

Half Moon Bay Climate Action and Adaptation Plan (CAAP) Outreach Pilot Project Final Report

Project outcomes

When we first embarked upon this pilot project, we had the following goals:

- Facilitate a public outreach effort that focuses on engaging socially vulnerable communities on issues of climate change;
- Build relationships with and capacity within local community-based organizations (CBOs) that serve the HMB community; and
- Develop the framework for the upcoming CAAP process and future planning document efforts.

We believe we have not only reached these goals, but exceeded expectations. We can say with confidence that the senior, youth, and Latino populations were far more engaged in conversations of climate change than ever before. We have also significantly strengthened our relationships with our CBO Partners and have already started to work on future opportunities to collaborate on issues including, but not limited to, climate change. Finally, the outreach framework developed through this pilot project is reflected in Request for Proposals for a CAAP-writing consultant and the data collected by our Partners will be provided to the successful proposer to build into the City's first CAAP document.

Effectiveness of capacity building approach

Thanks to the funding from the County of San Mateo, the City was able to support the Partners efforts to not only increase capacity within their own organizations, but also within their respective communities. ALAS was able to bring on an Outreach Coordinator to focus on engaging the Latino community on climate change and also purchased new equipment to increase their outreach capabilities. They stated that this project allowed them to increase their presence in the community and gave them the resources needed to expand their reach to pockets of the Latino community that have not been engaged with previously. Additionally, many of the individuals that ALAS worked with on this project had not participated in conversation about climate change before and expressed interested in continuing to work with the City to develop our CAAP.

As more established CBOs in the Half Moon Bay community, the Senior Coastsiders and Youth Leadership Institute (YLI) focused on building capacity internally and externally around the topic of climate change. Internally, both organizations used this project as an opportunity to educate themselves on the impacts of climate change so they could confidently educate their respective communities. Both organizations are now able and willing to continue to engage with their communities on this issue to help the City realize its goal of a comprehensive CAAP document that reflects the needs of the entire community. In addition to establishing internal capacity, Senior Coastsiders were able to identify and activate a group of older adults that are passionate about climate change and are eager to partner with the City as we continue to move forward on our CAAP development. Evidence of these community leaders' commitment to this issue was their willingness to participate in the presentation to the City Council on Tuesday, January 21st and their ongoing engagement with City staff after the presentation. We are actively identifying opportunities to harness the energy from this project and look forward to continuing to engage with each of these communities on future projects.

Lessons learned

While we have learned a lot from this pilot project, our greatest takeaways from the project are as follows:

- Despite the demographic differences between our target audiences, many of their top concerns were very similar. For example, all groups expressed their desires for a comprehensive emergency preparedness plan, more emphasis on transportation alternatives, and better education on how to “go green.” This reassures staff that we are going to be able to develop a CAAP that satisfies our community at large.
- There is no such thing as a “one-size fit all engagement plan,” and partnering with CBOs is essential to the success of our engagement efforts. By working intimately with our Partners, we learned the overarching characteristics of each community that there is no perfect time/day/date that will allow us to engage with all segments of our community at the same time. For example, older adults expressed their desires for daytime and early afternoon events because they do not like being out at night, while the Latino population preferred weekend or evening events because of their work commitments. With younger people, they not only have school commitments, but extracurricular activities like sports and social events that have to be considered. These population preferences resulted in our Partners using three very distinct engagement strategies that had very little overlap, despite intentional efforts by our Partners to provide cross-generational and multicultural programs.
- Our community cares about the environment and are concerned about the future. Community members are willing to do their part to address the issues of climate change but need education and resources to help them keep up with the fluidity of the field. We must do a much better job at educating the community on these issues and we have to make it easier for them to “do the right thing.”

Proposed next steps

We recognize that we must move quickly in order to capitalize on the energy that has been built through this program. We recently published our Request for Proposals for a CAAP-writing consultant, which incorporated outreach recommendations from our Partners in addition to feedback from the County of San Mateo. Proposals are due on Tuesday, February 18 and we plan to enter into contract with the successful proposer at the March 17 City Council meeting. In the meantime, we are preparing to host additional events focused on sustainability including a Sustainability Volunteer Fair on March 11 and an Earth Day Celebration on April 18. We have also entered into conversations with Stanford to partner on a pilot project focused on transportation solutions.

