directional and parking signs; and minor exceptions to the previously identified signs.

1. The community development director or designee shall approve or deny an application within twenty days of receipt of the completed application.

2. In order to be approved, these signs must satisfy the purpose, objectives, and standards described in this chapter.
3. The community development director only may grant exceptions to the type and location of a sign and only if the following criteria are satisfied:
 - a. There is no increase in overall height from the standards permitted in this title.
 - b. There is no increase in overall square footage from the standards permitted in this title.
 - c. There is no increase in the number of signs permitted in this title.
 - d. The exception does not create any unsafe conditions for motorized or nonmotorized vehicles or pedestrians.
 - e. The exception does not conflict with the local coastal program.
 - f. The exception complies with Chapter 15.20 (General Provisions).
4. The community development director shall periodically report to the planning commission ~~and city council~~ on the signs that have been approved through the administrative process ~~on a monthly basis~~.

B. Architectural Review and Approval. Upon submittal of an application, all signs that are not exempt from the permit requirements of this title or are not eligible for administrative approval by the community development director may be approved by the planning commission, who may consider the recommendation of any city council appointed advisory committee or commission in performing this function. This includes, but is not limited to: all identification signs that exceed twenty square feet; all identification signs where the total area of identification signs for the site exceeds forty square feet, not including exempt signs; all murals; all special sign programs; all wayfinding signs; and signs which, in the opinion of the community development director, require non-minor exceptions ~~from to~~ the standards described in this title. The planning commission may grant exceptions only to the number, size, location and design of signs. The following criteria must be satisfied to grant the exception:

1. Additional business signs may be permitted in unusual circumstances such as, but not limited to, a business that has entrances on three different public rights-of-way.
2. Signs shall clearly identify the business entrance. Signs shall be pedestrian-oriented except for gas stations, motels and other businesses that are predominantly vehicle-oriented businesses. Clutter from business signs on street frontages shall be avoided. Sign clutter along street frontages from multiple businesses within a courtyard or building shall be avoided.
3. Any exceptions to design standards shall retain compatibility with the design, color and scale of the building.

4. The exception does not create any unsafe conditions for motorized or nonmotorized vehicles or pedestrians.

5. The exception does not conflict with the local coastal program.

6. The exception complies with Chapter 15.20 (General Provisions).

C. Any appeal of the decision of the community development director or the planning commission shall be made in accordance with Chapter 1.25. (Ord. C-2019-03 §2(Exh. A)(part), 2019; Ord. C-2015-04 §1(part), 2015; Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §1(part), 2011; Ord. C-3-10 §1(Exh. A)(part), 2010. Formerly 15.03.030).

15.40.040 Action on sign permit.

A. Within seven days of determining that an application for a temporary sign permit is complete, except for community event signs, the community development director shall either issue a temporary sign permit if the sign conforms to this title or deny the application.

B. Within ~~twenty~~thirty days of determining that an application for a sign permit that may be approved by the community development director is complete, other than a temporary sign permit described in Section 15.40.020040.A, the director shall either approve, conditionally approve, or deny~~issue~~ a sign permit if the sign conforms to the intent, based on the standards and regulations set forth in this title ~~or deny the application~~.

C. Within thirty days of determining that an application for a sign permit that may be approved by the planning commission is complete, the application shall be scheduled for the next public meeting of the planning commission. Such sign application shall be continued for no more than one meeting of the planning commission, except with the consent of the applicant for the sign permit. Alternately, the community development director may refer the application to the next public meeting of a city council appointed advisory committee or commission, which may consider the signage at no more than two meetings, following which the application shall be scheduled for the next public meeting of the planning commission. (Ord. C-2019-03 §2(Exh. A)(part), 2019; Ord. C-2015-04 §1(part), 2015; Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §1(part), 2011; Ord. C-3-10 §1(Exh. A)(part), 2010. Formerly 15.03.040).

15.40.050 No permit required.

Permits are not required for the following types of signs:

A. Permanent Signs Allowed Without a Permit. Permanent signs allowed without a permit shall comply with the provisions that regulate sign type, placement, location and other standards identified in Chapter 15.60 (General Sign Requirements). Permanent signs allowed without a permit shall not be illuminated and shall be no more than six feet in height if freestanding or affixed to a building or other structure. Such signs shall not be subject to the area limits specified in Section 15.50.010(A)(2) or Section 15.50.020(b). The following permanent signs are allowed without a permit:

1. ~~Incidental~~ Small permanent signs (including but not limited to e.g., credit cards accepted, trade affiliations, neighborhood watch, hours of operation, private property, no trespassing, keep off grass, beware of dog, etc.) up to a maximum area of one and one-half square feet per sign, up to a total of four signs per lot or business use;

2. Wall-mounted signs on a building (including but not limited to historic resource signs), up to two square feet per sign and up to two signs per building.

3. Existing signs with a change of content ~~Change of copy~~ that does not alter the size, location, or illumination of a sign, ~~and that~~ is consistent with any font/copy size ~~or type~~ requirements pursuant to this title, and does not contain off-site advertising;

~~3. Nameplates not exceeding one square foot in area for a residence;~~

~~4. Historical resource sign not exceeding two square feet and mounted at a height of no more than six feet. Historical resource signs shall identify the name of the building and date of construction; and~~

~~5. Signs identifying the name of a building that are wall mounted, up to two square feet per sign and up to two signs per building.~~

B. Temporary Signs Allowed Without a Permit. Temporary signs allowed without a permit shall comply with the provisions that regulate sign type, placement, location and other standards identified in Chapter 15.60 (General Sign Requirements). However, with the exception of holiday decorations, temporary signs allowed without a permit shall not be illuminated and shall be no more than six feet in height whether freestanding or affixed to a building or other structure. Signs installed pursuant to this section shall not be placed on public property or in the public right-of-way. The following temporary signs are allowed without a permit:

~~1. Holiday decorations commonly associated with any national, local or religious holidays; provided, that such decorations are displayed for a period of no more than forty five consecutive days or no more than sixty days in one year;~~

1.2. Temporary Campaign or political signs up to four square feet in area containing noncommercial messages pertaining to an election to any public office or ballot measure may be displayed for a period of no more than ninety days in one calendar year. Such signs may be installed on private property with the property owner's consent, not earlier than forty-five days prior to the election and shall be removed within seven days following said election with the following restrictions:

~~a. Each candidate or ballot measure may have an unlimited number of signs that are four square feet or less;~~

~~b. Each candidate or ballot measure may have four signs that are more than four square feet and up to twenty square feet; and~~

~~c. No campaign or political signs shall be greater than twenty square feet.~~

2. Temporary signs up to twenty square feet in area containing noncommercial messages may be displayed for a period of no more than ninety days in one calendar year. No more than two such signs may be displayed on one lot. Such signs may be installed on private property with the property owner's consent.

33. ~~Temporary~~New business signs that identify the name of the establishment may be displayed~~installed~~ on business premises in commercial districts upon submittal of an application for a permanent business identification sign as follows:

a. Temporary window signs up to twenty-five percent of the area of the window surface.;

b. One temporary banner sign up to twenty square feet in area and not more than six feet in height may be erected per business frontage, up to a total of two such signs maximum on businesses with two or more frontages.~~not more than two frontages and not more than six feet in height.;~~

c. All temporary ~~new business~~ signs authorized under this provision may be displayed for no more than sixty days in one calendar year. shall be removed upon installation of the permanent identification sign, not to exceed sixty days from the date of the building permit issued for the installation of the permanent sign;

44. ~~Temporary~~Real estate signs authorized by Civil Code section 713 (e.g., for sale or, for lease signs, under construction, etc.) for a property or unit that is being actively marketed for sale or lease are allowed as follows:

a. Real estate signs for a residence ~~that~~ may be no more than ~~are~~ six square feet in area ~~or less~~ per sign. One sign may be installed per public frontage. The signs shall be removed within 15 days after ~~upon~~ sale or lease of ~~the~~ unit or building, or after the unit or building is taken off the market. Up to two rider signs up to one square foot each may be attached to the real estate sign.;

b. Real estate signs ~~(e.g., for sale, for lease, under construction, etc.)~~ for a nonresidential ~~property use that are~~ may be no more than twenty square feet in area ~~or less~~ per sign. One sign may be installed per public frontage. The signs shall be removed within 15 days after ~~upon~~ sale or lease of the unit or building, or after the unit or building is taken off the market.;

c. Open house signs, including A-frame signs, may be displayed during an open house, ~~to direct traffic from major collector and arterial streets to the subject property~~. These signs shall be removed daily at the close of the open house and shall not be displayed overnight. ~~One sign may be placed for each change in direction up to a~~ maximum of six such signs may be displayed per open house, each with a maximum sign

area of two square feet per sign. ~~In the event that more than six temporary signs are necessary, the owner or agent may submit a written request to the community development director for consideration, which may be approved if circumstances warrant the request. This information will also be included in the community development director's issued permits report on the city council consent agenda; and~~

~~7. Temporary signs not exceeding twenty square feet in area pertaining to drives or events of civic, philanthropic, educational or religious organizations; provided, that such signs are:~~

~~a. Posted on private property with the property owners' consent;~~

~~b. Posted no more than twenty one days before the event and only while the event is in progress; and~~

~~c. Removed no more than seven days after the event. (Ord. C 2015-04 §1(part), 2015; Ord. C 2013-04 §9(part), 2013; Ord. C 9-11 §1(part), 2011; Ord. C 3-10 §1(Exh. A(part)), 2010. Formerly 15.03.050).~~

5. Temporary construction signs (i.e., signs identifying a builder or contractor) may be displayed as follows:

a. Construction signs may only be displayed on a property that is under construction, and only while construction is ongoing. The signs shall be removed upon completion of construction.

b. Construction signs for a residence may be no more than six square feet in area per sign. One sign may be installed per public frontage.

c. Construction signs for a nonresidential property may be no more than twenty square feet in area per sign. One sign may be installed per public frontage.

