



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

**TUESDAY, APRIL 7, 2026  
7:00 PM**

**ADCOCK COMMUNITY CENTER  
535 KELLY AVENUE  
HALF MOON BAY, CA 94019**

**Debbie Ruddock , Mayor  
Deborah Penrose, Vice Mayor  
Robert Brownstone, Councilmember  
Patric Jonsson, Councilmember  
Paul Nagengast, Councilmember**

**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. Comments on Consent Calendar items should be made during the Public Forum section of the agenda. Those wishing to speak on a Business or Public Hearing matter will be called forward at the appropriate time during that item's 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 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://halfmoonbay.gov>**

## **HYBRID MEETING PARTICIPATION PROTOCOLS**

*This meeting will be held in-person and via Zoom for public participation. Remote participation is provided as a supplemental way to provide public comment, but this method does not always work. The public is encouraged to attend in person to ensure full participation. Public comments may be made in-person or remotely via Zoom, and interpretation will be available. All Councilmembers and staff will participate in person. 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](http://pacificcoast.tv), and on the City website at <https://www.halfmoonbay.gov/315/City-Council-Agendas>. Please click to join the webinar: <https://us06web.zoom.us/j/87674804231> or join by phone at 669-900-9128, using Webinar ID 876-7480-4231. If joining by phone, use \*9 to raise your hand, \*6 to mute and unmute.*

- 1. ROLL CALL / PLEDGE OF ALLEGIANCE**
- 2. APPROVAL OF AGENDA**
- 3. PROCLAMATIONS AND PRESENTATIONS**
  - 3.A FRIDAY NIGHT LIVE PROCLAMATION**
  - 3.B HMB COASTSIDE CHAMBER OF COMMERCE PROCLAMATION**
- 4. MAYOR'S ANNOUNCEMENTS OF COMMUNITY ACTIVITIES AND COMMUNITY SERVICE**
- 5. REPORT OUT FROM RECENT CLOSED SESSION MEETINGS**
- 6. CITY MANAGER UPDATES TO COUNCIL**
  - 6.A PARKS AND RECREATION COMMISSION REPORT OUT**
  - 6.B PLANNING COMMISSION REPORT OUT**
  - 6.C BICYCLE PEDESTRIAN ADVISORY COMMITTEE REPORT OUT**
- 7. PUBLIC FORUM**
- 8. CONSENT CALENDAR**
  - 8.A WAIVE READING OF ORDINANCES AND RESOLUTIONS**
  - 8.B APPROVE MINUTES OF THE MARCH 10, 2026 SPECIAL MEETING**

[ATTACHMENT](#)

**8.C APPROVE MINUTES OF THE MARCH 14, 2026 SPECIAL MEETING**

[ATTACHMENT](#)

**8.D APPROVE MINUTES OF THE MARCH 17, 2026 REGULAR MEETING**

[ATTACHMENT](#)

**8.E APPROVE MINUTES OF THE MARCH 18, 2026 SPECIAL MEETING**

[ATTACHMENT](#)

**8.F AWARD OF PROFESSIONAL SERVICES AGREEMENT WITH GANEY SCIENCE, FOR AN AMOUNT NOT TO EXCEED \$46,014, FOR PREPARATION OF AN INITIAL STUDY AND MITIGATED NEGATIVE DECLARATION (IS/MND) FOR PROPOSED DEVELOPMENT AT 1049 RAILROAD AVENUE**

**Staff Recommendation:** Adopt a resolution authorizing the City Manager to execute a professional services agreement with Ganey Science, for an amount not to exceed \$46,104, for the preparation of an initial study and mitigated negative declaration (IS/MND) for proposed development at 1049 Railroad Avenue and the public right of way within the vicinity.

[STAFF REPORT](#)

[ATTACHMENT](#)

**9. ORDINANCES AND PUBLIC HEARINGS**

**10. RESOLUTIONS AND STAFF REPORTS**

**10.A HALF MOON BAY HOTEL BUSINESS IMPROVEMENT DISTRICT 2025 ANNUAL REPORT AND RESOLUTION OF INTENTION TO CONTINUE TO LEVY ASSESSMENTS FOR FISCAL YEAR 2026- 27**

**Staff Recommendation:** Approve the Half Moon Bay Hotel Business Improvement District 2025 Annual Report from the Half Moon Bay Coastside Chamber of Commerce, the designated managing agency for the District; and Adopt a Resolution declaring the City Council's intention to levy an assessment for the Half Moon Bay Hotel Business Improvement District for Fiscal Year 2026-27; and directing the City Clerk to schedule and notice a public hearing on April 21, 2026.

[STAFF REPORT](#)

[ATTACHMENT 1](#)

[ATTACHMENT 2](#)

**10.B NATIONAL NIGHT OUT UPDATE**

**Staff Recommendation:** Receive an overview of the City’s past participation in National Night Out and provide policy direction on the City’s role and level of support moving forward.

[STAFF REPORT](#)

**10.C PURCHASE OF A NEW ALL ELECTRIC HYUNDAI IONIQ 5**

**Staff Recommendation:** Adopt a resolution authorizing the City Manager to execute a purchase agreement in the amount of \$41,697.04 with Hyundai of San Bruno for the purchase of a 2026 all-electric Hyundai Ioniq 5.

[STAFF REPORT](#)

[ATTACHMENT 1](#)

[ATTACHMENT 2](#)

**10.D AWARD OF PROFESSIONAL SERVICES AGREEMENT TO UPDATE THE IMPLEMENTATION PLAN AND ASSOCIATED SECTIONS OF MUNICIPAL CODE**

**Staff Recommendation:** Adopt a resolution authorizing the City Manager to execute a professional services agreement with Miller Planning Associates, for an amount not to exceed \$769,946, to update the Local Coastal Program Implementation Plan and associated sections of the City Municipal Code.

[STAFF REPORT](#)

[ATTACHMENT](#)

- 11. COMMISSION / COMMITTEE UPDATES**
- 12. FOR FUTURE DISCUSSION / POSSIBLE AGENDA ITEMS**
- 13. CITY COUNCIL REPORTS**
- 14. ADJOURNMENT**



**MINUTES**

**CITY OF HALF MOON BAY CITY COUNCIL**

**TUESDAY, MARCH 10, 2026**

**SPECIAL MEETING**

**ADCOCK COMMUNITY CENTER, 535 KELLY AVENUE**

**1. CONVENE SPECIAL MEETING / ROLL CALL**

Mayor Ruddock called the Special Meeting to order at 6:03 p.m.

**2. OPEN SESSION IDENTIFICATION OF CLOSED SESSION ITEMS**

**3. PUBLIC COMMENT ON CLOSED SESSION ITEMS**

**4. CLOSED SESSION**

**4.A CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION (Govt. Code section 54956.9(d)(1))**

Name of case: City of Half Moon Bay v. Granada CSD and Montara WSD, et al. Santa Clara Superior Court Civil No. 17CIV316927; Court of Appeal Case No. H049896

**4B. CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION (Govt. Code section 54956.9(d)(1))**

Name of case: Ellingson v. City of Half Moon Bay-San Mateo Superior Court Case No. 25- CIV-04838

Councilmember Nagengast recused for item 4B.

**5. ADJOURN SPECIAL MEETING**

Mayor Ruddock adjourned the Special Meeting at approximately 6:42 p.m.

Respectfully Submitted:

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Maggie Rodriguez, Interim City Clerk

\*Approved by the City Council at the \_\_\_\_\_, 2026 Regular meeting.



## **MINUTES**

### **CITY OF HALF MOON BAY CITY COUNCIL**

**SATURDAY, MARCH 14, 2026**

### **SPECIAL MEETING**

**ADCOCK COMMUNITY CENTER, 535 KELLY AVENUE**

#### **1. CONVENE SPECIAL MEETING / ROLL CALL**

Mayor Ruddock called the meeting to order at 1:06 p.m. Interim City Clerk Rodriguez did roll call with all Councilmembers present.

#### **2. INTRODUCTION**

Mayor Ruddock provided a brief introduction and information regarding interpretation services.

#### **3. CITY COUNCIL RULES OF DECORUM OVERVIEW**

City Manager Chidester and Interim City Attorney Bazzano presented the staff report and overview.

#### **4. STAFF UPDATES**

##### **4.A CITY COUNCIL PRIORITY SETTING FOR FY 2026-27**

Staff members presented their staff report to the Council. Items discussed were accomplishments, budget updates, existing and potential projects and listening sessions feedback.

#### **5. PUBLIC COMMENT**

The following individuals addressed the council:

- Anjuli and Keiran Gupta
- Chad Hooker
- Alexandria Johnson
- Lyuba Priestly
- Tim Pond

- Eric DeBode
- Harvey Rarback
- Amber Stow
- Jimmy Benjamin
- Brent Simmons
- John Rossi
- Sandy Bella
- Joe Farrell
- Colleen Henney
- Emily Den Herder
- Kerry Burkec
- Rick Hernandez
- Hilary Stamper
- Ruiz Acosta
- Nancy Fontana
- Miguel Arellano

#### **6. BREAK**

Mayor Ruddock called a recess at 2:15. The council reconvened at 2:26 with all members present.

#### **7. 2026-27 PRIORITY SETTING EXERCISE**

The City Council discussed their priorities amongst the group; staff took notes as they discussed.

#### **RECESS**

Mayor Ruddock requested a recess at 3:41. The council reconvened at 3:59 with all members present.

#### **8. SUMMARY / NEXT STEPS**

City Manager Chidester provided a summary of the discussion to the Council.

#### **9. ADJOURN SPECIAL MEETING**

Mayor Ruddock adjourned the meeting at 5:02 p.m.

Respectfully Submitted:

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Maggie Rodriguez, Interim City Clerk

\*Approved by the City Council at the \_\_\_\_\_ Regular meeting.



**MINUTES  
CITY OF HALF MOON BAY CITY COUNCIL  
TUESDAY, MARCH 17, 2026  
ADCOCK COMMUNITY CENTER, 535 KELLY AVENUE**

**1. ROLL CALL / PLEDGE OF ALLEGIANCE**

Mayor Ruddock called the Regular Meeting to order at 7:04 p.m. and led the pledge of allegiance. Interim City Clerk Rodriguez called the Roll Call.

**PRESENT: Councilmembers Brownstone, Jonsson, Nagengast, Vice Mayor Penrose and Mayor Ruddock**

**2. APPROVAL OF AGENDA**

**MOTION**

Vice Mayor Penrose moved and Councilmember Nagengast seconded a motion to approve the agenda. The motion carried by unanimous vote.

**3. PROCLAMATIONS AND PRESENTATIONS**

**3.A SAMTRANS PRESENTATION**

SamTrans representative Epstein presented to the City Council.

**4. MAYOR'S ANNOUNCEMENTS OF COMMUNITY ACTIVITIES AND COMMUNITY SERVICE**

None.

**5. REPORT OUT FROM RECENT CLOSED SESSION MEETINGS**

City Attorney Bazzano reported the Council met in Closed Session on March 3, 2025 two items and there was no reportable action.

**6. CITY MANAGER UPDATES TO COUNCIL**

Administrative Analyst Acosta provided updates on Flavors of the Peninsula. City Manager Chidester announced that Half Moon Bay was named Nextdoor’s Friendliest Place in California.

## **7. PUBLIC FORUM**

The following individuals addressed the Council:

- Joaquin Jimenez
- Johnathan Oliveira
- Robert Pedro
- Shauna Pickett-Gordon

## **8. CONSENT CALENDAR**

City Manager Chidester provided clarification on item 8.B and informed Council that the city is still paying Shute, Mihaly, and Weinberger from ongoing litigation. They also provided clarification on item 8.F. and announced that SB 967 provides free Community College.

Mayor Ruddock read the consent calendar and asked for public comment on the items. There was no public comment.

## **MOTION**

Councilmember Brownstone moved and Vice Mayor Penrose seconded a motion to approve Consent Calendar. The motion carried by unanimous vote.

