



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

**SATURDAY, MARCH 14, 2026
1:00 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.

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<http://halfmoonbay.gov>

HYBRID MEETING PUBLIC COMMENT PARTICIPATION PROTOCOLS

*This closed session meeting will take public comment in-person and via Zoom. 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. 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. Please click to join the webinar: <https://us06web.zoom.us/j/85007693509> or join by phone at 669-900-9128, using Webinar ID 850 0769 3509. If joining by phone, use *9 to raise your hand, *6 to mute and unmute.*

1. CONVENE SPECIAL MEETING / ROLL CALL
2. INTRODUCTION
3. CITY COUNCIL RULES OF DECORUM OVERVIEW

3.A [RULES](#)

4. STAFF UPDATES

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

Staff Recommendation: Receive staff reports related to Council Priority Setting for FY 2026-

27.

[STAFF REPORT](#)

[ATTACHMENT 1](#)

[ATTACHMENT 2](#)

[ATTACHMENT 3](#)

[ATTACHMENT 4](#)

5. PUBLIC COMMENT
6. BREAK
7. 2026-27 PRIORITY SETTING EXERCISE
8. SUMMARY / NEXT STEPS
9. ADJOURN SPECIAL MEETING

BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY

AGENDA REPORT

For meeting of: **March 14, 2026**

TO: Honorable Mayor and City Council

VIA: Matthew Chidester, City Manager

TITLE: **CITY COUNCIL PRIORITY SETTING FOR FY 2026-27**

RECOMMENDATION:

Receive staff reports related to Council Priority Setting for FY 2026-27.

FISCAL IMPACT:

There is no fiscal impact associated with this item. Appropriate funding for implementation of the priorities will be included in the Recommended Budget for FY 2026-27.

STRATEGIC ELEMENT:

This update supports all Elements of the Strategic Plan.

BACKGROUND:

The [City's Strategic Plan](#) consists of the City Council Strategic Elements, the City Council Priorities, and the Capital Improvement Program. The Strategic Elements are high level objectives, including *Fiscal Sustainability, Healthy Communities and Public Safety, Inclusive Governance, and Infrastructure and Environment*. These elements provide a long-range vision for the City's future and a consistent focus for all of the City's services and operations. The Council Priorities are a short list of key focus areas that may change periodically, as major projects and initiatives are completed, or in response to changes in the economy, regulatory environment, or major emergencies. The Capital Improvement Program is a list of planned construction projects that covers a window of five years.

As past years, in preparation for the FY 2026-27 budget, the City Council hosted several listening sessions in early 2026, which allowed the Council to hear directly from members of the community in an open format. The purpose of the sessions was to gain additional insight into the community's priorities, for consideration by the Council and staff as they identify how resources will be allocated over the next year and beyond. For those that were unable to participate in the listening sessions, the City offers an online survey, which was open from late January through mid-March, as well as accepting emails from individuals that want to share feedback about potential priorities for the City in the coming fiscal year. This feedback is compiled and summarized, which is attached to this report (Attachment 2) and linked to the City's Listening Sessions webpage.

DISCUSSION:

To help provide context for the Council's Priority Setting Exercise, attached are several important documents, including: a summary of the City's accomplishments to date in FY 2025-26 (since July 1, 2025); the 2026 Listening Sessions Summary Report; a summary of current projects and efforts underway by the City; and a list of additional anticipated and potential projects for FY 2026-27. Additional information on each attachment is provided below, and a brief presentation will be shared at the Priority Setting Session on March 14, 2026.

1. FY 2025-26 City Accomplishments (to date). The last several years have been challenging for the City. The ongoing structural deficit has limited funding and required staff to cut back on costs wherever possible, including holding several key positions vacant in order to achieve savings as well as provide flexibility in evaluating the staffing and structure of the organization going forward. This past year the Council established an Ad Hoc committee to work with staff on an organizational study, and recently hired a specialized consultant to assist in this effort. This process has recently kicked off, and is expected to continue for several months, with the hope that some recommendations can be implemented through the FY 2026-27 Budget, including filling some of the existing vacancies. Unfortunately, the City has experienced significant staff turnover during the last two years, with 40% of positions turning over, and a current vacancy rate of 28%. Although some of these positions are being recruited and filled at this time, this significant change has created additional stress and workload issues for existing staff. Other uncertainties have been challenging as well, all of which take a toll on morale and productivity. Despite all of this, the City has accomplished quite a bit and should be proud of the output and quality of work of staff. The attached Accomplishments list is a testament to the commitment of staff and dedication to serving the community and moving the Council's policies and priorities forward.
2. 2026 Listening Sessions Summary Report. As shared above, the attached report helps provide an overview of feedback received from the community in the leadup to the Council's Priority Setting Session. The report includes all of the feedback received through the listening session process, as well as a summary of key themes that received the most comments. Additional takeaways include reduced engagement from previous years, despite increased outreach and marketing efforts to ensure the community was aware of the opportunities to share their feedback. Significant ongoing national and international challenges may have played a role in the community being less engaged locally than in past years, and the Spanish language session was notably poorly attended, especially by our immigrant community members, who traditionally have attended in significant numbers. Immigration and other fears likely played a role in that change. Staff will evaluate the ongoing approach to collecting feedback as part of this process, and will likely make recommendations for adjustments prior to kicking off this process in 2027.

3. Current projects and efforts underway by the City. Prior to identifying and discussing new priorities for the upcoming fiscal year, it is important for the community and Council to understand the current workload and bandwidth of staff, which helps to establish remaining bandwidth for additional projects and programs. As shared above, the City is currently significantly understaffed, with remaining staff feeling overwhelmed and stretched thin due to increasing demands and expectations from the Council, community, and overall local government landscape. These challenges are not isolated to Half Moon Bay, but with a smaller workforce (46 full-time positions authorized), many responsibilities lie with single staff or small teams, so any vacancy creates pressure to pick up additional responsibilities regardless of bandwidth. With current efforts underway to evaluate and refine the organizational structure of the City and then fill vacant positions, staff are hopeful that in the near future additional bandwidth will become available. In the meantime, the Council and leadership team will need to be especially thoughtful about how many new or changed priorities are included this Fiscal Year and how they are prioritized and scheduled. The attached list only includes significant efforts underway or known to necessarily be initiated in the coming months, and does not include more routine, day-to-day responsibilities of staff, many of which require significant time on any given day. The list includes both program and policy level projects, as well as capital projects. The Department of Public Works is currently preparing the 5-year rolling Capital Improvement Program, as well as the draft Capital Improvement Plan for the upcoming fiscal year. These items will be included in the budget process later this year. The capital projects included in this attachment are intended to identify the most significant projects underway or on the immediate horizon.
4. Additional anticipated and potential projects for FY 2026-27. In addition to the existing projects in Attachment 3, staff have identified several additional potential projects that are anticipated to be required in the coming fiscal year or that have come to light over the past fiscal year and will require consideration and prioritization by the Council and leadership team.

Given the City's ongoing fiscal and staffing constraints, this year's priority setting process will need to focus on ensuring existing projects and efforts have enough resources available to continue to move forward, and any additional projects will need to be carefully considered and prioritized in the context of these constraints.

Overall, the City is trending in the right direction, with new staff being hired and financial outlooks improving. The recent mid-year budget report indicated a shrinking deficit, and replenishing reserves to policy levels both indicate a positive outlook. With the organizational assessment underway, it is hoped that in the coming fiscal year staffing can be stabilized and additional positions filled. This will eventually lead to additional bandwidth and the opportunity to evaluate additional priorities and projects. In the meantime, continuing to make progress on existing projects and providing high levels of service and effectiveness in delivering the City's core services should be a main focus for the Council and leadership team.

ATTACHMENTS/LINKS:

1. FY 2025-26 Accomplishments
2. 2026 Listening Sessions Summary Report
3. Current Projects List
4. Potential Projects List

Attachment 1

FY 2025-26 Accomplishments (first 8 months)

Programs/Projects-

- Through concerted efforts to cut costs, improve efficiency, and increase revenues, made significant improvement on the City's ongoing structural deficit and fully funded reserves at the City's 50% (30% operating/20% economic uncertainty) policy level with additional unencumbered fund balance that will support future efforts to balance the budget while limiting impacts on residents
- Made improvements and successfully implemented the 2nd year of the rental registry and rent stabilization program, with improved communications, compliance, and outcomes
 - Hosted a tenant workshop to educate renters on their rights and obligations, as well as connect resources
- Supported the opening of the Stone Pine Cove neighborhood and selection process for the residents of 46 new units of affordable housing.
- Adopted and implemented the Downtown Vitality Ordinance, including development of collateral and outreach materials
- Launched the City's first GIS system and Public Map Viewer, supporting staff and providing easy access to the community seeking information on parcels, zoning and land use, and other map based information.
- Worked closely with residents and businesses and made progress in efforts to resolve ongoing flooding issues along the Pullman Watercourse in the Miramar neighborhood.
- Executed an agreement with the County's Office of Labor Standards Enforcement to enhance outreach, education, and enforcement of the City's Minimum Wage
 - Hosted a know your rights workshop for workers in Half Moon bay
- Secured a \$500 thousand Coastal Commission grant to initiate the LCLUP Implementation plan
- Collaborated with community organizers to host the community's first Diwali event, with significant attendance and expectations of a larger and more elaborate event in future years
- Hosted more than two dozen regional officials at the Council of Cities event, which featured a well-received presentation from a local entrepreneur
- Added two Youth representatives to the Recreation Commission, growing the voices and diversity of viewpoints on this important advisory commission
- Implemented the CloudPermit online permitting and management system, streamlining the building permit process and providing additional information and resources for residents and contractors while increasing staff efficiency and improving data tracking and retention
- Implemented and supported several new recreation programs including a popular new beach volleyball league, the tiny toddlers open gym program, expanded access to the pickleball courts at Cunha Middle School, and new contract recreation classes – Coastside Country Line Dancing (one of the most popular classes we've ever hosted), Tai Chi for adults, and several music classes.
- Analyzed and made improvements to the City's business license process, which will ultimately simplify the application process and shorten the timeline for new businesses to

obtain a business license in the City.

