



City Council Strategic Elements

Fiscal Sustainability

- Practice sound and responsible financial management, while providing fiscally sustainable government services that address the needs of the community.
- Support and sustain a business environment that contributes to economic prosperity and revenue generation, and improves the economic well-being of the community.
- Promote a balanced economic development approach that retains, attracts, and supports businesses Citywide for a strong, stable, complementary, and diverse business environment, including tourism, coastal resources, conservation, and farmland cultivation.

Healthy Communities & Public Safety

- Foster opportunities for affordable housing for very low, low, moderate, and above moderate income households, including entry level housing, shared housing, etc.
- Enhance safety for pedestrians, bicyclist, and motorists through a “complete streets” approach.
- Promote the health and well-being of children, youth, families, and adults of all ages and abilities.
- Promote a sustainable, comprehensive, and forward looking environmentally/green conscious community.
- Prepare City staff and community members for inevitable natural disasters and other emergencies.
- Provide comprehensive and innovative law enforcement services to reduce crime and the fear of crime; Inform and educate the community around crime prevention and awareness.

Inclusive Governance

- Manage the operations of the City as an engaged, collaborative, and responsive team of professionals who provide services in an effective, accountable, and inclusive manner.
- Emphasize a high level of community engagement through public outreach and building mutually beneficial, innovative, collaborative community partnerships throughout the City.
- Provide organizational development that invests in staff leadership skills development and other human resources, to attract, develop, support, and retain a highly qualified, valued, and diverse municipal workforce.
- Maintain accuracy, consistency, and frequency in the City’s public communications, and increase Half Moon Bay’s efforts to build credibility and mutual trust with the community.
- Provide and manage a repository of City records that is easily accessible to the general public.
- Promote diversity by improving knowledge of and accessibility to City services among the Latino community with emphasis on bilingual access and inclusiveness and civic participation.
- Continue and enhance transparency and accountability with community members, providing easy access to information, helpful and informed staff, and meaningful opportunities to participate in the City’s decision-making processes and other municipal and community activities.

Infrastructure & Environment

- Preserve, upgrade, and maintain existing City infrastructure to manage and make progress on the backlog created as a result of deferred maintenance.
- Maintain functional and effective usage of City facilities; Sustain efforts to maintain the City as clean, inviting, accessible and aesthetically pleasing, throughout all segments of the community.
- Continue to build and enhance a more sustainable and resilient community by incorporating green and sustainable infrastructure projects and environmental conservation.
- Utilize technology to maximize efficiency and productivity for improved City operations.

City Council Strategic Priorities FY 2018-19

Housing	Homeless	Cannabis	Short-Term Rentals	Parks Master Plan
Develop a plan to best utilize the City's affordable housing funds	Restore former encampment site	Complete tax analysis, white paper and survey ASAP	Continue efforts to maximize TOT collections	Initiate needed improvements to existing Park facilities; complete at least one improvement project for each existing park
Continue efforts to encourage Accessory Dwelling Units (ADUs) and mixed-use rezoning	Respond to new encampments as they occur	Bring nursery ordinance to Council for review	Bring forward Planning Commission recommendations	Consider community park siting after Master Plan approved
Consider possible tenant protections but delay consideration of rent control until after the statewide ballot measure in November	Rely on County and non-profit organizations to provide services	Prepare options for advisory ballot measures in November Prepare tax measure for election in November		



HALF MOON BAY
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City Council Strategic Priorities

FY 2018-19

Item	Council Priority	Status	Progress	Anticipated Completion	Updates as of March 25, 2019
A	Affordable Housing				
	Develop a plan to best utilize the City's affordable housing funds			Q4 FY18-19	The Community Conversations about Housing were held in July and October 2018, wherein diverse housing type options were presented to 80 community members and the Planning Commission. Input from those sessions indicated interest in using housing funds for supporting short-term needs or housing insecure community members. Results from the community conversations were also used to inform the Development Chapter of the LCP update which was released in December. Community Development is hiring a part-time housing specialist with expertise in affordable housing funding, who will develop a plan for the use of the City's funds for consideration by the Council before the end of FY18-19.
	Continue efforts to encourage Accessory Dwelling Units (ADUs) and mixed-use rezoning			Q2 FY18-19	The City ADU Ordinance was approved by the City Council in October 2018. The California Coastal Commission certified the ordinance in December. At writing, the City has already received 11 proposals for ADUs that will take advantage of the more favorable ordinance allowances, which is four times the amount received in previous years. Staff is also planning a joint workshop on ADUs with the County in Spring 2019.
	Consider possible tenant protections but delay consideration of rent control until after the statewide ballot measure in November			Q2 FY19-20	Council directed staff to move forward with drafting tenant protections measures in September 2018, when they considered a draft Housing Work Plan. At their January 2019 meeting, the Council discussed the draft tenant protection measures and provided feedback to staff for potential revisions. Prior to making revisions, Staff is planning additional community outreach, as well as monitoring recent concerns with protection measures in nearby cities, and following state legislation. The Council also expressed interest in rent stabilization measures. California Proposition 10 did not pass, and therefore certain limitations in state law remain with respect to rent stabilization. Staff was asked to conduct research on the potential effectivity and implication of rent stabilization provisions.