### **8.A WAIVE READING OF RESOLUTIONS AND ORDINANCES**

### **8.B ACCEPT THE WARRANTS FOR THE MONTH OF FEBRUARY 2026**

### **8.C ADOPT RESOLUTION 2026-14 AUTHORIZING COMMUNITY SERVICES FINANCIAL ASSISTANCE PROGRAM ADDITIONAL FUNDING FOR FY 2025-26**

### **8.D APPROVE MINUTES OF THE MARCH 3, 2026 SPECIAL MEETING**

### **8.E APPROVE MINUTES OF THE MARCH 3, 2026 REGULAR MEETING**

### **8.F RECEIPT OF LETTERS OF SUPPORT AND LEGISLATIVE POSITION LETTER**

### **8.G RESOLUTION 2026-15, 2025 HOUSING ELEMENT AND GENERAL PLAN ANNUAL PROGRESS REPORT**

### **8.H FINAL ACCEPTANCE OF THE FISCAL YEAR 2025-26 PAVEMENT MANAGEMENT PROJECT (CIP PROJECT NO. 1038), RESOLUTION 2026-16**

### **8.I AUTHORIZATION TO TRANSFER REMAINING STONE PINE COVE GRANT FUNDS TO SAN MATEO COUNTY, RESOLUTION 2026-17**

## **9. ORDINANCES AND PUBLIC HEARINGS – None.**

## **10. RESOLUTIONS AND STAFF REPORTS**

## **10.A HALF MOON BAY BICYCLE / PEDESTRIAN ADVISORY COMMITTEE APPOINTMENTS**

Interim City Engineer Leda presented the item. City Council asked clarifying questions of staff and discussed the applicants. Mayor Ruddock asked for public comment on the item. There was no comment.

### **MOTION**

Councilmember Brownstone moved and Vice Mayor Penrose seconded the motion to appointment Angele Garnier to fill the youth representative vacancy on to the Bicycle/Pedestrian Advisory Committee (BPAC). The motion carried unanimously.

### **MOTION**

Councilmember Brownstone moved and Vice Mayor Penrose seconded a motion for Vic Froelicher to replace the seat currently held by Katie Murdock due to absenteeism for a remaining term of 3 years, term ending July 2029. The motion carried unanimously.

## **10.B CONTINUATION OF UPDATE ON RESIDENTIAL RENTAL PROGRAMS AND PROGRAM ALTERNATIVES**

Administrative Analyst Acosta presented the staff report. Council asked clarifying questions of staff.

The following individuals addressed the council:

- Hyun-mi Kim
- Jean Knight
- David Carducci
- Robert Pedro
- Carolina Carbajal
- Rocio Avila
- Joanne Rokosky
- Harvery Rarback
- Fernando Pena
- Nancy Fontana
- Pam Dorr
- Maria Grigorieff
- Sarah Bueno
- Amanda Chang
- Belinda Hernandez-Arriaga

- Carol Conn Project Sentinel Internal Account
- Suzie Dershowitz
- Andrew Kieve

## **RECESS**

Mayor Ruddock called at recess at 8:58 P.M. Mayor Ruddock reconvened the meeting at 9:12 P.M. with all Councilmembers present.

The council discussed the item and provided direction on the future of the programs.

## **MOTION**

Mayor Ruddock moved and Councilmember Nagengast seconded the motion to move forward with Alternative 3: Eliminate the Residential Rent Stabilization and Rent Registry Programs and Focus on Legal and Supportive Resources. Roll was taken and the motion carried 3-2 with Councilmember Brownstone and Vice Mayor Penrose voting no.

### **10.C APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT WITH CSW STUBER-STROEH ENGINEERING GROUP FOR PRELIMINARY ENGINEERING, ENVIRONMENTAL REVIEW AND FINAL DESIGN SERVICES FOR THE EASTSIDE PARALLEL TRAIL - SEGMENT 2 PROJECT (CIP NO. 0595)**

Interim City Engineer Leda presented the item. Council asked clarifying questions and discussed the item.

## **MOTION**

Councilmember Brownstone moved and Councilmember Nagengast seconded the motion to adopt Resolution 2026- 17 authorizing the City Manager to execute a Professional Services Agreement with CSW Stuber-Stroeh Engineering Group in an amount not to exceed \$758,231 for preliminary engineering, environmental review, and final design services for the Eastside Parallel Trail – Segment 2 Project. The motion carried unanimously.

## **11. COMMISSION / COMMITTEE UPDATES**

### **11.A BICYCLE/PEDESTRAIN ADVISORY COMMITTEE REPORT OUT**

None

### **11.B PLANNING COMMISSION REPORT OUT**

None

**12. FOR FUTURE DISCUSSION / POSSIBLE AGENDA ITEMS - None**

**13. CITY COUNCIL REPORTS**

Mayor Ruddock announced that on April 2<sup>nd</sup> there will be a grand opening of the new Chamber of Commerce.

**14. ADJOURNMENT**

Mayor Ruddock adjourned the meeting at approximately 10:28 p.m.

Respectfully Submitted:

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Maggie Rodriguez, Interim City Clerk

\*Approved by the City Council at the \_\_\_\_ Regular meeting.



**MINUTES**  
**CITY OF HALF MOON BAY CITY COUNCIL**  
**TUESDAY, MARCH 3, 2026**  
**SPECIAL MEETING**  
**ADCOCK COMMUNITY CENTER, 535 KELLY AVENUE**

**1. CONVENE SPECIAL MEETING / ROLL CALL**

Mayor Ruddock called the Special Meeting to order at approximately 6:09 p.m. Interim City Clerk Rodriguez did roll call, Councilmembers Brownstone, Nagengast, Penrose and Ruddock were present, Councilmember Jonsson was absent.

**2. STUDY SESSION**

**2.A 555 KELLY AFFORDABLE HOUSING PROJECT STUDY SESSION**

Councilmember Nagengast announced that prior to their time on the council they submitted an appeal against this item but will proceed with an open mind.

The following individuals addressed the council:

1. Pati Ramirez
2. Lucy Miller
3. Jennifer Moore
4. Suzanne Moore
5. Joanne Rokosky
6. Harvey Rarback
7. David Rokosky
8. Jordan Grimes
9. Sandy Vella
10. Steve Hyman
11. Bill Heavlin
12. Noreen Cooper-Heavlin
13. Christy Samuels
14. Rocio Avila
15. Francisca Villalobos
16. Candido Rosales

17. Adilene Landaverde
18. Carolina Carbagal
19. Ana Rosa Vasquez
20. David Herrera
21. Porfino Vasconcelos
22. Ms Haro
23. Guadalupe Figueroa
24. Cornelio Valladares
25. Vincente Alvarado
26. Christiano Landaverde
27. Yunueth Ruano
28. Winser Kinkade
29. Melissa Guerara
30. Carmen Vescia
31. Sandra Sencion
32. Ashley Foster
33. Alejandra Navarro
34. Olivia Teter
35. Belinda Hernandez Arriaga
36. Marisol and Javier
37. Phoebe Verkat (Foster City)
38. Katie Behroozi (Menlo Park)
39. Ken Chan
40. Michael Ferrerira
41. Dan Haggerty
42. April Vargas
43. Sophia Layne
44. Willa Chapman
45. Spreck Rosekrans
46. Hal Bogner
47. Edwina Malmberg
48. Antonio Lopez
49. Chad Hooker
50. Leslie Robertson

**RECESS**

Mayor Ruddock requested a recess at 8:22 P.M. The council reconvened at 8:40 with Councilmember Brownstone, Nagengast, Vice Mayor Penrose and Mayor Ruddock present.

City Manager Chidester and Interim City Attorney Bazzano and Maxwell presented their staff report. Council asked clarifying questions.

The council discussed the item and provided feedback and direction on the Draft Affordable Housing and Property Disposition Agreement, the Draft Ground Lease between the city and Mercy Housing California 110, L.P., and the \$2 million state earmark funding procured in FY 2023 by Senator Josh Becker for the 555 Kelly Farmworker Housing Project, which has not yet been disbursed from the City to Mercy.

### **3. STAFF REPORTS**

#### **3.A 555 KELLY AVENUE AFFORDABLE HOUSING DEVELOPMENT - AMENDMENT TO EXTEND THE EXCLUSIVE NEGOTIATIONS AGREEMENT BETWEEN THE CITY AND MERCY HOUSING**

Mercy Housing presented their staff report. Council asked clarifying questions.

The council discussed the item. Mayor Ruddock called for public comment and there were no speakers.

#### **MOTION**

Councilmember Brownstone moved and Mayor Penrose seconded a motion to adopt Resolution 2026-18 authorizing the City Manager to execute an amendment to the Second Exclusive Negotiations Agreement (ENA) between the City of Half Moon Bay and Mercy Housing California dated January 30, 2025, by extending the ENA to December 31, 2026. The question was called and the motion carried unanimously 4-0 with Councilmember Jonsson absent.

### **4. ADJOURN SPECIAL MEETING**

Mayor Ruddock adjourned the Special Meeting at approximately 10:37 p.m.

Respectfully Submitted:

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Maggie Rodriguez, Interim City Clerk

\*Approved by the City Council at the \_\_\_\_\_ Regular meeting.

**BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY**

**AGENDA REPORT**

For meeting of: **April 7, 2026**

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**TO:** Honorable Mayor and City Council

**VIA:** Matthew Chidester, City Manager

**FROM:** Leslie Lacko, Community Development Director  
Scott Phillips, Senior Planner

**TITLE: AWARD OF PROFESSIONAL SERVICES AGREEMENT WITH GANEY SCIENCE, FOR AN AMOUNT NOT TO EXCEED \$46,014, FOR PREPARATION OF AN INITIAL STUDY AND MITIGATED NEGATIVE DECLARATION (IS/MND) FOR PROPOSED DEVELOPMENT AT 1049 RAILROAD AVENUE**

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**RECOMMENDATION:**

Adopt a resolution authorizing the City Manager to execute a professional services agreement with Ganey Science, for an amount not to exceed \$46,104, for the preparation of an initial study and mitigated negative declaration (IS/MND) for proposed development at 1049 Railroad Avenue and the public right of way within the vicinity.

**FISCAL IMPACT:**

There is no cost to the General Fund for this recommendation. Prior to City Manager execution of the agreement, the project applicant will deposit \$40,090 plus up to \$6,014 contingency to cover the cost of the consultant contract.

**BACKGROUND:**

The City is in receipt of an application for extension of the Railroad Avenue roadway and utilities, and construction of a single-family residence and accessory dwelling units at 1049 Railroad Avenue. The application includes a request for a Coastal Development Permit for street extension and utility work within the public right of way. The environmental analysis will include both the work in the public right of way and the residential development on the site.

City staff has determined that an IS/MND pursuant to the California Environmental Quality Act (CEQA) is required to evaluate the potential impacts of the project on the environment. An open solicitation with a Request for Proposals (RFP) was prepared and circulated to firms that specialize in preparation of IS/MND's. The RFP was also posted on the City's website. Four proposals responding to the RFP were received by well-qualified consulting firms. The consultant with the lowest total cost of the service was selected.

**DISCUSSION:**

Ganey Science (<https://www.ganeysci.com/>) demonstrated the best understanding of the requested work and represents the best fit for the project at 1049 Railroad Avenue. Ganey Science and its sub-consultants work throughout the Bay Area and California, have extensive northern California coastal experience and expertise. They also have familiarity with the regional agencies and their processes. The Ganey Science proposal and team are especially well suited to objectively evaluate primary topics of interest for this particular project and site: biological resources, aesthetics, and greenhouse gas modeling.

City staff have discussed the project with the project manager at Ganey Science, clarified the scope of work, and finalized the scope of work and budget. The scope of work and fee schedule are provided as Exhibits A and B to the resolution.

It is important to note that while staff believes that a Mitigated Negative Declaration is appropriate, the environmental review will be conducted in accordance with CEQA and if, as a result of that analysis it is determined that another level of review is appropriate, such as an Environmental Impact Report, then staff will seek an amendment to the contract.

