



# Request for Proposals Climate Action and Adaptation Plan (CAAP)

**Issued: Tuesday, January 28, 2020**

**Proposals Due: Tuesday, February 18, 2020 at 10:00AM**

**CONTACT:**

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## **I. INTRODUCTION**

The City of Half Moon Bay (City) is seeking a qualified consultant to assist staff with preparation of the City's first Climate Action and Adaptation Plan (CAAP). The CAAP should outline strategies to mitigate climate change through greenhouse gas (GHG) reductions as well as identify strategies to adapt to the effects of climate change. The successful consultant will have experience preparing Climate Action and Adaptation Plans for similar size cities with a tourist-based economy, cultural diversity, and geographical challenges similar to the City of Half Moon Bay. The Half Moon Bay community is very civically engaged and environmentally minded and will require a high touch approach to community engagement. As such, the consultant or associated subcontractor should also have demonstrated success with developing and implementing community engagement campaigns. Experience working with agricultural and/or Latino communities is preferred, but not required.

Although the City has not made a final decision, it is exploring the potential merits of preparing a "Qualified" CAAP. The selected consultant will be expected to provide well informed input into determining the most appropriate approach. Additionally, the consultant may opt to also assist with the preparation of related environmental evaluations in conformance with the California Environmental Quality Act (CEQA). This task is optional for the respondent and scoring will not be affected if the consultant does not have experience or is not qualified to perform this task.

## **II. BACKGROUND**

### **About Half Moon Bay**

Located 28 miles south of San Francisco, the City of Half Moon Bay is a community of about 13,000 people, situated on the peninsula between forested hills and some of the most beautiful coastlines that California has to offer. Its historic Downtown is home to numerous shops, art galleries, restaurants, bed and breakfasts, and other businesses, and its celebrated beaches and parks are wonders of nature, accessible to pedestrians, bicyclists, and equestrians. With its many activities and events, beautiful natural scenery, old-City charm, and abundance of retail and commercial services, Half Moon Bay is a regional destination. Consequently, many vehicle trips to Half Moon Bay originate well beyond the City boundaries. Transit options are limited.

The City and coastside are home to numerous greenhouse nurseries and farms. The world-famous Pumpkin Festival, held in October, draws hundreds of thousands of people to the coast to enjoy its panoramic vistas, fine cuisine, arts, crafts and genuine hospitality. Half Moon Bay and the coastside are proud of their agriculture and floriculture center where roadside stands sell locally grown fruit, artichokes, greens, root vegetables, beans and herbs. You cannot top the fresh seafood available everywhere in restaurants or to take home and prepare yourself.

Residents of this charming community live a lifestyle that many think no longer exists in California. Neighbors care about each other, schools are important, and there is a sense of real community.

### **Existing Sustainability Efforts**

The City of Half Moon Bay is committed to sustainability and recognizes its role in addressing the threat of climate change. With its miles of sandy beaches and coastal bluffs, the City also has a front row seat to the impacts of sea level rise and the importance of climate adaptation. The City Council identified

sustainability as one of their top five priorities for Fiscal Year (FY) 2019-20 and approved the Sustainability Implementation Plan (SIP) in November 2019. The City also received a \$60,000 grant from the County of San Mateo in the fall of 2019 to complete the CAAP Outreach Pilot Project. This project focused on conducting targeted outreach to the under- and unrepresented communities in Half Moon Bay (namely the youth, seniors, and Latino population) and relied heavily on partnerships with three local non-government organizations (Youth Leadership Institute, Ayudando Latinos A Soñar, and Senior Coastsiders). The City also has access to climate action planning services through the County's RICAPS program, which includes tools and technical support to the City for development of the climate action planning elements of the CAAP: emission inventories, business as usual forecasting, and a set of approximately 50 measures with calculation methodologies.

