



REQUEST FOR PROPOSALS (RFP)

Local Coastal Program, Implementation Plan Update

Date of Issue: January 20, 2026

Due Date: February 23, 2026 at 5:00 PM PST

City of Half Moon Bay
501 Main Street
Half Moon Bay, CA 94403
www.halfmoonbay.gov

Leslie Lacko
Community Development Director
LLacko@halfmoonbay.gov
650-726-8281

Project Overview

The City of Half Moon Bay is comprehensively updating the Implementation Plan of its Local Coastal Program (LCP). An LCP must include a Land Use Plan (LUP) and an Implementation Plan (IP). In 2020, the City completed a comprehensive update of its LUP. The IP was scheduled for a later update. The LUP contains the primary policies governing land use and development within the city limits and, since 2020, has functioned as the prevailing document where a conflict exists between the existing IP and the LUP.

The LUP was developed as a forward-looking document, having anticipated the Sixth Cycle Housing Element requirements as well as the need for climate change adaptation. It was developed based, in part, on a vulnerability assessment of the impacts of sea level rise and includes associated policies. The IP functions as the City's zoning and development code. It will be updated to incorporate zoning, procedures, and building standards necessary to carry out policies in the LUP, to ensure internal consistency within the City's Municipal Code, to make it easier to use, and easier to update incrementally for years to come.

Project Goal

The City of Half Moon Bay will amend its Certified LCP with a comprehensive update to the LCP IP—Zoning maps, zoning and subdivision codes to align the plan with the updated LUP and new state laws. Smaller updates to Municipal Code chapters outside of the Implementation Plan will be necessary to create internal consistency and update minor permitting processes, such as sign permits, tree permits, and landscape and architectural review.

Objectives:

- Develop the zoning and procedural codes to implement the LUP, including measures to implement climate adaptation policies and vegetation management for fire safety.
- Update the IP to promote social equity and environmental justice including the fair treatment of people of all races, cultures, incomes, and national origins.
- Create internal consistency with City planning documents and within the Municipal Code.
- Consider mapping the CDP Categorical Exclusion Areas identified in the current IP.
- Consider mapping the Workforce Housing Overlay identified in the LUP.
- Incorporate procedures for complying with housing laws passed since the 2020 LUP update that apply in the Coastal Zone.
- Overhaul the IP to make it easier to use and update incrementally.

Introducing Half Moon Bay

Half Moon Bay is a small coastal community located about 30 miles south of San Francisco, offering a variety of unique attractions and open space amenities. As the oldest settlement in San Mateo County. Set between the Santa Cruz Mountains and the Pacific Ocean, Half Moon Bay has remained relatively isolated and, as a result, offers a small-town refuge for the urbanized greater

Bay Area. Its coastal setting, along with its enduring agricultural heritage, are treasured by residents. It is also a place where citizens care about the quality of architecture, individual neighborhoods and their connection with nature. Half Moon Bay's mild climate, historic downtown, rural scenery and eclectic residential neighborhoods all contribute to the city's charming ambiance. Half Moon Bay reflects a rich cultural heritage shaped by strong Portuguese and Mexican influences. These communities have played a vital role in the city's agricultural, maritime, and civic development, contributing enduring traditions, cuisine, celebrations, and values that continue to define the character of the region. Tourism drives the City's economy, although Half Moon Bay is always seeking to diversify to create a more resilient economy. Either way, the City is committed to protecting and enhancing robust coastal public access and scenic views.

Background

The City of Half Moon Bay is one of only two local governments that lie entirely within the Coastal Zone. The City's LUP is both a part of its certified Local Coastal Program (LCP) and the Land Use Element of its General Plan. The City's Subdivision and Zoning Ordinances, Zoning Maps and other implementation tools contained in Titles 17 and 18 of the City's Municipal Code, make up the IP. Titles 14 and 15 include code sections related to other planning permits that require updating.

The IP was first certified in 1996 and included the zoning code, map, and subdivision code necessary to implement provisions of the 1996 Land Use Plan. Since certification, the IP has been amended numerous times, mostly to refine project-specific land use and zoning designations or add new procedures. However, the IP has not been comprehensively updated since it was originally certified in 1996.

The LUP contains an Appendix that details the IP zoning map changes and code changes necessary to bring the IP into alignment with the LUP. Appendix A includes a summary of the development review process and details 42 zoning map changes and 26 subdivision and zoning ordinance changes that were known to be necessary at the time the 2020 LUP was certified. The Comprehensive Zoning Code Update is also an opportunity to overhaul the City's existing Zoning and Subdivision Ordinances to effectively implement new Housing and Safety Elements in the General Plan, be more user friendly, remove antiquated and outdated processes and requirements, and provide a strong foundation for the City to move forward in the coming decades for clarity, usability, and effectiveness.