**ATTACHMENT:**

Resolution authorizing the City Manager to execute a professional services agreement with Ganey Science (Exhibit A - Scope of Services and Exhibit B - Fee Schedule)

Resolution No. C-2026-\_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AUTHORIZING AWARD OF A PROFESSIONAL SERVICES AGREEMENT WITH GANEY SCIENCE, FOR AN AMOUNT NOT TO EXCEED \$46,014, FOR PREPARATION OF AN INITIAL STUDY AND MITIGATED NEGATIVE DECLARATION FOR PROPOSED DEVELOPMENT AT 1049 RAILROAD AVENUE AND THE PUBLIC RIGHT OF WAY WITHIN THE VICINITY (PDP-24-013)**

**WHEREAS**, the City received an application for proposed development at 1049 Railroad Avenue and determined that an initial study and mitigated negative declaration would be required; and

**WHEREAS**, the City issued a request for proposals (RFP) in January of 2026 for the selection of an environmental consultant to prepare an initial study and mitigated negative declaration, for the project at 1049 Railroad Avenue; and

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

**WHEREAS**, the proposed scope of work submitted by Ganey Science, providing environmental consulting services, was determined to be the most responsive to the revised RFP.

**NOW, THEREFORE, BE IT RESOLVED THAT** the City Council of the City of Half Moon Bay authorizes the City Manager to execute a professional services agreement with Ganey Science, for an amount not to exceed \$46,104, for environmental consulting services to prepare an initial study and mitigated negative declaration based on the Scope of Work in Exhibit A and Fee Schedule in Exhibit B.

\*\*\*\*\*

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 7<sup>th</sup> day of April 2026, by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

APPROVED:

\_\_\_\_\_  
Maggie Rodriguez, Interim City Clerk

\_\_\_\_\_  
Debbie Ruddock, Mayor



### 3.0 DETAILED WORK PLAN

Ganey Science's approach is organized into ten tasks that correspond to the City's scope of requested services. We estimate five to six months from Notice to Proceed, depending on City review timelines

#### 3.1 TASK 1: PROJECT INITIATION & BACKGROUND REVIEW

**Weeks 1-2.** We will kick off with a virtual meeting to align on scope, schedule, and communication, and visit the project site within the first two weeks to observe existing conditions, confirm ambient noise measurement locations, photograph key viewpoints for the visual analysis, and walk the adjacent open space boundary. From there, our team reviews the project application materials, the 9/30/25 architectural plans, the Live Oak bio report, Municipal Code Chapters 14.37, 18.20, 18.36, 18.37, and 18.38, the Local Coastal Program, and relevant General Plan Elements. If we need anything else for the analysis, we will put it in writing. For check-ins, we recommend biweekly calls (ten minimum over the project), with more frequent contact during heavy review periods.

**Work Product:** Written information request memorandum; site visit summary memorandum with photographs.

#### 3.2 TASK 2: NOTICE OF INTENT

**Weeks 2-3.** We will prepare an Administrative Draft NOI with a site location map for circulation to public agencies and the public, then revise as needed based on City comments.

**Work Product:** Administrative Draft and Final NOI (one ADA-compliant electronic copy in Word and PDF).

#### 3.3 TASK 3: TECHNICAL STUDIES

**Weeks 2-8.** Four of the five technical studies will be prepared in-house. The scope of each is summarized below:

**Noise Assessment:** Ambient noise measurements at the project site, traffic noise modeling (USDOT TNM), and construction noise modeling (FHWA RCNM). The assessment evaluates consistency with Half Moon Bay General Plan noise standards and CEQA Appendix G thresholds for both construction and operations. The street extension and proximity to existing homes are the key factors.



**Air Quality and Greenhouse Gas Assessment:** Construction and operational emissions modeled in CalEEMod (latest version), evaluated against BAAQMD thresholds of significance. The GHG piece addresses consistency with applicable reduction plans and quantifies project-level emissions.

**Cultural Resources Assessment (Phase I):** Records search at the Northwest Information Center (NWIC), Sacred Lands File request to NAHC, and an intensive pedestrian survey of the site. Any on-site or adjacent structures will be evaluated against CRHR eligibility criteria. We will include recommendations for construction monitoring and inadvertent discovery protocols, coordinated with whatever AB 52 tribal consultation the City has initiated.

**Visual/Aesthetics Assessment (Subconsultant):** Given the project's prominent location on the western edge of the Arleta Park neighborhood adjacent to County open space and coastal bluff habitat, visual/aesthetics is a central issue. We will engage a qualified subconsultant to prepare a Visual Impact Assessment, including photo-simulations from key public vantage points showing the proposed two-story residence in context with the surrounding neighborhood and open space. A statement of qualifications will be provided to the City for approval prior to engagement.

### **3.4 TASK 4: ADMINISTRATIVE DRAFT INITIAL STUDY**

**Weeks 6-10.** The Administrative IS covers all CEQA Appendix G topics, supported by the technical studies from Task 3 and in conformance with Municipal Code Chapter 18.38 (Coastal Resource Conservation Standards). It incorporates findings from the peer review of the Live Oak biology report. The sections we expect to require the most detailed analysis: biological resources (CRLF, SFGS, nesting birds, rare plants, ESHA adjacency, LCP consistency), visual/aesthetics (two-story home against open space), cultural resources, noise (construction and street extension), air quality/GHG, and geology/soils (coastal bluff proximity). One round of staff review:

**Work Product:** AIS (one electronic copy in Word and PDF).

### **3.5 TASK 5: ADMINISTRATIVE DRAFT MITIGATED NEGATIVE DECLARATION**

**Weeks 12-16.** Based on the AIS conclusions, the Administrative MND will lay out mitigation measures in conformance with CEQA and Chapter 18.38. We will revise the AMND based on the City's review and comments.

**Work Product:** 1st and 2nd AMND (one electronic copy each in Word and PDF).



### **3.6 TASK 6: DRAFT IS/MND & STATE CLEARINGHOUSE FILING**

**Weeks 17-19.** The Draft IS/MND will go to the State Clearinghouse and out for public review with all supporting technical studies. Everything in PDF will be text-recognized and ADA-compliant per SCH requirements. Files will be formatted for the City's website at 20 GB or less.

**Work Product:** Draft IS/MND with technical studies (ADA-compliant electronic copies to SCH and City, in Word and PDF).

### **3.7 TASK 7: MITIGATION MONITORING AND REPORTING PROGRAM**

**Weeks 14-18.** The Mitigation Monitoring and Reporting Program (MMRP) identifies each mitigation measure, the responsible party, implementation timing, and monitoring requirements. Administrative draft for City review first, then a final version incorporated into the Draft MND.

**Work Products:** Administrative Draft MMRP (one electronic copy in Word and PDF); Draft MMRP.

### **3.8 TASK 8: NOTICES**

**Weeks 18-22.** All required notices will be prepared: Administrative Draft CEQA findings with substantial evidence, NOI, and NOD.

**Work Products:** Admin Draft CEQA findings; NOI and NOD (ADA-compliant electronic copies in Word and PDF).

### **3.9 TASK 9: FINAL IS/MND**

**Weeks 20-24.** Responses to public comments, revisions to the Draft MND as needed. Per CEQA Guidelines Section 15088, any important changes will get highlighted directly in the text. The Administrative Final document will be provided for City review, then the Final MND in ADA-compliant format.

**Work Products:** Administrative Final MND; Final MND (ADA-compliant, Word and PDF).

### **3.10 TASK 10: PUBLIC HEARINGS**

**Ongoing as Planned.** Our team will attend up to five public hearings to present findings and answer questions. We expect these before the Planning Commission and



possibly City Council. We will prepare presentation materials summarizing key findings and mitigation measures for each one.

**Work Products:** Hearing attendance and presentations (up to 5 hearings).





## 4.0 PROJECT SCHEDULE

Weeks 1 to 2: Project Initiation, Site Visit, Background Review, NOI Preparation

Weeks 2 to 8: Technical Studies (concurrent)

Weeks 6 to 10: Administrative Draft IS

Weeks 12 to 16: Administrative Draft MND (two rounds)

Weeks 17 to 19: Draft IS/MND and State Clearinghouse Filing

Weeks 14 to 18: MMRP (concurrent with AMND)

Weeks 18 to 22: Notices and CEQA Findings

Weeks 20 to 24: Final IS/MND

Ongoing: Public Hearings (up to 5, as scheduled by City)

*Total estimated duration: approximately 5 to 6 months from Notice to Proceed, subject to City review timelines.*

## EXHIBIT B

### 5.0 COST PROPOSAL

Our **\$41,420** not-to-exceed budget breaks down by task, person, and hours below. Rates are fully burdened with no separate reimbursables.

Task	Principal \$160/hr	VP/PM \$150/hr	Env Plan \$115/hr	Env Sci \$100/hr	Admin \$85/hr	Labor Cost	Sub	Task Total
<b>Task 1: Project Initiation</b>	<b>8</b>	<b>11</b>	<b>7</b>	<b>2</b>	<b>0</b>	<b>\$3,935</b>	-	<b>\$3,935</b>
1.1 Kick-off Meeting	1	2	1	-	-	\$575	-	\$575
1.2 Background Review	3	2	4	2	-	\$1,440	-	\$1,440
1.3 Check-in Meetings (10)	4	7	2	-	-	\$1,920	-	\$1,920
<b>Task 2: Notice of Intent</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>\$1,205</b>	-	<b>\$1,205</b>
2.1 Admin Draft NOI	1	1	3	-	1	\$740	-	\$740
2.2 Final NOI	-	1	2	-	1	\$465	-	\$465
<b>Task 3: Technical Studies</b>	<b>23</b>	<b>2</b>	<b>22</b>	<b>17</b>	<b>0</b>	<b>\$8,210</b>	<b>\$5,500</b>	<b>\$13,710</b>
3.1 Noise Assessment	6	-	8	5	-	\$2,380	-	\$2,380
3.2 Air Quality & GHG	5	-	6	6	-	\$2,090	-	\$2,090
3.3 Cultural Resources (Phase I)	6	-	4	4	-	\$1,820	-	\$1,820
3.4 Bio Report Peer Review	4	1	4	2	-	\$1,450	-	\$1,450
3.5 Visual/Aesthetics (Sub)	2	1	-	-	-	\$470	\$5,500	\$5,970
<b>Task 4: Admin Draft IS</b>	<b>12</b>	<b>8</b>	<b>18</b>	<b>8</b>	<b>2</b>	<b>\$6,160</b>	-	<b>\$6,160</b>
4.1 Prepare Admin Draft IS	10	4	18	8	2	\$5,240	-	\$5,240
4.2 QA/QC & Internal Review	2	4	-	-	-	\$920	-	\$920
<b>Task 5: Admin Draft MND</b>	<b>9</b>	<b>4</b>	<b>16</b>	<b>6</b>	<b>2</b>	<b>\$4,650</b>	-	<b>\$4,650</b>
5.1 Prepare 1st AMND	6	2	10	4	1	\$2,895	-	\$2,895
5.2 Revise (2nd AMND)	3	2	6	2	1	\$1,755	-	\$1,755

<b>Task 6: Draft IS/MND &amp; SCH</b>	<b>4</b>	<b>3</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>\$2,750</b>	<b>-</b>	<b>\$2,750</b>
6.1 Prepare Draft IS/MND	4	2	6	2	2	\$2,000	-	\$2,000
6.2 ADA Compliance & Filing	-	1	2	2	2	\$750	-	\$750
<b>Task 7: MMRP</b>	<b>3</b>	<b>2</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>\$1,585</b>	<b>-</b>	<b>\$1,585</b>
7.1 Admin Draft MMRP	2	1	5	-	-	\$1,045	-	\$1,045
7.2 Final MMRP	1	1	2	-	-	\$540	-	\$540
<b>Task 8: Notices</b>	<b>3</b>	<b>1</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>\$1,375</b>	<b>-</b>	<b>\$1,375</b>
8.1 CEQA Findings	2	1	3	-	1	\$900	-	\$900
8.2 NOD Preparation	1	-	2	-	1	\$475	-	\$475
<b>Task 9: Final IS/MND</b>	<b>7</b>	<b>3</b>	<b>12</b>	<b>3</b>	<b>3</b>	<b>\$3,505</b>	<b>-</b>	<b>\$3,505</b>
9.1 Responses to Comments	4	2	6	2	-	\$1,830	-	\$1,830
9.2 Admin Final MND	2	1	4	1	1	\$1,115	-	\$1,115
9.3 Final MND (ADA PDF)	1	-	2	-	2	\$560	-	\$560
<b>Task 10: Public Hearings</b>	<b>10</b>	<b>4</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>\$2,545</b>	<b>-</b>	<b>\$2,545</b>
10.1 Hearing Prep & Attendance	10	4	3	-	-	\$2,545	-	\$2,545
Fees – City Business License								\$120
<b>TOTAL NOT-TO-EXCEED</b>	<b>80</b>	<b>40</b>	<b>103</b>	<b>40</b>	<b>15</b>	<b>\$35,920</b>	<b>\$5,500</b>	<b>\$40,090</b>

**Notes:**

- 1. All hourly rates are fully burdened and include overhead, profit, and reimbursable expenses.*
- 2. Visual/Aesthetics subconsultant fee of \$5,500 is a not-to-exceed estimate; City authorization will be obtained before engagement.*
- 3. Additional scope requested by the City beyond the tasks described herein will be performed on a time-and-materials basis at the rates shown above, with prior written City authorization.*



**BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY**

**AGENDA REPORT**

For meeting of: **April 7, 2026**

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**TO:** Honorable Mayor and City Council

**VIA:** Matthew Chidester, City Manager

**FROM:** Irma Acosta, Administrative Analyst

**TITLE:** **HALF MOON BAY HOTEL BUSINESS IMPROVEMENT DISTRICT 2025 ANNUAL REPORT AND RESOLUTION OF INTENTION TO CONTINUE TO LEVY ASSESSMENTS FOR FISCAL YEAR 2026-27**

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**RECOMMENDATION:**

- 1) Approve the Half Moon Bay Hotel Business Improvement District 2025 Annual Report from the Half Moon Bay Coastside Chamber of Commerce, the designated managing agency for the District; and
- 2) Adopt a Resolution declaring the City Council’s intention to levy an assessment for the Half Moon Bay Hotel Business Improvement District for Fiscal Year 2026-27; and directing the City Clerk to schedule and notice a public hearing on April 21, 2026.