City Council Strategic Priorities

FY 2018-19

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B	Homelessness				
	Restore former encampment site			Q2 FY19-20	The former encampment along Pilarcitos Creek was closed with major debris cleanup in May 2018. Staff has implemented the Environmental Remediation Plan prepared by H.T. Harvey and Associates, hiring a native plant nursery to take cuttings from the creek and root them over Summer 2019. Work will be completed in Fall 2019, including removal of remaining debris and non-native plant species, decompaction of soils, and planting of the native cuttings. A grant application to cover many of the associated costs has been submitted to the State and is currently under review. Former Encampment areas remain closed to the public throughout the process and into the foreseeable future. Permanent signs noting that camping, littering or trespassing is not permitted have been installed at former encampment sites.
	Respond to new encampments as they occur			On-going	Staff has worked with several agencies to address new encampments throughout the City. Encampments have been closed on City property in Carter Park and near Bev Cunha Road. Staff is working with Caltrans and private property owners along other portions of Pilarcitos Creek and under the Highway 1 bridge to address several large encampments in Spring 2019.
	Rely on County and non-profit organizations to provide services			On-going	Staff continues to work with the County, Lifemoves, Coastside Hope, Abundant Grace and other service providers to address the needs of homeless individuals and families living in Half Moon Bay. The HOT Team continues to meet regularly to discuss the case plans for individuals, and progress continues to be made in helping them access housing and other needed services. City staff participated in the one-day homeless count in January, and updated data will be provided by the County by June 2019. The County will also release and RFP in Spring 2019 for the use of the State HEAP funds, to assist with homeless services or housing. Staff are following closely to determine potential eligibility for a grant.



City Council Strategic Priorities

FY 2018-19

Item	Council Priority	Status	Progress	Anticipated Completion	Updates as of March 25, 2019
Cannabis					
C	Complete tax analysis, white paper and survey ASAP			Completed Q1 FY18-19	HDL Completed the Tax and Revenue analysis which was presented to the Council in June 2018. ICMA completed the white paper study on the impacts and considerations of commercial cannabis activities in communities, including 9 case studies of other, similar jurisdictions in California, Oregon, Washington, Colorado and Alaska, who have already allowed legal commercial cannabis operations. This document was published in October 2018. Due to the Council's decision to place all commercial cannabis questions on the November 2018 ballot, the survey was deemed redundant and was not implemented.
	Bring nursery ordinance to Council for review			Completed Q1 FY18-19	Voters approved Measure GG, a nursery ordinance pertinent to four viable commercial cannabis sites. Community Development has prepared license application materials and the first pre-application was received in March 2019.
	Prepare options for advisory ballot measures in November			Completed Q1 FY18-19	Measures were developed by staff and approved by the Council in September 2018. Measure EE would direct the City to adopt an ordinance to allow and regulate cultivation of mature cannabis plants in existing greenhouses. Measure SS would direct the City to adopt an ordinance to allow and regulate retail sales of cannabis products at up to 2 locations in the city. Measure MM would direct the City adopt an ordinance to allow and regulate commercial manufacturing of cannabis products in the city. At the November 6, 2018 Election, voters did not approve the three advisory measures.
	Prepare tax measure for election in November			Completed Q1 FY18-19	Voters approved Measure AA, enabling the City to tax commercial cannabis. Staff are now working on implementation, including working with a sales tax or cannabis consultant to begin collection of sales tax on deliveries.



City Council Strategic Priorities

FY 2018-19

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D	Short Term Rentals				
	Continue efforts to maximize TOT collections			Q3 FY 18-19	The City's ongoing Short-Term Rental compliance efforts have yielded \$134,900 in revenue since the program began in March 2017. A total of 76 new STR properties have been identified, 42 of which have registered and filed returns with the City, and 21 have ceased rental activities. The City's compliance efforts have reduced STR tax delinquency by 71% to 5 properties as of last quarter. On March 19, 2019, the City Council approved a contract with AirBNB for collection of TOT through their bookings, which will guarantee compliance from more properties and potentially increase revenue.
	Bring forward Planning Commission recommendations			Q4 FY 19-20	A Planning Commission study session was held in Spring 2018. Staff has worked with stakeholders to gather input on a potential Short Term Rental Ordinance. Additional outreach is necessary before preparing a draft ordinance for Planning commission review; however, this effort has been paused while the LCP update moves forward and to allow staff time to also work through tenant protection measures and other projects, all of which require community engagement, public hearings, and legal review.



City Council Strategic Priorities

FY 2018-19

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E	Parks Master Plan				
	Initiate needed improvements to existing Park facilities; complete at least one improvement project for each existing park			Q4 FY18-19	Several improvements have been completed or initiated at each of the City's parks, including: electrical and lighting improvements completed as well as redevelopment planning underway with an architect at Carter Park; cleanup and minor improvements completed at citywide staff work day as well as patio and bbqs installed at Oak Avenue Park; design work for new restrooms at Ocean View Park; community survey and public workshop for new playground equipment at Frenchman's Creek Park; and a community meeting for the Poplar Gateways Plan and design for Poplar Beach vertical access improvements. Various other projects have been completed, are underway, or are being planned at all City parks.
	Consider community park siting after Master Plan approved			Q3 FY 18-19	The City Council adopted the Parks Master Plan in February 2019. The draft Development Chapter of the LCP update was released in December 2018, and includes potential sites for a community park consistent with the plan.