#### Related Documents:

The following documents have been identified as having potential value and insight into the City's efforts to date:

- **Sustainability Implementation Plan** (approved in 2019): The Sustainability Implementation Plan provides a high-level overview of the City's intentions to reduce its greenhouse gases while encouraging sustainable practices through policy decisions, program implementation, and projects. ([Sustainability Implementation Plan](#))
- **Transportation Strategies Implementation Plan** (approved in 2019): The Transportation Strategies Implementation Plan provides a high-level overview of the City's intentions to address Traffic Demand Management and congestion reduction through policy decisions, program implementation, and projects. ([Transportation Strategies Implementation Plan](#))
- **Bicycle & Pedestrian Master Plan** (adopted in 2019): The Bicycle and Pedestrian Master Plan identifies needs and prioritizes improvements to the City's bicycle and pedestrian facilities and programs. ([Bicycle & Pedestrian Master Plan](#))
- **Parks Master Plan** (adopted 2019): The Parks Master Plan provides a roadmap for the future of parks in Half Moon Bay, that meets the community's needs and reflects City Council direction. ([Parks Master Plan](#))
- **Green Infrastructure Plan** (adopted 2019): The Green Infrastructure Plan is a guide to the identification, prioritization, design, implementation, tracking, and reporting of green infrastructure projects within the City of Half Moon Bay. ([Green Infrastructure Plan](#))

The following City efforts and conditions are anticipated to inform the development of the CAAP:

- **Local Coastal Land Use Plan (LCLUP) Update:** The City is in the multi-year process of a major update to the LCLUP. A public draft version has been available since October 2018. It is anticipated that the LCLUP will be adopted by mid-2020. The City has updated its housing buildout estimate and traffic modeling. Although the LCLUP has not been adopted yet and changes could still be incorporated into it, the CAAP should conform to the underlying data and policies of the draft LCLUP. LCLUP policies anticipate the transition from traffic level of service (LOS) standards to Vehicle Miles Traveled (VMT) as the primary tool for determining environmental impact thresholds. The LCLUP and the CAAP will provide the basis for subsequent

updates to various General Plan elements. Consequently, a consistent methodological approach and conclusions are of the utmost importance. ([Plan HMB](#))

- **Transportation Impacts:** The City is intending to adopt thresholds and standards of transportation impacts using vehicle miles traveled (VMT) by July 1, 2020 to comply with Senate Bill 743.
- **Sewer Authority Mid-Coastside (SAM):** The City's sewer effluent is treated at a regional plant operated by a Joint Powers Authority. The plant is located wholly within the City but provides treatment services to unincorporated lands to the north of Frenchman's Creek and south of the Tom Lantos Tunnel.
- **Solid Waste Franchise Agreement:** The City has a Franchise Agreement with Republic Services to provide solid waste, recycling, and organics collection service for residents and businesses in Half Moon Bay. As part of this agreement, Republic Services has agreed to meet the following diversion requirements: 40% by 2019, 45% by 2020, 50% for 2021/22, and 55% for 2023 and beyond. More information from the franchise agreement can be provided upon request.

### III. SCOPE OF WORK

#### Project Description

The City is seeking consultant services to develop the Climate Action and Adaptation Plan for the City of Half Moon Bay. Consultant will be asked to recommend GHG emission reduction targets through 2030 that align with SB 32 and through 2050 to align with Executive Order B-30-15. The consultant will produce a Climate Action and Adaptation Plan that aligns with the City's other sustainability efforts and outlines clear strategies that serve as the City's roadmap for achieving the newly established reduction goals and adapting to a changing climate.

Given the inclusion of a climate adaptation element in the CAAP document, it is reasonable to assume that some level of environmental review will be required. If it is decided to prepare a Qualified CAAP that could be used for future tiering and project streamlining, CEQA review will be required. If consultants have relevant experience, they may include CEQA review in their proposed scope of services. However, this task is not required given the difficulty of determining the full scope of the environmental evaluation and/or appropriate document at this early phase of the project. This optional task can be presented in less detailed manner and will be evaluated based on the consultant's understanding of potential issues and experience in successfully completing CEQA evaluations for CAAPs.

Proposals should generally reflect the scope below; however, consultants are strongly encouraged to suggest refinements and innovative methodologies that are tailored to the City's unique needs and diversity of stakeholders. City staff intends to work closely with the selected consultant but will rely on the consultants and any subconsultants to be the content experts in all aspects of the project. If the consultant believes City staff should take lead on one of the following tasks, this should be indicated in the proposal with explanation as to why this is the most desirable approach.