**FISCAL IMPACT:**

There is no fiscal impact to the City associated with this action. Any revenue generated through the BID levy will be transferred to the Business Improvement District.

**STRATEGIC ELEMENT:**

This action supports the *Fiscal Sustainability* Element of the Strategic Plan.

**BACKGROUND:**

In 2004, the City of Half Moon Bay established the Half Moon Bay Hotel Business Improvement District (BID) pursuant to Part 6 Division 18 of the under the California Streets and Highways Code Section 36533. The purpose of this BID is to promote lodging at hotels within the City, administer marketing programs that increase overnight lodging, and fund BID-related activities. In 2017, the San Mateo County Board of Supervisors allowed the BID to expand its boundaries to include 10 additional commercial lodging establishments operating in the unincorporated areas of the Coastside, believing that adding these establishments would further its purpose of promoting tourism and lodging along the coast.

The Half Moon Bay Coastside Chamber of Commerce (Chamber) is designated as the managing agency for BID-related activities and, pursuant Section 36533 of the Code, prepares an annual

report which summarizes the BID's priorities, outcomes, and expenditures from the previous calendar year. The report is to be reviewed and approved by the Council and, following approval, the Council must adopt a resolution of intent to levy the annual assessment for the following fiscal year. The resolution of intent also sets a public hearing to receive any written or oral protests for the continuation of the BID. A copy of the BID Annual Report is included as Attachment 2.

The assessment was originally set in 2004 at \$1 per room per night. In 2024, the City Council approved an increase to \$2 per room per night, which remains the current assessment amount. The City Council determined that raising the fee was warranted given the increased cost of advertising and marketing and the rate had not been updated since the District's formation in 2004. The BID applies to 18 hotels located on the Coastside.

#### **DISCUSSION:**

Hotels on the Coastside continue to face challenges related to economic uncertainty, staffing shortages, and rising operational costs. While group and corporate travel has begun to show signs of recovery, leisure travel remains the primary driver of overnight stays, particularly on weekends and during peak seasons. The Coastside continues to benefit from its proximity to the Bay Area, attracting visitors seeking short-term, drive-to destinations; however, not all of these visits translate into overnight stays, which limits the full economic benefit to the local lodging sector.

In calendar year 2025, the BID generated approximately \$323,296 in total revenue, including assessments from both Half Moon Bay and unincorporated Coastside hotels. Total expenditures were approximately \$330,732, reflecting continued investments in marketing, digital advertising, website enhancements, and the development of a comprehensive long-term marketing strategy. Key expenditures included the engagement of a full-service marketing firm to develop a five-year strategic plan, expanded digital and print advertising campaigns, and continued investment in visitor data collection and analysis. The BID also supported a dedicated Visit Half Moon Bay coordinator position to enhance marketing, group sales, and visitor engagement efforts. As a result, the BID ended the year with a net balance of approximately \$56,094, with a reserve fund of \$21,587, maintaining a stable financial position.

Occupancy rates across the Coastside showed continued improvement, with overall occupancy estimated at approximately 60–61%, reflecting a modest increase from the prior year. Performance varied across properties, with some hotels exceeding 70–80% occupancy while others, particularly those impacted by renovations or limited inventory, reported lower occupancy levels. The Chamber's strategic focus in 2025 included expanding digital visibility, increasing social media engagement, and leveraging partnerships with Visit California and regional tourism organizations. These efforts resulted in increased website traffic (over 581,000 users) and growth across multiple digital channels, including social media and email outreach.

Additionally, the Chamber completed data collection for a comprehensive visitor study and initiated analysis to better understand visitor behavior, spending patterns, and travel trends.

This data will inform future marketing strategies and help position Half Moon Bay as a competitive destination for both leisure and group travel.

Looking ahead, the BID will continue to build on this momentum by implementing the long-term marketing strategy, strengthening regional partnerships, and targeting opportunities to increase overnight visitation and economic activity along the Coastside.

**Resolution of Intention and Public Hearing**

If the City Council adopts the Resolution of Intention, a public hearing will be noticed for April 21, 2026. The public hearing will provide the businesses and the community with an opportunity to voice their opinions regarding the FY 2026-27 assessment and the option to protest the assessment. At the public hearing, the testimony of all interested people for or against the continuation of the BID, the boundaries of the BID, or furnishing of specified types of improvements or activities will be heard. Any interested person may make a protest orally or in writing. However, only written protests will be considered in determining if there is a majority protest. The form and manner of protests shall comply with Streets and Highways Code Section 36524 and 36525. The City Council may continue the proposed BID at the public hearing unless oral or written protests are received from businesses that pay 50% or more of the proposed assessments. In that event, the Council cannot consider continuation of the BID assessment for at least one year.

**ATTACHMENTS:**

1. Resolution of Intention
2. Half Moon Bay Hotel BID 2025 Annual Report

**RESOLUTION NO. C-2026-**

**A RESOLUTION OF THE CITY OF HALF MOON BAY DECLARING ITS INTENTION TO LEVY AN ASSESSMENT FOR THE HALF MOON BAY HOTEL BUSINESS IMPROVEMENT DISTRICT IN FISCAL YEAR 2026-27**

**WHEREAS**, Section 36500 et seq. of the California Streets and Highway Code (the Parking and Business Improvement Area Law of 1989) authorizes cities to establish and renew business improvement areas for the purpose of promoting tourism; and

**WHEREAS**, on June 15, 2004, the City Council approved an ordinance adding Section 3.100 (Hotel Business Improvement District) to the Municipal Code, which established the Half Moon Bay Hotel Business Improvement District (BID) and appointed the Half Moon Bay Coastside Chamber of Commerce as the Managing Agency to provide oversight and recommendations regarding the use of the assessment funds; and

**WHEREAS**, the California Streets and Highway Code requires that the Chamber, as the Managing Agency, prepare and submit an annual report for the prior year and stating the proposed changes, improvements, and activities for the upcoming year, and requires the City Council to adopt a resolution of its intent to continue the BID and levy the assessment; and

**WHEREAS**, in 2024 the Chamber requested the City Council increase the per room nightly assessment to \$2 to respond to the increased cost of BID activities including marketing since 2004; and

**WHEREAS**, the City Council has determined that an increase in the assessment was warranted given the increased cost of advertising and marketing since the original District formation in 2004, and the establishments subject to the assessment have concurred; and

**WHEREAS**, on March 29, 2026, the Chamber submitted the Annual Report for Fiscal Year 2026-2027; and

**WHEREAS**, the City Council will hold a public hearing on April 21, 2026, to call for the commencement of the required protest hearing; and

**WHEREAS**, the City Council, following receipt of the 2025 Annual Report, is being requested to adopt this Resolution declaring its intention to set the Public Hearing for formal approval for April 21, 2026.

**NOW, THEREFORE, BE IT RESOLVED that** the City Council of Half Moon Bay hereby:

1. Accepts the Annual Report for 2025; and
2. Declares its intention to levy an assessment for the Half Moon Bay Business Improvement District for Fiscal Year 2026-27; and

3. Directs the City Clerk to schedule a Public Hearing on April 21, 2026, pursuant to the Half Moon Bay Municipal Code Chapter 3.100 and Streets and Highways Code Section 36535, to allow for comments and to receive written and oral protests on the BID and proposed assessment, which form and manner of protests shall comply with Streets and Highways Code Sections 36524 and 36525; and
4. Directs the City Clerk to notice the April 21, 2026, public hearing as required per Streets and Highways Code section 36534.

\*\*\*\*\*

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 7<sup>th</sup> day of April 2026, by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

APPROVED:

\_\_\_\_\_  
Maggie Rodriguez, Interim City Clerk

\_\_\_\_\_  
Debbie Ruddock, Mayor



The \$2 per room night assessment levied on travelers through the hotels, by the Business Improvement District shall be used to promote lodging within the district and administer marketing programs that increase overnight lodging. The district region is Coastside from Montara through Pescadero, with the interior land boundary being Skyline/Highway 35.

## *Priorities & Outcomes*

### **MID-WEEK CORPORATE & LEISURE TRAVEL OCCUPANCY**

- Host a Meeting Planner FAM Trip to showcase HMB as a meeting destination.
  - Corporate Groups around the Bay Area continued to move slowly making a 2025 Meeting Planner FAM trip not ideal with a projected small ROI. By the end of the year, Corporate Groups were finally becoming a stronger travel segment and therefor planning for a May 2026 FAM trip began.
- Host Influencers to expand leisure travel since corporate is still slow.
  - Our Visit CA partnership led to multiple national and international travel influencers exploring the Coastside. Influencers ranged from Los Angeles, Mexico, Dubai, and Korea. We also hosted a TV production crew for “Off Road Confidential” and helped a book writer on the Hwy 1 Road Trip.

### **DIGITAL & PRINT MARKETING**

- Complete the hiring of a comprehensive marketing firm.
  - Through an RFP and interview process, Noble Studios was selected as the Destination Marketing Firm to work with Visit HMB in creating a comprehensive marketing study and 5-Year plan for Visit Half Moon Bay.
- Firm creates new strategy and begins deploying.
  - Noble Studios conducted an in-depth study of our audience and goals and created a comprehensive 100+ page plan for Visit Half Moon Bay to carry through. There will be continued collaboration between Noble studios and Visit Half Moon Bay to ensure the plan stays relevant and is deployed well.

### **VISITOR STUDY**

- Complete the in-depth visitor study.
  - In December, data collection was completed and the formal analysis and report creation commenced. Data was gathered through Visa Spending, Placer Geographical Insights, In-Person local Visitor Surveys, and the Noble Studios Marketing Study.

### **DIGITAL**

- All Website Users**
  - 581k +16%
- Total Webpage Views**
  - 925k +6%
- Avg. Website Session**
  - 37s -12s
- Top Countries on Web**
  - USA 484k +15%
  - CAN 21k +16%
  - IND 6k +13%
- Top Website Pages**
  - Home 370k
  - Activities 48.5k
  - Trails 29k
  - Eat/Drink 21k
  - Events 18k
  - Tide Pools 17.8k
  - Main St. 17.3k
- Top Web Acquisitions**
  - Search 366k -8%
  - Ads 124k +24%
  - Direct 79k -1%
  - Refer 7.5k -31%
- Social Audience**
  - Email 12.5k +18%
  - Facebook 30k +2%
  - Insta 13.7k +18%
  - TikTok 1k +74%
  - BlueSky 171 +557%
  - Threads 2.3k NEW!