- Hosted of the first major movie production in Half Moon Bay in more than a decade, bringing additional revenue to several local businesses and organizations, as well as the City, and ultimately adding to the appeal of the City as a place to produce films and to visit filming locations.
- Completed and launched the City's Laserfiche Public Portal online digital record system, providing easier access for the public to City records, and potentially reducing staff workloads related to public records requests.
- Collaborated with the Coastside Chamber of Commerce and hotels to increase the Hotel Business Improvement District assessment from \$1 to \$2 per room night, doubling revenues and providing additional resources to support tourism marketing and promotion efforts, which should lead to additional economic impacts and revenues to local businesses and the City
- Received authorization to enter into an MOU with the Half Moon Bay – Kariwa Sister City Association to allow installation and maintenance of a new cultural garden at the library, commemorating 30 years of this great program
- Supported the ongoing Doordash "Dashloop" reusable foodware pilot program
- Hosted several important events, including the 3rd Remembrance Day event, National Night Out block parties, Veteran's Eve recognition event, and Faith Leaders Breakfast
- Launched a new digital budget book production process that includes a user-friendly online budget portal
- Initiated SB707 implementation, which modifies the Ralph M Brown Act and expands meeting and teleconference requirements
- Transitioned the City's internal attorney services to Burke, Williams and Sorenson, LLP
- Managed the following: Building Permits – 435 applications received, 398 permits issued, 45 in process; Planning Permits – 53 applications received, 39 permits issued, 26 in process; Code Compliance Cases – 35 reports, 14 resolved/closed, 21 in process; Measure D – 215 staff hours in Phase 1 Council Allocations and Phase 2 Individual Planning Commission Allocations since November 2025

Capital Projects-

- Adopted Phase 2 of the Climate Action and Adaptation Plan, which is a comprehensive strategy to address climate change by reducing greenhouse gas emissions and preparing for its impacts.
- Completed construction of the John L. Carter Park Improvement project and opened the park for several events. This newly developed outdoor amphitheater will host many important arts and culture and other community events, while supporting economic development in the downtown and driving new revenues to the City
- Made significant progress on the City Facilities Electrification project, constructing solar panel arrays at two City facilities and installing new electric equipment (replacing natural gas appliances and equipment) at several facilities. This project is ongoing and will help the City be more resilient in the future while saving money and reducing greenhouse gas emissions

- Completed and 2025-26 pavement management project, improving street conditions in the Alsace Loraine neighborhood
- Completed trail repair project, replacing and improving asphalt surfaces on heavily used portions of the California Coastal Trail near Poplar Beach
- Made significant progress towards important upcoming construction projects, including the Eastside Parallel Trail Segment 4 project and Highway 1 North Safety Improvements

City of Half Moon Bay

City Council Listening Sessions Summary Spring 2026





www.halfmoonbay.gov

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- 2. Consolidated Comments from in-Person Sessions**
- 3. Additional Comments Received via Website Form Submission and Email**

Background

In preparation for the FY 2026–27 budget, the City Council hosted in-person Listening Sessions to hear directly from community members in an open forum. One session was conducted in English with Spanish interpretation, and the other in Spanish with English interpretation to support broader participation.

In addition, members of the Council hosted an Interfaith Listening Session, where faith leaders and business owners shared their perspectives, concerns, and recommendations.

For community members who were unable to attend or preferred not to speak during the sessions, the City website also provided an opportunity to submit feedback online.

This Listening Sessions Summary document provides an overview of the discussions from these sessions and incorporates community input received through the online submission process.

Meetings Summary

The purpose of the listening sessions was to hear directly from the community about their priorities for the coming year and beyond. The sessions were broadly noticed through the following means:

- City of Half Moon Bay Website
- Half Moon Bay eNews
- Nextdoor, Facebook, Instagram, and Twitter
- Radio Advertisements on KHMB
- Half Moon Bay Review – online advertisements

The sessions were held on the following dates:

Faith Leader Listening Session – in person

Thursday, January 29

9:00 a.m. – 10:30 a.m.

Ted Adcock Community Center, 535 Kelly Avenue

General English Listening Session – in person with Zoom hybrid option (Spanish interpretation provided)

Thursday, January 29

6:30 p.m. - 9:00 p.m.

Ted Adcock Community Center, 535 Kelly Avenue

General Spanish Listening Session - in person with Zoom hybrid option (English interpretation provided)

Sunday, February 1

2:00 p.m. - 4:00 p.m.

Ted Adcock Community Center, 535 Kelly Avenue

Listening Sessions Format

City staff coordinated and moderated the Listening Sessions. Residents were invited to share their thoughts one at a time and were free to raise any issues or topics they felt were important. Although no strict speaking limits were established, participants generally kept their remarks brief and respectful of others' time. After everyone in attendance had a chance to speak, participants were invited to add any further comments. Consistent with the requirements of the Brown Act, City Councilmembers and staff limited their responses during the general sessions to providing only broad informational clarification. Staff compiled a written summary of the public feedback, which is included as an attachment for reference.

Each meeting ran for roughly one hour to ninety minutes.

Session Highlights

Attendance: Total attendance was around 50 participants.

- Some participants attended more than one listening session. While demographic data was not formally collected, general observations suggest that middle-aged adults represented the largest share of attendees, followed by older adults.
- Participation among Latino community members at the in-person sessions was notably limited, which may have been influenced by the current immigration climate.
- As in past years, young adults have historically been underrepresented in these types of engagement opportunities.

Alternative Forms to Submit Feedback

Website Form and Email Submissions

In late January, an online survey was made available on the City Website at www.halfmoonbay.gov/listeningsessions. As of March 12, 2026, 34 submissions were received through the feedback form, and 12 submissions were received via email to communications@halfmoonbay.gov. All feedback received digitally is included in two appendices, one for the website form and one for the email submissions.

Community Feedback: Key Themes

Key Themes: Several topic areas were brought up frequently in the sessions, and in the channels provided to those who could not attend in person sessions.

Overall, residents emphasized prioritizing essential services, safety, practical infrastructure improvements, and equitable community support.

The highest interest from feedback received both in person and online can be categorized in the following areas:

- **Housing and Affordability**
- **Public Safety and Privacy**
- **Economic Vitality and Downtown Activity**
- **Infrastructure and Public Works**
- **Parks, Recreation, and Community Facilities**
- **Climate Resilience and Sustainability**
- **Governance, Accountability, and City Processes**
- **Education and Transportation Access**

Housing and Affordability

Housing affordability emerged as the most frequently raised concern, particularly during the Spanish-language session and via online submissions. Residents expressed that local workers, service staff, and lower-income households are increasingly unable to keep up with rent and cost-of-living increases, while wages remain generally stagnant.

Key feedback included:

- Support for Measure D, senior housing, the 555 Kelly Avenue project, rent stabilization programs, tenant legal services, and rental assistance.
- Suggestions for programs that benefit both tenants and landlords, including reduced permit fees for housing improvements and incentive-based approaches instead of strict rent control.
- Concerns about the polarization of the housing discussion, with some supporting middle-income housing and practical housing programs.
- Access to healthcare and medical programs for residents who do not qualify for standard insurance or Medi-Cal coverage was also highlighted as a related concern.

Public Safety and Privacy

Safety and privacy issues were the second most frequently raised topic. Residents emphasized both physical and digital safety concerns.

Key feedback included:

- Opposition to license plate readers (Flock cameras) due to privacy risks, misuse by law enforcement, and data security concerns. Residents noted the use of AI to track vehicles, times, locations, patterns, and occupants, with concerns about data being accessed by ICE, FBI, and other federal agencies. Calls were made to deactivate cameras, terminate contracts, and audit the system.
- Traffic safety concerns included truck routes, motorcyclist risks, angled vs. straight-in parking on Main Street, and pedestrian safety along Highway 1 and Main Street.
- Flooding along Pilarcitos Creek, downtown safety, and elder-friendly initiatives were also highlighted.

Economic Vitality and Downtown Activity

Residents expressed strong interest in supporting downtown businesses and strengthening economic activity.

Key feedback included:

- Protection of small businesses through formula business ordinances.
- Improved wayfinding to help visitors navigate Main Street and discover local businesses.
- Strategies to connect beach visitors to downtown retail and restaurants, including signage, QR codes, and integrated programs.
- Support for arts and cultural activities as economic drivers, not just cultural enrichment.

Infrastructure and Public Works

Infrastructure and maintenance issues were frequently discussed. Residents highlighted both functional improvements and cost-conscious project planning.

Key feedback included:

- Scope and cost concerns regarding Poplar Street improvements, with a preference for simpler and more practical designs.
- Roadway improvements to reduce congestion, including parallel routes to Highway 1.
- Widening and separation of the Coastal Trail for pedestrians and cyclists.
- General maintenance priorities, including road paving, trail upkeep, and open public restrooms.

- Clarification of City versus County responsibilities for services such as sewer, water, and mental health support.

Parks, Recreation, and Community Facilities

Residents emphasized improving public recreational spaces and access to facilities.

