



# Request for Proposals Climate Adaptation Plan

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**Proposals Due: Wednesday, May 31, 2023**

**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 Adaptation Plan (Adaptation Plan). The Adaptation Plan should identify strategies to adapt to the effects of climate change such as sea level rise, coastal erosion, flooding, increased storms, wildfire, drought, and increased heat events. The successful consultant will have experience preparing Climate 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.

The City, together with four local community-based organizations (CBOs) have submitted a grant application through the California Office of Planning and Research (OPR) 's Integrated Climate Adaptation and Resiliency Program (ICARP) to incorporate further outreach and additional equity-focused tasks for the development of the Adaptation Plan. As such, the RFP includes optional tasks that would be included in the final scope if the City is awarded additional funds from the ICARP program. Awardees are expected to be announced in late-May 2023, before the expected contract award.

## 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 California's most beautiful rural coastlines. Its historic Downtown is home to numerous shops, art galleries, restaurants, bed and breakfasts, and other businesses. The City's 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 greenhouses, 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 roots 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

environmental sustainability as one of their top five priorities for Fiscal Year (FY) 2022-23 and approved the updated Sustainability Implementation Plan (SIP) in September 2020. 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). It relied heavily on partnerships with three local non-government organizations (Youth Leadership Institute, Ayudando Latinos A Soñar, and Senior Coastsiders).

The City had originally planned to hire a consultant to draft a combined Climate Action and Adaptation Plan in March 2020 but lost funding due to uncertainty surrounding the COVID-19 pandemic. As such, the City utilized resources available through the County of San Mateo Regional Integrated Climate Action Planning Suite (RICAPS) to draft a plan focused solely on Climate Action and Greenhouse Gas Emission reduction strategies. The Climate Adaptation Plan will act as a complementary document to the Climate Action Plan which together will form the greater Climate Action and Adaptation Plan for the City of Half Moon Bay.

### **Related Documents:**

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

- **Miramontes Point Sea Level Rise Vulnerability and Fiscal Impact Assessment (2023):** This Sea Level Rise Assessment focuses on the southern end of the City limits, encompassing the approximate one-mile stretch of coast extending from the southerly City limit to just south of Redondo Beach Road. This study included a coastal bluff retreat vulnerability assessment that estimated what infrastructure would be at risk or lost due to bluff retreat with sea level rise for 2040, 2070, and 2100, a historical coastal bluff retreat analysis, and outlines an estimate of the current economic value and the most feasible adaptation strategies for at-risk assets in the study area. ([Miramontes Point Sea Level Rise Vulnerability and Fiscal Impact Assessment](#))
- **Plan Half Moon Bay: Sea Level Rise Vulnerability Assessment (2016):** This assessment was prepared to ensure the update to Half Moon Bay's Local Coastal Program (LCP) reflected updated conditions, information, and community priorities. This document assesses the City of Half Moon Bay's vulnerability to sea level rise. Information in this document should be used to inform the development of sea level rise adaptation policies related to land use, habitat conservation, recreation and coastal access, and hazards. ([Plan Half Moon Bay: Sea Level Rise Vulnerability Assessment](#))
- **Draft Climate Action Plan (2022):** The Climate Action Plan and Climate Adaptation Plan will be complementary documents designed to be a blueprint of our community's response to challenges posed by climate change. Both documents should reflect the ongoing efforts and challenges our community faces as the impacts from climate change grow more frequent, severe, and urgent. This draft is focused on Climate Action, or a roadmap to create new programs, services, and policies that will support our community in taking actions that reduce greenhouse gas (GHG) emissions. Adoption of the Climate Action Plan is expected for Summer 2023.

- **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 the City Council's direction. ([Parks Master Plan](#))
- **Green Infrastructure Plan** (adopted 2019): The Green Infrastructure Plan guides the identification, prioritization, design, implementation, tracking, and reporting of green infrastructure projects within the City of Half Moon Bay. ([Green Infrastructure Plan](#))
- **Local Coastal Land Use Plan (LCLUP)**: The latest update to the LCLUP was adopted in 2020 and certified by the Coastal Commission in 2021. The Climate Adaptation Plan should conform to the underlying data and policies of the LCLUP. The LCLUP and the Climate Adaptation Plan will provide the basis for subsequent updates to various General Plan elements. Consequently, a consistent methodological approach and conclusions in line with the LCLUP are of the utmost importance. ([Local Coastal Land Use Plan](#))

### III. SCOPE OF WORK

#### Project Description

The City is seeking consultant services to develop the Climate Adaptation Plan for the City of Half Moon Bay. The consultant will produce a Climate Adaptation Plan that aligns with the City's other sustainability efforts and outlines clear strategies that serve as the City's roadmap to adapt to a changing climate.

Proposals should generally reflect the scope below; however, consultants are strongly encouraged to suggest refinements and innovative methodologies 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 an explanation as to why this is the most desirable approach.

#### Task 1. Project Management.

The consultant will facilitate a project kick-off meeting and provide an agenda to review project goals, communication protocols, schedule, deliverables, and meeting dates. A Project Management Plan will be developed following the kick-off meeting to detail decisions made at the kick-off meeting. Following the kick-off meeting, the consultant will develop measurable Climate Adaptation Plan goals and objectives, including setting performance targets for 5 and 10 years. The goals and objectives should conform to existing regional and local plans and provide a clear basis for evaluating potential recommendations. The goals and objectives will address climate adaptation and may additionally address co-benefits, including but not limited to health, economic factors, equity, and cost-efficiency. Goals should be informed by Half Moon Bay's Local Coastal Land Use Plan and Local Hazard Mitigation Plan.