15.40.060 Permit processing, issuance and revocation.

Applications for sign permits shall be made on forms provided by the community development director.

A. The community development director of the city, or the director's designee, shall issue a permit for the erection, alteration, or relocation of a sign within the city when an application therefor has been previously made and the sign has been reviewed by the appropriate approval authority as identified in Sections 15.40.020 and 15.40.030, and has been determined to comply with all appropriate laws and regulations of the city.

B. Every permit issued under the provisions of this chapter shall expire by limitation and become null and void if the work authorized by such permit is not commenced within sixty days from the date of such permit, or if the work authorized by such permit is suspended or abandoned for a period of sixty days or more. An extension for an additional thirty days may be approved by the community development director where circumstances warrant such

extension. If a permit has become null and void, a new permit shall be obtained before installation can commence or resume and the fee shall be one-half the amount required for a new permit for such work, provided no changes have been made or will be made from the approved plans and specifications for such work. (Ord. C-2015-04 §1(part), 2015; Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §1(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.03.060).

15.40.070 Conflicts and lack of specificity.

A. When there is a conflict with two or more sections of this title, the approval authority may make a determination as to which section is more appropriate for the specific site and sign type.

B. If a type of sign is proposed that is not listed in this title, the approval authority shall use standards for the type of sign that most resembles the sign for which the application is made. (Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §1(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.03.070).

Chapter 15.50

SIGNS REQUIRING A PERMIT

Sections:

- 15.50.005 Purpose.
- 15.50.010 Identification signs.
- 15.50.020 Multiple tenant center signs.
- 15.50.030 Accessory signs.
- 15.50.040 Wayfinding signs.
- 15.50.050 Temporary signs.
- 15.50.060 Murals.

15.50.005 Purpose.

This chapter identifies the amount of sign area allowed for businesses and other uses and provides standards for business identification signs, multiple tenant center signs, accessory signs, wayfinding signs, temporary signs, residential signs, and open space/urban reserve signs. Signs erected pursuant to this chapter must be consistent with location, measurement, illumination, maintenance and other requirements identified in Chapter 15.60. (Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §2(part), 2011; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.05.005).

15.50.010 Identification signs.

An identification sign identifies the name of a specific business, organization or entity.

A. Business identification signs consistent with the following standards are allowed for business uses in the commercial, industrial, and agricultural zoning districts and in areas designated for nonresidential uses within a planned unit development zoning district.

1. Number of Signs. All businesses may have at least one sign. Businesses may have one additional sign per business frontage. Where businesses have a lineal street frontage in excess of three hundred feet, one additional sign is allowed for every three hundred feet of lineal street frontage in excess of three hundred feet.
2. Sign Area.
 - a. A business may have up to one and one-half square feet of sign area per one lineal foot of primary business frontage, up to:
 - i. Eighty square feet of sign area for freestanding businesses, except if a business is adjacent to a highway or if a business is in a multiple tenant center; or
 - ii. One hundred square feet of sign area if a freestanding business is adjacent to a highway and is not in a multiple tenant center; or

- iii. Seventy square feet of sign area for each business in a multiple tenant center. If more than one business occupies a single storefront, the combination of identification signage for businesses within that single storefront shall not exceed seventy square feet. If one business occupies more than one storefront, identification signage for that business shall not exceed seventy square feet.
 - iv. Buildings in excess of five thousand square feet with a minimum of one hundred lineal feet of street-level frontage are allowed up to one hundred twenty square feet of sign area.
 - b. Where a business has less than five lineal feet of primary business frontage, it may have up to seven and one-half square feet of sign area.
3. Types of Signs. The business identification signs shall be limited to sign types identified in Table 15.50-1. Businesses in a multiple tenant center shall not have monument, pylon or freestanding signs as the individual business identification sign, except as allowed in Section 15.50.020.
4. Illumination. Business identification signs may be illuminated as identified in Section 15.60.030(B), subject to the criteria identified in Section 15.60.030, except as provided in the downtown area as described in this section.
5. Downtown. Signs in the downtown area, which is the area shown in Exhibit 1 of the Half Moon Bay Downtown Specific Plan (Figure 15.50-1), shall conform with the following standards:
- a. Signs shall be scaled and oriented to the pedestrian level;
 - b. Signs shall be designed and constructed with a high level of craftsmanship and detail that complements the architectural features, scale and finish of the building;
 - c. Signs shall be designed to complement the diversity and eclecticism of the downtown and shall include any two of the following six elements:
 - i. The most prominent lettering element on a sign, such as the business's name, uses a serif or script font.
 - ii. The sign includes a frame, background, or lettering in natural wood, stone or other durable high-quality material that is natural in appearance.
 - iii. The sign includes a frame, background, or lettering in wrought iron, brass, silver or copper in appearance.
 - iv. The sign has raised lettering or a raised border such that the sign is not one-dimensional in appearance.
 - v. The sign is projecting or a hanging sign and is attached to a decorative mounting bracket.

- vi. The sign is a post and panel freestanding sign with decorative supports (e.g., not an unpainted wood or metal pole) that are wrought iron, wood or other similar durable high-quality material;