### **MEDIA & PROMO**

- Articles 85 (+14)
- Hosted Media 17 (+10)
- Conventions 2 (+2)

*In January 2025 we were able to bring on a staff member designated to coordinate FAM's, media, groups, visitor and sales support.*

*Occupancy*

	2025	2024	2023
• Aristocrat <b>Sans Dec</b>	61.32%	50.65%	54.11%
• Beach House Half Moon Bay	70.60%	71.34%	71.43%
• Cameron's Inn <b>Sans Nov &amp; Dec</b>	14.16%	14.06%	10.59%
• Cypress Inn on Miramar Beach	75.62%	74.86%	70.09%
• Half Moon Bay Inn <b>Sans Mar</b>	33.21%	26.54%	27.75%
• Half Moon Bay Lodge	74.51%	73.13%	69.09%
• Harbor View Inn	78.82%	78.82%	73.51%
• Inn at Mavericks	77.12%	77.44%	93.74%
• Mill Rose Inn & Garden	72.74%	71.83%	55.80%
• Miramar Inn & Suites	38.87%	37.82%	35.48%
• Nantucket Whale Inn	59.86%	63.42%	61.58%
• *Ocean View Inn <i>Did Not Report</i>	0.00%	0.00%	0.00%
• Oceano Hotel & Spa	55.78%	61.67%	59.73%
• Quality Inn	63.71%	45.40%	52.56%
• Ritz Carlton	60.43%	52.12%	58.19%
• San Benito House <i>4-Months Reported</i>	3.41%	0.00%	0.00%
• Seal Cove Inn	89.42%	78.74%	0.00%
• Zaballa House <b>Sans Mar, May, &amp; Jun</b>	10.07%	8.66%	3.06%

\*Inventory was removed from available room nights to more accurately report the occupancy rate of the Coastside.

**Total Available Rooms a Night**  
- 716\*

**Total Available Room Nights**  
- 261,340\*

**Total Occupied Room Nights**  
- 159,935\*

**Occupancy**  
- Coastside 61% +4%  
- HMB 60% +6%  
- UnCorp 64% -3%

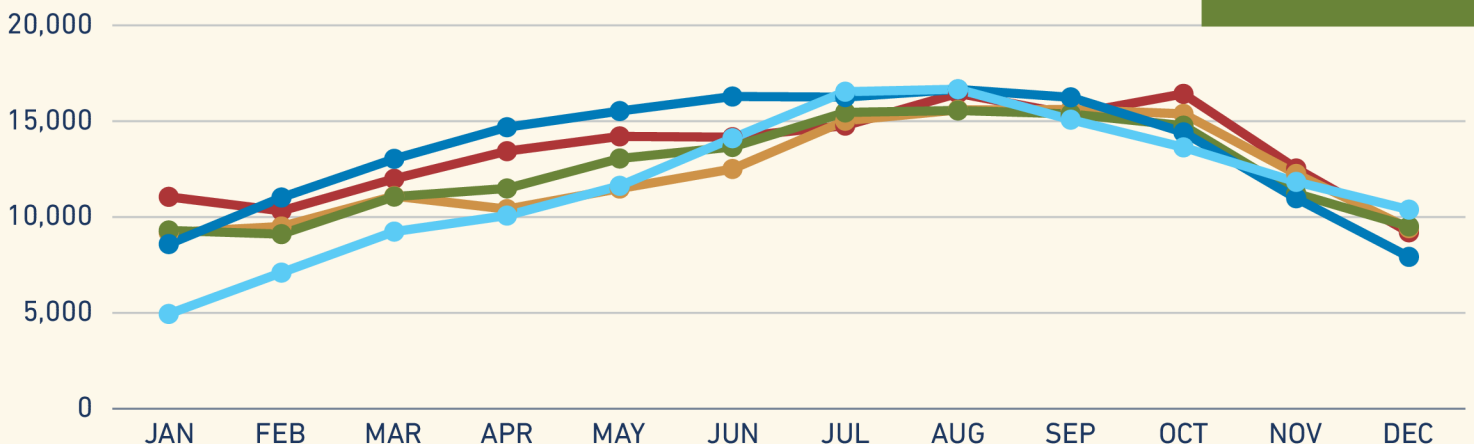
**Average Room Rate**  
*City of HMB only*  
- \$308 per night

**TOT Revenue**  
*City of HMB only - 15%*  
- ~\$8,701,343 +3%  
*County TOT is 10%*  
*but is not a trackable number for Visit HMB.*

**Estimated Total Economic Impact**  
- \$7.5B  
Direct + Indirect + Induced

**BOOKED ROOM NIGHTS**

● 2025 ● 2024 ● 2023 ● 2022 ● 2021



*Budget*

ITEM	CARRYOVER	INCOME	EXPENSE	NET
Assessments Half Moon Bay	\$10,729	\$251,564		\$262,293
Assessments Unincorporated		\$68,306		\$68,306
Management			\$45,000	-\$45,000
Assoc. Fees			\$7,655	-\$7,655
Software			\$825	-\$825
Marketing Firm	*Includes Regular Marketing Firm Plus the Five-Year Strategic Planning Project		\$101,975*	-\$101,975
Website			\$18,264	-\$18,264
Digital Ads			\$35,884	-\$35,884
Print Ads			\$8,900	-\$8,900
Visit CA Welcome Center		\$3,426	\$7,441	-\$4,015
Media & Influencer Acquisition	\$7,867		\$4,002	\$3,865
Visitor Study	\$26,875		\$33,110	-\$6,235
Visit HMB Coordinator	\$18,059		\$60,000	-\$41,941
Corporate & Group Acquisition			\$7,676	-\$7,676
<b>TOTALS</b>	<b>\$63,530</b>	<b>\$323,296</b>	<b>\$330,732</b>	<b>\$56,094</b>
<b>RESERVE</b>	<b>\$21,587</b>	<b>\$0</b>	<b>\$0</b>	<b>\$21,587</b>

**BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY**

**AGENDA REPORT**

For meeting of: **April 7, 2026**

---

**TO:** Honorable Mayor and City Council

**VIA:** Matthew Chidester, City Manager

**FROM:** Karen Decker, Interim Deputy City Manager  
Marijose Alvarado, Communications Program Manager  
Eddie Behle, Recreation Supervisor

**TITLE:** **NATIONAL NIGHT OUT UPDATE**

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**RECOMMENDATION:**

Receive an overview of the City’s past participation in National Night Out and provide policy direction on the City’s role and level of support moving forward.

**FISCAL IMPACT:**

The fiscal impact varies based on the number of participating neighborhoods and the level of City support. In recent years, the City has provided approximately \$150 in gift cards per registered gathering, along with staff time for program administration, coordination, and outreach. Average total costs have ranged from \$2,000 to \$4,650 per year). Council direction regarding the City’s future role will determine ongoing costs.

**STRATEGIC ELEMENTS:**

This action supports the *Healthy Communities & Public Safety* and *Inclusive Governance* elements of the Strategic Plan.

**BACKGROUND:**

[National Night Out](#) (NNO) is a national community -building campaign and annual community event held on the first Tuesday in August that encourages neighborhood gatherings and strengthens partnerships among residents, law enforcement, and public safety agencies.

Historically, in Half Moon Bay, residents have registered to host neighborhood gatherings, with the City providing limited administrative and financial support to facilitate participation. This effort has generally been coordinated through the City Manager’s Office as part of the Emergency Preparedness program and more recently with support from Recreation staff.

While the event is community-driven, the City’s operational support, financial contributions, and administrative processes play an important role. The last time the Council provided policy

direction related to this program was almost ten years ago. As staff prepare for future events, clarification of the City's role will help ensure a consistent and transparent approach.

**DISCUSSION:**

Although residents organize the individual gatherings, the City has provided administrative services and financial support that have evolved incrementally. Council direction will help establish a clear and consistent framework for future events.

In recent years, staff responsibilities have included:

- Updating the City website with the event and registration information
- Coordinating with IT to create and manage an online registration form
- Reviewing registrations and verifying locations within City limits
- Compiling participant data and maintaining a public event map
- Coordinating with public safety partners, San Mateo County Board of Supervisor's Office for District 3 (District 3), and Community Emergency Response Teams, and the Half Moon Bay Library
- Assisting with street closures for larger parties (Public Works)
- Visiting a small number of gatherings across districts (4-6 staff)

Registration typically closes approximately two weeks prior to the event to allow for coordination.

The City has also provided financial support in the form of gift cards, typically \$150 per registered gathering. Distribution requires staff coordination, including purchase, tracking, and host pickup.

Following registration, event information is shared with the key stakeholders noted above, which is used to plan outreach or visits.

Based on past experience, staff have identified several considerations:

- The current self-registration process provides limited oversight of gathering size and scope
- In at least one instance, a registered event did not occur, requiring follow-up to recover unused funds
- There is no mechanism to verify how distributed funds are used
- Some gatherings combine multiple registrants into larger events
- Although registration and gift cards are limited to City residents, the City has historically supported gatherings at the Moonridge Affordable Housing community, which is outside of City limits, due to many of residents participating in school and other programs within the city

While administrative demands are relatively modest, the financial support and distribution process would benefit from clearer guidelines.

**POLICY CONSIDERATIONS:**

To guide future implementation, staff requests Council direction in the following areas:

**City Role**

- Level of administrative support for registration, mapping, and coordination

**Financial Support**

- Whether to continue providing gift cards or other assistance

**Participation Structure**

- Whether participation remains open-ended or is limited

**Selection Process**

- If limited, whether to use a lottery or application process

**Accountability**

- Whether to establish guidelines for use of City-provided funds

**CONCLUSION:**

National Night Out provides an opportunity for neighborhood connection and community engagement, often with more than 500 residents participating annually. While resident-led, the City has historically supported the event through administrative coordination and limited financial assistance without recent formal policy direction.

Council guidance will establish a clear, consistent, and transparent framework for future events while maintaining support for community participation.

**BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY**

**AGENDA REPORT**

For meeting of: **April 7, 2026**

---

**TO:** Honorable Mayor and City Council

**VIA:** Matthew Chidester, City Manager

**FROM:** Todd Seeley, Interim Public Works Director

**TITLE:** **PURCHASE OF A NEW ALL ELECTRIC HYUNDAI IONIQ 5**

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**RECOMMENDATION:**

Adopt a resolution authorizing the City Manager to execute a purchase agreement in the amount of \$41,697.04 with Hyundai of San Bruno for the purchase of a 2026 all-electric Hyundai Ioniq 5.

**FISCAL IMPACT:**

Funding for the purchase of two replacement fleet vehicles was included in the Fiscal Year 2025-26 Public Works Operating Budget allocated to vehicle replacement. The budget includes a balance of \$43,549.00 which will cover the purchase price of \$41,697.04.

**STRATEGIC ELEMENT:**

This purchase supports all Elements of the Strategic Plan.

**BACKGROUND:**

The City of Half Moon Bay keeps a pool vehicle in its fleet for miscellaneous business. This includes use by the engineering staff for field visits, the Community Preservation Specialist for code enforcement matters, and the City Council for legislative affairs. Having a multi-use vehicle is a common practice among municipalities and gives city staff and elected officials additional options for conducting official city business. The current pool vehicle is a 2010 Ford Fusion and is one of the oldest vehicles in the City's fleet. The Ford Fusion currently being used is past the end of its useful life and does not currently meet the needs of the city.

**DISCUSSION:**

The Public Works Department is responsible for the City's fleet. This includes both maintaining vehicles and replacing them when they have reached the end of their useful life. Ideally fleet vehicles and equipment owned by the city would be replaced every 10 to 12 years, but fiscal constraints sometimes make that difficult.

In preparing the FY 2025-26 budget, Public Works staff evaluated vehicle and equipment needs and included funding in the Operating Budget to purchase a new van for the Recreation division and replace the existing pool vehicle used by staff and elected officials if necessary. Due to state mandates for municipal fleets, Staff are required to acquire only plug-in electric vehicles for fleet additions and replacement, if the vehicles meet operational needs. Our research has determined that all-electric vehicle options are currently viable for a portion of the City’s fleet, and the recommended purchase of this vehicle falls under these criteria. The Ioniq 5 is a highly reviewed vehicle and staff have determined that this vehicle is the best option in this price range. Its size and range are perfect for the pool vehicle and will serve the City well. Other options exist at higher price points such as the Ford Mach E and some Tesla models, but staff feel the best overall value is the Ioniq 5.

