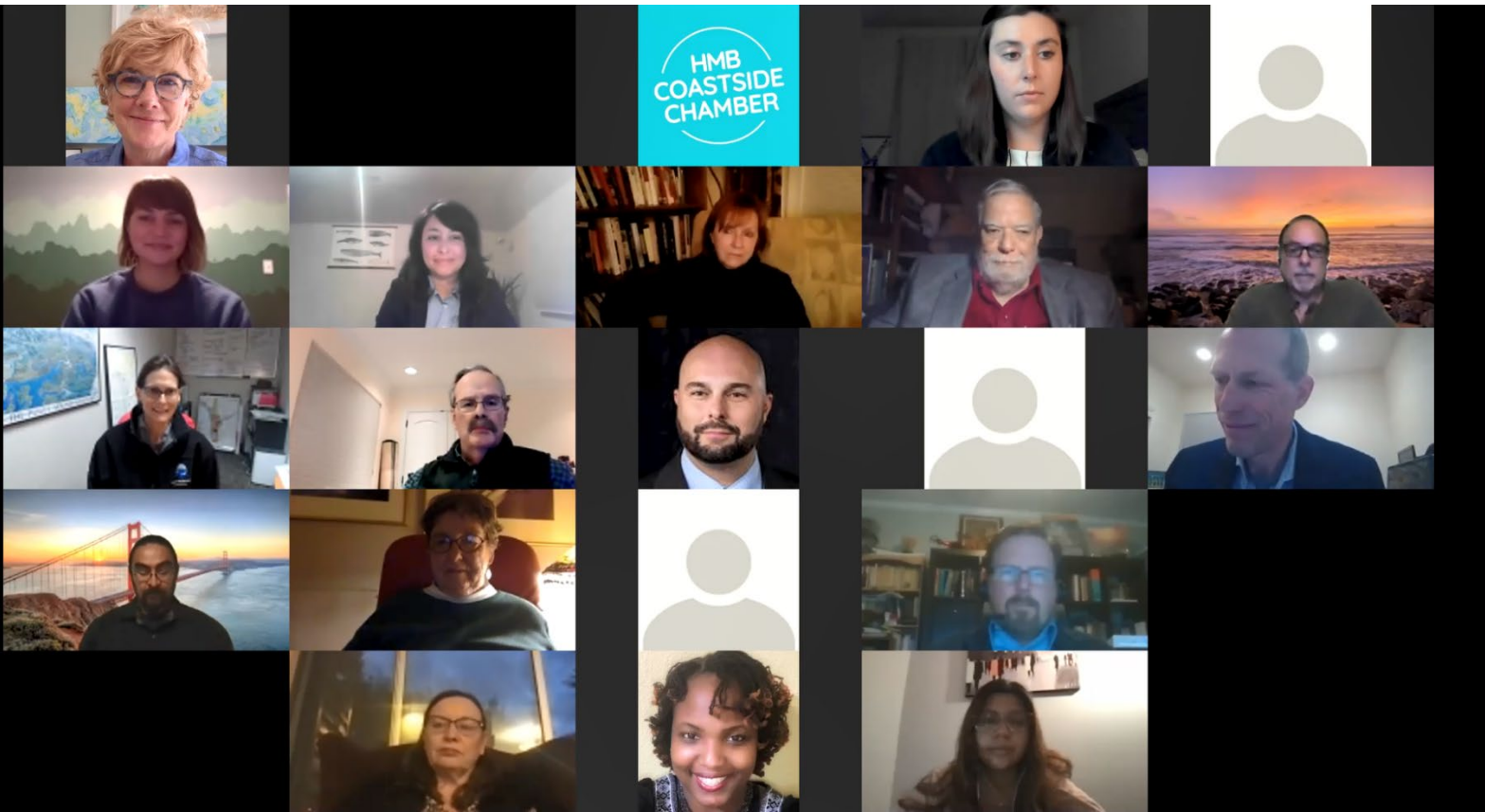


City of Half Moon Bay

City Council Listening Sessions Summary

Spring 2021





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Prepared by City of Half Moon Bay

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Background

In preparation for the FY 2021-22 budget, the City Council hosted two virtual Listening Sessions, which allowed the Council and Staff to hear directly from members of the community, in an open format. The City website also provided an alternative source of information and a feedback submission form for individuals that could not attend the listening sessions or chose not to comment at the sessions.