Internally, we are working on updating our website and education materials to make them more easily accessible and digestible for the community. We are in the process of developing a sustainability website page that will cover a range of topics including the 4 R's (reduce, reuse, recycle, rot), climate change, and upcoming sustainability-related events (Earth Day, Fixit Clinics, etc.). Finally, we remain committed to implementing our [Sustainability Implementation Plan \(SIP\)](#) and [Transportation Strategies Implementation Plan \(TSIP\)](#).

Funding Report Summary

YLI		\$12,500										
Personnel Classification	Budget	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	Total Billed				
Administrative Overhead	\$ 1,875.00	\$ 100.67	\$ 118.58	\$ 160.60	\$ 173.46	\$ 383.71	\$ 352.47	\$ 1,289.49	\$ 9,735.16	Total Paid		
Catering costs	\$ 3,750.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	77.88%	% of Contract Spent		
Program Costs	\$ 6,875.00	\$ 671.11	\$ 790.50	\$ 1,070.64	\$ 970.19	\$ 1,586.22	\$ 1,542.88	\$ 6,631.54	\$ 12,500.00	Total Budget		
Miscellaneous Costs	\$ -	\$ -	\$ -	\$ -	\$ 35.38	\$ 971.85	\$ 806.90	\$ 1,814.13	\$ 2,764.84	Remaining Budget		
Total:	\$ 12,500.00	\$ 771.78	\$ 909.08	\$ 1,231.24	\$ 1,179.03	\$ 2,941.78	\$ 2,702.25	\$ 9,735.16				
Senior Coastsiders		\$12,500										
Personnel Classification	Budget	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	Total Billed				
Administrative Overhead	\$ 1,875.00		\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 1,875.00	\$ 12,186.73	Total Paid		
Catering costs	\$ 3,750.00		\$ -	\$ 155.52	\$ -	\$ 165.73	\$ 435.75	\$ 757.00	97.49%	% of Contract Spent		
Program Costs	\$ 6,875.00		\$ 742.50	\$ 2,517.50	\$ 880.00	\$ 1,148.75	\$ 2,922.65	\$ 8,211.40	\$ 12,500.00	Total Budget		
Miscellaneous Costs	\$ -		\$ -	\$ 285.50	\$ 333.06	\$ 303.40	\$ 421.37	\$ 1,343.33	\$ 313.27	Remaining Budget		
Total:	\$ 12,500.00	\$ -	\$ 1,117.50	\$ 3,333.52	\$ 1,588.06	\$ 1,992.88	\$ 4,154.77	\$ 12,186.73				
ALAS		\$20,000										
Personnel Classification	Budget	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019	Total Billed				
Administrative Overhead	\$ 3,000.00							\$ 3,000.00	\$ 19,946.67	Total Paid		
Catering costs	\$ 6,000.00							\$ 547.17	99.73%	% of Contract Spent		
Program Costs	\$ 11,000.00							\$ 10,140.00	\$ 20,000.00	Total Budget		
Miscellaneous Costs	\$ -							\$ 6,259.50	\$ 53.33	Remaining Budget		
Total:	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19,946.67				

The project budget and the eventual expenditures are as follows:

- City of Half Moon Bay - \$10,000
 - This project had a challenging start with unclear project goals, roles, and responsibilities. Clarifying the project and getting all the partners moving in the same direction required a significant amount of up-front staff time. During the months of August through October, it was common to have multiple conference calls and meetings in the same week to discuss this project. After hours calls also occurred sporadically. The staff time dedicated to the administration and management of this project by the Public Works Director and Public Works Program Manager alone exceeded the \$10,000 that was allocated in this budget. This does not include the costs associated with offering meeting spaces, conference lines, developing content, and attending the events hosted by the partners.
- Ayundando Latinoa A Soñar (ALAS) - \$20,000
 - As the smallest organization partnering with the City on this project, ALAS used a portion of their funds to purchase equipment that was needed in order for them to outreach to their community. Some of their larger ticket items include a

laptop for their Outreach Coordinator, iPads to conduct community surveys, and a camera to document their events. Funds were also used to create a climate change mural as well as provide food at every event. ALAS noted that offering food as an incentive to attend these events was a successful outreach technique for the Latino population, especially during the PSPS events. ALAS' greatest expenditure was staff time, most of which went towards developing and translating material for the Latino population and planning and staffing their various events.