### **Task 1. Review Report from the Climate Action and Adaptation Outreach Pilot Project**

As mentioned in the Background Section, the City recently completed the CAAP Outreach Pilot Project. The Pilot Project was the City's first effort to engage the community on the issue of climate change with emphasis being placed on the youth, seniors, and Latino population. The City partnered with three local non-government organizations (Senior Coastsiders, Youth Leadership Institute, and Ayundando Latinos A Soñar) to host a series of educational outreach events from October to December 2019. This outreach included focus groups, movie screenings, mural paintings, climate change presentations and workshops, a virtual reality experience, and facilitated discussions. Educational and interactive climate change boards were also displayed at the Senior Coastsiders' facility as an additional means of data collection and passive outreach. Consultants should be prepared to review and consolidate the data collected from this pilot project and incorporate the information into outreach efforts and the CAAP.

#### ***Task 1 Deliverable:***

1.1 Incorporate findings into outreach and engagements efforts as well as within draft CAAP document.

### **Task 2. Outreach and Engagement**

The consultant will collaborate with the City and community partners to plan, manage and implement community engagement that builds on the momentum developed by the City's CAAP Outreach Pilot Project. This effort should include leading and facilitating meetings with the overall community in addition to targeted outreach to the City's diverse population. The consultant will collaborate with the City's Pilot Project Partners (Youth Leadership Institute, Senior Coastsiders, and Ayundando Latinos A Soñar) in addition to other community-based organizations, as needed.

The consultant is expected to prepare and provide any materials required to implement the proposed outreach plan including but not limited to flyers, posters, presentation material, engagement tools (e.g. surveys), and reports. The consultant should be prepared to attend meetings and engage with City Council throughout the CAAP development process. Consideration will need to be given to the education level and English-proficiency of prospective attendees, with an emphasis on Spanish bi-lingual translation.

#### ***Task 2 Deliverables:***

2.1 Finalize the community engagement plan, including strategies to identify and reach additional population groups for input in the CAAP.

2.2 Deliver the community engagement plan established in Task 2.1.

2.3 Plan, facilitate, and lead up to ten (10) community engagement meetings.

### **Task 3. Analyze GHG Emissions**

The City has various GHG inventories developed through the Regionally Integrated Climate Action Planning Suite (RICAPS) program. The consultant shall reconcile the Community and Municipal GHG Inventory data developed by various consultants and provide a GHG emission analysis based on the variety of emissions inventories available. The consultant shall develop current inventory data to measure the City's progress in reducing GHG emissions against the baseline and develop a GHG emission reduction forecasts under a business as usual model. Analysis should include evaluation and impact summary of anticipated state and federal policies and programs on GHG emission reductions.

***Task 3 Deliverables:***

- 3.1 Reconcile previous Municipal and Community GHG Inventories.
- 3.2 Develop current GHG Inventory.
- 3.3 Update emission forecasts under business as usual model.

**Task 4. Recommend GHG Emission Reduction Targets**

Based on the findings of Task 3, the consultant needs to identify GHG emission reduction targets that align with Senate Bill 32 and Executive Order B-30-15, which require curtailing emissions 40% by 2030 and 80% by 2050 when compared to 1990 levels.

***Task 4 Deliverables:***

- 4.1 Provide recommended GHG reduction targets for 2030 that align with Senate bill 32.
- 4.2 Provide recommended GHG reduction targets for 2050 that align with Executive Order B-30-15.

**Task 5. Recommend Adaptation Strategies**

The consultant will assess the climate change risks Half Moon Bay faces due to its unique location on the coastside and will develop detailed strategies the City can adopt to create a more resilient community. These strategies may relate to existing initiatives such as sea level rise, energy resiliency, and emergency preparedness. Additionally, strategies must include discussion and recommendations regarding emerging issues such as fire and flooding threats.

***Task 5 Deliverables:***

- 5.1 Provide an assessment of the risks that Half Moon Bay is likely to face as the impacts of climate change become more severe.
- 5.2 Develop feasible implementation strategies that prepare and adapt for the impacts of the identified risks. Results should be quantifiable and verifiable through accepted monitoring methods.
- 5.3 Identify and review long-term funding opportunities for recommended actions.

**Task 6. Draft Updated Climate Action and Adaptation Plan**

The consultant is to develop a draft CAAP utilizing a fully transparent and collaborative process as described in Task 1 and 2. The CAAP should reflect the GHG emission analysis and adaptation strategies identified via Task 3-5. The specific strategies and priority actions selected to meet the recommended target reductions should be summarized into a strategic framework with specific near-term implementation plans and a schedule for longer-term implementation plan development. Measures should identify agencies and departments responsible for implementation, indicators for success, potential partnerships, recommended funding sources, and appropriate methods to assess progress.