Key feedback included:

- Upgrades to Kitty Fernandez Park to make it a functional and welcoming community space.
- Public access to the planned pool at Half Moon Bay High School for swimming lessons and recreation.
- Activation of the proposed City Hall parklet, with commitment to engineering, design, and City funding to move the project forward.
- Support for advancing planned development projects, including the 555 Kelly Avenue site.

Climate Resilience and Sustainability

Community members highlighted energy and environmental resilience as a growing priority.

Key feedback included:

- Interest in solar microgrids (“grid-making infrastructure”) to ensure power reliability during outages and reduce long-term energy costs.
- Support for energy investments that could be funded by reallocating money from programs with lower public benefit, such as security camera subscriptions.

Governance, Accountability, and City Processes

Residents consistently emphasized the need for transparent, responsive, and accountable governance.

Key feedback included:

- Publishing Council agenda items in advance to allow adequate time for review.
- Careful vetting of contractors and vendors to prevent mismanagement or misuse of funds.
- Proactive, timely maintenance and repair of infrastructure.
- Clear communication about project costs, delays, and City responsibilities.

Education and Transportation Access

Some residents highlighted the importance of education and transportation equity.

Key feedback included:

- Expanded transportation options for students traveling to community colleges across San Mateo County, particularly for those balancing work and study.
- Increased support for low-cost, accessible programs to reduce barriers for service workers and other isolated groups.

Conclusion

Overall, participation in the listening sessions was limited this year, and online submissions and written feedback provided a more accessible channel for community input. While those who attended in person offered valuable perspectives, the lower turnout suggests that the City may benefit from evaluating the current engagement format. Future outreach could include additional virtual options, such as more and smaller Zoom-based listening sessions, to improve accessibility and participation. The City may also consider allocating resources for broader outreach and promotion to increase community awareness and engagement.

Based on the feedback received, the Council's previous priorities (most recently set in FY 2024-25) - Affordable Housing; Public Health, Safety, and Emergency Preparedness; Economic Development; Community Climate Resilience and Sustainability; and Transportation, Circulation, and Mobility - continue to reflect issues of concern to the community, though the context around these priorities continues to evolve. Community comments also raised related topics that may warrant consideration in future discussions, including community services, communication and outreach, education, and potential impacts of federal policy changes.

Some comments that did not emerge as a major topic may be addressed by the City without elevating to the level of an annual priority. Department staff will review the comments and develop plans to address issues that may be resolved within existing budgets and workloads.

As the Council considers its plans for the FY 2026-27 budget, this report serves as a summary of broad community input on where and how to prioritize the City's resources. City Council's next steps include consideration of this material, defining priorities and a workplan for FY 2026-27, and establishing an associated budget consistent with supporting the priorities.

Attachments:

Appendix 1: [Power Point Presentation in English language](#)

Appendix 2: [Consolidated Session Comments](#)

Appendix 3: [Website Form Feedback](#)

Appendix 4: [Email Feedback](#)

2026 Community Listening Session

Thursday, January 29, 2026

Today's Agenda

- **About the Priority Setting Process**
- **Additional Feedback Opportunities**
- **Our Council**
- **Session Goals**
- **Guidelines for a Productive Session**
- **Closing**



Council Priority Setting Process 2026

City Council Community Listening Session 1

Hybrid; English (Spanish interpretation provided)

Thursday, January 29

6:30 p.m. - 9:00 p.m.

Ted Adcock Community Center, 535 Kelly Ave.

City Council Community Listening Session 2

Hybrid; Spanish (English interpretation provided)

Sunday, February 1

2:00 p.m. - 4:00 p.m.

Ted Adcock Community Center, 535 Kelly Ave.

City Council Priority Setting Session

Hybrid; English (Spanish interpretation provided)

Saturday, March 14

1:00 p.m. - 5:00 p.m.

Ted Adcock Community Center, 535 Kelly Ave



Other Feedback Opportunities

Submit your Feedback

- Available through Tuesday, March 10, 2026
- Online at: www.halfmoonbay.gov/listeningsessions
- Send email to: communications@halfmoonbay.gov



Half Moon Bay City Council

Debbie Ruddock – Mayor

Deborah Penrose – Vice Mayor

Robert Brownstone – Councilmember

Patric Jonsson – Councilmember

Paul Nagengast – Councilmember



Session Goals

- **Hear** what matters most to you/our community
- **Learn** about needs, challenges, and ideas for improvement
- **Gather** your input to help guide City Council decisions for the Fiscal Year 2026 - 27



Examples

- **Housing**
- **Public Safety**
- **Transportation / Mobility**
- **Circulation**
- **Community Services**



Guidelines for a Productive Session

- Be respectful and kind to one another
- Speak from **your own experiences**
- **Keep comments brief** so everyone has a chance to speak
- It's okay to have **different** opinions — **listening** is important





**In your opinion,
what should be
the Council focus
for FY 2026-2027?**

Closing

- Thank you for sharing your time and thoughts
- What you shared today will inform City priorities
- We appreciate you being part of this conversation





**We are currently
on a break! We will
be back shortly.**

Thank you for participating!



City Council Listening Session #1 - January 29, 2026

Topic / Category	Notes
Affordable Housing	• Affordable Housing ++, Keep Measure D as is, 555 Kelly, Senior Housing, Rent Stabilization, legal services for tenants, rental assistance, • Different approaches to support tenants, create programs that benefit both tenants and landlords. • Adjust fees for rental programs, to make it more affordable • Status update on Measure D & ADU, Make priority if coming up short • Didn't like approach of rent stabilization, incentive landlords instead • Reduced permit fees for landlords who update their housing units • Security protection of the data from rent programs • Dislike the polarization of affordable housing discussion • Support middle income housing,
Emergency Prep / Public Safety / Public Health	• Against license reader (Flock), • Parking solutions on Main Street for Big trucks • Move to parallel parking on Main Street • Dislike straight-in parking spaces; Angled is better
Recreation / City Facilities	• Open community pool (+)
Climate Resilience / Sustainability	•
Economic Recovery / Development	• Formula business ordinance + (protect small business and downtown)
Traffic / Transportation	• More medical transportation services • Traffic ++; truck traffic going to the dump (+) • Explore a protected turn into the dump • Motorcyclists are a danger • Lack of Parking • Incentivize transportation options (expand ride plus)

	• Don't address traffic by adding lanes. • Explore disincentive car traffic into town;
Other	• Prioritize age friendly. (+) • Prioritize elder adults and challenges they face. (+) • Continue to provide support to safety net providers. (+) • Explore an independent single special district for sewer services (SAM) and incorporate water (CCWD). • Clarify the City's responsibilities (as oppose the County's). (i.e mental health services) • Caltrain work needs to be communicated and dealt better

City Council Listening Session #2 Spanish - February 01, 2026

Topic / Category	Notes
Affordable Housing	• Requesting that rents not be raised too much. Concerned about housing • We need help with housing. Agricultural community is isolated community. • Representing ALAS the only thing she would like is to put on agenda is the increase in rent the salaries for the work that they do, the cleaning and they haven't had a raise and so the cost of living is exaggerated. • There are many people that don't qualify for medical because of the little amount that they make –what can we do to help them?

Emergency Prep / Public Safety / Public Health	Concerned about installation of ALPR readers and he previously spoke about the installation and opposed. He believes that decision of ALPR's wrong decision. He wants to note that they are not ALPR readers but are using AI to determine how many people are in car, what color is the car, time and where they are going. He referenced VM Penrose and if she drove from her home to Highway 1 there would have been various points where her information would be identified, including facial recognition. If you go over hill to Foster City there are 4 flock cameras that will record all of the same things. As you go about your day you will come across other flock cameras and all that information will be stored in a data base that is held by private company, Flock Safety, that is responsible for storing the data. Flock Safety owned by Eric Peter and principal for Palantir, which is primary software company for ICE. Flock has committed so many illegal acts with their cameras. Flock has shared data that City was told would be safe with ICE and the Border Patrol and any law enforcement officer who wants to search data base anywhere in the US. Oregon created working group between local Police, FBI and Homeland Security. He will send email with more information. Devices are easily hacked and videos online show how easy it is to hack system. Cameras should be immediately deactivated and contract terminated.
Recreation / City Facilities	City Hall parking lot park. As of this month, there is a desire for citizens and city to have park in that location. Erin Torme got public input on three designs and that was brought to council. Council approved in concept. There is a citizen benefactor who is willing to support most of the costs. Project was sent to City Hall to get property surveyed-it languished there for three years but survey is available. Sylvia Moderno donated the bell and has been fenced off and rusting for three years. What do we need to move forward – civil engineering drawings for detention system. CAD drawings should be available. Perhaps a CDP will be needed. The City could decide on the necessity of that and issue it to itself. The City needs to commit to project to get it shovel ready. The donor needs to see the City is committed to project. City would need to be for civil engineering and initiative to move forward.

