



THE CITY OF
HALF MOON BAY
CALIFORNIA

SUSTAINABILITY IMPLEMENTATION PLAN



Approved: September 15, 2020

INTRODUCTION

In an effort to combat the growing concerns around of climate change, the State of California passed AB 32, the California Global Warming Solutions Act of 2006. The law required California to reduce its greenhouse gas (GHG) emissions to 1990 levels by 2020, which represented an approximately 15% reduction below the “business as usual” model.¹ To extend this effort beyond 2020, the State passed SB 32 in 2016, which set a new GHG emission reduction goal of 40% below 1990 levels by 2030.

Although the State has not set GHG emission reduction targets for individual cities, the Half Moon Bay City Council and community at-large have expressed their desires to expand their sustainability efforts beyond those statutorily required. This commitment was formalized when the City Council identified sustainability as one of their top five priorities for FY 2019-20 and FY 2020-21.

In response to the initial priority setting, staff developed the original Sustainability Implementation Plan (SIP), which provided a list of sustainability-related projects that had been identified by the City Council and the community. The SIP has since been revised to better reflect the City’s full sustainability efforts and to incorporate a ranking system, which is discussed in more detail in the “Document Overview” section. The SIP is intended to be a living document that assists in the prioritization, tracking, and planning of the City’s sustainability efforts and reflects anticipated resources and funding opportunities.

For the purposes of this document, the term sustainability is intended to represent environmental sustainability, which is defined as efforts to meet the needs of the current generation without compromising the ability of future generations to meet their needs. Environmental sustainability efforts generally focus on water, waste, energy, and transportation, which emphasis on reduction and reuse. Transportation projects are not currently included in the SIP because the City Council identified transportation and congestion management as a separate City Council strategic priority.

DOCUMENT OVERVIEW

The SIP is divided into three main categories – Accomplishments, Programs and Projects. Similar to the City’s Capital Improvement Program (CIP), the program section highlights efforts that occur year over year - such out outreach and education, annual events like Earth Day, and participation in countywide partnerships – while the project section lists larger one-time projects like developing the Climate Action and Adaptation Plan (CAAP). Many of the efforts included in the project section will create new programs that require ongoing resources and thus, will be added to the program section in subsequent revisions of this document.

The SIP also includes a ranking system that assigns each program/project with a level between 1 and 3. Level 1 projects are estimated to require the least amount of resources whereas Level 3 projects require the most. Ranks are depicted by the number of  icons assigned to the program/project and efforts that will require additional funding beyond staffing resources have been annotated with the  symbol.

The hope is that this new ranking system will provide the City Council and community with a comprehensive picture of the City's sustainability programs and available resources, which can inform future prioritization discussions.

GOALS

The goals of the SIP are as follows:

- Establish the City as a community leader in sustainability.
- “Lead by example” by implementing policies, ordinances, and projects that reflect the City's commitment to reducing its carbon footprint and promoting Zero Waste.
- Provide educational opportunities to increase the awareness and utilization of sustainable practices in the home, at school, at work, and throughout the community.
- Identify and prepare the community for the effects of climate change.

ACCOMPLISHMENTS

Awards and Grants

- Secured a \$1M Beverage Container Redemption Pilot Project Grant along with the County of San Mateo, the City of Daly City, and J&D Recycling to reestablish three California Redemption Value (CRV) Recycling Center in San Mateo County, one of which will be in Half Moon Bay.
- Successfully applied for a \$10k grant from Keep America Beautiful to implement a cigarette butt recycling program.
- Completed the Climate Action and Adaptation Plan (CAAP) Outreach Pilot Project, a grant-funded, collaborative project with San Mateo County, the Youth Leadership Institute (YLI), Ayudando Latinos A Soñar (ALAS), and Senior Coastsiders.
- Obtained Leadership in Energy and Environmental Design (LEED) Platinum certification for the new Half Moon Bay Library.
- Received two Beacon awards: Gold-level Spotlight Award in Sustainability Practices and Platinum-level Spotlight Award in Community Greenhouse Gas Reduction

Policies and Ordinances

- Revised the park/beach ordinances to ban single-use plastic bottles smaller than 2 liters.
- Adopted the City's first Green Infrastructure (GI) Plan.
- Adopted a Sustainable Purchasing and Practices Policy via City Manager approval.
- Drafted a disposable foodware ordinance.

Education, Outreach, and Events

- Transitioned the annual Earth Day event to a virtual Earth Year campaign inclusive of online events, education, and contest.
- Partnered with San Mateo County to host a Household Hazardous Waste (HHW) collection event, a tire drop-off event, and an electronic waste (e-waste) and Styrofoam recycling event.
- Partnered with Republic Services to host a Summer Clean Out Recycling Event, featuring a compost giveaway, free e-waste recycling, and paper shredding.
- Hosted the first City-sponsored Fix-It Clinic event.
- Developed a sustainability resource center on the City's website.
- Launched a "pack it in, pack it out" educational campaign at Poplar Beach.

Miscellaneous

- Partnered with Peninsula Clean Energy (PCE), Independent Living Center (ILC), and other organizations to implement a portable battery loaner program.
- Issued a Request for Proposals (RFP) and identified a consultant to provide support on the Climate Action and Adaptation Plan (CAAP).