- Senior Coastsiders - \$12,500
 - Senior Coastsiders hosted over half of the events reported in this CAAP Outreach Pilot Project. As such, a lot of their funding was used to fund staff time to organize, promote, and participate in their many events. They also used a significant portion of their funds to secure outside contractors and equipment such as the World Café facilitator (Nancy Marguiles) and the Virtual Reality headsets. Finally, they also provided food at many of their events to attract participants.
- Youth Leadership Institute (YLI)- \$12,500
 - YLI arguably faced the most obstacles engaging with their targeted populations. By the time our pilot project was ready to start hosting events, young people were preoccupied with various sports seasons as well as gearing up for finals. Despite these obstacles, YLI was able to partner with the Cabrillo Unified School District to host climate workshops and focus groups during regular school hours. A majority of YLI's funding went towards staff time to coordinate the events with Cabrillo and developing the content and activities. They also used a portion of their budget to provide snacks for their participants.
- Innovation Fund - \$5,000
 - None of the Partners requested to use these funds so the City utilized them to allow staff to help prepare the Partners and their community leaders for the final presentation to the City Council meeting on Tuesday, January 21, 2020. Preparation for the City Council presentation included two prep meetings with the Senior Coastsiders and two prep meetings with ALAS. Prep meetings consisted of a combination of content review, presentation editing, script writing, and oral practice. Staff also hosted a full presentation run through for the Partners and their community leaders on Tuesday, Tuesday 14, 2020 to allow the presenters to practice their sections of the presentation and get comfortable in the City Council chambers. This was an innovative approach to preparing for a City Council presentation as a practice run has never been offered to the community before. Feedback from our Partners confirms this was a great addition to the project as many of the presentation participants had not presented to the City Council before. Dinner and/or snacks were also provided for the group at both the practice session and the actual presentation.

Summary of Events

Date of Event	Name of Event	Hosting Agency	# of Attendees	Themes and Other Takeaways	Comments on Outreach Methods
10/11/2019	Nuestro Mundo, Nuestro Pueblo	ALAS	27	<ul style="list-style-type: none"> • Weather - Rainy days and fog have decreased. • Traffic – Traffic has increased. • Emergencies – The community wants help putting together emergency kits and wants the City to equip themselves to be able to communicate with the Latino population in Spanish during emergencies. 	<ul style="list-style-type: none"> • It was great to have City and County staff present that can communicate in Spanish to the community.
	Focus Group w/ Mothers of ALAS	ALAS	10	<ul style="list-style-type: none"> • Traffic – Traffic has increased. City needs more bike paths and a lot more lighting for people to use alternative methods of transportation (e.g. biking). Another suggestion was to create an alternative route between Montara/El Granada and Half Moon Bay, which might also help with emergency evacuations. • Weather – Fog is lessening and temperatures are rising. • Population – Half Moon Bay is growing. • Emergencies – There is concern that there are pockets of the community (i.e. elderly) that are not being properly notified of emergencies. The City needs to take extensive measure to communicate emergencies to the entire population, even if it means going door to door. The City also needs to be prepared for traffic build out during power outages. Traffic intersections that should be addressed include the ones by Sea Horse Ranch, Tres Amigos, and More for Less. 	<ul style="list-style-type: none"> • Not all participants can/are comfortable reading and writing. This must be considered when utilizing surveys. • Outreach to the Latino population must be flexible as the times individuals are available and willing to meet change frequently (often at the last minute). • Participants expressed interest in working with City on the CAAP.
11/9/2019	Mural Painting	ALAS	12	<ul style="list-style-type: none"> • Pollution – Concerns for the future include more pollution from traffic, etc. • Weather – Concern that the climate is drying up which will lead to fires and smoke. Changing climate will result in decreased agricultural opportunities. 	
	El Cambio Climático (w/	ALAS	12	<ul style="list-style-type: none"> • Weather – There’s less water and rain than previous years. It’s also hotter. • Pollution – Fires are more frequent creating more smoke. 	<ul style="list-style-type: none"> • Outreach to the Latino population must be flexible as the times individuals are