Climate Resilience / Sustainability	• Supports vision for energy and power supply. Puerto Rico uses micro grid that combine solar and storage to power buildings even in absence of larger grid. In HMB, the City relies on power lines above ground that weaken depending on weather. He supports use of micro grids, through solar and storage, which is cheapest source of power by lifetime. At the end of their lifetime they are still generating around 70%. this is not calling for rooftop solar. He would like to see investigation into grid making solar structure and solar investment by city to see if grid making is possible. Also protesting Flock cameras, he protests Flock's safety as an organization. He objects to subscription services and notes that Santa Cruz cancelled subscription finding that it had been misused by federal agents. Flaws in security system have been analyzed through medium of you tube videos. Towns in eastern states have ended programs but Flock reinstalled cameras, which led to litigation. Courts in Washington State have declared video from cameras are public records. If further deployment occurs, the question is are we ready for these risks. He referenced prior agenda item specifying how much the City is spending on Flock cameras, which could fund solar energy systems.
Economic Recovery / Development	• It would be good investment for city to review any advancement in technology or programs that could hold information that could be used in ways that are not intended. I feel that if the City had something in place to do deep dive to do research for the companies that the City is going to contract with the City wouldn't get involved in a contract that is maybe unsavory. She also finds out that something is on the agenda on Friday evening. She would like to get information earlier, even if it is not for sure
Traffic / Transportation	• She would like to focus her comments on students that go to community colleges in the bay area and those that travel to those colleges and sometimes they have to take three buses. She would like to see more transportation and programs for travel. I would like to see more programs to make it easier to travel.

Other	• Maid services and restaurant workers feel isolated when it comes to government assisted programs ++ • Power outages, advocacy for solar panels which might be a cheaper option (Grid making infrastructure)
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- Protests against Flock Security (ALPR) cameras due to misuse by federal agencies, including ICE +3
- Control Rent increases +1
- Housing Concerns
- Council items to be advertised in advance
- Low-cost medical care – Because of wages do not qualify for Medi-Cal services
- Parklet between City Hall and Nano's - Park design which includes closing the parking exit – Wants City to cover costs and take advantage of a benefactor to start the process to build a park.
- Transportation from HMB to Community Colleges (CSM and Canada College); Rediwheels asks for many requirements

Appendix 3

Print**2026 Listening Sessions - Sesiones de Escucha - Submission #9285****Date Submitted: 1/23/2026****Share your Message - Comparte tu Mensaje**

Hola a todos

La comunidad de bajos ingresos que vive y trabaja en Half Moon Bay. Que es la mano de obra y el corazón de esta ciudad tiene el derecho de tener una vivienda justa y equitativa. Es inaceptable que los trabajadores no puedan encontrar un lugar digno y asequible para poder ofrecerle a su familia.

El control de renta es una medida necesaria para proteger a las personas que no pueden pagar rentas muy altas y que tiene dos o mas trabajos para poder pagar y no quedar desalojados.

La ciudad de Half Moon Bay tiene que priorizar la vivienda vamos a seguir luchando por un Half Moon Bay mas justo y equitativo para todos.

Gracias Rocio A

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TACC Center

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Sunday, February 1

2:00 p.m. – 4:00 p.m.

TACC Center

Priority Setting – In Person; English (No Zoom session, but the event will be broadcast)

Saturday, March 14

1:00 p.m. – 5:00 p.m.

TACC Center

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Sesiones de Escucha 2026

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Jueves, 29 de enero

6:30 p.m. – 9:00 p.m.

Centro Comunitario Ted Adcock (TACC)

Sesión de Escucha 2 – (Presencial / Zoom); Español (con interpretación al inglés)

Domingo, 1 de febrero

2:00 p.m. – 4:00 p.m.

Centro Comunitario Ted Adcock (TACC)

Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

1:00 p.m. – 5:00 p.m.

Centro Comunitario Ted Adcock (TACC)

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2026 Listening Sessions - Sesiones de Escucha - Submission #9349

Date Submitted: 1/29/2026

Share your Message - Comparte tu Mensaje

Please replace Poplar Street (west side of Hyw 1)

Almost 3 years ago you had a pipe Dream of doing a Blvd. Street project using a million dollar grant at public meetings I said a million\$ would pay for even the east side of Poplar Street. You went and opened bids and did the east side project which ended up cost way over your bid price and you had to take funds from the city budget to finish the project.

Now you say you don't want to replace the west side of Poplar because you're waiting for a grant to do the west side and don't want to waste money doing it twice the project will rebuild the street, but it's going to cost at lease 3 to 4 mil

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Sesión de Escucha 2 – (Presencial / Zoom); Español (con interpretación al inglés)

Domingo, 1 de febrero

2:00 p.m. – 4:00 p.m.

Centro Comunitario Ted Adcock (TACC)

Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

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2026 Listening Sessions - Sesiones de Escucha - Submission #9350

Date Submitted: 1/29/2026

Share your Message - Comparte tu Mensaje

Yes, we have had multiple problems over the years with homeless that come out of the creek. We can't use the shopping center. They have shoved my older husband around on Main Street 2 times. We no longer shop on Main Street three or four young man got off the bus at the corner by San Benito House. There were extremely high their eyes were rolling. They were bouncing off the building you support homeless so we don't shop downtown born in San Mateo County.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9351

Date Submitted: 1/29/2026

Share your Message - Comparte tu Mensaje

We don't receive adequate protection from officers nor enforcement of the laws. Response time is abysmal and criminals know it.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9359

Date Submitted: 2/2/2026

Share your Message - Comparte tu Mensaje

Approve agreements and move forward with construction plans at 555 Kelly Ave.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9362

Date Submitted: 2/3/2026

Share your Message - Comparte tu Mensaje

Please continue to prioritize infrastructure near schools to improve safety for students walking and biking to school.

- Make the intersection of Highway 1 and Kelly Avenue a priority by working with Caltrans to remove the pork chop islands and implement traffic-calming measures. Best-practice Highway 1 crosswalk treatments at Kelly Avenue are urgently needed.
- Prioritize the installation of a high-visibility crosswalk on the north side of the Poplar Street and Highway 1 intersection.
- Continue to make separated multimodal trails along Hwy 1 from El Granada to the Moonridge community a priority.

Thank you!

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2026 Listening Sessions - Sesiones de Escucha - Submission #9367

Date Submitted: 2/5/2026

Share your Message - Comparte tu Mensaje

The city should make sure that the public has shred access to the proposed new HMB High School pool. It would be absurd to build a new facility and not make it large enough for everyone to use for exercise and aquatic education. The only place for local children to learn how to swim is a private facility that is quite expensive. A town situated next to the ocean with hazardous waves and multiple drowning deaths every year should at the very least offer low cost swimming lessons to children. This should be a priority for the city.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9368

Date Submitted: 2/5/2026

Share your Message - Comparte tu Mensaje

I think we're going to need to widen the coastal trail and create separate trails for pedestrians and cyclists, with a median in between. Stripes wouldn't cut it, they'd just be ignored.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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Sesiones de Escucha 2026

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Ambas sesiones de escucha se llevan a cabo en el Centro Comunitario Ted Adcock, ubicado en 535 Kelly Avenue.

Sesión de Escucha 1 – Híbrida (Presencial / Zoom); Inglés (con interpretación al español)

Jueves, 29 de enero

6:30 p.m. – 9:00 p.m.

Centro Comunitario Ted Adcock (TACC)

Sesión de Escucha 2 – (Presencial / Zoom); Español (con interpretación al inglés)

Domingo, 1 de febrero

2:00 p.m. – 4:00 p.m.

Centro Comunitario Ted Adcock (TACC)

Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

1:00 p.m. – 5:00 p.m.

Centro Comunitario Ted Adcock (TACC)

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2026 Listening Sessions - Sesiones de Escucha - Submission #9374

Date Submitted: 2/10/2026

Share your Message - Comparte tu Mensaje

Safety for bicycles and pedestrians on HW1 corridor between Main Street and HW1 crossing to Spindrift neighborhood.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

¿A qué debería dar prioridad la Ciudad en el presupuesto de 2026? Escribe tu mensaje en el espacio de arriba y haz escuchar tu voz.

2026 Listening Sessions

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Listening Session 1 – Hybrid (In Person / Zoom); English (with Spanish interpretation)

Thursday, January 29

6:30 p.m. – 9:00 p.m.

TACC Center

Listening Session 2 – (In Person / Zoom); Spanish (with English interpretation)

Sunday, February 1

2:00 p.m. – 4:00 p.m.

TACC Center

Priority Setting – In Person; English (No Zoom session, but the event will be broadcast)

Saturday, March 14

1:00 p.m. – 5:00 p.m.

TACC Center

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2026 Listening Sessions - Sesiones de Escucha - Submission #9375

Date Submitted: 2/10/2026

Share your Message - Comparte tu Mensaje

Pedestrians and bicycle safe corridor on HW1 north of Main Street on the east side of the road

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9383

Date Submitted: 2/17/2026

Share your Message - Comparte tu Mensaje

We would like a stop sign or street sign or lighting or crosswalk (or a combination of any of the above) for Spindrift Way.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9384

Date Submitted: 2/17/2026

Share your Message - Comparte tu Mensaje

More accessible ways to walk and bike to town for residents on the east side of highway 1 between Main Street and Frenchman's Creek. It's too dangerous. Also, better signage and lighting for Spindrift Way. It's hard to tell where to turn at night.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9388

Date Submitted: 2/19/2026

Share your Message - Comparte tu Mensaje

Top priority is to clean up fallen debris blocking the huge volume of water flowing in Pilarcitos Creek by Oak/Cypress and Willow streets.

This area was flooded by overflow from the creek. Quite a few homes on those three streets were flooded but of course not reported. Renter's do not want to alert landlords for fear of losing housing. Many landlords do not know.

The area was declared a Federal disaster area and yet Public Works refused to do much overdue maintenance to the creek bed and banks. When contacted PW claimed EPA would not allow. However 1) Federal disaster area allowed clean up which was done superficially near Oak Ave 2) other cities such as Santa Cruz maintain the San Lorenzo river for the safety of residents annually in the fall. They make sure the river does not overflow.

I have contacted PW by email and phone. Never a reply.

The City has now approved a fence on the Safeway side of the creek. Now again sending the issues into low income neighborhood where many do not have a voice.