The current Ford Fusion only has 33,500 miles on it but has had some minor electrical issues and general maintenance expected of a vehicle that is 16 years old. Since this vehicle was targeted for replacement in the last budget cycle, staff feel that this acquisition will benefit the City in the long run from a maintenance perspective while eliminating greenhouse gas emissions from the existing pool vehicle.

Per the City’s purchasing policy, staff solicited and received a quote for the new all-electric Hyundai Ioniq 5 from Hyundai of San Bruno, Genesis and Hyundai of Mountain View and Stevens Creek Hyundai. Hyundai of San Bruno provided the lowest bid, and staff is recommending that Hyundai of San Bruno is awarded the purchase agreement for this new vehicle. Staff are also requesting approval of the purchase based on the three competitive bids, rather than a formal competitive bid process pursuant to Chapter 3.98 due to operational needs. Because this purchase was included in the budget process, there is available funding in the Vehicle Replacement Fund to cover this vehicle purchase request.

<b>Pricing</b>	
Hyundai of San Bruno	<b>\$41,697.04</b>
Genesis and Hyundai of Mountain View	\$44,459.92
Stevens Creek Hyundai	\$43,934.00

The new all-electric Hyundai Ioniq 5 will be the third vehicle of its kind in the City’s fleet. Public Works has owned an all-electric Ford F150 Lightning for two years and Recreation recently acquired an all-electric Ford Transit Van for their operation. The mileage range of both the truck and van has proven to be adequate for daily operations.

The Current pool vehicle and the previous truck that Recreation was using (Ford Fusion and Ford Ranger respectively) will be disposed of once the new pool vehicle arrives, in accordance with City policy. A separate item will be brought to City Council at a later date to authorize auctioning of the two vehicles.

**ATTACHMENTS:**

1. Resolution
2. Purchase Bids

**RESOLUTION NO. C-2026-\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY  
AUTHORIZING THE CITY MANAGER TO EXECUTE A PURCHASE AGREEMENT WITH HYUNDAI OF  
SAN BRUNO IN THE AMOUNT OF \$41,697.04 FOR THE PURCHASE OF AN ALL ELECTRIC 2026  
HYUNDAI IONIQ 5**

**WHEREAS**, the Public Works Department requested and received funding authorization in the 2025-26 Operating Budget to purchase two new fleet vehicles; and

**WHEREAS**, the City’s current Ford Fusion Pool Vehicle has become insufficient for the needs of the City and has outlived its useful life; and

**WHEREAS**, staff have evaluated and determined that the all-electric Hyundai Ioniq 5 is the best piece of equipment to address the City’s Pool Vehicle needs; and

**WHEREAS**, there is sufficient funding in the FY 2025-26 Public Works Operating Budget to cover the costs of this purchase; and

**WHEREAS**, the Department has solicited bids from multiple vendors and Hyundai of San Bruno submitted the lowest bid for the purchase of a 2026 all-electric Hyundai Ioniq 5.

**NOW, THEREFORE, BE IT RESOLVED THAT** the City Council of the City of Half Moon Bay hereby authorizes the City Manager to execute a purchase agreement with Hyundai of San Bruno in the amount of \$41,697.04 to purchase an all-electric, 2026 Hyundai Ioniq 5.

\*\*\*\*\*

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 7<sup>th</sup> day of April 2026, by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

APPROVED:

\_\_\_\_\_  
Maggie Rodriguez, Interim City Clerk

\_\_\_\_\_  
Debbie Ruddock, Mayor



**ISSUED TO:**

City of Half Moon Bay  
 1501 Main St  
 Half Moon Bay, CA 94019

**CUSTOMER ID:**

**#151611**  
 03.12.2026

VEHICLE					
New	<input checked="" type="checkbox"/>	Stock #:	Description:	VIN:	Mileage:
Used	<input type="checkbox"/>	MV00331	2026 HYUNDAI IONIQ 5	7YAKM4DA1TY052954	25
Demo	<input type="checkbox"/>				
TRADE					
AFTERMARKETS					
		<b>Sale Price:</b> \$ 39,785.00 Total Financed Aftermarkets: \$ 0.00 Total Trade Allowance: \$ 0.00 <b>Trade Difference:</b> \$ 39,785.00  Doc Fee: \$ 85.00 State & Local Taxes: \$ 3,937.17 Total License and Fees: \$ 652.75 <b>Total Cash Price:</b> \$ 44,459.92  Total Trade Payoff: \$ 0.00 <b>Delivered Price:</b> \$ 44,459.92  Cash Down Payment + Deposit: \$ 0.00  <b>Sub Total:</b> \$ 44,459.92  Service Agreement: \$ 0.00 Maintenance Agreement: \$ 0.00 GAP Insurance: \$ 0.00 Credit Life, Accident & Health: \$ 0.00 Other: \$ 0.00 <b>Amount Financed:</b> \$ 44,459.92			
<b>Total Aftermarkets:</b>		\$	0.00		
Rate:			0.00%		
Amount Financed:	\$	44,459.92			

*Thank You*

**From:** [Kristina Sween](#)  
**To:** [Todd Seeley](#)  
**Subject:** Re: Ioniq 5  
**Date:** Wednesday, March 11, 2026 12:38:01 PM  
**Attachments:** [image001.png](#)  
[dgdlogo\\_835e4d37-902c-4f14-b930-adfe010122b0.png](#)

[CAUTION]: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



2026 Hyundai  
IONIQ 5 SE

Stock: H38991 VIN: 7YAKM4DA7TY056460

225-hp Electric

Automatic

Rear-Wheel Drive

Atlas White

Gray

Total Due

\$43,934

Price Details

Base Model

\$37,500

Packages and Options

\$240

Carpeted Floor Mats

\$240

Manufacturer Destination Charge

\$1,600

MSRP (Sticker Price)

\$39,340

Stevens Creek Hyundai Price

\$39,340

sales tax

\$3,893.22

Estimated Registration & Fees

\$700.75

---

Total Purchase Price

\$43,934



**Kristina Sween**  
Online Product Specialist | Stevens Creek Hyundai /  
Genesis of Stevens Creek  
D: (408) 343-7536 O: (408) 249-1200  
E: [kristina.sween@stevenscreekhyundai.com](mailto:kristina.sween@stevenscreekhyundai.com) W:  
[DGDG.com](http://DGDG.com)

**From:** Todd Seeley <tSeeley@halfmoonbay.gov>  
**Sent:** Wednesday, March 11, 2026 10:51 AM  
**To:** Kristina Sween <kristina.sween@dgdg.com>  
**Subject:** RE: Ioniq 5

Yes and yes. Thank you!

---

**From:** Kristina Sween <kristina.sween@dgdg.com>  
**Sent:** Wednesday, March 11, 2026 10:48 AM  
**To:** Todd Seeley <tSeeley@halfmoonbay.gov>  
**Subject:** Re: Ioniq 5

[CAUTION]: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I understand, So give you cash pricing on this unit then? And should I use this address?

501 Main Street, Half Moon Bay, CA 94019

[IONIQ 5 SE Sport Utility in Capitol Hyundai](#) 1050 Capitol Expressway Auto Mall San Jose, CA 95136 #H38991 | Del Grande Dealer Group



**Kristina Sween**  
Online Product Specialist | Stevens Creek Hyundai /  
Genesis of Stevens Creek  
D: (408) 343-7536 O: (408) 249-1200  
E: [kristina.sween@stevenscreekhyundai.com](mailto:kristina.sween@stevenscreekhyundai.com) W:  
[DGDG.com](http://DGDG.com)

---

**From:** Todd Seeley <tSeeley@halfmoonbay.gov>  
**Sent:** Wednesday, March 11, 2026 10:45 AM  
**To:** Kristina Sween <[kristina.sween@dgdg.com](mailto:kristina.sween@dgdg.com)>  
**Subject:** RE: Ioniq 5

Hi Kristina,

It has to be white as the rest of our fleet is white and we like standardization. Thanks.

Todd

---

**From:** Kristina Sween <[kristina.sween@dgdg.com](mailto:kristina.sween@dgdg.com)>  
**Sent:** Wednesday, March 11, 2026 10:42 AM  
**To:** Todd Seeley <tSeeley@halfmoonbay.gov>  
**Subject:** Re: Ioniq 5

[CAUTION]: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

The link takes me to Hyundai usa but its still listing all the models to build.

SE RWD IN WHITE I can see wording in the link.

In my immediate inventory I have Cyber gray SE RWD can that work or its has to be white?

[New 2026 Hyundai IONIQ 5 SE in Santa Clara #SH7527](#) | Stevens Creek Hyundai



**Kristina Sween**  
Online Product Specialist | Stevens Creek Hyundai /  
Genesis of Stevens Creek  
D: (408) 343-7536 O: (408) 249-1200  
E: [kristina.sween@stevenscreekhyundai.com](mailto:kristina.sween@stevenscreekhyundai.com) W:  
[DGDG.com](http://DGDG.com)

---

**From:** Todd Seeley <tSeeley@halfmoonbay.gov>  
**Sent:** Wednesday, March 11, 2026 10:26 AM

BUYER		CO-BUYER		Deal #:	318151
HALF MOON BAY 501 MAIN STREET HALF MOON BAY, CA 94019 Cell #: (650) 750-2029 Email: tseeley@halfmoonbay.gov				Deal Type:	Retail
				Deal Date:	03/12/2026
				Print Time:	02:09pm
				Salesperson:	CRISTAL VASQUEZ
VEHICLE					
New	<input checked="" type="checkbox"/>	Stock #:	Description:	VIN:	Mileage:
Used	<input type="checkbox"/>	SB9594	2026 HYUNDAI IONIQ 5	7YAKN4DA1TY055706	1
Demo	<input type="checkbox"/>				
TRADE					
AFTERMARKETS			MSRP:	\$	39,785.00
			Discount:	\$	2,500.00
			<b>Sale Price:</b>	\$	<b>37,285.00</b>
			Total Financed Aftermarkets:	\$	0.00
			Total Trade Allowance:	\$	0.00
			<b>Trade Difference:</b>	\$	<b>37,285.00</b>
			Doc Fee:	\$	85.00
			State & Local Taxes:	\$	3,690.29
			Total License and Fees:	\$	636.75
			<b>Total Cash Price:</b>	\$	<b>41,697.04</b>
			Total Trade Payoff:	\$	0.00
<b>Total Aftermarkets:</b>		\$	<b>0.00</b>	<b>Delivered Price:</b>	\$ <b>41,697.04</b>
			Cash Down Payment + Deposit:	\$	0.00
			<b>Sub Total:</b>	\$	<b>41,697.04</b>
			Service Agreement:	\$	0.00
			Maintenance Agreement:	\$	0.00
			GAP Insurance:	\$	0.00
			Credit Life, Accident & Health:	\$	0.00
			Other:	\$	0.00
Rate:				<b>Amount Financed:</b>	\$ <b>41,697.04</b>
Amount Financed:		\$	41,697.04		

**BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY**

**AGENDA REPORT**

For meeting of: **April 7, 2026**

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**TO:** Honorable Mayor and City Council

**VIA:** Matthew Chidester, City Manager

**FROM:** Leslie Lacko, Community Development Director

**TITLE:** **AWARD OF PROFESSIONAL SERVICES AGREEMENT WITH MILLER PLANNING ASSOCIATES TO UPDATE THE IMPLEMENTATION PLAN AND ASSOCIATED SECTIONS OF MUNICIPAL CODE**

---

**RECOMMENDATION:**

Adopt a resolution authorizing the City Manager to execute a professional services agreement with Miller Planning Associates, for an amount not to exceed \$769,946, to update the Local Coastal Program Implementation Plan and associated sections of the City Municipal Code.

**FISCAL IMPACT:**

The total project cost is \$769,946, of which \$500,000 is funded by a grant by the Coastal Commission with a City match of \$269,946. In 2025, City Council set aside \$200,000 to make the match for the Coastal Commission grant award. The remaining \$69,946 comes from the Housing Element implementation fund, which was set aside by Council under the former Community Development Director in anticipation of necessary updates to the implementation plan resulting from the 2023 – 2031 Housing Element.

**BACKGROUND:**

The City updated the Local Coastal Program (LCP, Land Use Plan (LUP) in 2020 and anticipated that an update to the LCP Implementation Plan (IP) would follow. The LUP is similar to a General Plan, in that it provides a vision for future development and sets broad policies. Because the City is located entirely within the Coastal Zone, the LUP functions as the Land Use Element of the City’s General Plan. The IP is the City’s zoning and development code that determines how the policies of the LUP are implemented.