***Task 6 Deliverables:***

- 6.1 Provide digital (WORD) version and digital (PDF) version of two administrative drafts and a screen check draft to City staff.

### Task 7. Finalize Climate Action and Adaptation Plan

The consultant will provide staff reports throughout the CAAP development process, as needed, in addition to drafting the staff report for the final CAAP adoption. The consultant will also support staff in preparing for and presenting to the Planning Commission and City Council. Four (4) public hearings are anticipated.

#### *Task 7 Deliverables:*

7.1 Prepare reports and presentation material for the four (4) anticipated public hearings, including the presentation to the City Council for adoption of the CAAP.

7.2 Revise CAAP based on input from the City Council, City staff, and the community as appropriate.

7.3 Provide five (5) hard copies, one digital (WORD) version and one digital (PDF) version of the Final CAAP to city staff.

### Optional Task 8: Complete CEQA Review

If the consultant chooses to be considered for the task of preparing the CEQA evaluation, the final scope of work and deliverables will be determined after adequate information is available. However, the consultant may submit a proposed scope of work and budget based on previous experience and anticipated requirements for this project.

The City may choose to “qualify” its CAAP to assist with project tiering and streamlining to accommodate growth in a manner that does not hinder the state’s ability to achieve AB 32 goals. The City may ask the consultant to complete the necessary environmental documents using BAAQMD’s CEQA guidelines.

#### *Optional Task 8 Deliverables:*

8.1 Complete all necessary environmental review documents required for preparing the “Qualified” CAAP for project tiering and streamlining.

8.2 Provide two administrative drafts, a final draft, legally required notices, State Clearinghouse submittal, response to comments, and final document to city staff.

8.3 Attend up to three (3) public meetings.

## **IV. PROPOSAL REQUIREMENTS**

Proposals are limited to 20 pages, double-spaced. Any pages exceeding this limit will not be provided to the evaluation committee or considered in the evaluation. The following items do not count towards the page limit: personnel resumes, work samples, references, cost proposal, and acknowledgement of contract.

The following materials should be submitted with the proposal:

1. *Title Page:* Include the RFP subject, firm name, address, telephone number, email address, contact name(s) and date.
2. *Cover Letter:* A statement of the consulting firms’ interests and qualifications and pertinent areas of expertise. Include a summary of the proposer’s understanding of the project and approach to the project.

3. *Key Personnel:* Include the names of key personnel assigned to this project, their respective titles, experience and length of experience providing relevant services, and their proposed role in this project. Please highlight experience with climate action, climate adaptation and community outreach activities. Please clearly identify the primary contact for the proposal.
4. *Recommended Modifications to Scope:* Identify any suggested modifications to the scope of services listed above. Include reasoning as to why the suggested methods are preferable for this project.
5. *Draft Community Engagement Plan:* The City is committed to actively engaging the community throughout the CAAP development process. The proposer should submit a high-level approach and strategy for community outreach that reflects a thoughtful approach to engaging the population groups in Half Moon Bay. Tailored, innovative outreach techniques are encouraged.
6. *Scope and Timelines:* Provide a detailed proposed scope and projected timeline to conduct and complete the tasks as outlined in the Scope of Work. If modifications to the scope were recommended, two timelines should be submitted. One timeline should reflect the scope as written in the RFP, and the second timeline should reflect the scope as requested by the proposer.
7. *Qualifications and References:* Provide an overview of the proposer's experience and history in performing this type of work in California. Provide at least three references of local government clients for which the consultant has rendered similar services in the past five years. Proposers with project experience with communities of similar demographics, size, and geography as Half Moon Bay are preferred.
8. *Cost Proposal:* Provide a full description of the expected expenditure of funds for the proposed work. The cost detail should include a breakdown of expenses and estimated hours of key personnel for each task. The cost proposal should also include options for reducing or adding services. The City has currently budgeted \$90,000 for the preparation of the CAAP.
9. *Acceptance of City's standard Consulting Services Agreement:* Proposers should carefully review this RFP and all attachments including but not limited to the City of Half Moon Bay's standard Consulting Services Agreement (Attachment A). The selected vendor will be required to sign the City's agreement and have a valid business license throughout the duration of this contract.