Cleaning up the creek for max water flow to protect the residents on Oak/Willow and Cypress is critical. At some point there will be a large crisis to which the City will spend millions instead of semi annual maintenance and equal protection.

The HMB fire dept is well aware of the major flooding from the Pilarcitos creek overflowing due to excess debris, fallen trees and overgrown underbrush. They witness the flooding and danger to residents Dec 3/2021/Jan 1 2022. The same flooding from the creek that almost shut down the electric building powering sewer plant.

Why aren't we protecting lives as a first priority? first

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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Priority Setting – In Person; English (No Zoom session, but the event will be broadcast)

Saturday, March 14

1:00 p.m. – 5:00 p.m.

TACC Center

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Sesiones de Escucha 2026

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Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

1:00 p.m. – 5:00 p.m.

Centro Comunitario Ted Adcock (TACC)

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2026 Listening Sessions - Sesiones de Escucha - Submission #9389

Date Submitted: 2/19/2026

Share your Message - Comparte tu Mensaje

Cleaning up parks, paving roads, traffic control, public bathrooms on trail opened, zero tolerance for homeless

Look into joining back roads parallel with highway, westside from Strawflower to Casa Del Mar, Kelly to Strawflower, 92 access behind high school and by post office, east side El Granada to Miramar, etc. to alleviate traffic nightmare we often have. Make the roads we have drivable (frontage road is barely drivable)

Get Main St. filled up with shops that locals can use...

What NOT to focus on: more and more ordinances, rent control, sanctuary city, electrifying and banning gas, building a five story building on Kelly, general virtue signaling instead of practical solutions

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

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2026 Listening Sessions - Sesiones de Escucha - Submission #9390

Date Submitted: 2/19/2026

Share your Message - Comparte tu Mensaje

Use budget and your representation to San Mateo to get traffic lights. Make highway one safe - no more deaths.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9392

Date Submitted: 2/23/2026

Share your Message - Comparte tu Mensaje

Please prioritize economic vitality initiatives that will drive visitors to businesses on every block of Main Street:

1. MAP KIOSKS: Directory in Mac Dutra Plaza and other visible locations like the footpath to John L Carter Memorial Park. Similar to a shopping mall, a map kiosk is a sign with a map that includes lists of businesses by specialization (apparel, restaurant, gifts, etc).
2. WAY-FINDING SIGNAGE: Poles on corners with tile signs indicating what stores are on that block.
3. 92/MAIN SIGNAGE "Welcome to Downtown" ß
4. "BEACH TO STREETS": Develop a sustainable strategy to convert State and City beach visitors to Main Street using QR codes in beach parking lots, or another method.

Sincerely,

Marika Holmgren

Owner, Hometown Mercantile and Hometown Cornershop

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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Priority Setting – In Person; English (No Zoom session, but the event will be broadcast)

Saturday, March 14

1:00 p.m. – 5:00 p.m.

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Sesiones de Escucha 2026

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Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

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2026 Listening Sessions - Sesiones de Escucha - Submission #9393

Date Submitted: 2/23/2026

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3. 92/MAIN SIGNAGE "Welcome to Downtown" 
4. "BEACH TO STREETS": Develop a sustainable strategy to convert State and City beach visitors to Main Street using QR codes in beach parking lots, or another method.

Sincerely,
Janice Moody
Seascapes Garden Center

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9394

Date Submitted: 2/24/2026

Share your Message - Comparte tu Mensaje

Due to increasing economic strain on our small businesses and the sad closing of main street businesses this year, I'd like to encourage these below initiatives to help promote foot traffic and increased visibility for our small downtown businesses.

Please prioritize economic vitality initiatives that will drive visitors to businesses on every block of Main Street:

1. MAP KIOSKS: Directory in Mac Dutra Plaza and other visible locations like the footpath to John L Carter Memorial Park. Similar to a shopping mall, a map kiosk is a sign with a map that includes lists of businesses by specialization (apparel, restaurant, gifts, etc).
2. WAY-FINDING SIGNAGE: Poles on corners with tile signs indicating what stores are on that block. (EVERY DAY we hear people come in and say they didn't know there were more shops 'up here', meaning the northern end of main street.)
3. 92/MAIN SIGNAGE "Welcome to Downtown" ß
4. "BEACH TO STREETS": Develop a sustainable strategy to convert State and City beach visitors to Main Street using QR codes in beach parking lots, or another method.

Sincerely,
Courtney Miller
P. Cottontail & Co. - Fog Town Toys - The Robin's Noel

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Sesiones de Escucha 2026

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Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

1:00 p.m. – 5:00 p.m.

Centro Comunitario Ted Adcock (TACC)

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2026 Listening Sessions - Sesiones de Escucha - Submission #9395

Date Submitted: 2/25/2026

Share your Message - Comparte tu Mensaje

The Coastside needs a new aquatic center. Recent drownings on the coast, use for low income families and lifetime ability to exercise merit a serious effort to help build and maintain aquatics on the coast promoting water safety. Make swimming accessible to all ages, and economic status on the coast!

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions

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Priority Setting – In Person; English (No Zoom session, but the event will be broadcast)

Saturday, March 14

1:00 p.m. – 5:00 p.m.

TACC Center

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2026 Listening Sessions - Sesiones de Escucha - Submission #9396

Date Submitted: 2/25/2026

Share your Message - Comparte tu Mensaje

La ciudad de half moon bay tiene muchos problemas y desafortunadamente los funcionarios y consejales tienen muy Poco o nulo interes en solucionarlos porque an apendido a sacar probecho de cada necesidad, Por ejemplo este small town vive y colecta El 90% del Turismo, la pregunta es cuanto de ese 90% es destinado ala promocion del Turismo???? La respuesta es nada!!! Si a caso promocionan solo se enfocan en El downtown y los demas negocios no tienen ayuda en promocion, los pequenos negocios denerian contar con ayuda y algo de marketing pero todos en general y no concentrates en unos cuantos, los funcionarios del city hall denerian caminar las calles mas seguido para poder ver los problemas reales, si gustan poder eacucharme mejor por favor mandeme un email a

fedegodinez80@hotmail.com

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9398

Date Submitted: 2/25/2026

Share your Message - Comparte tu Mensaje

Fixing things: our roads, our sidewalks, drainage problems, etc. NOT making cute little tourist-facing additions to signage or widening Poplar St and adding planter boxes for tourists who never get out of their cars, anyway.

Getting oversize vehicles, RVs, trucks off our residential streets, as San Mateo has done. My front yard is not part of a public campground for people who refuse to pay for camping or storage. And cleaning up the homeless camps especially along our riparian habitat. I feel for people who are temporarily homeless, but not for those who make a 'lifestyle' choice to do drugs, camp out, and steal what they want. The more other communities clamp down, the worse it gets here.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9399

Date Submitted: 2/25/2026

Share your Message - Comparte tu Mensaje

I am hoping that you can find the money to proceed with the development of Magnolia Park in the not-to-distant future. Coastside Friendship Organic Gardens has some money in the bank and we are ready to start planting, even before permits are obtained. I feel certain that we would be able to plant some California native plants and shrubs without the Coastal Commission's permission, but this is best done in the fall to avoid having to water them too much.

Janice Moody
650-867-3971

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9401

Date Submitted: 2/26/2026

Share your Message - Comparte tu Mensaje

--Please keep up the good work ridding the City of FLOCK cameras, and indeed any form of surveillance that could be misused by unscrupulous authorities, or could lead to data breaches, or harmful outcomes for HMB citizens.

--Please continue the push for affordable housing. I would prioritize land use as follows: keep coastal and farm land untouched but if a judicious amount of eastward views need to be compromised by in-fill projects, that could be acceptable.

--Thank you for the rapid response on e-Bike and e-Moto education.

-- Please create a working group or Committee to aid neighborhoods affected by the new Fire Hazard Severity Maps, especially those whose members are losing their insurance coverage. Concrete guidance on Home Hardening, Zone 0 Compliance and becoming a recognized Firewise Community would be so useful. Neighborhoods should not have to reinvent the wheel if there were a City Committee to provide simple fire safety activities, home hardening guidance and possibly funds for neighbors who cannot afford the mitigation costs.

Thank you for all that you do!

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2026 Listening Sessions - Sesiones de Escucha - Submission #9406

Date Submitted: 2/27/2026

Share your Message - Comparte tu Mensaje

1. MAP KIOSKS: Directory in Mac Dutra Plaza and other visible locations like the footpath to John L Carter Memorial Park. Similar to a shopping mall, a map kiosk is a sign with a map that includes lists of businesses by specialization (apparel, restaurant, gifts, etc).
2. WAY-FINDING SIGNAGE: Poles on corners with tile signs indicating what stores are on that block.
3. 92/MAIN SIGNAGE "Welcome to Downtown"
4. "BEACH TO STREETS": Develop a sustainable strategy to convert State and City beach visitors to Main Street using QR codes in beach parking lots, or another method.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9410

Date Submitted: 2/28/2026

Share your Message - Comparte tu Mensaje

Let's make Downtown Half Moon Bay beautiful for its own sake, not just for shopping (although that's super important) Find matching grants and private funding to match City resources for public art, public art making, lively and performing arts experiences and artfully enhanced public gathering spaces in the downtown corridor. Its great that Carter Park is done - now lets move forward with the Spirit of Life parkette next to City Hall (Honoring Coastside Veterans), creating a commemorative space honoring the farmworkers lost in the shooting (proposed at at Kitty Fernandez Park) and sprucing up or replacing the incomplete murals on the side of City Hall.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9413

Date Submitted: 3/3/2026

Share your Message - Comparte tu Mensaje

Grew up and have lived in HMB for 30 years, and would like to see tighter management of funds. Fund/invest in projects that are ROI positive for city budget. Would like to see the city's involvement the next time sand is put on surfers beach(hopefully in 5 years once surveys of pilot project have been done) as it is a city beach and should be maintained by the city.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9414

Date Submitted: 3/3/2026

Share your Message - Comparte tu Mensaje

Kiosk for small businesses and more signage to help drive people to explore local businesses.