Figure 15.50-1--Half Moon Bay Downtown Specific Plan Area

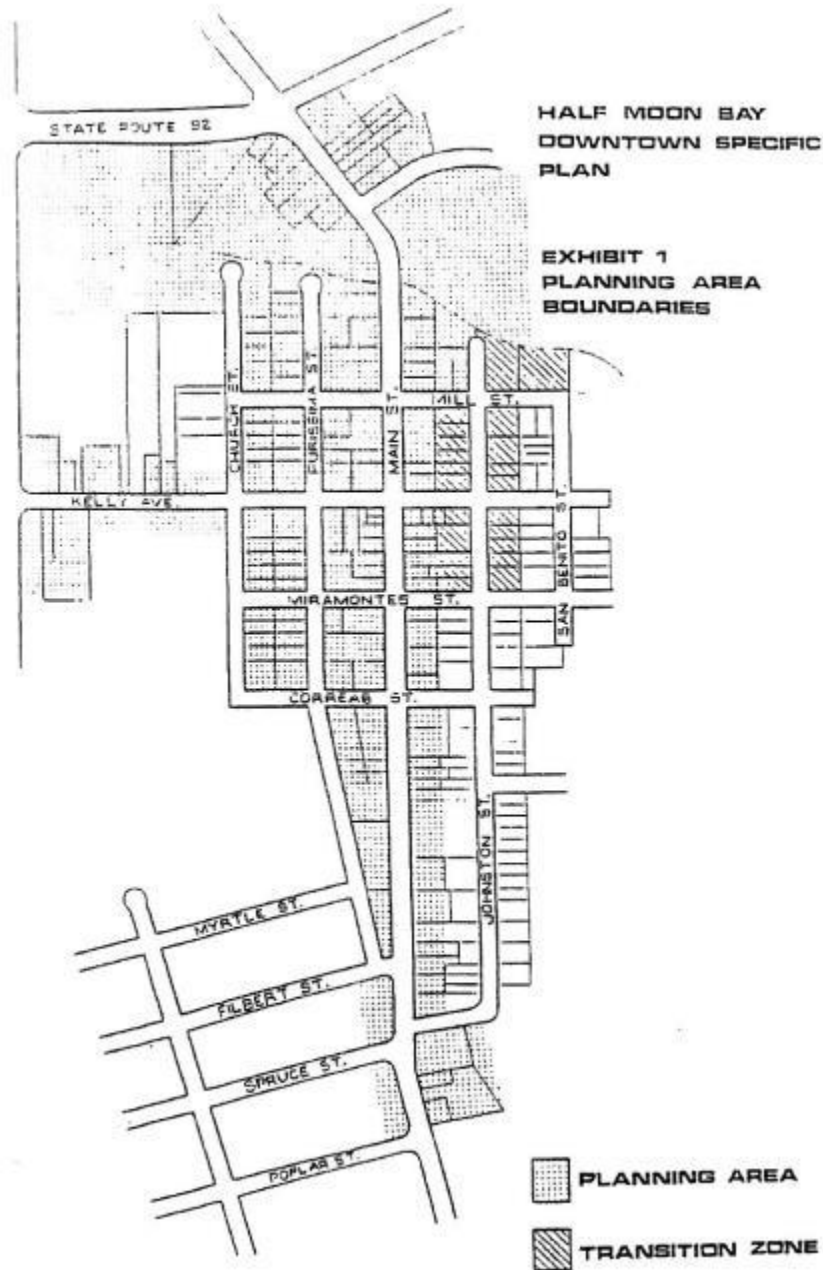


TABLE 15.50-1: BUSINESS IDENTIFICATION SIGNS--PERMANENT

Sign Type	Maximum Area per Sign	Maximum Height	Other Requirements
Building Signs			
Awning Sign	Downtown: 6 sq. ft. Other Areas: 18 sq. ft.	-	Lettering shall be allowed on awning valances only, shall not exceed 8 inches in height, and shall be contained in a single line. Logos, symbols, and graphics that do not include text may be allowed on the shed (slope) portion of an awning. Awning signs may not be backlit.
Marquee Sign	100 sq. ft.	-	
Projecting Sign	Multiple Tenants: 5 sq. ft. Downtown: 16 sq. ft. Other Areas: 20 sq. ft.	1 story: Fascia 2 or more stories: Below the window sills of the second story	Projecting signs in multiple tenant centers are limited to five square feet or less, unless the projecting sign is the center identification sign and not an individual business identification sign. Projecting signs that overhang a public right-of-way or pedestrian access way shall not be less than 8 feet above the finished grade.
Wall ¹	80 sq. ft.	Roofline	Only one wall sign allowed per business per business frontage. The sign shall not be wider than 70 percent of the building frontage on which it is placed and shall not cover more than 25 percent of the building area upon which it is placed.
Window Sign	Up to 25 percent of any continuous window area	Top of window	Identical signs evenly placed in multiple windows along a business frontage will be considered a single sign.
Freestanding Signs			
Monument or Pole Sign ²	100 sq. ft.	Highway: 20 ft. Other: 10 ft.	One monument sign per business frontage, up to two monument signs. ² Freestanding signs up to 20 ft. high are

Sign Type	Maximum Area per Sign	Maximum Height	Other Requirements
			allowed for business uses adjacent a state or federal highway.
Planter Sign	4.5 sq. ft. (up to 18 inches by 36 inches)	Up to 3 ft.	Planter signs are limited to the downtown and may only be installed within tree wells on the public sidewalk. Planter signs are encouraged to have uniform sizes and frames. A planter sign may not extend outside of the tree well and shall be no less than 12 inches above the elevation of the sidewalk. Planter signs may not be illuminated.
1 Buildings in excess of 5,000 square feet with a minimum of 100 feet of lineal street frontage are allowed up to 120 square feet of sign area.			
2 Where businesses have a lineal street frontage in excess of 300 feet, one additional monument sign is allowed for every 300 feet of lineal street frontage in excess of 300 feet.			

d. Illumination of signs in the downtown shall be limited to external indirect, halo and reflective illumination as described under Section 15.60.030(B). Window signs may be permitted to have neon illumination;

e. In order to preserve the integrity of the buildings in the downtown area, signs affixed to a building shall have a mounting mechanism that allows the sign to be changed without removing the mounting materials from the building.

6. Multiple Tenant Centers. If a special sign program pursuant to Chapter 15.70 is adopted, the adopted sign program shall apply in lieu of this section.

a. Uniform Treatment. A uniform treatment of sign type, colors, materials, design and illumination is required for individual businesses within multiple tenant centers. When new signs are proposed for existing centers with multiple tenants and multiple signs, such signs shall reflect, where possible, the general sign type, colors, materials, design and illumination that is prominent in the center.

b. Allowable Sign Area. The allowable sign area for a single multiple tenant center under single ownership may be distributed at the discretion of the owner upon approval of the city; however, in no event shall the combined sign area for all tenants exceed the total allowable sign area for the center.

B. The standards identified in Table 15.50-2 apply to identification signs for businesses or organizations in the open space and urban reserve zoning districts.

TABLE 15.50-2: OPEN SPACE USES--PERMANENT IDENTIFICATION SIGNS

Sign Type	Number of Signs	Maximum Area	Maximum Height	Other Requirements
Business Identification Sign: Wall Sign or Monument Sign	1 per business frontage	20 sq. ft. per sign	10 ft.	No illumination

C. The following standards apply to identification signage for residential uses, including home occupations and multifamily development.

TABLE 15.50-3: RESIDENTIAL USES--PERMANENT IDENTIFICATION SIGNS

Sign Type	Number of Signs	Maximum Area	Maximum Height
Name and Address Sign: Wall Sign	1	1 sq. ft.	5 ft.

Sign Type	Number of Signs	Maximum Area	Maximum Height
Multifamily Sign: Projecting Sign, Wall Sign, or Monument Sign	1 per business frontage, up to 2 signs maximum	8 sq. ft. per sign	On building: First floor Monument: 5 ft.

(Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §2(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.05.010).

15.50.020 Multiple tenant center signs.

A multiple tenant center is a development consisting of two or more separate uses or tenancies that share either the same parcel, set of parcels or structures, and use common access and parking facilities. The following standards identify the number of signs, sign area, and types of signs allowed for multiple tenant centers. These signs are in addition to the business identification signs for individual uses within the center, accessory signs, temporary signs, and wayfinding signs allowed under this title.

A. Number of Signs. A multiple tenant center may have one identification sign and one directory sign per public frontage. Where a multiple tenant center has an excess of three hundred feet of lineal street frontage, one additional monument or freestanding sign is allowed for every three hundred feet of lineal street frontage in excess of three hundred feet.

B. Sign Area. A multiple tenant center may have one square foot of sign area per one foot of lineal street frontage, up to a maximum of one hundred square feet per multiple tenant center. This sign area is in addition to the sign area allowed per individual business as set forth in Section 15.50.010.

C. Types of Signs. A multiple tenant center may have identification signs and directory signs as described in Table 15.50-4.

TABLE 15.50-4: MULTIPLE TENANT CENTER SIGNS

Sign Type	Maximum Area per Sign	Maximum Height	Other Requirements
Identification Sign: Identifies the name of the center and may also identify the primary anchor(s) and other stores.	100 sq. ft.	10 ft. If adjacent to a federal or state highway, up to 20 ft. may be allowed if necessary for visibility.	Identification signs shall be monument signs unless either: 1) there is not adequate room for a monument sign, in which case the sign may be a projecting or wall sign up to 50 sq. ft., or 2) if the building or center is adjacent to a highway, the sign may be a pole or pylon sign up to 20 ft. in height. Where a multiple tenant building or center is allowed

Sign Type	Maximum Area per Sign	Maximum Height	Other Requirements
			to have more than one monument or freestanding sign pursuant to subsection A of this section, such multiple tenant building or center may allow an anchor store to have a monument sign in lieu of an additional monument sign allowed for the building or center.

(Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §2(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.05.020).

15.50.030 Accessory signs.

The standards identified in Table 15.50-5 apply to permanent accessory signs that do not advertise a business as their primary purpose. These signs do not count toward the permanent sign area allowed under Sections 15.50.020(A) and (B).

TABLE 15.50-5: ACCESSORY SIGNS

Sign Type	Maximum Area per Sign	Maximum Height	Other Requirements
Nonresidential and Multifamily Uses			
Directional Signs	2 sq. ft.	5 ft.	On-site directional signs with no advertising solely for guiding traffic, parking, and loading on private property where a use has 10 or more parking spaces. Signs in alleys and service ways shall be wall-mounted; in other locations, signs may be freestanding or wall-mounted. Directional signs may only have reflective illumination.
Decorative Flags, Banners or Pennants	4 sq. ft.	Building: Roofline Freestanding: 10 ft.	Permanent flags, banners or pennants without text. One sign allowed per 20 feet of primary business frontage.
Directory Sign	0.75 sq. ft. per business, up to 8 sq. ft. total	5 ft.	One directory sign allowed per business frontage. Directory signs are limited to multiple tenant centers.
Restaurants			
Menu Board	Up to 24 sq. ft. of sign area allowed per sign	6 ft.	Two allowed per drive-through restaurant. Menu boards may be freestanding or mounted to a wall. Menu boards may only have internal illumination or external illumination consistent with the standards at Section 15.60.030.
Menu Box	1.75 sq. ft.	5 ft.	One menu box allowed per restaurant. Menu box shall be mounted to the building wall within five feet of the primary entrance to the restaurant and counts toward the business's total

Sign Type	Maximum Area per Sign	Maximum Height	Other Requirements
			permanent sign area. Menu boxes may only have external illumination consistent with the standards at Section 15.60.030.
Civic, Nonprofit and Other Noncommercial Uses			
Bulletin Board	0.5 sq. ft. per lineal foot of primary street frontage, up to 24 sq. ft.	5 ft.	Bulletin boards may be freestanding or mounted to a wall. Bulletin boards may only have external illumination consistent with the standards at Section 15.60.030.

(Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §2(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.05.030).

15.50.040 Wayfinding signs.

Wayfinding signs provide identification of and direction to various destinations in the city.

A. Sign Categories. Wayfinding signs include five sign types:

1. Welcome and Direction Signs. These signs may be located at entrances to the city and major intersections, may feature the names of major destinations, including the downtown district, and will have directional arrows. These signs will be freestanding. These signs may include an area for local nonprofit organizations (e.g., Chamber of Commerce, Rotary Club, etc.). Each organization may have up to one and one-half square feet of sign area.
2. Downtown Directional Signs. These signs may direct visitors from a downtown entrance to public parking and include the names of two or three major destinations.
3. Local Directional Signs. These signs may be located at major intersections in the downtown and include the names of businesses in the street block.
4. Pedestrian Kiosks. These kiosks may include a map of the downtown and a building directory.
5. Area Identification Sign. These signs are permanent and used to identify a neighborhood, subdivision, shopping district, industrial district, agricultural district or any special community area.

B. Type and Location. All wayfinding signs may be wall-mounted or freestanding and may be located in the public right-of-way with the approval of the city. Local directional signs may be wall-mounted on any building at a major downtown intersection, with the consent of the property owner.

C. Design and Character. All wayfinding signs shall have a unified design, including the frame, a decorative element, and logo. The signs shall have same-color placards identifying the major destinations (e.g., blue placards for attractions, orange placards for specific buildings or centers, green placards for parking). (Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §2(part), 2011; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.05.040).

15.50.050 Temporary signs.

Signs that are consistent with the standards identified in Tables 15.50-6 and 15.50-7 may be erected on a temporary basis in commercial, industrial, agricultural, open space, planned development and urban reserve zoning districts. Signs that are consistent with the standards identified in Tables 15.50-6 and 15.50-8 may be erected on a temporary basis in residential zoning districts.

TABLE 15.50-6: GENERAL TEMPORARY SIGN STANDARDS

General Requirements: All Temporary Signs	
Placement	Temporary signs shall not be placed in the public right-of-way, except for approved community event signs.
Sign Types Not Permitted	A-frame signs, except for approved community events and open houses
Illumination	No illumination
Length of Installation	Temporary signs shall be removed promptly by the time/date identified on the sign permit or as specified in this code.

TABLE 15.50-7: TEMPORARY SIGN TYPES--NONRESIDENTIAL ZONING DISTRICTS

Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Other Requirements
Construction, Future Tenant, and Real Estate (For Sale or For Lease Signs)	1 per business frontage, up to 2 maximum	Downtown: 20 sq. ft. per sign Elsewhere: 32 sq. ft. per sign	6 ft.	Construction signs shall be removed upon completion of the city's final building inspection. Future tenant signs shall be removed upon occupancy of the site. Real estate signs shall be removed upon sale or lease of unit or building.
Promotional Signs	2 window signs or 2 portable signs; 1 banner sign per business frontage	Banner: 10 sq. ft. per sign Window Sign: 25 percent of window area	Roofline if on building; otherwise 8 ft.	Each business or use shall be allowed a maximum of two weeks' temporary promotional signs a quarter/season (four times a calendar year), not to exceed a total of eight weeks per calendar year. Temporary advertising periods may be combined, but may never be longer than four consecutive weeks (28 consecutive days) at any one time with at least four consecutive weeks between periods of display. Portable signs may not be placed in the public right-of-way or on private property without express written consent of the property owner.
Community Event Signs	Up to 2 banner signs and up to 6 portable signs	Banner signs: 100 sq. ft. total sign area. Portable signs: Up to 3 sq. ft. per sign	Banners: 35 ft. Portable signs: 3 ft.	Beacons, pennants, freestanding banners, inflatable signs and signs placed in or above the public right-of-way may be permitted on a case-by-case basis, as determined by the community development director. Community event signs may be placed in the public right-of-way in approved locations and shall be located so as to not obstruct traffic, parking, driveways, or pedestrian walkways. Community event signs, except portable signs, may be installed up to 21 days before the

Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Other Requirements
				event and shall be removed within three days following the event. Portable signs, including A-frames, may only be installed while the event takes place.
New Business Signs	1 per business frontage, up to 2 maximum	Banner: 20 sq. ft. per sign Window sign: 25 percent of window area	6 ft.	New business signs that constitute a banner sign up to 20 square feet or a window sign up to 25 percent of the window area that identifies the name of the establishment may be installed upon submittal of an application for a permanent business identification sign. The temporary identification sign shall be removed upon installation of the permanent identification sign.

TABLE 15.50-8: TEMPORARY SIGN TYPES--RESIDENTIAL ZONING DISTRICTS

Sign Type	Maximum Number	Maximum Sign Area	Maximum Height	Other Requirements
Construction Signs: Identify the name of the contractor, architect, etc.	1 per parcel	6 sq. ft.	5 ft.	Shall be removed upon completion of the city's final building inspection.
Real Estate Signs: Multifamily	1 per parcel	16 sq. ft.	5 ft.	Shall be removed upon lease or sale of the property.

(Ord. C-2015-04 §1(part), 2015; Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §2(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.05.050).

15.50.060 Murals.

A mural is an expression of public art painted directly on the exterior of a building or on a backing that is affixed to the building and is sanctioned by the property owner. Murals are allowed in the commercial, industrial, agricultural, and open space districts pursuant to the following standards:

A. Murals may not be installed and maintained on an area exceeding a maximum sign face area of one hundred percent of the exterior wall area of the first three stories upon the wall or facade where the mural is located.

B. The sponsor of the mural may be acknowledged or other public information pertaining to the mural may be provided at the lowest corner of a mural. The designated area for the acknowledgement or public information must not exceed a maximum area of four square feet.

C. Murals used for any form of [on-site](#) commercial advertising or public information or solicitation of any kind are considered identification signs and are subject to the standards identified at Section 15.50.010. (Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §2(part), 2011: Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.05.060).

Chapter 15.60

GENERAL SIGN REQUIREMENTS

Sections:

- 15.60.010 Determining allowable sign area and height.
- 15.60.020 Placement, design, sign elements and maintenance.
- 15.60.030 Illumination of signs.
- 15.60.040 Sign removal or replacement.

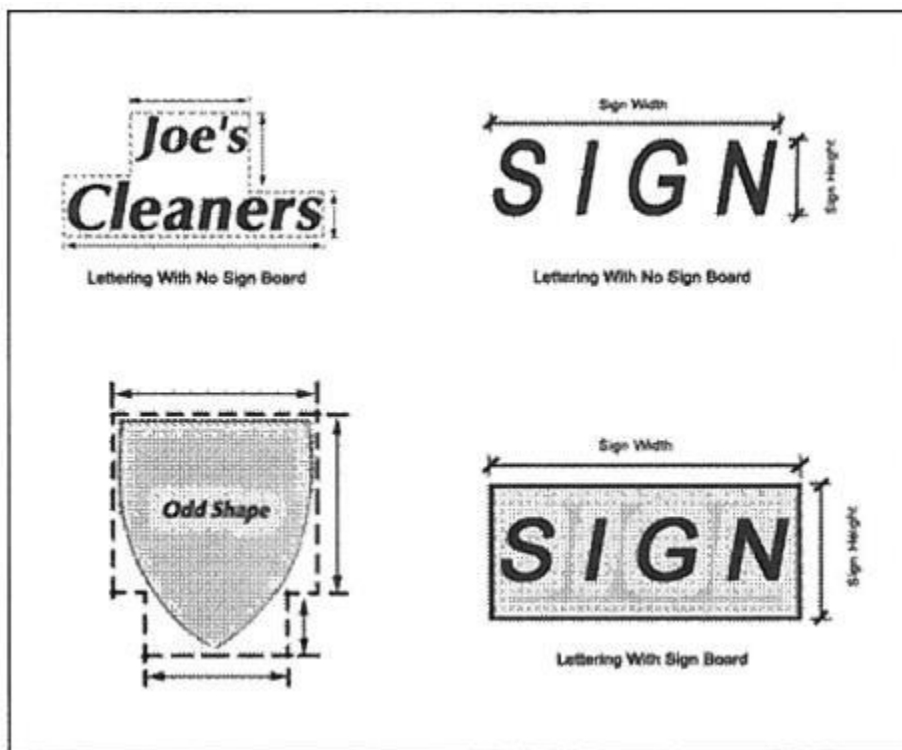
15.60.010 Determining allowable sign area and height.