This Listening Sessions Summary document provides an overview of those sessions including community input received online.

Listening Sessions 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
- Next Door, Facebook and Twitter
- Radio Advertisement on KHMB
- Social Media Advertising through Coastside Buzz\
- Half Moon Bay Review – online advertisement

The first virtual session was held on Zoom on Wednesday, March 3, 2021, from 6:00 PM to 8:00 PM. The second virtual session was held on Zoom on Saturday, March 6, from 10:00 AM to 12:00 PM.

Listening Sessions Format:

At each session, a power point presentation displayed the City's five Council Priorities for FY 2020-21 which is attached as Appendix 1 (Listening power point slides).

The Council Listening Sessions were facilitated by City staff. After a brief welcome from a Council representative, the facilitators explained the meeting format. Community members were given the opportunity to comment, one at a time, on any topic or topics of their choosing. Speakers were not given a time limit, but all kept their comments to a reasonable length. Once all attendees had the opportunity to speak, individuals were encouraged to provide additional comments. In accordance with the Brown Act, City Council and staff limited responses to general information only. Community input was recorded on a google doc which was shared live to allow participants an opportunity to

review and clarify their thoughts, if necessary.

Each session lasted 2 hours.

Session Highlights:

Attendance: Total attendance for the two sessions was around 30 participants.

- Of the attendees, some were present at more than one session. Demographic information was not collected from the participants; but anecdotally, middle-aged adults were most heavily represented followed by seniors. Youth participation was down compared to prior years, and young adult participation has historically been underrepresented.

Key Themes: Several topic areas were brought up frequently in the sessions, including the following:

- Downtown Vitality/Economic Development
- Community Services (seniors, youth, immigrants)
- Sustainability
- Emergency Preparedness
- Public Safety
- Affordable Housing
- Transportation/Traffic
- Recreation/City Facilities
- Land Use/Development/Growth
- Law and Code Enforcement

Of the main themes, Economic Development, Affordable Housing, Emergency Preparedness, Traffic, and Sustainability related to existing Council Priorities in FY 2020-21. Downtown Vitality and Economic Development, especially in relation to COVID-19 recovery was an overarching theme for both sessions. Community Service related topics were more predominant in the first session and Sustainability related comments dominated a large portion of the second session. Emergency Preparedness, Public Safety, and Affordable Housing all remain high priorities for the community.

Appendix 2 (Consolidated Comments) contains transcribed notes taken during each of the listening sessions. These notes have been categorized by general topic, at staff's discretion, in order to help simplify review and summary of the information.

Website Feedback:

As of March 11, 2021, there were 3 submissions received through the city website feedback form, and 26 visits to the feedback page. Two of the submissions supported the master plan

for aging and one of the submissions included comments addressing the downtown center concept.

Conclusion

Overall, the listening sessions were well received, as in past years. Community feedback indicated that Five of the Council's current priorities (Economic Development, Sustainability, Emergency Preparedness, Affordable Housing, and Traffic) appear to remain relevant to the community but have evolved from their original contexts in response to real-time events. Additional issues that could be considered as potential priorities in the future Community Services; Communication/Education; Public Safety; and Law/Code Enforcement, etc. 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 2021-22 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 for FY 2021-22, and establishing an associated budget consistent with supporting the priorities.

Attachments:

- Appendix 1: Power Point Presentation
- Appendix 2: Consolidated Comments
- Appendix 3: Website Feedback