With great foresight, the City included in the 2020 LUP an appendix that lists the necessary updates to the IP to bring it into conformance with the LUP and specifies where the LUP supersedes the IP until its update. This has been a great help in implementing the LUP since 2020. However, even with this guidance, the IP is in need of a major overhaul. Sections of the IP have been updated but the City has never done a comprehensive update to the IP that addresses internal consistency and a long list of new laws.

Additional planning permits are subject to sections of the City’s Municipal Code that are located outside of the IP. Sign permits, tree permits, mobile vendor permits, and architectural and landscape review are all in need of updates that will improve the permitting process.

**DISCUSSION:**

City staff issued an RFP for the Implementation Plan Update on January 20, 2026, with a submittal deadline of February 23, 2026. The process followed the schedule below:

DATE	MILESTONE
Tuesday, January 20, 2026	RFP issued
Friday, February 6, 2026 (5:00 PM)	Deadline for questions via email
Wednesday, February 11, 2026	Response to questions via email and posted on City website
Thursday, February 12, 2026 (1:00PM)	Question and Answer Webinar (link below)
Monday, February 23, 2026 (5:00 PM)	Submission deadline for proposals
Tuesday, March 3, 2026	Highest ranked proposers notified of selection for interview (if necessary)
Monday, March 9 – Thursday, March 12	Interviews with highest ranked proposers
Monday, March 23, 2026	Selection of Consultant Team

The City received two proposals. The proposal from Miller Planning Associates (<https://www.millerplanningassociates.com/>) in partnership with M-Group and ESA, clearly showed the experience their team has working in the Coastal Zone on LCP IP updates and updating zoning and development codes for other cities. This expertise was further apparent in their interview.

City staff have discussed the project with Martha Miller and team, clarified the scope of work, and finalized the budget. The scope of work, project schedule, and budget are provided as Exhibits A and B to the resolution.

**ATTACHMENT:**

Resolution

**Resolution No. C-2026-**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HALF MOON BAY AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH MILLER PLANNING ASSOCIATES, FOR AN AMOUNT NOT TO EXCEED \$769,946, TO UPDATE THE LOCAL COASTAL PROGRAM IMPLEMENTATION PLAN AND ASSOCIATED SECTIONS OF THE CITY MUNICIPAL CODE.**

**WHEREAS**, the City received a Coastal Commission grant and set aside matching funds to update the Local Coastal Program Implementation Plan and associated sections of the Municipal Code; and

**WHEREAS**, the City issued a request for proposals (RFP) on January 20, 2026, for the selection of an environmental consultant to update the Local Coastal Program Implementation Plan (IP) and associated sections of the City’s Municipal Code; and

**WHEREAS**, following review of the submittals, the City received proposals from two consulting firms in response to the RFP; and

**WHEREAS**, the proposed scope of work submitted by Miller Planning Associates to provide planning and public outreach services was determined to be the most responsive to the RFP.

**NOW, THEREFORE, BE IT RESOLVED THAT** the City Council of the City of Half Moon Bay authorizes the City Manager to execute a professional services agreement with Miller Planning Associates, for an amount not to exceed \$769,946, to update the Local Coastal Program Implementation Plan and associated sections of the City Municipal Code, based on the Scope of Work in Exhibit A and Fee Schedule in Exhibit B.

\*\*\*\*\*

I, the undersigned, hereby certify that the foregoing Resolution was duly passed and adopted on the 7<sup>th</sup> day of April 2026, by the City Council of Half Moon Bay by the following vote:

AYES, Councilmembers:

NOES, Councilmembers:

ABSENT, Councilmembers:

ABSTAIN, Councilmembers:

ATTEST:

APPROVED:

\_\_\_\_\_

\_\_\_\_\_

Maggie Rodriguez, Interim City Clerk

Deborah Ruddock, Mayor

## EXHIBIT A

### Task 1: General Management & Communication

#### 1.1 Project Management and Communication

The consultant team will work closely and collaboratively with City Staff throughout the project. Regular communication and working sessions with staff will be held to provide project updates, identify and resolve potential issues/challenges, discuss ideas, seek direction, and track tasks. Martha Miller will serve as the day-to-day contact for overall project management and will oversee coordination of regular project meetings, budget, and schedule.

#### Meetings:

- *Working sessions throughout the project*

#### Products:

- *Detailed work program, including schedule/timeline for completion of each task*
- *Regular meeting agendas and notes*
- *Monthly invoices and progress reports*

### Task 2: Project Kickoff

#### 2.1 Kick-off Meeting

The consultant team will conduct a project kick-off meeting with City staff to introduce key project team members, define roles and communication protocols, review/clarify the City's expectations and desires for the project, review key issues, discuss the public outreach process, and review the project schedule, invoicing process, and budget.

#### Meetings:

- *Kickoff meeting*

#### Products:

- *Kickoff meeting agenda and notes*

### Task 3: Identify IP and Municipal Code Amendments

#### 3.1 Technical Analysis and Evaluation

The consultant team will conduct a technical review of the City's existing regulations, Local Coastal Land Use Plan (LUP), General Plan, Housing Element, Municipal Code, and other applicable ordinances, plans, and policy documents. The review will evaluate consistency with the LUP, General Plan, Housing Element Programs, and applicable requirements of state and federal law and review issues identified by code users and staff.

As part of this review, ESA will prepare a high-level community equity analysis and identify key equity-related insights relevant to the project.

#### 3.2 LCP Amendment and CDP Data Table

Working with staff, the consultant team will prepare a table of LCP Amendments and Coastal Development Permits approved since the 2020 LUP went into effect.

#### 3.3 Consistency Analysis/Comparison Table

Building on Appendix A of the LUP, the consultant team will prepare a table of comparisons, outlining the changes necessary to develop an Implementation Plan (IP) that is in alignment with the 2020 LUP and associated plans, as well as changes necessary to bring associated ordinances into alignment with the LCP. ESA will provide a policy-equity analysis as a lens to identify amendments or considerations to promote social equity and environmental justice, consistent with LUP Policy 1-5.

### 3.4 Map Conflict Analysis

The consultant team will prepare a mapping tool to overlay and compare existing zoning and the 2020 LUP. The consultant team will work with staff to verify the necessary Zoning Map Amendments presented in Appendix A of the LUP and identify any other mapping updates necessary for consistency.

### 3.5 Analysis and Identification Report

Based on the technical review, LCP Amendment and CDP Data Table, Consistency Analysis/Comparison Table, and map conflict analysis, the consultant team will prepare a report presenting and summarizing the necessary changes/amendments to the IP and associated Municipal Code chapters to bring them into alignment with the LUP and associated plans, including Policy 1-5 of the LUP. The consultant team will prepare a draft Analysis and Identification Report for staff review and revise, based on staff comments.

### 3.6 Update Framework

Based on input received through previous tasks and other input gathered through outreach efforts (see Task 4), the consultant team will prepare a Framework Outline and possible phasing plan for the IP and Municipal Code updates. The framework will cover how to update and revise the layout of the IP and associated ordinances to achieve the desired objectives, including timeframes, milestones, and the recommended format, content, and organization. The overall approach to identifying where change is needed will be guided by compliance with the LUP and better addressing affordable housing, social equity, environmental justice, climate adaptation, vegetation management for fire safety, and overall protection of coastal resources. As a part of this task, we will ensure the IP is set up to be easy to use and amend over time.

### 3.7 Presentation

The consultant team will prepare materials for and participate in presentations of the findings of the Analysis and Identification Report in study sessions with the Planning Commission and City Council (See task 6.4, Decisionmaker Study Sessions).

#### Products:

- *LCP Amendment and CDP Data Table*
- *Consistency Analysis/Comparison Table*
- *Conflict Maps*
- *Analysis and Identification Report*
- *Framework Outline*
- *Presentation Materials*

## Task 4: Community Outreach

The outreach activities identified in this Scope of Work are a first cut, based on our initial understanding of the project needs and objectives. We will work with City staff to structure a multi-faceted public process allowing the public, stakeholders, decisionmakers, and others to provide input into the project and review and comment on updated regulations as they are being formulated. All materials will be prepared in coordination with staff and the City's Communications Team.

### 4.1 Community Outreach and Engagement Plan

The consultant team will prepare a Community Outreach and Engagement Plan for the project using the components identified in this Scope of Work. The Community Outreach and Engagement Plan will align with the overall project schedule, identify key check-in points with the community, and outline all public meetings, study sessions, and other outreach tools to be used throughout the project.

As part of developing the plan, ESA will assess health, equity, and environmental justice conditions to help identify key stakeholders and populations to prioritize for community outreach and engagement, the findings from which will inform recommendations that promote inclusive engagement activities. Throughout the project, ESA will be involved with the planning, design, and execution of engagement activities to provide strategies to design engagement activities to increasingly empower the Half Moon Bay community to shape project activities.

The Community Outreach and Engagement Plan will include formation of a working group with two appointed Planning Commissioners and a staff member from the California Coastal Commission. It will also list key stakeholders, including residents of all incomes, races and ethnic backgrounds, employees of local businesses, community- and faith-based organizations, developers, and staff from public agencies providing services in the area.

#### **4.3 Working Group Meetings**

The consultant team will prepare for and participate in up to 12 meetings with the working group to review and get early input on draft regulations as they are being formulated. Working group meetings are anticipated to be held approximately every other month.

#### **4.4 Community Meetings/Study Sessions**

The consultant team will prepare for and conduct up to three community meetings at key stages during the process to provide opportunities for public education and informal comment on choices being considered. Potential engagement points include introducing the project and receiving community feedback on Implementation Plan concerns, getting input on policy options, and asking for feedback on preliminary drafts of regulations. These meetings may be conducted in the form of an open house or workshop, as well as on-line input opportunities. For each meeting, the consultant team will prepare draft and final materials in coordination with staff and the City's Communications Team.

#### **4.5 Project Website and Social Media**

Throughout the project, the consultant team will provide status updates, outreach materials, informational text, and graphics for City staff to post on the webpage and social media sites.

#### **4.6 Informational Materials**

The consultant team will provide project informational materials such as fact sheets, handouts, and newsletters to provide brief information about the process and promote upcoming workshops, meetings and engagement opportunities. Materials may be used in eBlasts, the Citywide newsletter, or as informational materials available at the front counter or other locations.

#### **4.7 Community Outreach and Engagement Summary**

The consultant team will prepare an engagement summary that recaps all engagement efforts throughout the project, summarizes input received, and highlights key findings.

#### **Meetings:**

- *Working Group Meetings*
- *Community Meetings/Study Sessions (Total of 3 throughout the project)*

#### **Products:**

- *Community Outreach and Engagement Plan*
- *Meeting Materials*
- *Project Website Information and Materials*
- *Informational Materials (flyers, handouts, social media posts, project emails)*
- *Community Outreach and Engagement Summary*

## Task 5: Environmental Compliance

### 5.1 Environmental Review/CEQA Documentation

M-Group will prepare an Addendum to the recently approved Half Moon Bay Housing Element IS/MND for the four proposed Municipal Code amendments that are not part of the IP (Titles 3, 7, 14, and 15). No CEQA document is required for the IP update as the Coastal Commission's process and review is considered CEQA-equivalent.

M-Group will conduct a comparative analysis of the Housing Element's environmental findings relative to the proposed code revisions to document consistency with previously analyzed policy goals. The Addendum will demonstrate that the code amendments do not result in any new significant impacts or a substantial increase in the severity of previously identified impacts, in accordance with CEQA Guidelines Section 15164, and will verify that no condition would trigger a subsequent environmental document under CEQA Guidelines Section 15162. An Administrative Draft Addendum to the HE IS/MND will be provided to the City for review. M-Group will address comments and prepare an Addendum to the HE IS/MND for inclusion in the staff report. M-Group will proactively work with the City to ensure timely filing of the CEQA notice upon City approval of the Municipal Code updates.