A. Determining Allowable Sign Area. The sign area allowed for a business or use based on primary business frontage or lineal street frontage shall be determined as follows:

1. Business Frontage. This is the lineal frontage of a business that abuts public street right-of-way or other area accessible to the public such as business frontage on a parking lot or parking structure generally open to the public, or on a publicly traveled waterway such as the Pacific Ocean.
2. Primary Business Frontage. Where a business has more than one business frontage, the longest single business frontage may be used to calculate the maximum allowable sign area. The cumulative total of frontages shall not apply.
3. Lineal Street Frontage. This is the lineal distance that a parcel or parcels occupied by a business or businesses abuts a public street right-of-way. This lineal distance will be used to calculate sign area for multiple tenant center signs and to determine additional business identification and/or multiple tenant center signs.

B. Measurement of Sign Area. The area of a sign shall be calculated by enclosing the extreme limits of writing, representation, emblem, or any fixture of similar character, together with any background, frame, material or color forming an integral part of the display within a single continuous perimeter composed of squares or rectangles with no more than eight lines drawn at right angles (see Figure 15.60-1); however, if the sign is composed of individual letters or symbols using the wall as the background with no added decoration, the total sign area shall be calculated as seventy-five percent of the area of any rectilinear geometric figure that encloses the extreme limits of the characters or symbols.

FIGURE 15.60-1: MEASUREMENT OF SIGN AREA



1. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
2. Double-faced signs with back-to-back sign faces shall be regarded as a single-face sign if the distance between each sign face does not exceed two feet at any point.
3. Where a sign contains three-dimensional objects (e.g., spheres, cubes, clusters of objects, sculpture, or statue-like objects), the sign area shall be measured as the maximum projection of the objects upon a single vertical plane.
4. For signs that incorporate time and temperature devices or changeable copy, the area of these devices shall be included in the total area of the sign.

C. **Measurement of Sign Height.** Sign height shall be measured from the uppermost part of the sign used in determining the area of the sign to the lowest elevation at the base of the sign. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.07.010).

15.60.020 Placement, design, sign elements and maintenance.

The placement, design and maintenance of a sign shall be subject to the following:

- A. **Placement.** Signs shall be placed according to the following:
 1. Other than official government signs or warning signs required by law, no sign shall be placed in or upon median strips or islands, bridges, benches, traffic signals, utility poles,

utility equipment, street lights, traffic signs, traffic sign posts or supporting structures, or on anchor wires or guy wires. No sign may be cut, burned, marked or in any other manner displayed on a cliff, hillside or tree.

2. No sign may be placed or located in such a manner as to constitute a safety hazard or to impede the public use of the public right-of-way, by factors including, but not limited to, sight distance and tripping hazard; and no sign shall be installed in such a manner that it blocks or impedes the normal pedestrian use of public sidewalks.

3. Signs shall be installed in compliance with the most recent version of the California Building Code and of the Americans with Disabilities Act.

4. Signs installed at or near any street intersection, doorway or driveway may not obstruct the free and clear vision of drivers and pedestrians or present other hazards to drivers and pedestrians.

5. No sign shall be erected in any manner where a portion of the sign or its supports would interfere with the free use of any fire escape, exit or standpipe, or obstruct any required stairway, door, ventilator, window, handicapped ramp or access, or required parking space.

6. Double-faced electric signs shall have a minimum of four inches between faces. The faces of such signs shall be fastened to an incombustible metal frame of such construction as to adequately support the sign faces.

7. Wall Signs. Signs placed flat against the building must be erected parallel thereto and the outside face of said sign may extend no more than eighteen inches from the wall of such building. Said signs may project over a public right-of-way a distance not exceeding said eighteen-inch depth.

8. Projecting and Hanging Signs. Signs that hang or project outward from a building must provide a minimum of eight feet of clearance above the sidewalk or any pedestrian area. If they are placed over an alley or other right-of-way that may have vehicle traffic, they must provide a minimum of thirteen feet of clearance. Such signs shall extend no more than five feet from a building and shall not extend within two feet of a curb or street.

9. Projecting Signs. All projecting signs must be double-faced except signs placed flat against a building or projecting V-shaped signs attached to a building at the open points of the V.

10. All signs displaying commercial messages shall be located on the same site as the advertised use or product, except as otherwise permitted by the provisions of this title or the Outdoor Advertising Act as set forth in the California Business and Professions Code.

11. A sign may be attached to the fascia of a sloping roof of a structure, but may not be located so as to extend above the upper edge of the fascia of said sloping roof.

B. Design. Signs shall consist of the following elements:

1. Sign design shall be physically compatible with the building and surroundings.
2. Any metal or reflective materials to be matte or nonglare surface.
3. Materials used to construct the sign and support structures shall be high quality and durable.
4. All transformers, equipment, programmers, and other related items shall be screened and/or painted to match the building or shall be concealed within the sign.
5. All freestanding signs that incorporate lighting shall have underground utility service.
6. All signs shall be constructed in compliance with any applicable building, electrical, or other code in effect at the time of construction or maintenance, with particular respect to wind and seismic loads and overturning moment.
7. All temporary signs and banners shall be made of a material designed to maintain an attractive appearance for as long as the sign is displayed.
8. Signs shall be designed in compliance with the most recent version of the California Building Code and of the Americans with Disabilities Act.

C. Sign Elements. A business identification sign or multiple tenant building or center identification sign may include a time/temperature display, changeable copy or electronic readerboard only as specifically provided by this section.

1. Time and/or Temperature Displays. A time and/or temperature display may be permitted as an integral component of a projecting sign or freestanding sign of at least twenty square feet provided it meets the following standards:
 - a. The time and/or temperature display shall have a maximum area of ten square feet.
 - b. The sign shall be designed in a manner that is compatible with other signs and with the structure on which it is placed.
2. Changeable Copy Signs. A changeable copy sign may be allowed as set forth below.
 - a. Changeable copy signs may only be allowed as an integral component of a freestanding sign, projecting sign, marquee sign or wall sign that is larger than ten square feet, and either:
 - i. In conjunction with facilities used exclusively for the presentation of cultural, religious or theatrical activities as allowed under Title 18 and limited to a maximum of twelve square feet of changeable copy; or

- ii. To advertise products, services, and prices in conjunction with a retail business and limited to a maximum of three square feet of changeable copy.
- 3. Electronic Readerboard Signs. An electronic readerboard may only be allowed on signs for civic and institutional uses as set forth below.
 - a. The maximum sign area devoted to electronic readerboard on any sign shall not exceed sixteen square feet.
 - b. The number of messages shall not exceed three.
 - c. The static display time for each line of copy is a minimum of two seconds.
 - d. The time to complete change from one message to the next is a maximum of two seconds.
 - e. The change of message shall occur simultaneously for the entire sign face.
 - f. The sign shall contain a default design that will freeze the device in one position if a malfunction occurs.
 - g. The sign shall have no revolving, flashing, moving, rotating, or similar intermittent lights.
 - h. The sign may be illuminated only during the user's hours of operation and during functions and special events.

D. Maintenance. Signs shall be cleaned, updated, and/or repaired as necessary to maintain an attractive appearance and to ensure safe operation of the sign. Unacceptable sign conditions include: broken or missing sign faces, broken or missing letters, chipped or peeling paint, water damage, missing or inoperative lights, exposed mechanical or electrical components, missing or broken fasteners or other visible defects. Failure to respond to a written request from the city to perform maintenance work is a violation of city code and shall result in a citation. (Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §6(part), 2011; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.07.020).

15.60.030 Illumination of signs.

A. Illumination Standards. The artificial illumination of signs, either from an internal or external source, shall be designed to avoid light spillage, nuisance, momentary blindness or other hazard, unreasonable brightness, glare, and to eliminate negative impacts on surrounding rights-of-way and properties. The following standards shall apply to signs that may be illuminated:

1. External light sources shall be directed and shielded to limit direct illumination of an object other than the sign.
2. Signs shall not have exposed bulbs or lamps exceeding fifteen watts, and the brightness of luminous or backlighted signs shall not exceed two hundred fifty footlamberts.

