

**BUSINESS OF THE COUNCIL OF THE CITY OF HALF MOON BAY**

**AGENDA REPORT**

For meeting of: **April 18, 2023**

---

**TO:** Honorable Mayor and City Council

**VIA:** Matthew Chidester, City Manager

**FROM:** Karen Decker, Economic and Community Vitality Manager  
John Doughty, Assistant City Manager

**TITLE:** **DOWNTOWN STREETScape MASTER PLAN**

---

**RECOMMENDATION:**

That the City Council adopt a resolution:

- 1) Authorizing the City Manager to execute a professional services agreement with TDG Design Group (dba Toole Design) to prepare a Downtown Streetscape Master Plan in the amount of \$232,730; and
- 2) Authorizing the City Manager to negotiate and execute professional services agreements in an amount not to exceed \$100,000 for project management and other consultant services related to completion of the Downtown Streetscape Master Plan.

**FISCAL IMPACT:**

The Downtown Streetscape Master Plan is included as a funded project in the FY 2022-23 Capital Budget. All aspects of the current request are included in the Capital Budget, as amended on April 4, 2023, by the City Council.

**STRATEGIC ELEMENT:**

This recommendation supports all elements of the Strategic Plan.

**BACKGROUND:**

The Coastside Recovery Initiative (CRI) is a comprehensive economic recovery effort sponsored by the City of Half Moon Bay in partnership and collaboration with the Half Moon Bay Coastside Chamber of Commerce and San Mateo County. It launched in 2021 with the purpose of providing immediate relief to individuals and businesses impacted by COVID and positioning the Coastside economy for long-term resiliency.

Led by a diverse, multi-sector Recovery Task Force, CRI produced a set of strategic recommendations detailed in a public report, *Building a More Equitable, Vibrant and Resilient*

*Coastside Economy*. Since the release of the report in March 2022, more than \$6.5 million in public and private funding has been received to support implementation projects aligned with CRI recommendations. One of these projects includes a \$2.5 million investment from the San Mateo County Board of Supervisors to create the Opportunity Center of the Coastside that is modeled after a similar center in South San Francisco.

Additional successes include the return of higher education to the Coast and the new College of San Mateo facility that will offer classes and academic support services. The Chan Zuckerberg Initiative also made one of its largest grants to the Coastside to support farmworkers and regenerative agricultural practices and digital resilience for all Coastside residents.

Another important recommendation emanating from the CRI is to ensure we have vibrant commercial and community spaces. CRI task force members participating on Team Vibrant identified several business districts on the Coastside as not meeting their full potential of being vibrant places, including Main Street in downtown Half Moon Bay.

During walking tours, Team Vibrant members observed that aspects of Main Street's physical design could be improved to increase access and mobility and stimulate more economic activity. The City's downtown parks were also seen as needing design and access enhancements to realize more community and economic benefits. In response, the City Council included the Main Street Revitalization Project (project No. 1024) in the FY 2022-2023 to FY 2026-2027 Capital Improvement Program (CIP). The following is the project description contained in the CIP project page:

"This project will include a Master Plan for the complete redesign and reconstruction of Main Street from Highway 1/ North Main Street to South Main Street. Emphasis for this project will ultimately be on the four central blocks of downtown Main Street including improving pedestrian accessibility on Main Street from Main Street Bridge to Correas Street. This effort will include extensive community outreach and input. The circulation/streetscape planning will address circulation, parking, placemaking, streetscape, landscaping, and street furniture plans."

#### **DISCUSSION:**

As noted in the project description, the Main Street Revitalization Project is intended to result in transformation of the streetscape of Main Street from Higgins Canyon Road (on the south) to Highway 1 (on the north). Any project will require significant visioning, community engagement and ultimately significant capital funding. The City Council is being asked to authorize funding and professional services agreements addressing Phase 1 work. Phase 1 includes community visioning, engagement and concept design focused on the four central blocks of Main Street with consideration of streetscape design for the entire length of Main Street. This project will inevitably result in an expanded conversation regarding the historic downtown core as well.

The CIP initially included \$250,000 for the Master Plan (Phase 1). Upon further refinement of scope of work and formal solicitation, this amount was determined to be insufficient. The initial budget did not include funding for project management services or additional translation

services for outreach materials and meetings. On April 4, the City Council amended the CIP and Capital Budget to reallocate \$100,000 for those additional services.

### Consultant Selection

The Request for Proposal (RFP) to identify qualified individuals and firms that could provide professional architectural design and community engagement services to support downtown revitalization and the development of a Downtown Streetscape Master Plan was released on December 12, 2022, and by January 16, 2023, the closing date, ten proposals had been received. The City utilized the expertise of staff, our economic development consultant, and community members to review the proposals and narrow the list to the top three. Those three proposals/firms were invited to participate in interviews with the President of the Downtown Association, a member of the City's Architectural Advisory Committee and the City's Economic and Community Vitality Manager.

There were several aspects of the RFP solicitation and review process that proved extremely beneficial, and that City staff hopes to replicate with similar projects in the future. The first was the RFP itself and the alignment of the downtown revitalization project with the City's broader economic development and strategic goals. The RFP also asked prospective firms to articulate their commitment to values of diversity, equity and inclusion. This question helped differentiate firms and stronger responses in this area resulted in firms with higher ratings. Finally, an interview team that was comprised of internal City staff along with members of the community (e.g., representatives from the Architectural Advisory Committee and downtown association) was extremely valuable to garner a multi-dimensional view of each firm's fit for this project and to ensure early buy in from key stakeholder groups.

Ultimately Toole Design, a woman-owned, Oakland-based firm that is a national expert in multimodal streetscape design was selected unanimously by the interview panel. The firm's passion is "creating and implementing thoughtfully designed streetscape environments and multimodal networks that are inviting for people of all ages and abilities." A highlight of Toole Design's proposal was around community engagement and their proposed visioning workshops (charettes) combined with interactive multimedia, live polling, and roundtable discussions to provide the opportunity for everyone, including Spanish speakers and other stakeholder groups to fully engage in planning for the future of Half Moon Bay. Toole Design is capable of providing hybrid opportunities for community outreach to assist those who may not be able to participate in-person.

### Project Management

The Economic and Community Vitality Manager has served as the City's project manager with support of consultant, Erica Wood. The Assistant City Manager will be assuming lead project manager role for preparation of the Master Plan. While many City staff will be engaged in the project, the City lacks staff capacity to fully manage day-to-day work and coordinate outreach/engagement efforts in the community. Staff sought and received additional budget authority from the City Council to seek outside project management services. In addition, while Toole Design will be providing materials and some elements of outreach in Spanish, we

anticipate the need for additional translation assistance during the project. The City is currently soliciting assistance for contract project management. At this point, we are anticipating separation of those services with one individual/firm focused on community outreach and engagement coordination while the other is to focus on engineering and conceptual design aspects of the project. Staff seeks to expedite initiation of the project by obtaining City Council authorization to solicit and hire individuals/firms to meet these objectives.

#### Conclusion

By approving this recommendation, the City will be authorized to execute a professional service agreement to commence work on the Downtown Streetscape Master Plan through Toole Design. Project initiation is planned for May 1, 2023 with a goal of holding the first community charette in late September following summer vacation season. City staff believes Toole Design is well positioned to produce a Master Plan that will be foundational for a healthy, vibrant community and dynamic economy.

#### **ATTACHMENT:**

Resolution