The consultant will meet with City staff biweekly throughout the course of the project. These meetings will serve to review progress, confirm adherence to the budget/scope/schedule, and provide City staff with the opportunity to provide guidance and make decisions. If the City receives ICARP funding, one meeting per month may also include CBO partners for their guidance and input on equity elements of the plan.

***Task 1 Deliverables:***

- 1.1 Project Management Plan
- 1.2 Biweekly meetings

**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 and Climate Action Plan outreach. 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 local CBOs 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 Climate Adaptation Plan development process. Consideration will need to be given to the education level and English-proficiency of prospective attendees, with an emphasis on Spanish bilingual translation.

***Task 2 Deliverables :***

- 2.1 Finalize the community engagement plan, including strategies to identify and reach additional population groups for input in the Climate Adaptation Plan.
- 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. Vulnerability and Risk Assessment**

The consultant will assess the climate change risks Half Moon Bay faces due to its unique location on the coastside and provide an assessment of the risks that Half Moon Bay is likely to face as the impacts of climate change become more severe. The vulnerability and risk assessments should 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 wildfire, flooding, drought, and high heat threats.

***Task 3 Deliverables:***

- 3.1 Vulnerability and Risk Assessment Summary.
- 3.2 Vulnerability and Risk Maps.

**Task 4. Recommended Adaptation Strategies**

The consultant will develop detailed strategies that the City can adopt to create a more resilient community based on the work completed in Task 3. The consultant will 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. Additionally, the consultant should identify and review long-term funding opportunities for recommended actions.

***Task 4 Deliverables:***

4.1 List of recommended adaptation strategies.

4.2 Review and identification of long-term funding opportunities for strategies identified in Task 4.1.

### **Task 5. Prepare Draft Climate Adaptation Plan**

The consultant will develop a draft Climate Adaptation Plan utilizing a fully transparent and collaborative process as described in Tasks 1 and 2. The Climate Adaptation Plan should reflect the vulnerability and risk assessment and identified adaptation strategies completed with Tasks 3 and 4. The specific strategies and priority actions selected to meet the recommended adaptation strategies should be summarized into a strategic framework with detailed 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 5 Deliverables:***

5.1 Provide digital (WORD) version and digital (PDF) version of two (2) administrative drafts and a screen check draft to City staff.

### **Task 6. Finalize Climate Adaptation Plan**

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 6 Deliverables:***

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

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

7.3 Provide one (1) digital (WORD) version and one digital (PDF) version of the Final Climate Adaptation Plan to city staff.

### **Optional Task 7: Additional Equity and Outreach**

If the City receives funding from the ICARP Program, the consultant will work with the four CBO partners to develop an equity framework, conduct additional vulnerability/risk assessments that account for multiple climate risks centering the needs of vulnerable communities, and develop an implementation strategy that considers multisector planning needed to uplift our most vulnerable communities.

#### ***Optional Task 7 Deliverables:***

7.1 Establish Equity Framework with CBO Partners.

7.2 Plan, facilitate, and lead up to ten (10) additional community engagement meetings with CBOs.

7.3 Equity-focused Risk and Vulnerability Assessment.

7.4 Equity Prioritization for Adaptation Strategies.

## **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 acknowledgment 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, 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 Climate Adaptation Plan 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 \$200,000 for the preparation of the Climate Adaptation Plan.
9. *Acceptance of the 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 Adaptation 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. **Potential interviews are tentatively scheduled for the week of June 19, 2023.** 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 Friday May 19, 2023. The last Addenda will be posted no later than May 24, 2023 at 12:00 noon.**

## VII. PRE-PROPOSAL CONFERENCE

Proposers are encouraged to attend a pre-proposal conference to be held virtually on Thursday May 18, 2023 at 3:00 p.m. PST at <https://us02web.zoom.us/j/88944457281?pwd=TU9XWG4wR09vZnVoMUdiVWZqTFpDZz09>. Answers to questions raised prior to and at the conference, and any available new information, will be posted on [Bid Center](#) on the City’s website after the conference, no later than May 24, 2023.

## VIII. SUBMISSION

The City will accept submittals by email to [vvostinak@hmbcity.com](mailto:vvostinak@hmbcity.com) through **Wednesday, May 31, 2023 at 10:00AM**. Submittals must include one (1) digital PDF copy and (1) digital Word copy 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, interviews will be tentatively held the week of **June 19, 2023**.

We look forward to your participation in this project. Inquiries and/or responses may be directed to Veronika Vostinak, Public Works and Sustainability Programs Manager at [vvostinak@hmbcity.com](mailto:vvostinak@hmbcity.com) or 650-750-2019.

## IX. ESTIMATED PROJECT TIMETABLE

The anticipated project schedule to commence work is as follows:

<b>PROJECT BENCHMARKS</b>	<b>DATE</b>
Request for Proposals Available	Monday, April 24, 2023
Pre-Proposal Conference	Thursday, May 18, 2023 at 3:00PM
Deadline to Submit Questions	Friday, May 19, 2023 at 5:00PM
Latest Addendum Posted	Wednesday, May 24, 2023 at 12:00 noon
Proposals Due	Wednesday, May 31, 2023 at 10:00AM
Consultant Interviews (if necessary)	Week of June 19, 2023
Council Meeting – Award Contract	Tuesday, July 18, 2023

## X. ATTACHMENT

Attachment A: Standard Contract for Services