3. The light from an illuminated sign shall not be of an intensity or brightness that will create a negative impact on residential properties in direct line of sight to the sign and the light shall not be visible within seventy-five feet of any residential zoning district. Internally illuminated signs visible from any residential zoning district shall not be illuminated between the hours of eleven p.m. and six a.m. unless they identify an establishment open for business during those hours.
 4. All illuminated signs shall be of such intensity or arranged in such a manner so as not to create glare for abutting properties or vehicular traffic.
 5. Signs shall not have blinking, flashing, or fluttering lights or other illumination devices that have a changing light intensity, brightness, direction or color, with the exception of time and/or temperature and electronic readerboard signs allowed pursuant to Section 15.60.020.
 6. Colored lights shall not be used at a location or in a manner so as to be confused or constructed as traffic control devices.
 7. Electrical raceways and conduits shall be placed so that they are not within public view. Where this is physically impractical, or doing so would damage significant architectural features or materials, the community development director may grant a waiver of this requirement, provided all conduits, raceways, and similar devices are kept as small as possible and are painted the same colors as adjacent wall surfaces.
 8. Awnings with backlit text or graphics are not allowed. Signs shall not be illuminated in a manner such that the awning appears to be internally illuminated. Lighting directed downwards that does not illuminate the entire awning is allowed.
 9. For residential districts, the lighting shall not exceed one foot-candle.
 10. Light sources shall utilize energy efficient fixtures to the greatest extent possible.
- B. Type of Sign Illumination. The type of sign illumination (if any) permitted is as specified in Chapter 15.50, and as otherwise set forth in this chapter.
1. Halo-Type Illumination. The light source is concealed behind an opaque face and the rays of illumination are projected outwards toward the edge of the sign, forming a “halo” effect around the exterior of the sign.
 2. Internal Illumination. The light source is concealed entirely within a sign which makes sign graphics visible by transmitting light through a translucent or semitranslucent material.
 3. External, Indirect Illumination. The light source is exposed and directed toward the sign face but is shielded or concealed from view with proper shields or glass lenses to avoid glare. Examples of external illumination include gooseneck light fixtures and ground-mounted light fixtures.

4. Reflective Illumination. Illumination that is not fluorescent or electrically charged, but that responds to light, such as from passing vehicle headlights, by shining or glowing.

5. Channel Letters. Three-dimensional, individually cut letters or figures, internally illuminated, affixed to a structure.

6. Neon. Neon or other comparable visible discharge gas may be used only on nonresidential establishments and shall not exceed twenty-five percent of the sign face. Neon sign components shall comply with the following:

a. Neon signs and linear tubing shall be UL (Underwriters Laboratories) listed with a maximum thirty milliamps per circuit and be designed to accommodate a dimmer in order to reduce the brightness of the neon.

b. The neon manufacturer shall be registered with Underwriters Laboratories.

c. Neon tubing shall not exceed one-half inch in diameter.

d. Neon lighting adjacent to residential uses shall not exceed one-half foot-candle measured at the property line.

e. Neon tubing shall not be combined with any reflective materials (e.g., highly glazed tiles, mirrors, polished metal, or other similar materials).

f. Neon signs placed within five feet of a storefront window shall not occupy more than twenty-five percent of the window area.

g. Neon lighting that completely surrounds a door, window, outline of a building, architectural element, or similar element is not allowed. (Ord. C-2015-04 §1(part), 2015; Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.07.030).

15.60.040 Sign removal or replacement.

When a sign is removed or replaced, all brackets, poles, and other structural elements that support the sign shall also be removed. Affected building surfaces shall be restored to match the adjacent portion of the structure. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.07.040).

Chapter 15.70

SPECIAL SIGN PROGRAMS

Sections:

15.70.010 Special sign programs.

15.70.010 Special sign programs.

A. Purpose. A special sign program is intended to integrate project signs into the architectural design of the site, thereby creating an architectural statement of high quality. A special sign program provides a flexible means of applying and modifying the sign regulations in this title to ensure high quality in the design and display of multiple permanent signs for a project or use and to encourage creativity and excellence in the design of signs. It is expected that the design quality of signs proposed under a special sign program will be of a superior quality and creativity to those that might result through the normal sign permit process. The provisions of a special sign program shall not include temporary banners.

B. Applicability. A special sign program may be approved whenever any of the following circumstances exist:

1. A multiple tenant center requests a special sign program; or
2. The community development director determines that a special sign program is needed because of special project characteristics (e.g., the size of proposed signs, limited site visibility, a business within a business, the location of the site relative to major transportation routes, etc.) or when unique, creatively designed signs are being proposed and certain aspects of the sign's design (e.g., animation) might not otherwise be allowed.

C. Approval Authority. A special sign program shall require approval by the planning commission who may consider the recommendation of any city council appointed advisory committee or commission. Following approval of a special sign program, permits for individual signs consistent with the approved special sign program may be approved by the community development director on an administrative basis.

D. Modification of Standards. A special sign program may include sign standards that are, at the same time, both more restrictive in some respects and less restrictive in other respects, compared to the standards established in Chapters 15.50 and 15.60. Allowed modifications may relate to sign area, number of signs, height, and location. Less restrictive provisions in a special sign program may encourage creative signage and allow signage otherwise prohibited by Sections 15.30.020(B) and (I), but shall not allow signs that are otherwise prohibited by this title.

E. Findings. In order to approve a special sign program, the following findings shall first be made:

1. The special sign program complies with the intent of this title;

2. Proposed signs enhance the overall development and are in harmony with other signs included in the plan with the structures they identify and with surrounding development;
3. The special sign program contains provisions to accommodate future revisions that may be required because of changes in use or tenants; and
4. The special sign program complies with the standards of this title, except that flexibility is allowed with regard to sign area, number, location, and/or height to the extent that the master sign plan will enhance the overall development, achieve superior quality design, and will more fully accomplish the purposes of this title.

F. Revisions to Special Sign Program.

1. Revisions to special sign program may be approved by the community development director if the intent of the original approval is not affected.
2. Revisions that would substantially deviate from the original approval shall require an amendment to the special sign program or the approval of a new special sign program by the planning commission. (Ord. C-2019-03 §2(Exh. A)(part), 2019; Ord. C-2015-04 §1(part), 2015; Ord. C-2013-04 §9(part), 2013; Ord. C-9-11 §7, 2011; Ord. C-3-10 §1(Exh. A)(part), 2010. Formerly 15.09.010).

Chapter 15.80

NONCONFORMING SIGNS

Sections:

- 15.80.010 Pre-existing nonconforming signs.
- 15.80.020 Abatement of signs.
- 15.80.030 Zoning changes.

15.80.010 Pre-existing nonconforming signs.

A. Pre-Existing Permanent Nonconforming Signs. All permanent signs and sign structures which were erected and in existence prior to the effective date of the ordinance codified in this title, and which were, at the time of such erection or establishment, in compliance with all the applicable statutes and ordinances, but which do not meet the requirements of this title, are considered pre-existing nonconforming signs. Such signs may remain on the premises upon which they are located for up to five years; provided, that such signs and sign structures are in full compliance with the safety and maintenance provisions of Sections 15.60.020 and 15.60.030; and provided, that the pre-existing nonconforming sign is not altered, modified, or changed in any way that would either require a sign permit under this code or that would be prohibited under this code. Pre-existing nonconforming signs shall either be brought into conformance with this code or shall be completely removed from the premises upon which they are located within five years from the effective date of the ordinances codified in this title. All signs which exist within the city which were nonconforming under this code and any previous sign and advertising codes must be removed immediately.

B. Pre-Existing Permanent Nonconforming Signs--Special Circumstances. No legal pre-existing permanent nonconforming sign shall be required to be removed on the sole basis of its height or size if special topographic circumstances would result in a material impairment of visibility of the sign or the owner's or user's ability to adequately and effectively continue to communicate to the public through the use of the sign. The owner or user may maintain the sign at the business premises and at a location necessary for continued public visibility at the height or size at which the sign was previously erected pursuant to all applicable codes, regulations and permits. Such signs shall be deemed to be in conformance with this title.

C. Pre-Existing Temporary Nonconforming Signs. All temporary signs and temporary sign structures which were erected and in existence prior to the effective date of the ordinance codified in this title, but which do not meet the requirements of this title, shall be permitted to remain in existence notwithstanding their nonconforming character for a period of thirty days from the effective and official date of the ordinance codified in this title. Thereafter, all such signs and sign structures shall be in violation of this title, and subject to removal as in the case of any other illegal structure or use, subject to the exceptions set forth in this title.

D. Changes to Nonconforming Signs. Any changes to any pre-existing nonconforming sign or sign structure in terms of location, orientation, size, height, or use may only be made in

conformance with the provisions of this title. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.11.010).

15.80.020 Abatement of signs.

Any sign that is not in conformance with this title shall be removed or brought into conformity. Abatement of signs that are not in conformance with this title shall occur consistent with Title 1. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.11.020).

15.80.030 Zoning changes.

Signs or sign structures that are made nonconforming with the provisions of this title due to a change in zoning initiated by the city, property owner or sign owner, are subject to review by the planning commission. (Ord. C-2013-04 §9(part), 2013; Ord. C-3-10 §1(Exh. A(part)), 2010. Formerly 15.11.030).