	Pescadero Farmworkers)			<ul style="list-style-type: none"> • Emergencies – Concerned about access to food or running out of food during emergency situations. Pescadero only has one market so they would like longer hours and greater variety of food in emergencies. • Transportation – Most did not own personal vehicles and use passenger trailers, minivans, and bicycles to travel. SamTrans only goes to Pescadero 2x/day making it very difficult to travel outside of the City for short trips (e.g. to get groceries and other essentials). • Flooding – Pescadero experiences a lot of flooding with only one entrance/exit (San Gregorio). 	<p>available and willing to meet change frequently (often at the last minute).</p> <ul style="list-style-type: none"> • Climate change is a big topic so the data must be more interactive. • Outreach efforts much account for different levels of education. • Participants expressed in a CAAP Advisory Committee. • Participants feel they have no way of fixing problems in their community since there is not City Hall or Council. There is a council group but there is no Latino representative.
	ALAS Posada Event (surveys)	ALAS		<ul style="list-style-type: none"> • Top environmental issues <ul style="list-style-type: none"> ○ Pollution (30) ○ Damage to coastal/marine environment (26) ○ Poor waste management (23) ○ Toxic chemicals (17) ○ Traffic and congestion (14) • How to encourage public transportation <ul style="list-style-type: none"> ○ More weekday and weekend service ○ More information on how to navigate system ○ Reduce fair ○ Need more consistency and reliability • How to encourage biking <ul style="list-style-type: none"> ○ More lighting ○ Free bike share or bike rental program • How to reduce traffic <ul style="list-style-type: none"> ○ Carpooling services 	<ul style="list-style-type: none"> • For surveys, use more pictographic multiple-choice questions, and less short answers. • For portable surveys, consider Wi-Fi availability and strength. • A large majority of the survey respondents were adults and older adults, counter to typical climate change research that highlight the youth as most active. Emphasis needs to be put on how to attract young people on this topic.

				<ul style="list-style-type: none"> ○ More roads and infrastructure ○ “Hoy no Circula” days (restrict which cars can drive on what days) 	<ul style="list-style-type: none"> ● Requests for future meetings include information on how to reduce climate change at home, how to save power, and how to limit consumption of plastic.
9/18/19	Climate Change 101	Senior Coastsiders	15	<ul style="list-style-type: none"> ● Limit use of single use plastics ● Top threats <ul style="list-style-type: none"> ○ Vehicle emissions ○ Over-population ○ Lack of commitment to change ○ Tourism ○ Sea level rise ○ Flooding ○ Increasing temperatures ○ Air & water quality 	<ul style="list-style-type: none"> ● Attendees were interested in what could be done at the individual and organizational level to reduce our negative impact on the environment. ● 8 attendees were interested in participating in city’s policy making process
9/25/19	Sea Hugger Presentation	Senior Coastsiders	64 (40 at lunch, 24 at dinner)	<ul style="list-style-type: none"> ● Limit single use plastics <ul style="list-style-type: none"> ○ Need greater awareness of problem ○ More education ○ Concerned about dangers to marine life ● Need for emergency planning 	<ul style="list-style-type: none"> ● 5 attendees were interested in participating in city’s policy making process ● Attendees were interested in what could be done at the individual and organizational level to reduce our negative impact on the environment.
11/21/19	Climate Change 101 with Abundant Grace	Senior Coastsiders	12	<ul style="list-style-type: none"> ● Less agriculture, more development <ul style="list-style-type: none"> ○ Too much pollution from people and cars ● Changing weather patterns <ul style="list-style-type: none"> ○ Fog, rain, temperatures ○ Insect populations are changing. ○ Spread of infectious disease ● Coastal Erosion <ul style="list-style-type: none"> ○ Removing ice plants contributes 	<ul style="list-style-type: none"> ● Call for intergenerational activities <ul style="list-style-type: none"> ○ Older population has experience that should be called on. Record history ● Organic farming, beach clean ups and composting were