Role of Consultant

The Consultant will work collaboratively with City Staff and will be responsible for producing the deliverables in Project Tasks 1 through 7 below. Much of the work can be conducted remotely; however, the City prefers that the consultant appears in-person at any in-person community meetings and at all public hearings. For the Community Outreach task, the consultant will be responsible for preparing the materials detailed in Task 4 as well as facilitating any community, stakeholder, and working group meetings.

1. DESIRED QUALIFICATIONS

- a. The Consultant for this project will be selected based on professional qualifications, experience and demonstrated competence. The selected Consultant must have professional-level public or private sector experience developing implementation regulations for policy-level documents, such as General Plans and Land Use Plans. Direct experience developing zoning and development code is preferred.
- b. Previous California Coastal Zone planning experience will be considered a key criterion for selection. Evidence of the successful Local Coastal Program development and/or amendments thereto within the last ten (10) years is highly desirable.
- c. Ability to communicate effectively, meet schedules, coordinate activities with multiple parties, and work within budget limitations.
- d. Experience with municipal Zoning and Development Code updates that address updated Housing and Safety Elements for projects located in California jurisdictions.

2. ELIGIBILITY

All individuals and firms meeting the minimum qualifications are encouraged to submit. The City is sending the RFP directly to firms and individuals that are believed to possess the relevant experience and qualifications and posting on the City's website.

3. SCOPE OF SERVICES

The project has four main work products:

- 1) Develop a Community Outreach Plan and associated materials.
- 2) Develop a memo analyzing and identifying needed code amendments.
- 3) Draft LCP and Municipal Code amendments and prepare public hearing materials.
- 4) Complete LCP IP Amendment Application

The project has four main work products:

- 5) Develop a Community Outreach Plan and associated materials.
- 6) Develop a memo analyzing and identifying needed code amendments.
- 7) Draft LCP and Municipal Code amendments and prepare public hearing materials.
- 8) Complete LCP IP Amendment Application

The following scope of services should be addressed in the proposal. Summary of Tasks:

Task 1	General Project Management & Communication
Task 2	Project Kickoff
Task 3	Identify IP and Municipal Code Amendments
Task 4	Community Outreach
Task 5	Environmental Compliance
Task 6	Draft Updates to IP and Municipal Code
Task 7	Amendment Hearings

Task 1 – General Management & Communication

Consultant is expected to work closely and collaboratively with City Staff throughout the project. Consultant must provide regular communication on project status (meetings could be via teleconference) and schedule updates, project budget, potential issues/challenges, and other items of interest or concern.

***DELIVERABLES:** Regular meeting agendas and notes. Regular invoicing.*

Task 2 – Project Kickoff

Consultant and City staff will conduct a kickoff meeting to introduce key project team members, define roles and communication protocols, and review the project schedule, invoicing process, and budget.

***DELIVERABLES:** Kickoff meeting agenda and notes.*

Task 3 – Identify IP and Municipal Code Amendments

Conduct research and analysis of plans, policies, and municipal code, and possibly develop a project phasing plan to accomplish the following:

- 3.1. HMB Amendment & CDP Data Table. Prepare a table of LCP Amendments and Coastal Development Permits approved since the 2020 LUP went into effect. (Completed with help from City Staff to satisfy LCP Amendment Requirement).
- 3.2. Comparison Table. Prepare a table of comparisons that builds on attached Appendix A from the LUP that outlines the changes necessary to develop an IP that is in alignment with the

2020 LUP and associated plans, as well as changes necessary to bring associated ordinances into alignment with the LCP.

3.3. Conflict Maps. Prepare maps that show conflicts between existing zoning and the 2020 LUP.

3.4 Analysis and Identification Report. Prepare an analysis of necessary changes/amendments to the IP and associated ordinances to bring them into alignment with the LUP and associated plans.

3.5 Framework for Update. Prepare a draft framework, schedule, and possible phasing plan for review by the Planning Commission and City Council. The framework will cover how to update and revise the layout of the City's IP and associated ordinances to achieve the desired objectives outlined in the project description.

3.6 Presentation. Write staff report and present findings to Planning Commission and Council.

DELIVERABLES:

- *Policy comparison table*
- *Conflict map(s)*
- *Project schedule and phasing*
- *Summary memo with recommendations on IP amendments and framework as well as amendments to other municipal code chapters.*

Task 4 – Community Outreach

This task extends throughout the project, some elements of it may be repeated several times.

4.1 Develop a Community Outreach and Engagement Plan that would identify key check-in points with the community; propose format of meetings and outreach; and include a working group with two appointed Planning Commissioners and select members of the community well versed in applying the LUP policies already in place. The outreach plan should list key stakeholders, including residents of all incomes, races and ethnic backgrounds, employees of local businesses, community- and faith-based organizations, developers, and staff from public agencies providing services in the area.