Chapter 15.90

MESSAGE SUBSTITUTION

Sections:

15.90.010 Message Substitution.

15.90.010 Message Substitution.

A. Message Substitution. A noncommercial message of any type may be substituted, in whole or in part, for any duly permitted commercial message or any other noncommercial message. Any on-site commercial message may be substituted, in whole or in part, for any other on-site commercial message.

B. No Additional Approval. This message substitution may be made without any additional approval, permitting, registration or notice to the City. The purpose of this provision is to prevent inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message.

C. Limitations. This message substitution provision does not:

1. create a right to increase the total amount of signage on a parcel, lot or land use;
2. affect the requirement that a sign structure or mounting device be properly permitted;
3. allow a change in the physical structure of a sign or its mounting device; or
4. authorize the substitution of a commercial message in place of a noncommercial message or the substitution of an off-site commercial message in place of an on-site commercial message.

Chapter 15.100

SEVERABILITY

Sections:

15.100.010 Severability

15.100.010 Severability.

This Title is to be severable to the greatest extent allowed by law. If any section, sentence, clause, phrase, word, portion or provision of this Title is held invalid or unconstitutional or unenforceable by any court of competent jurisdiction, such holding shall not affect, impair, or invalidate any other section, sentence, clause, phrase, word, portion, or provision of this Title which can be given effect without the invalid portion.

1452667.8

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **January 19, 2022**

TO: Honorable Mayor and City Council

FROM: Bob Nisbet, City Manager

**TITLE: AGREEMENT WITH EL CENTRO DE LIBERTAD FOR COMMUNITY RESPONDER
PILOT PROGRAM**

RECOMMENDATION:

Adopt a resolution authorizing the City Manager to finalize and execute an agreement with El Centro de Libertad for a Community Responder pilot program, at a cost not-to-exceed \$150,000, for a term beginning March 1, 2022, and ending September 30, 2022.

FISCAL IMPACT:

The \$150,000 pilot program cost will be funded with \$75,000 included in the City's FY 2021-22 Adopted Budget for this purpose, and a \$75,000 contribution from the County of San Mateo. Once received, the Adopted Budget will be revised to accept the County funding.

STRATEGIC ELEMENT:

This action supports the *Healthy Communities and Public Safety* and *Fiscal Sustainability* elements of the Strategic Plan.

BACKGROUND:

In Summer 2020, responding to the national movement around police reforms and the local killings of two individuals at the hands of law enforcement, the City Council prioritized community outreach and research related to public safety and law enforcement in Half Moon Bay. They also created a subcommittee to discuss the City's current contract with the Sheriff, law enforcement in general, and identify recommendations for reforms to be proposed in Half Moon Bay. The information gathered through these efforts would inform future subcommittee and Council discussions, public safety response alternatives, and negotiations with the Sheriff, including the potential renewal or renegotiation of the contract before its expiration on June 30, 2022.

The City launched a significant community outreach campaign which included: nine focus group meetings (Latinx community members and leaders, homeless community members and service providers, non-profits, youth, faith leaders, and mental health professionals), a listening session, and several Public Safety Subcommittee and City Council meetings. Through these efforts, two main issues rose to the top: general distrust of law enforcement in certain communities, and concerns about mental health response.

Several steps have been taken to effectuate improvements to public safety in Half Moon Bay and the relationship between law enforcement and our residents. On May 4, 2021, the City Council adopted the Yanira Serrano Presente! Program, which was developed by the Latino Advisory Council and is now being implemented in collaboration with that group. On July 14, 2021, the City Council held a special meeting focused completely on policing. At the meeting, the Council received presentations from the Stanford University Criminal Justice Center (authors of a report entitled “Safety Beyond Policing: Promoting Care over Criminalization”) and a representative from the White Bird Clinic (the organization that runs the CAHOOTS program in Eugene, Oregon). At that meeting, the City Council approved the Public Safety Work Plan for FY 2021-22, which includes the following recommendation:

- 5) Monitor the mental health response pilot program being implemented in Daly City, Redwood City, San Mateo, and South San Francisco and determine whether Half Moon Bay should consider a similar program. Work with the County, local providers and appropriate additional resources with mental health expertise at the earliest possible opportunity to plan a mental health crisis response pilot program. Include broad outreach and engagement with all partners, stakeholders, and members of the public to ensure the pilot program is successful.*

On August 13, 2021, the City reconvened the mental health focus group to specifically discuss the Council recommendation and gather feedback on how to best implement a mental health crisis response pilot program. Based on that feedback and additional research, including the Stanford paper presented in July, staff determined the most appropriate approach was to develop a pilot program using the Community Responder model, like Cahoots and other successful programs already operating in cities across the country.

City staff lack the training, expertise, and experience necessary to manage a program of this nature in-house, and it was determined that the best approach would be to partner with a third-party service provider to provide the services to the community. After gauging interest and accepting proposals from existing non-profit providers already serving the Coast, El Centro de Libertad was selected to work with the City on program design and provide services during the pilot stage due to their well-designed proposal, existing staff, expertise, and infrastructure, and ability to launch services quickly and effectively. El Centro de Libertad is a culturally competent non-profit that has provided substance abuse treatment and recovery, education, and other behavioral health services in Half Moon Bay for more than 20 years.

DISCUSSION:

Proposed Pilot Program

El Centro de Libertad has proposed the Crisis Assistance Response and Evaluation Services (CARES) program pilot to run for approximately 7 months, with an estimated launch date of March 1, 2022, for a total cost of \$150,000. The CARES program will provide a two-person mobile crisis response team, consisting of a certified EMT or other healthcare practitioner, and an experienced mental health professional, to respond to certain types of 911 calls dispatched through the County’s Public Safety Communications call center. The CARES team will be dispatched in instances where there is no immediate threat of violence, with Sheriff Deputies on

standby when a higher level of response is needed. Examples of the types of calls appropriate for the CARES team include suicidal ideations, persons under the influence of drugs or alcohol, persons experiencing a mental health crisis, parents calling with concern for an adolescent youth exhibiting unusual behavior, or community members reporting persons in some form of emotional distress. Although these calls would not include situations where medical emergencies or acts of violence are active, the CARES team could respond to these calls to provide support to first responders.

The CARES team will be unarmed, bilingual in Spanish and English, and focus on the use of culturally competent de-escalation, crisis-intervention, motivational interviewing, and suicide prevention tools to work with individuals in crisis. The CARES team response would be an alternative to law-enforcement, fire, or other first responders, divert individuals from costly visits to emergency rooms, unnecessary entry into the criminal justice system, and help prevent the physical harm or loss of life that sometimes result from armed crisis response. Following initial de-escalation and stabilization, the CARES team would help individuals develop a plan of treatment, provide warm handoffs to service providers, and engage in appropriate follow-up help put people on a path to healing. Ongoing collaboration with local and regional non-profits, County Health, the Sheriff's Office, and the community will be key to the success of the program and the long-term success of clients.

The initial pilot will operate 40 hours per week and respond to calls within the City limits of Half Moon Bay, as well as the Moonridge affordable housing community in the unincorporated County just south of the City. Future expansion could include the entire mid-Coast (Montara to Half Moon Bay). Further funding and collaboration with the County would be necessary for expansion and will only be considered after successful implementation of the pilot program.

Funding

Funding for the pilot program includes \$75,000 in the City's General Fund Budget for FY 2021-22 which was set aside for implementation of mental health services such as this pilot program. County Supervisor Don Horsley has committed a \$75,000 match to support the pilot program. That funding should be provided in February. Staff are researching legislation and pursuing grant opportunities to fund continuation or expansion of the program, including AB 988 and AB 118, which have been signed into law and could provide ongoing funding for the program beginning in 2023.

In December, staff applied for a grant through the California Department of Health Care Services' Behavioral Health Justice Intervention Services grant program. If awarded, the requested funding would allow for expansion of the pilot through the end of the calendar year and/or additional hours or days of service. Additionally, local philanthropic organizations and health care districts have expressed a willingness to support the pilot during their 2022 grant funding cycle.

Data Collection, Outcomes, and Program Evaluation

Although the design of the CARES pilot is rooted in the success of similar programs in other cities like San Francisco, Santa Rosa, Eugene, and Austin, what works in other communities may or may not align with the Coastside community. Alternative crisis response programs are still considered

a new approach, and the City has the opportunity to collect data, taking into account the nuances of our community and inform a larger body of evidence-based practices. Data points include the number of calls for service, average response time, diversion from jail or medical systems, and referrals to behavioral health resources. All the data collected can be shared as appropriate and in compliance with HIPAA and other privacy laws to inform program and funding decisions and to contribute to the study of alternative response approaches.