Half Moon Bay Bike Works

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9416

Date Submitted: 3/5/2026

Share your Message - Comparte tu Mensaje

The two things that matter most to me:

- Coastside Community Aquatic Center
- Safer pedestrian and bike trails routes (especially routes to school and Highway 1)

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9417

Date Submitted: 3/5/2026

Share your Message - Comparte tu Mensaje

The city should prioritize safe bike lanes and crossings along Hwy 1.
A community pool should be strongly considered.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9418

Date Submitted: 3/5/2026

Share your Message - Comparte tu Mensaje

A community pool would be an asset to the families on the coast and would be a dream come true for many. It is critical we have one living so close to the ocean, our kids need to learn to practice swimming. Please!

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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2026 Listening Sessions - Sesiones de Escucha - Submission #9419

Date Submitted: 3/5/2026

Share your Message - Comparte tu Mensaje

A community pool. Being so close to the ocean, it's very important for kids and adults to learn to swim. There's very limited swimming lessons at our local LPB and every other community pools are very far away which makes it impossible to take your kids during the week or even the weekends with the crazy traffic.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

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Priority Setting – In Person; English (No Zoom session, but the event will be broadcast)

Saturday, March 14

1:00 p.m. – 5:00 p.m.

TACC Center

Unable to attend a Listening Session in-person? You can fill this form, or send your feedback via email by March 5, 2026 at communications@halfmoonbay.gov.

Sesiones de Escucha 2026

Cada año, como parte de su proceso de elaboración del presupuesto, el Concejo Municipal organiza Sesiones de Escucha para escuchar directamente a las personas que viven y trabajan en Half Moon Bay. Las opiniones que se reciben ayudan a incorporar la perspectiva de la comunidad en el siguiente paso del proceso presupuestario: la Sesión Anual de Establecimiento de Prioridades.

Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

1:00 p.m. – 5:00 p.m.

Centro Comunitario Ted Adcock (TACC)

¿No pudo asistir a una Sesión de Escucha en persona? Puede llenar este formulario o enviar sus comentarios por correo electrónico hasta el 5 de marzo a communications@halfmoonbay.gov.

2026 Listening Sessions - Sesiones de Escucha - Submission #9420

Date Submitted: 3/5/2026

Share your Message - Comparte tu Mensaje

Orgs that provide direct services for the unhoused, seniors, farmworkers and immigrants should receive funding in the budget that reflects the increased demands for their services. Table of Plenty, Coastsides Hope, Senior Coastsiders, Abundant Grace, ALAS and the community breakfast at the Lutheran Church are essential. Also Mavericks Community Foundation should be supported in their efforts to maximize funding and cooperation among Coastsides nonprofits.

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

¿A qué debería dar prioridad la Ciudad en el presupuesto de 2026? Escribe tu mensaje en el espacio de arriba y haz escuchar tu voz.

2026 Listening Sessions

Each year as part of its budgeting process, the City Council hosts Listening Sessions to hear directly from the people who live and work in Half Moon Bay. The input received helps bring the community's perspective into the next step in the budget process - the annual Priority Setting Session.

Priority Setting – In Person; English (No Zoom session, but the event will be broadcast)

Saturday, March 14

1:00 p.m. – 5:00 p.m.

TACC Center

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Sesiones de Escucha 2026

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Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

1:00 p.m. – 5:00 p.m.

Centro Comunitario Ted Adcock (TACC)

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2026 Listening Sessions - Sesiones de Escucha - Submission #9421

Date Submitted: 3/5/2026

Share your Message - Comparte tu Mensaje

Historic Main Street can survive only when brick and mortar businesses thrive. Street fairs divert visitors from shopping in our stores and compete unfairly with permanent businesses. They can offer similar products at lower prices, because they do not have overhead expenses.

- Limit the number of street fairs. Keep streets open for traffic. Increase Public Parking.
- Prioritize initiatives that support local business. Create signage that emphasizes business names.
- Limit the sale of street food and alcohol.

Thank you for considering the needs of businesses.

Sincerely,

Jane Lewis, Coastal Arts League

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

¿A qué debería dar prioridad la Ciudad en el presupuesto de 2026? Escribe tu mensaje en el espacio de arriba y haz escuchar tu voz.

2026 Listening Sessions

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1:00 p.m. – 5:00 p.m.

TACC Center

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Sesiones de Escucha 2026

Cada año, como parte de su proceso de elaboración del presupuesto, el Concejo Municipal organiza Sesiones de Escucha para escuchar directamente a las personas que viven y trabajan en Half Moon Bay. Las opiniones que se reciben ayudan a incorporar la perspectiva de la comunidad en el siguiente paso del proceso presupuestario: la Sesión Anual de Establecimiento de Prioridades.

Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

1:00 p.m. – 5:00 p.m.

Centro Comunitario Ted Adcock (TACC)

¿No pudo asistir a una Sesión de Escucha en persona? Puede llenar este formulario o enviar sus comentarios por correo electrónico hasta el 5 de marzo a communications@halfmoonbay.gov.

2026 Listening Sessions - Sesiones de Escucha - Submission #9422

Date Submitted: 3/5/2026

Share your Message - Comparte tu Mensaje

Community pool please!!!

What should the City prioritize in the 2026 budget? Use the field above to send us your message and make your voice heard.

¿A qué debería dar prioridad la Ciudad en el presupuesto de 2026? Escribe tu mensaje en el espacio de arriba y haz escuchar tu voz.

2026 Listening Sessions

Each year as part of its budgeting process, the City Council hosts Listening Sessions to hear directly from the people who live and work in Half Moon Bay. The input received helps bring the community's perspective into the next step in the budget process - the annual Priority Setting Session.

Priority Setting – In Person; English (No Zoom session, but the event will be broadcast)

Saturday, March 14

1:00 p.m. – 5:00 p.m.

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Sesiones de Escucha 2026

Cada año, como parte de su proceso de elaboración del presupuesto, el Concejo Municipal organiza Sesiones de Escucha para escuchar directamente a las personas que viven y trabajan en Half Moon Bay. Las opiniones que se reciben ayudan a incorporar la perspectiva de la comunidad en el siguiente paso del proceso presupuestario: la Sesión Anual de Establecimiento de Prioridades.

Establecimiento de Prioridades – Presencial; Inglés (Sin Zoom, pero el evento será transmitido por TV)

Sábado, 14 de marzo

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Centro Comunitario Ted Adcock (TACC)

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HMB NEEDS

From Claudia Marshall <marshall94019@gmail.com>

Date Thu 1/15/2026 5:03 PM

To HMB Communications <communications@halfmoonbay.gov>

You don't often get email from marshall94019@gmail.com. [Learn why this is important](#)

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I strongly suggest two projects to be included in the next budgeting cycle. First, I hope the city will seriously consider having crosswalks painted at every intersecting street along the entire length of Main Street. Crosswalks are required, not only in the business district, but for people walking from their homes into town and to the beach. Currently it is an unsafe situation not to have crosswalks at every single intersecting street on Main Street.

Secondly, I have suggested this before and I will suggest it again. The Kitty Fernandez park is under utilized to the extent that only during the 3 days of the Pumpkin Festival is there anyone using the area. It is really not a park and it doesn't encourage children or adults to use it. There is no grass, and the high cumbersome walls make it an uninviting space that could be nicely utilized for the residents with children or for the senior citizens living nearby.

Make it a real park please!

My third request is not a new budget possibility but the modification of a previous project. The work on Poplar took months to complete, inconveniencing all of the citizens who live on that street. Too extend that work the full length of Poplar on the west side of the highway makes absolutely no sense in the current design format. If a sidewalk is required, build a sidewalk, and where it's not feasible, put a crosswalk and extend the sidewalk on the other side of Poplar. But eliminate all the curbing, all the pop outs and all of the design attributes that are in the current plan which are totally unnecessary.

Thank you very much,

Claudia Marshall

3 Bloom Lane #3104

Half Moon Bay

Re: Response- Priority Setting Survey

From Matthew Chidester <mChidester@halfmoonbay.gov>

Date Sun 2/8/2026 7:31 PM

To M Stark Gallery HMB 415.407.8743 <mstarkgallery@gmail.com>; Debbie Ruddock <DRuddock@halfmoonbay.gov>; Deborah Penrose <DPenrose@hmbcity.com>; Robert Brownstone <RBrownstone@hmbcity.com>; Patric Jonsson <pjonsson@hmbcity.com>; Paul Nagengast <pnagengast@hmbcity.com>

Cc Karen Decker <kDecker@halfmoonbay.gov>; HMB Communications <communications@halfmoonbay.gov>

Thank you, Marianna. We'll add this to the feedback and report for priority setting.

Matthew

From: M Stark Gallery HMB 415.407.8743 <mstarkgallery@gmail.com>

Date: Saturday, February 7, 2026 at 4:12 PM

To: Debbie Ruddock <DRuddock@halfmoonbay.gov>, Deborah Penrose <DPenrose@hmbcity.com>, Robert Brownstone <RBrownstone@hmbcity.com>, Patric Jonsson <pjonsson@hmbcity.com>, Paul Nagengast <pnagengast@hmbcity.com>

Cc: Matthew Chidester <mChidester@halfmoonbay.gov>, Karen Decker <kDecker@halfmoonbay.gov>, HMB Communications <communications@halfmoonbay.gov>

Subject: Response- Priority Setting Survey

[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.