					<p>suggested as possible solutions</p> <ul style="list-style-type: none"> • This presentation brought into the CAAP discussions the perspective of marginalized individuals who rarely engage in the policy process.
11/22/19	Plastic Ocean Screening	Senior Coastsiders	60	<ul style="list-style-type: none"> • Eliminate or reduce single use plastic use <ul style="list-style-type: none"> ○ Toxins from plastic in the food we eat • Lack of awareness • Concern for rising sea levels and coastal erosion 	<ul style="list-style-type: none"> • Attendees were interested in what could be done at the individual and organizational level to reduce our negative impact on the environment. • The movie was very powerful and many of the attendees had an emotional response to the content. • 13 people were interested in participating in city's policy making process
12/11/19	VR	Senior Coastsiders	25	<ul style="list-style-type: none"> • The VR experience allowed the participants to visualize new experiences and empathize with others. This experience was very realistic and very eye-opening for the participants. 	<ul style="list-style-type: none"> • Often there are assumptions that older adults can't deal with or won't like technology, but all of the participants were very engaged and found the experience enriching
12/17/19	World Café Workshop	Senior Coastsiders	25	<ul style="list-style-type: none"> • Change Buying patterns <ul style="list-style-type: none"> ○ Electric vehicles (including city fleet and school buses) ○ Manufacture more glass ○ Less plastic • Highlight green businesses <ul style="list-style-type: none"> ○ Promote events and festivals to be green 	<ul style="list-style-type: none"> • More citizen input on growth issues

				<ul style="list-style-type: none"> • Increase education • Fire <ul style="list-style-type: none"> ○ Apply for grants to reduce fire risk ○ Tree reduction • Audit recycling <ul style="list-style-type: none"> ○ Is recycling ending up in landfills? 	
11/27/19-12/17/19	Informational Poster Boards Display	Senior Coastsiders	Visible to everyone who used their facilities during the time of the event	<ul style="list-style-type: none"> • Top concerns <ul style="list-style-type: none"> ○ Traffic and congestion (26) ○ Marine ecosystem damage (24) ○ Pollution on beaches (18) ○ Exposure to toxic materials (15) ○ Exposure of outdoor workers (8) 	
11/7/19-11/8/19	Climate Education Day(s)	YLI	475 (250 on one day, 225 on another)	<ul style="list-style-type: none"> • Top concerns <ul style="list-style-type: none"> ○ Wildfire (59) ○ Traffic/Transportation (29) ○ Sea Level Rise (24) ○ Floods (22) ○ Power (22) ○ Heatwaves (22) ○ Erosion (15) ○ Agriculture/Economic (15) 	<ul style="list-style-type: none"> • 71% were interested in getting involved in reducing their impact to the environment and contributions to climate change <ul style="list-style-type: none"> ○ Top response to how they plan to do so was “I don’t know yet!” ○ 2nd most popular was recycling/composting • Many students had trouble identifying ways they could employ adaptation techniques • Interested in beach clean ups and disaster preparedness assistance

11/12/19-11/13/19	Climate Education Day Focus Groups	YLI	475 (250 on one day, 225 on another) 17 science classes	<ul style="list-style-type: none"> • Biggest concerns <ul style="list-style-type: none"> ○ Power (205) ○ Fire (196) ○ Transportation (167) ○ Sea Level Rise (127) ○ Drought (125) ○ Erosion (120) • Lack of information <ul style="list-style-type: none"> ○ 73% of respondents wanted more information on how to make decisions for themselves and their families. ○ Biggest barriers to youth interested in going green was “High cost of technology” and “Lack of information” 	<ul style="list-style-type: none"> • 90% of respondents to the survey indicated that climate change is “Very Important” or “Quite Important” to them personally • A comprehensive composting program and more walking/biking paths were also identified as resources that were missing in the community.
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