Conclusion

The agreement with El Centro de Libertad will enable the City to initiate a Community Responder pilot in Half Moon Bay with a targeted start date of March 1, 2022. Staff recommends adoption of the resolution, which would authorize the City Manager to finalize and execute an agreement and launch the program. Should the resolution be adopted, program updates will be presented to the Public Safety Subcommittee and the Council throughout the duration of the pilot. A final report to the Council will be produced following the completion of the pilot program at the end of 2022.

ATTACHMENTS:

1. Resolution authorizing the City Manager to finalize and execute an agreement with El Centro de Libertad for a Community Responder Pilot program, for a cost not-to-exceed \$150,000, for a term beginning March 1, 2022, and ending September 30, 2022
2. El Centro de Libertad Scope of Work

Resolution No. C-2022-_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AUTHORIZING THE CITY MANAGER TO FINALIZE AND EXECUTE AN AGREEMENT WITH EL CENTRO DE LIBERTAD FOR A COMMUNITY RESPONDER PILOT PROGRAM, AT A COST NOT-TO-EXCEED \$150,000, FOR A TERM BEGINNING MARCH 1, 2022, AND ENDING SEPTEMBER 30, 2022

WHEREAS, beginning in Summer 2020, the City Council prioritized community outreach and research related to public safety and law enforcement in Half Moon Bay, including the creation of a Public Safety Subcommittee; and

WHEREAS, after a year of significant community outreach which included focus group meetings, a listening session, and several Public Safety Subcommittee and City Council meetings, two main issues rose to the top: general distrust of law enforcement in certain communities, and concerns about mental health response; and

WHEREAS, on July 14, 2021, the City Council approved the Public Safety Work Plan for FY 2021-22, which includes a recommendation to, “Work with the County, local providers and appropriate additional resources with mental health expertise at the earliest possible opportunity to plan a mental health crisis response pilot program...”; and

WHEREAS, after gathering additional community feedback and conducting additional research, the Community Responder model, similar to the CAHOOTS program in Oregon, was identified as the most appropriate to pilot; and

WHEREAS, after reviewing proposals from local service providers, El Centro de Libertad was selected to work with the City on program design and provide services during the pilot stage; and

WHEREAS, the City and El Centro de Libertad (the “Parties”) desire to enter into an agreement to initiate the pilot, which is called the Crisis Assistance Response and Evaluation Services (CARES) program; and

WHEREAS, the County of San Mateo has matched the City’s \$75,000 budget for this program in FY 2021-22; and

WHEREAS, the City and El Centro have negotiated an agreement for a 7-month pilot of the CARES program which will commence on March 1, 2022, at a cost not-to-exceed \$150,000.

NOW, THEREFORE, BE IT RESOLVED THAT the City Council of the City of Half Moon Bay hereby authorizes the City Manager to finalize and execute an agreement with El Centro de Libertad for a Community Responder pilot program, at a cost not-to-exceed \$150,000, for a term beginning March 1, 2022, and ending September 30, 2022.

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 19th day of January 2022 by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

APPROVED:

Jessica Blair, City Clerk

Debbie Ruddock, Mayor

El Centro de Libertad

CARES program pilot

Exhibit A – Scope of Work:

Procedures

El Centro de Libertad will facilitate the following functions during the CARES pilot:

- Two-person CARES team to receive dispatch assignments from PSC via primary SMCSO Coastside communications channel; acknowledge receipt of the assignment using the same method.
- CARES team response to dispatched location as quickly as safely possible.
 - In the event of overlapping assignments, CARES will coordinate with PSC for prioritization of assignments.
- Immediately following arrival at the assignment location, CARES will notify the PSC if any additional response needed from first responder agencies, based on perceived danger/threats to the subject of the assignment, or other persons in the immediate vicinity.
- Upon arrival to assignment location, CARES will immediately deploy de-escalation techniques, seeking incident stabilization.
- Once stabilization is achieved, a plan to ongoing care will be developed. This plan will include all combinations of referrals to SMC BHRS, CBO partner agencies, and SUD treatment agencies. Referrals will be facilitated using a warm hand off model.
- All referrals will have a next day follow up to ensure the connection between the person in need and the referral agency was successful.
- In the event stabilization isn't achievable at the location of the incident, and a higher level of service is identified, CARES will facilitate transportation to an appropriate service location. This could include Psychiatric Emergency in San Mateo. This effort requires willing participant to be completely willing to receive this help, and clearances by El Centro's Clinical Director and Medical Director.
- On dispatches involving the homeless population, CARES will immediately contact LifeMoves and the HOT Team, to request supplemental response to the location. Once the HOT Team arrives to the location, all efforts will be made to assist them in any way needed. In the event HOT is not available, a LifeMoves referral will be included in the ongoing plan for care.
- All calls for service will be documented with an Incident Report following the call. This report will contain a detailed report of the events that took place upon arrival to the location of the assignment, through to the final disposition of the events. Distribution of

these incident reports will be directed by the City and County. Additionally, these incident reports will be instrumental in the next day follow up process.

- El Centro leadership and CARES staff will participate in regular coordination meetings with the City, the Sheriff, PSC, and partner agencies as necessary.
- Changes to process or program policies will be implemented by El Centro as soon as practical and safe.

Staffing

- El Centro de Libertad will staff the CARES team with two FTE: a California State Certified EMT, and an experienced Mental Health Professional, available for response within a pre-determined 40-hour workweek.
 - Additional staff for both EMT and MH roles will be available as backup to ensure no interruptions in service provision.
 - At least one member of the CARES field team on each shift shall be bilingual Spanish/English
- CARES team will be stationed at El Centro de Libertad's Half Moon Bay Office during the established CARES hours of operation.
- El Centro will oversee and support the CARES field team with a fulltime Clinical Supervisor, Director of Programs, Executive Director, and Director of Finance.

Hours of operation / Schedule

- 40 hours per week, March through September
 - TBD based upon call data and needs (likely swing shift Tuesday through Saturday).

Equipment

- El Centro will provide a minivan for the CARES pilot.
- El Centro will supply all the technology needed for data collection and reporting requirements.
 - This will also include cell phones for each team member.
 - The Sheriff's Office has agreed to provide leased, encrypted radios with all maintenance and support, for use on the Primary SMCO Coastside communications channel
- El Centro will supply all office supplies and equipment associated with the CARES pilot.

Data / Deliverables / Outcomes

El Centro will coordinate with the City, County and partner agencies on the following:

- Performance measures and data points - in development
- Monthly summary reports to City

- Final comprehensive report to City within 45 days of pilot completion
- Independent Program Evaluation

Training

All field and supervisory staff receive the following ongoing training:

- CIT
- Mental Health First Aid
- Managing Aggressive Behavior
- Motivational Interviewing
- Suicide Prevention
- Cultural Competency
- Radio Procedures
- Report Writing
- And any other training identified by the City of Half Moon Bay, or San Mateo County.

Field staff will not be cleared for assignment until the following training has been completed:

- CIT – 16.0 Hrs.
- Cultural Competency/Diversity - 4.0 Hrs.
- Motivational Interviewing – 16.0 Hrs.
- Suicide Prevention (Adult/Youth) - 8.0 Hrs.
- Ethics, Confidentiality, Boundaries, and Mandated Reporting – 9.0 Hrs.
- Narcan Use – 2.0 Hrs.
- Radio Procedures 4.0 Hrs.
- Field Training – 80.0 Hrs.



CITY OF HALF MOON BAY

MEMORANDUM

DATE: January 19, 2022

TO: Mayor and City Council

FROM: Bob Nisbet, City Manager

SUBJECT: Coastal Development Permit for Poplar Street Calming and Safety Project – 01/19/22 City Council Meeting

On December 14, 2021, the Planning Commission considered the City of Half Moon Bay's application for a Coastal Development Permit and Tree Removal Permit to allow construction of the Poplar Street Traffic Calming and Safety Project (Poplar Project). The Planning Commission heard testimony, deliberated, and continued the matter by a vote of 3-0-2 (with two members recused due to FPPC conflicts of interest).

By this memo, the City Manager requests that jurisdiction over the Poplar Project be transferred to the City Council pursuant to Half Moon Bay Municipal Code 18.20.050. Typically, CDPs are considered by the Planning Commission, and may be appealed to the City Council. The Community Development Director thus assigned this matter to the Planning Commission and the Planning Commission accepted that determination. However, Half Moon Bay Municipal Code section 18.20.050 provides for City Council consideration in the first instance where the Council has final approval authority for other discretionary actions. In addition, the applicant (in this case, the City) may challenge the initial determination of jurisdiction.

The City acknowledges the detailed input from the Planning Commission on the Poplar Project and intends to incorporate it into the final proposal submitted to the City Council. The City Council has ultimate funding responsibilities for this project and will also consider 21 separate agreements with Poplar Avenue property owners for funding of improvements in front of their properties. Moreover, the City seeks an expedited timeline in light of grant funding. For these reasons, I request that this matter be referred to the City Council. We are intending to schedule the hearing for February 15, 2022.