4.2 Prepare draft and final informational materials, community meeting presentation, social media postings, website postings, mailings, etc. In coordination with staff and the City's Communications Team.

4.3 Conduct outreach meetings with the community and applicable stakeholders as part of each phase, to seek early input and/or present draft zoning updates for feedback prior to adoption.

4.4 Capture and summarize input received from the community and integrate into final zoning updates as appropriate.

4.5 The Community Outreach Plan will align with any Phasing Plan developed as a result of Task 3.

DELIVERABLES:

- Draft and final community outreach and engagement plan
- Website content, outreach materials, presentation, postings
- Summary of meetings held, community input received and key findings

Task 5 – Environmental Compliance

The City, as the lead agency, in consultation with the affected communities and the consultant, will define the scope of the environmental review, identifying the environmental issues that will be studied in detail. The majority of the project involves updates to the LCP IP. Section 21080.9 of the California Public Resources Code – within the California Environmental Quality Act (CEQA) – exempts local government from the requirement of preparing an environmental impact report (EIR) in connection with its activities and approvals necessary for the preparation and adoption of LCPs and LCP amendments.

Some of the code amendments in this project will extend beyond the IP and will be subject to CEQA review. For those amendments, the City will conduct an Initial Study, the goal of which would be to assess if there are any additional potential environmental impacts from this project and identify ways to mitigate any significant effects if necessary. The tasks to be accomplished would be as follows:

- 5.1 Project scoping and technical analysis. The City will assess the extent of code updates outside of the LCP and analyze any potential environmental impacts of the proposed updates. The likely outcome of the initial study would be a Negative Declaration or Mitigated Negative Declaration and the budget associated with Task 5 reflects this.
- 5.2 Mitigation measures. If the analysis identifies significant impacts a document will be prepared that proposes mitigation measures to avoid, minimize, or offset these impacts.
- 5.3 Draft environmental document. draft version of the environmental document will be released for public review, and include findings, analysis, and proposed mitigation measures.
- 5.4 Response to comments and final environmental document. Appropriate responses to comments received will be prepared, including any changes needed to the final environmental document.

DELIVERABLES: *Draft and Final CEQA document*

Task 6 – Draft Updates to the IP and Associated Municipal Code

Draft updates to the IP and associated municipal code for alignment with the LUP, the General Plan, and other City Plans (see Attachment 1).

- 6.1 Draft updates to the zoning code, zoning maps and associated municipal code to be consistent with the LUP (including policies related to coastal hazards, hazard adaptation and resiliency, social equity and environmental justice), Housing Element, Safety Element and new housing laws. Allow time for review by Coastal Commission staff. The new standards should be quantifiable and objective where applicable, in concise text, tables, and diagrams. They should clearly define permitted uses, inclusionary requirements, parking, building design, site design standards, and approval processes. The amendments will need to align with the Zoning Code Update Framework and any Phasing Plan outlined in Task 3.

- 6.2 Six-week review by California Coastal Commission (CCC) staff. Review and respond to CCC comments.
- 6.3 Conduct community meetings to gather input (deliverable in Task 4).
- 6.4 Conduct study sessions before the Planning Commission and/or City Council to get input and direction and applicable policy options.

DELIVERABLES:

- *Administrative draft IP for 6-week CCC staff review*
- *Revised draft IP reflecting agreed upon CCC staff recommendations*
- *Public draft IP and associated codes. PC/CC study session agendas, reports, attachments, and presentations*

Task 7 – IP Amendment Hearings

The IP and associated amendments will require review and approval by the Planning Commission and City Council prior to sending the LCP IP Amendments to the Coastal Commission for certification. The Planning Commission and Council approval provides the authorization required to submit the LCP Amendment Application to the CCC for certification. Upon CCC certification, the LCP IP amendments will be adopted by City Council. CCC certification and City Council adoption are not included in the RFP and not expected to be conducted by the consultant. Rather, the consultant would work with staff through the Planning Commission and City Council approval/authorization process that occurs prior to submitting the LCP Amendment. The consultant would then work with staff to compile the LCP Amendment materials for submittal to the CCC and thereafter City staff would attend CCC meetings and present the certified LCP to City Council for final adoption.

- 7.1 Prepare draft materials, such as notices, agenda reports, ordinances, attachments, and presentations for public hearings to approve the IP and municipal code amendments before the Planning Commission and City Council.
- 7.2 Present proposed Zoning Code, Zoning Map and associated ordinance amendments and summarize community input to the Planning Commission and City Council with approval recommendations, and be prepared to respond to questions and comments.
- 7.3 Work with staff to compile LCP Amendment materials for submittal to the CCC for certification.