ONGOING PROGRAMS

Activity	Rank
1. Provide ongoing outreach and education to the community	
2. Manage the City's Solid Waste Franchise Agreement with Republic Services and ensure compliance with all State, county, and local requirements	
3. Provide technical support and education to businesses that must comply with legislation passed by the State (e.g. AB 341, AB 827, AB 1826, SB 1383)	
4. Pursue new partnerships and continue to engage and strengthen relationships with local NGOs	
5. Plan, coordinate, and manage annually reoccurring events a. Earth Day Annual Celebration b. Two (2) Community Recycling Days (Shred, E-waste, and Compost) c. One (1) Fix-It Clinic d. One (1) HHW drop-off event	   
6. Facilitate the Annual Earth Day scholarship contest	
7. Continue to participate in Countywide committees (e.g. RICAPS, Countywide Recycling Committee)	
8. Track federal, State, and countywide policy initiatives that may affect Half Moon Bay	
9. Prepare applications for relevant grant opportunities, as applicable	
10. Support and promote coastal clean-up efforts led by community organizations	
11. Manage contract with Abundant Grace to organize the Coastal Clean Team program	
12. Monitor vehicle market for Zero Net Energy alternatives for maintenance vehicles	

PROJECTS

FY 2020-21 PRIORITIES

Activity	Rank
1. Draft and adopt the City’s first Climate Action and Adaptation Plan (CAAP) <ul style="list-style-type: none"> a. Update the municipal and community Greenhouse Gas (GHG) inventory report b. Coordinate outreach and education events with the County of San Mateo 	
2. Fulfill obligations of the Beverage Container Redemption Pilot Project Grant and reestablish a California Redemption Value (CRV) Recycling Center in Half Moon Bay	
3. Develop a bilingual sustainability pilot program for Poplar Beach and the Coastal Trail with emphasis on the Kelly Avenue to Seymour Ditch segment	
4. Develop education campaign to address litter concerns at Poplar Beach	
5. Deliver requirements from the Keep America Beautiful grant and develop program for recycling collected cigarette butts	
6. Partner with the County of San Mateo on implementation of a Disposable Foodware Ordinances	
7. Continue to evaluate and analyze Reach Code opportunities for Half Moon Bay, conduct the necessary community outreach, and return to Council for consideration.	
8. Ensure City is ready to comply with SB 1383 requirements <ul style="list-style-type: none"> a. Partner with the County of San Mateo on a food recovery program b. Identify sources and opportunities to comply with recovered organic waste product procurement requirements 	 
9. Develop a sustainability newsletter	
10. Adopt a disposable foodware ordinance that reflects community and City Council feedback	
11. Pursue a full Beacon award	
12. Update City solid waste ordinances to reflect changes in the State legislature	
13. Conduct research on feasibility of a single-use plastic ban	
14. Leverage City’s social media accounts to expand audience and overall community awareness of sustainability programs within the City	

15. Revise the City’s facility rental and special event permitting process to reflect sustainable best practices	
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FY 2021-22 PRIORITIES

1. Fulfill obligations of the Beverage Container Redemption Pilot Project Grant and reestablish a California Redemption Value (CRV) Recycling Center in Half Moon Bay	 
2. Partner with the County of San Mateo on implementation of a Disposable Foodware Ordinances	 
3. Expand the pilot program at Poplar Beach	  
4. Ensure City is ready to comply with SB 1383 requirements <ul style="list-style-type: none"> a. Partner with the County of San Mateo on a food recovery program b. Identify sources and opportunities to comply with recovered organic waste product procurement requirements 	   
5. Expand and refine the coastal clean-up program by leveraging efforts by local NGOs and increasing volunteer participation	 
6. Partner with the SMC’s Green Business Program to get 10 businesses certified through the Certified Green Businesses program	  
7. Partner with Cabrillo Unified School District to develop their sustainability programs, with an emphasis on food recovery and recycling	  
8. Pursue a full Beacon award	
9. Expand the type and number of events provided to the Half Moon Bay annually <ul style="list-style-type: none"> a. Increase participation in regional events such as Coastal Clean-up Day, Bike to Work Day, and others b. Partner with the library to host an additional Fix-it Clinics 	 
10. Work with Coastside County Water District (CCWD) to develop a stormwater education program	

FY 2022-23 PRIORITIES

Activity	Rank
1. Continue to fulfill obligations of the Beverage Container Redemption Pilot Project Grant and reestablish a California Redemption Value (CRV) Recycling Center in Half Moon Bay	
2. Revise and expand the Poplar Beach sustainability pilot program to include additional areas on the Coastside and collaboration with other Coastside organizations	
3. Develop a reusables pilot program for local food facilities	
4. Develop a gray water, purple pipes program, and green infrastructure program	
5. Expand the type and number of events provided to the Half Moon Bay annually <ul style="list-style-type: none"> a. Partner with SMC to expand their sustainable gardening workshops 	
6. Adopt an ordinance to restrict use of gas landscaping tools (gas leaf-blowers, lawn mowers, etc)	

FY 2023-24 PRIORITIES

Activity	Rank
1. Expand the type and number of events provided to the Half Moon Bay annually <ul style="list-style-type: none"> a. Partner with Oddfellows (or other parties) to facilitate a community-based swap meet event a. Develop and secure a sponsor to host homeware repair seminars 	 
2. Partner with the San Mateo County Farm Bureau and Resource Conservation District to develop an educational program focused on best practices for carbon farming on the coastside	
3. Work with Property Assessed Clean Energy (PACE) partners to promote sustainable home and business renovations	
4. Conduct a feasibility assessment for resiliency projects such as installing photovoltaic cells (PVC aka solar panels) and/or battery back-ups at Half Moon Bay facilities	
5. Develop an educational campaign promoting sustainable options for integrated pest management (IPM)	
6. Research alternatives for diesel generators	
7. Adopt a City (in-house) chemical purchase/use policy	