## **V. CONSULTANT SELECTION CRITERIA AND PROCEDURE**

All responses to this RFP that meet the proposal requirements (Section IV) will be evaluated by City staff based on the following criteria:

1. Demonstrated understanding of the requested work and responsiveness to the scope of services;
2. Quality and completeness of proposal;
3. Related and recent Climate Action Plan experience of similar scope and complexity in San Mateo County, the Bay Area, and California;
4. Expertise and experience of the proposed project team members, and the in-house expertise, or inclusion of sub-consultants, to fully address all items noted in scope of work;
5. Ability to perform the work within a reasonable time frame and budget;
6. Creativity in approach to the scope of work and requested deliverables;

7. Acceptance of the City's Standard Consulting Services Agreement and insurance requirements, (See Attachment A);
8. Public meeting facilitation and community engagement expertise and techniques; and
9. References.

The City will identify a short-list of the best qualified consultants. The short-list of consultants may be asked to participate in interviews/scripted demonstrations. If deemed necessary, the interviews will be conducted on-site and attendance at any such interview/demonstration will be at the consultant's expense. Please tentatively mark your calendar for February 28, 2020 for potential interviews. Upon completion of the interview, demonstration, and reference checks, the City will select a finalist with whom to begin final negotiations of a contract to be taken to the City Council for approval.

## **VI. GENERAL PROVISIONS AND CONDITIONS**

*Public Records and Proprietary Information:* Proposers' attention is drawn to the fact that all proposal documents submitted are subject to California Code Section 6250 et seq., commonly known as the Public Records Act. Information contained in the proposals may be made public after the review process has been completed, negotiations have concluded, and a recommendation for award has been officially placed on the agenda for City council consideration, and/or following award of contract, if any, by the City Council.

*Reference Checks:* The City reserves the right to make such reference checks as it deems necessary to determine the ability of the proposer to perform the work. The City reserves the right to reject any proposal if the reference checks fail to satisfy the City that such proposer is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein.

*Stipulations:* The City is not responsible for any expenses which proposers may incur in preparing and submitting the proposal. The City will not be liable for any costs incurred by the proposers that are related to the RFP process; this includes production of the proposal, interviews/presentations, travel, or accommodations. The City reserves the right to request or negotiate modifications to the proposals that are deemed appropriate. All proposals received from proposers in response to this RFP will become the property of the City and will not be returned to the proposers. In the event of contract award, all documentation produced as part of the contract will become the exclusive property of the City. The City reserves the right to reject any and all proposals and to waive minor irregularities. The City also reserves the right to seek new proposals.

*Addenda:* Please note that staff may modify, clarify and change this Request for Proposals by issuing one or more written addenda. Addenda will be based upon questions or clarifications submitted in writing to the City. We encourage those questions/clarification requests to be submitted as soon as possible, but no later than February 6, 2020. The last Addenda will be posted on no later than February 11, 2020 at 12:00 noon.

## **VII. SUBMISSION**

The City will accept submittals through **Tuesday, February 18, 2020 at 5:00PM**. Submittals must include one (1) digital PDF copy and (1) digital Word copy on a USB drive or submitted via a file sharing service

such as Dropbox. Submittals should be organized in the same order as the requirements listed above. If after reviewing the submittals the City determines interviews are necessary, interview will be held on **Friday, February 28, 2020.**

We look forward to your participation in this project. Inquiries and/or responses may be directed to:

City of Half Moon Bay - City Hall  
ATTN: Veronika Vostinak  
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### **VIII. ESTIMATED PROJECT TIMETABLE**

The anticipated project schedule to commence work is as follows:

<b>PROJECT BENCHMARKS</b>	<b>DATE</b>
Request for Proposals Available	Tuesday, January 28, 2020
Deadline to Submit Questions	Thursday, February 6, 2020 at 5:00PM
Latest Addendum Posted	Tuesday, February 11, 2020 at 12:00PM
Proposals Due	Tuesday, February 18, 2020 at 10:00AM
Consultant Interviews (if necessary)	Friday, February 28, 2020
Council Meeting – Award Contract	Tuesday, March 17, 2020

### **IX. ATTACHMENT**

Attachment A: Standard Contract for Services