Dear City Council Members,

There is a 648 character limit on responses to the priority setting survey, so I am emailing you my response directly. I'm sorry I was unable to attend an in-person session.

Please prioritize economic vitality initiatives that will drive visitors to businesses on every block of Main Street, beyond the two-block heritage core. The resulting increased retail sales will spark a virtuous cycle that will ultimately benefit all HMB residents. These initiatives are:

1. MAP KIOSKS: Directory in Mac Dutra Plaza and other visible locations like the footpath to John L Carter Memorial Park. Similar to a shopping mall, a map kiosk is a sign with a map that includes lists of businesses by specialization (apparel, food, bar, restaurant, art, gifts, furniture, books etc).
2. WAY-FINDING SIGNAGE: Poles on corners with tile signs indicating what stores are on that block.
3. (FORMERLY KNOWN AS) GATEWAY ARCH: Visible signage from 92/Main Street intersection. I understand the original concept was too costly and difficult to engineer. What is Plan B? Even a banner over the bridge that is only visible from one direction is better than nothing.

4. "BEACH TO STREETS": Develop a sustainable strategy to convert State and City beach visitors to Main Street using QR codes in beach parking lots, or another method.

Furthermore, all visual arts venues should be actively supported because art is an economic engine. Each visual arts venue is essentially a free attraction, with frequently changing exhibitions, and our frequently returning "special-trip" visitors also go shopping, eat in restaurants, sleep in hotels, etc. Here is a free calculator from Americans for the Arts that cities can use to quantify the financial impact of the arts: <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv/calculator>

Hope to see all of you at the opening reception for "[Destination Superbloom](#)," paintings by Pacifica artist Cara Kozik, on Sunday, March 1, from 1-4. This event is free and open to the public.

Thank you,

Marianna Stark
M Stark Gallery (established 2023)
727 Main Street, Half Moon Bay, CA 94019
Text/Direct: 1-415-407-8743
art@mstarkgallery.com

 Email tracked with MailSuite · [Opt out](#)

CITY PRIORITIES

From Michele Oldman <oldmanm@aol.com>

Date Thu 2/19/2026 3:11 PM

To HMB Communications <communications@halfmoonbay.gov>

You don't often get email from oldmanm@aol.com. [Learn why this is important](#)

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Top priority is to clean up fallen debris blocking the huge volume of water flowing in Pilarcitos Creek by Oak/Cyress and Willow streets.

This area was flooded by overflow from the creek. Quite a few homes on those three streets were flooded but of course not reported. Renter's do not want to alert landlords for fear of loosing housing. Many landlords do not know.

The area was declared a Federal disaster area and yet Public Works refused to do much overdue maintenance to the creek bed and banks. When contacted PW claimed EPA would not allow. However 1) Federal disaster area allowed clean up which was done superficially near Oak Ave 2) other cities such as Santa Cruz maintain the San Lorenzo river for the safety of residents annually in the fall. They make sure the river does not overflow.

I have contacted PW by email and phone. Never a reply.

The City has now approved a fence on the Safeway side of the creek. Now again sending the issues into low income neighborhood where many do not have a voice.

Cleaning up the creek for max water flow to protect the residents on Oak/Willow and Cypress is critical. At some point there will be a large crisis to which the City will spend millions instead of semi annual maintenance and equal protection.

The HMB fire dept is well aware of the major flooding from the Pilarcitos creek overflowing due to excess debris, fallen trees and overgrown underbrush. They witness the flooding and danger to residents Dec 3/ 2021/Jan 1 2022. The same flooding from the creek that almost shut down the electric building powering sewer plant.

Why aren't we protecting lives as a first priority? first

[Sent from the all new AOL app for iOS](#)

Chain Stores

From Sara O'Sullivan <coastsidebooks@gmail.com>

Date Mon 3/9/2026 4:01 PM

To HMB Communications <communications@halfmoonbay.gov>

You don't often get email from coastsidebooks@gmail.com. [Learn why this is important](#)

[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.

To whom it may concern,

We don't want chain stores to displace our homegrown shops and restaurants! As a local small business owner, I support a Formula Business Ordinance that will limit chain stores in our historic downtown and preserve the unique charm of Half Moon Bay. Please make Formula Business Ordinance a priority for our city in 2026.

Thank you,

Sara O'Sullivan

Coastside Books, Inc.

SUPPORT for a Main Street Formula Business Ordinance

From doreen23@comcast.net <doreen23@comcast.net>

Date Mon 3/9/2026 11:35 PM

To HMB Communications <communications@halfmoonbay.gov>

You don't often get email from doreen23@comcast.net. [Learn why this is important](#)

[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.

Hello City Staff,

I SUPPORT a Formula Business Ordinance to protect our downtown from chain stores in order to retain the charm and character of our historic Main Street.

Thank you very much,
Doreen Gerrity
Silver Avenue
Half Moon Bay

I SUPPORT a Formula Business Ordinance

From Frank Gerrity <frankgerrity23@gmail.com>

Date Mon 3/9/2026 11:40 PM

To HMB Communications <communications@halfmoonbay.gov>

You don't often get email from frankgerrity23@gmail.com. [Learn why this is important](#)

[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.

Hello City Staff,

I SUPPORT a Formula Business Ordinance to keep our historic Main Street as is - no chain stores, restaurants, coffee shops, etc. The unique "small town" feel of Main Street is what keeps both the locals and tourists coming back over and over again.

Thanks,
Frank Gerrity
Silver Avenue
Half Moon Bay

Formula Business Ordinance

From Suzanne McGoldrick <limantourlove@gmail.com>

Date Tue 3/10/2026 1:44 PM

To HMB Communications <communications@halfmoonbay.gov>

[You don't often get email from limantourlove@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

[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.

As a frequent Main Street retail shopper and restaurant customer and stroller with my dog, I want to strongly voice my opposition to allowing big box stores in downtown area. That would destroy the ambience and send me elsewhere, for sure. I have friendly acquaintanceships with many of the long time merchants. I value that and it is something big box would destroy.

Sincerely
Suzanne McGoldrick

Please Make the Community Pool a Priority!

From Alex Abdallah <alexandria.abdallah@gmail.com>

Date Tue 3/10/2026 2:41 PM

To HMB Communications <communications@halfmoonbay.gov>

Cc Danny Johnson <dgj@eml.cc>

You don't often get email from alexandria.abdallah@gmail.com. [Learn why this is important](#)

[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.

Hello,

I am writing to express my strong support for a community pool at Half Moon Bay High School under the two-pool model. This represents an incredible opportunity to advance a public health priority and provide more equitable access to swimming for the Coastside community.

As a mom of two proudly raising a Coastside family, I feel a real sense of concern that my children — and all children growing up here — may not develop the aquatic competence and confidence needed to safely enjoy our nearby beaches. I am fortunate that our family is able to pay for swim lessons, which we view as an essential life skill, as important as school itself. In fact, we take our children out of school to attend lessons. But swim lessons alone only go so far.

Growing up in Texas, daily swimming in the summer wasn't even a question — the question was which pool to go to. It was the unstructured time in the water that truly built my strength and confidence as a swimmer. Today, our family leaves the Coast one or two times each summer to seek additional swim time at pools such as Rinconada or the San Bruno Recreation Center. These day trips are fun, but they also highlight how much our own community lacks this basic resource.

While researching this issue, I came across the work of the Coastside Aquatic Center and was deeply moved to learn about their efforts to bring swim lessons to kids, teens, and adults — many for the very first time. It is disheartening to know that this important initiative has faced roadblocks, leaving underserved families with even fewer opportunities for aquatic safety and learning.

While I am writing from the perspective of a parent, a community pool would benefit far more than just families. It would support seniors, adaptive swimmers, teens gaining job skills through lifeguarding, and the broader community as a whole.

This is my first time engaging in local civic issues, and I hope to attend the listening session this Saturday. I recognize that a community pool presents financial and liability challenges. However, I am hopeful that the creativity and commitment of our Coastside community can help us work through those obstacles. I believe we can find thoughtful solutions, and I look forward to being part of the conversation.

Thank you for your work for the Coastsides,

Alex

Alexandria A. Johnson | alexandria.abdallah@gmail.com | 832.693.1218

2026 Priority Setting: Formula Business Ordinance

From papercrane@coastside.net <papercrane@coastside.net>

Date Tue 3/10/2026 4:18 PM

To HMB Communications <communications@halfmoonbay.gov>

You don't often get email from papercrane@coastside.net. [Learn why this is important](#)

[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.

Dear City Staff,

As a local small business owner, I support a Formula Business Ordinance that will prevent chain stores in our historic downtown and preserve the unique charm of Half Moon Bay. Please make a Formula Business Ordinance a priority for our city in 2026.

All the best,

Margaret Stow
The Paper Crane

Formula Business Ordinance Priority

From Marika Holmgren <marika@hometownmercantile.com>
Date Tue 3/10/2026 8:54 AM
To HMB Communications <communications@halfmoonbay.gov>

 1 attachment (8 KB)
HT-Email-Signature.jpg;

You don't often get email from marika@hometownmercantile.com. [Learn why this is important](#)

[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.

Dear Half Moon Bay Council -

I'm writing as the owner of two successful businesses on the 400 block of Main Street.