#### Products:

- *Administrative Draft Addendum to the HE IS/MND*
- *Final Addendum to the HE IS/MND*

## Task 6: Draft Updates to the IP and Associated Municipal Code

### 6.1 Administrative Draft IP, Municipal Code Amendments, and Zoning Maps

Prepare an Administrative Draft IP, Municipal Code Amendments, and Zoning Maps consistent with the LUP (including policies related to coastal hazards, hazard adaptation and resiliency, social equity, and environmental justice), Housing Element, Safety Element and new housing laws. The Administrative Draft will align with the Framework Outline and any phasing plan outlined in Task 3 and be reflective of the goals, public input, and other information gathered in previous tasks.

The Administrative Draft will address all aspects of development regulation, including administration, permit types, zoning districts, overlay districts, allowed uses, development standards, standards for specific uses, citywide standards, and definitions and include the following:

- Updates to the zoning and subdivision codes (Titles 17 and 18 of the Municipal Code) to incorporate zoning, procedures, and standards necessary to align with the LUP and new state laws, and achieve objectives of the LUP including measures to implement climate adaptation policies and vegetation management for fire safety and promote social equity and environmental justice.
- Amendments and clean-up to other Titles of the Municipal Code to ensure internal consistency and to update minor permitting processes, such as sign permits, tree permits, and landscape and architectural review. Sections of the Municipal Code to be amended include, but are not limited to:
  - Title 7: Heritage Trees
  - Title 14: Architectural Review & Site Design Approval
  - Title 15: Signs and Advertising
  - Title 3: Mobile Vending
- Zoning maps reflecting the IP zoning map changes necessary for alignment with the LUP determined through the Conflict Maps prepared and reviewed in Task 3 and any other mapping changes to aid

in implementation of the LUP such as mapping the CDP Categorical Exclusion Areas and the Workforce Housing Overlay.

All code updates will be designed to be easy to use and understand and include graphics, diagrams, tables, and charts to complement and supplement the text.

The consultant team will coordinate with the City's Project Manager with meetings and phone calls as needed for their review of the Administrative Draft prior to submittal to Coastal Commission staff for a six-week review.

### **6.2 Revised Draft IP, Municipal Code Amendments, and Zoning Maps**

Review Coastal Commission staff recommendations on the Administrative Draft IP with staff and prepare a Revised Draft IP, Municipal Code Amendments, and Zoning Maps reflecting staff comments and agreed upon Coastal Commission staff recommendations. The consultant team will coordinate with the City's Project Manager with meetings and phone calls as needed to prepare the Revised Draft.

### **6.3 Public Hearing Draft IP, Municipal Code Amendments, and Zoning Maps**

Review comments received through outreach activities described in the Community Outreach and Engagement Plan and decision maker study session described below, prepare a Public Hearing Draft IP, Municipal Code Amendments, and Zoning Maps for consideration at public hearings described in Task 7, IP Amendment Hearings.

### **6.4 Decision Maker Study Sessions**

The consultant team will conduct up to six study sessions with the Planning Commission and City Council at key milestones in the project, such as providing an overview of the project and schedule, presenting findings and gathering input on key issues identified in the Analysis and Identification Report, getting input and direction on applicable policy options, and asking for feedback on preliminary drafts of regulations. These study sessions may be combined with open houses, providing a forum for informal discussion with individual community members seeking to simply understand the new regulations, as well as on-line input opportunities. For each study, the consultant team will prepare draft and final materials in coordination with staff and the City's Communications Team.

#### **Meetings:**

- *Meetings and phone calls with City staff to review draft products*
- *Decision Maker Study Sessions (6 throughout the project)*

#### **Products:**

- *Administrative Draft IP, Municipal Code*
- *Amendments, and Zoning Maps*
- *Revised Draft IP, Municipal Code Amendments, and Zoning Maps*
- *Public Hearing Draft IP, Municipal Code Amendments, and Zoning Maps*
- *Decision Maker Study Session agendas, reports, attachments, and presentations*

## **Task 7: IP Amendment Hearings**

### **7.1 Planning Commission Hearing**

Attend, prepare materials for, and make formal presentation at a Planning Commission hearing to authorize the submittal of the LCP Amendment Application to the CCC for certification.

### **7.2 Planning Commission Recommended Draft IP, Municipal Code Amendments, and Zoning Maps**

Revise the Public Review Draft IP, Municipal Code Amendments, and Zoning Maps based on the recommendations of the Planning Commission hearing and prepare a Planning Commission Recommended Draft IP, Municipal Code Amendments, and Zoning Maps for consideration by the City Council.

### **7.3 City Council Hearing**

Attend, prepare materials for, and make formal presentation at a City Council hearing to authorize the submittal of the LCP Amendment Application to the CCC for certification.

### **7.4 City Council Authorized IP, Municipal Code Amendments, and Zoning Maps**

Based on City Council action, prepare the City Council Authorized IP, Municipal Code Amendments and Zoning Maps for incorporation into the LCP Amendment Application.

### **7.5 Coastal Commission Amendment Submittal Package**

Work with staff to compile LCP Amendment materials for submittal to the California Coastal Commission for certification.

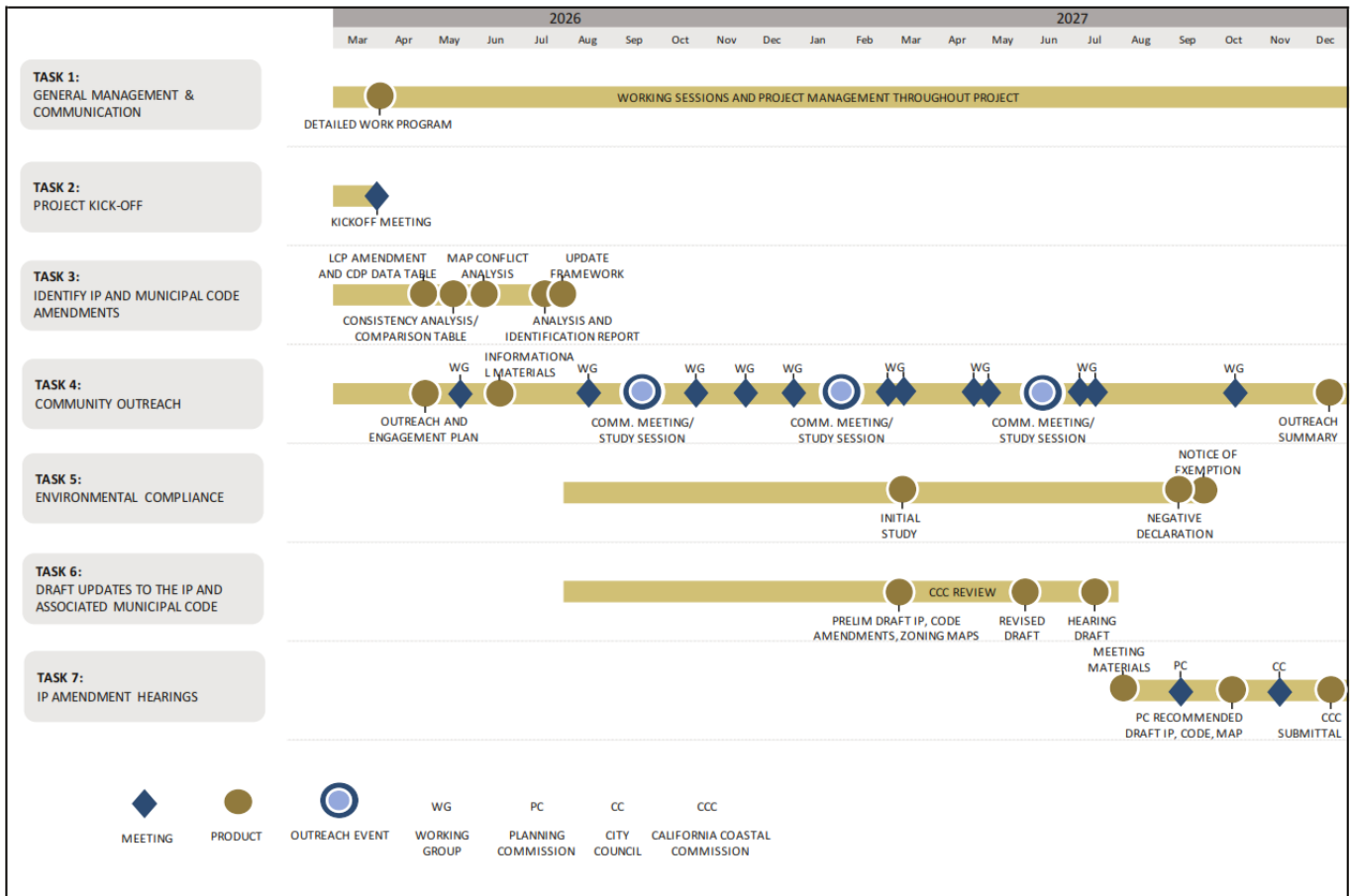
#### **Meetings:**

- *Planning Commission Hearing*
- *City Council Hearing*

#### **Products:**

- *Public Hearing Materials (staff reports, attachments, and presentations)*
- *Planning Commission Recommended Draft IP, Municipal Code Amendments, and Zoning Maps*
- *City Council Authorized IP, Municipal Code Amendments, and Zoning Maps*
- *Coastal Commission Amendment Submittal Package*

# Preliminary Project Schedule



**Exhibit B  
Budget**

Half Moon Bay Implementation Plan Update		TASK 1	TASK 2	TASK 3	TASK 4	TASK 5	TASK 6	TASK 7	TOTAL FEE
		General Management & Communication	Project Kickoff	Identify IP and Municipal Code Amendments	Community Outreach	Environmental Compliance	Draft Updates to the IP and Associated Municipal Code	IP Amendment Hearings	
<b>Miller Planning Associates</b>									
Principal \$220	Hours	140	4	250	270	0	360	288	1312
	Cost	\$30,800	\$880	\$55,000	\$59,400	\$0	\$79,200	\$63,360	\$288,640
Firm Total	Hours	140	4	250	270	0	360	288	1312
	Cost	\$30,800	\$880	\$55,000	\$59,400	\$0	\$79,200	\$63,360	\$288,640
<b>M-Group</b>									
Principal \$315	Hours	24	4	36	32	2	40	40	178
	Cost	\$7,560	\$1,260	\$11,340	\$10,080	\$630	\$12,600	\$12,600	\$56,070
Principal Planner \$210	Hours	80	4	112	120	24	120	140	600
	Cost	\$16,800	\$840	\$23,520	\$25,200	\$5,040	\$25,200	\$29,400	\$126,000
Senior Planner \$189	Hours	16	0	40	80	8	80	60	284
	Cost	\$3,024	\$0	\$7,560	\$15,120	\$1,512	\$15,120	\$11,340	\$53,676
Associate Planner \$158	Hours	0	0	72	120	32	120	140	484
	Cost	\$0	\$0	\$11,376	\$18,960	\$5,056	\$18,960	\$22,120	\$76,472
Assistant Planner \$126	Hours	0	0	40	160	20	64	72	356
	Cost	\$0	\$0	\$5,040	\$20,160	\$2,520	\$8,064	\$9,072	\$44,856
Firm Total	Hours	120	8	300	512	86	424	452	1902
	Cost	\$27,384	\$2,100	\$58,836	\$89,520	\$14,758	\$79,944	\$84,532	\$357,074
<b>ESA</b>									
Principal Consultant \$311	Hours	4	0	7	9	0	0	0	20
	Cost	\$1,244	\$0	\$2,177	\$2,799	\$0	\$0	\$0	\$6,220
Project Manager \$289	Hours	44	4	30	45	0	0	0	123
	Cost	\$12,716	\$1,156	\$8,670	\$13,005	\$0	\$0	\$0	\$35,547
Managing Consultant \$277	Hours	6	4	16	19	0	0	0	45
	Cost	\$1,662	\$1,108	\$4,432	\$5,263	\$0	\$0	\$0	\$12,465
Firm Total	Hours	54	8	53	73	0	0	0	188
	Cost	\$15,622	\$2,264	\$15,279	\$21,067	\$0	\$0	\$0	\$54,232
<b>TOTAL</b>	Hours	314	20	603	855	86	784	740	3402
	Cost	\$73,806	\$5,244	\$129,115	\$169,987	\$14,758	\$159,144	\$147,892	\$699,946
<b>CONTINGENCY</b>									
Ten Percent									\$70,000
<b>TOTAL</b>									\$769,946