We are appealing to you to keep chain stores from displacing our homegrown shops and restaurants.

As a local small business owner, I support a Formula Business Ordinance that will limit chain stores in our historic downtown and preserve the unique charm of Half Moon Bay.
Please make the Formula Business Ordinance a priority for Half Moon Bay in 2026.

Thank you so much for the work you to to support Half Moon Bay small businesses.

Marika Holmgren
Owner

--



Marika Holmgren, Owner
Hometown Mercantile & Cornershop
400 / 416 Main Street
Half Moon Bay, CA 94019
hometownmercantile.com
marika@hometownmercantile.com
650.713.0816

Request to include a Coastside Community Pool in the City's FY 2026–27 workplan

From Michelle Weil <michelleweil14@gmail.com>

Date Tue 3/10/2026 10:05 AM

To HMB Communications <communications@halfmoonbay.gov>

You don't often get email from michelleweil14@gmail.com. [Learn why this is important](#)

[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.

Dear Members of the Half Moon Bay City Council,

I am writing as a local parent to ask that the City include development of a Coastside Community Pool in the City's FY 2026–27 workplan as part of the priorities-setting process this Saturday.

I live on the Coastside with my two elementary school-aged daughters. My fourth grader swims with the Mavericks Swim Team, and both of my daughters have taken swim lessons at La Petite Baleen for several years. Like many families here, we have invested heavily in making sure our children know how to swim. To date, we have spent over \$12,000 on lessons for our two girls, and my kindergartener is only halfway through the program.

We have made this investment because swimming is not optional in a coastal community. It is a fundamental life skill. Our children grow up near the ocean: exploring the tidepools, swimming at the beach, and kayaking in the harbor. They need to know how to swim to safely participate in the outdoor life that makes the Coastside such a special place to live.

Beyond recreation, swimming is also a critical public safety and public health issue. Drowning is the leading cause of death for children ages 1–4. Ensuring that children have access to affordable swim lessons is one of the most effective ways to prevent these tragedies.

Today, however, access to swim instruction on the Coastside is limited and expensive. Families who can afford private swim schools or who drive to Pacifica for community lessons can make it work. Many others cannot. The result is a serious equity gap in a skill that literally saves lives.

A community pool would help address this challenge by expanding access to affordable swim instruction and aquatic programs for Coastside families. It would also provide an important space for lap swimming, rehabilitation exercise, senior fitness, youth swim teams, and year-round recreation.

I understand that concerns about cost, liability, and operations have made this project challenging. However, there are models worth exploring that could make a community pool financially and operationally viable:

- Membership-based funding models, such as those used by YMCA facilities. Many Coastsides families would be willing to pay a sliding-scale membership fee for access to a local pool.
- Regional partnerships, since many potential users of a Coastsides pool live outside the City of Half Moon Bay but within unincorporated San Mateo County. Shared funding and liability between the City and County could better reflect the regional benefit of such a facility.
- Public-private operating partnerships, similar to successful models like Menlo Swim and Sport or the Burlingame Aquatic Club, where a nonprofit or private operator runs programming within a public facility.

Most importantly, the first step is simply making this a priority. Including a Coastsides Community Pool in the City's FY 2026–27 workplan would allow staff and community partners to begin seriously exploring feasible pathways to make it happen.

For families like mine, and many others across the Coastsides, this is about safety, access, and opportunity. Every child growing up near the ocean deserves the chance to learn how to swim.

Thank you for your time and for your service to our community.

Sincerely,
Michelle Weil
Coastsides Parent

Please Support a Two-Pool Solution for the Coastside

From Corinna McCurdy <crmccurdy@gmail.com>

Date Tue 3/10/2026 11:02 PM

To Paul Nagengast <pnagengast@hmbcity.com>; HMB Communications <communications@halfmoonbay.gov>

You don't often get email from crmccurdy@gmail.com. [Learn why this is important](#)

[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.

Dear Councilmember Nagengast and Members of the City Council,

I was encouraged to learn that CUSD has approved the retrofit of the existing high school pool. That investment is important. I am writing to urge you to support a second, dedicated teaching pool as part of a two-pool solution for the Coastside.

In a coastal community, swimming is a fundamental life skill and a public safety necessity. Our limited access to affordable lessons is a real safety and equity gap. Families with means currently travel over the hill and pay substantial amounts for memberships and swim lessons at facilities like the PJCC. A second pool would provide reliable space for instruction, therapy, senior programming, and community use—needs the retrofitted pool alone cannot fully meet.

If concerns are financial, operational, or liability-related, viable models exist: sliding-scale memberships, City–County partnership structures to share responsibility, and public-private operating models similar to Menlo Swim & Sport or the Burlingame Aquatic Club.

Please include advancement of a two-pool solution as a City priority for the coming year and work with CUSD and the County to make it feasible. I am ready to support a constructive path forward.

Thank you for your leadership,

Corinna Liebowitz

District 3 Resident

Please make Community Pool a Priority

From Beatrice Chavez <bchavez07@att.net>

Date Wed 3/11/2026 10:12 AM

To HMB Communications <communications@halfmoonbay.gov>

[You don't often get email from bchavez07@att.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

[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.

Hello,

My name is Beatriz Chavez and I am the Mother of 3 amazing girls. We live in our wonderful community in Downtown Half Moon Bay.

I grew up in Oakland and moved to the Coastsides in 2009 after getting Married. Back then, things looked very differently but I fell in love with the town immediately. In 2018, I welcomed my first daughter. In 2021, my second daughter was born. During the Pandemic were hard times for our Family. My third and last daughter was born 2024.

Half Moon Bay is a wonderful place to grow a Family but a Community Pool needs to be prioritized this year. With swimming lessons being limited and very expensive, our family is only able to afford to have one of our kids in swimming lessons at a time. We would love for all 3 of them to learn to swim as we live so close to the beach and it scares me knowing drowning is the main cause of death in small children. My children's father himself doesn't know how to swim but can't really afford swimming lessons at LPB as we prioritize our children learning this life saving skill.

My oldest has completed the swimming levels at LPB but driving to San Bruno to use their community pool was a nightmare with all the traffic. Unfortunately, they changed their rules and we're no longer allowed there unless we buy the membership. We can't pay for the membership if we are not local to San Bruno and won't be going often. We also joined PJCC but their memberships went up and we couldn't afford it anymore.

Please think of all the Families on the Coast and the huge impact it will make to have a Community Pool.

Best,
Beatriz Chavez

Sent from my iPhone

Attachment 3

Current Priority Projects

Programs/Projects-

- Organizational evaluation and restructure/staffing stabilization
- Long-term financial strategy
- Core services delivery identification and planning
- Priorities and Project Updates Dashboard
- Rent Stabilization/Registry/supports (based on Council policy decisions)
- Banner Program implementation
- Carter Park Activation and administration planning
- LCLUP implementation plan
- Housing element rezoning LCP amendment
- Measure D LCP amendment
- Non-Resident Golf Fees negotiations
- Sheriff Contract negotiations
- Safety Element update
- ALPR pilot evaluation
- Measure D Map Update (ballot measure)
- General Election
- Sewer Rate Study
- SB707 implementation
- Development impact fee study
- New staff trainings, ancillary trainings for all staff
- Labor Negotiations
- SB827 and other new legislation implementation
- 940 Main Street affordable housing project (pre-application)

Capital Projects (most have grants associated, all are funded)-

- Highway 1 north safety construction
- Parallel trail Segment 4 construction
- Parallel Trail Segment 2 planning
- Frenchman's Creek Park Phase 2 construction
- Wavecrest Water Main upgrade construction
- Pilarcitos Creek Fencing construction
- Main Street Bridge ADA and Stucco Rehabilitation construction
- Cunha Safe Routes to School planning
- Highway 1 South Corridor planning
- Citywide EV Charging (PCE multi-agency grant project) design
- 2nd Avenue Hatch connection planning
- 2026-27 Pavement Management construction
- Safe Street for All Action Plan planning
- Minor Bike/Ped Improvements construction

Attachment 4

Potential Projects

Potential Programs/Projects-

- Former Bay City Flowers properties annexation
- PGE Coastside Project Yard
- Downtown chain store / formula business ordinance
- Downtown Parking ordinances (compact parking, street sweeping)
- Expanded Wayfinding Signage improvements
- Homeless Encampment ordinance
- Fireworks ordinance
- Street furnishings program
- Council Benefits
- Updated process for Commission/Committee Appointment
- E-Bike/E-Conveyance ordinances
- Emergency Prep/Evacuation planning/Fire Map implications

Capital Projects (most need additional funding)-

- Pullman Ditch bypass project planning/construction (funding needed)
- Magnolia Park planning/construction (funding needed)
- Smith Field Master Plan Phase 1 construction (donor dependent)
- Library doors replacement construction (funding needed)
- City Hall staffing reconfiguration (funding needed)
- Maintenance updates at Recreation facilities (funding needed)
- Parallel Trail South Segment planning (grant funds)
- Main Street Bridge Scour Repair construction (funding needed)
- Downtown Streetscapes Implementation planning/constr (funding needed)
- Corporation Yard Phase 2 Improvements constr (funding needed)
- Safeway Sewer Main Repair construction (funding needed)
- City Hall Parklet planning/construction (donor dependent)
- Stormwater Master planning
 - Kehoe Watershed Restoration planning
 - Roosevelt Watercourse Restoration planning
- Grant Project Opportunities
 - Coastal Trail Overlay planning/construction
 - Cunha Safe Streets Phase 2 planning/construction
 - Kelly Avenue Streetscape West of 1 planning/construction
 - Bike/Ped Master Plan Update planning