DELIVERABLES:

- Planning Commission staff report, attachments, and presentations
- City Council staff report, attachments, and presentations
- Submittal of IP amendment to CCC staff per Coastal Commission [LCP Amendment Submittal Materials](#).

BUDGET AND SCHEDULE

The IP amendments are funded by a \$500,000 grant from the California Coastal Commission, supplemental code amendments are covered by City general fund dollars. To comply with the terms of the grant, City Council must authorize staff to submit the LCP Amendments to the California Coastal Commission by December 31, 2027.

A benchmark project schedule is included below that conforms to the City's grant agreement with the Coastal Commission.

ACTIVITY	COMPLETION DATE
Outreach and engagement plan	May 31 2026
Staff report and presentation on IP and code updates	October 31, 2026
Draft IP and code updates for review	March 1, 2027
Final CEQA document	December 31, 2027
Staff reports and recommendations for PC & Council	December 31, 2027

4. SUBMITTAL REQUIREMENTS

All proposals must be sent in electronic form to Planning@halfmoonbay.gov no later than **5:00 p.m. on February 23, 2026**. Late submittals will not be considered.

DATE	MILESTONE
Tuesday, January 20, 2026	RFP issued
Friday, February 6, 2026 (5:00 PM)	Deadline for questions via email
Wednesday, February 11, 2026	Response to questions via email and posted on City website
Thursday, February 12, 2026 (1:00PM)	Question and Answer Webinar (link below)
Monday, February 23, 2026 (5:00 PM)	Submission deadline for proposals
Tuesday, March 3, 2026	Highest ranked proposers notified of selection for interview (if necessary)
Monday, March 9 – Thursday, March 12	Interviews with highest ranked proposers
Monday, March 23, 2026	Selection of Consultant Team

Webinar Link: <https://us06web.zoom.us/j/81200614960> Passcode: 94019

After consultant selection by the City of Half Moon Bay Community Development Director, a final fee and scope of work will be prepared, and an agreement will be executed.

Proposals must include one (1) electronic copy (a single .pdf file containing all submitted material). If the file size for the electronic copy is too large, the proposal may be submitted via sharepoint/dropbox link or an equivalent. If done so, please specify in the submittal email and provide a link to allow City Staff to download the proposal.

The email should clearly state as follows:

Request for Proposals – Local Coastal Program,
Implementation Plan Update
Due Date: March 2, 2026, at 5:00 PM PST
Attn: Leslie Lacko, Community Development Director
Name of Proposing Firm

Proposer's Address
Proposer's Contact Person
Proposer's Telephone Number

Proposal shall be typed and shall not exceed 20 pages of written material not including the cover, title page, table of contents or resumes of pertinent staff. Submittals failing to comply with the page limitation will not be considered. Overall, we encourage submittals to total 45 or fewer pages.

Responses must be organized as follows:

1. **Identification of the Firm / Sole Proprietor.** Provide the legal name of the firm, the firm's address, telephone number and facsimile number. Include a brief description of the organization. Name the person (with title and project responsibility) to whom correspondence and other communications should be directed.
2. **Capacity and Capability within Time Limitations.** Provide a detailed description of the overall capacity and capability within time limitations. The information needs to cover the planning ability, efficiency, and promptness as well as any specialized services and any possible time limitations that would interfere with the completion of services.
3. **Past Record of Performance.** Provide a detailed description of three past projects with response to such factors as control of costs, quality of work and the ability to meet time schedules. Please provide contact names and numbers for the listed projects.
4. **Firm's Proximity to and Familiarity with the Area.** Provide a detailed description of firm's past relevant work with local or county government and / or the geographic areas that are the focus of this engagement.
5. **Commitment to Diversity, Equity, and Inclusion.** Project partners are committed to values of diversity, equity and inclusion and designing effective programs and strategies consistent with these values. The Firm will provide a description of how they practice these values within their firm and / or with past project engagements.
6. **Limits of Professional Liability of Insurance.** The Firm must provide "Certificate of Liability" on the limits of the individual professional liability insurance.
7. **Business License.** The Firm must obtain a Half Moon Bay business license, if selected. More information can be found at <https://halfmoonbay.hdlgov.com/>
8. **Vendor must provide the following documentation:**
 - Detailed description of program and services provided including schedule and proposed

cost.

- Detailed description of effective strategies and techniques to actively engage participants in the process of developing the objective design standards and ordinance.
- List of three (3) references including Company, Contact Name, Phone Number and Email Address.

9. **Other Information Demonstrating Competence and Qualifications.** If the Consultant believes that there are other areas or qualities that further demonstrate the firm's competence and qualifications, such additional information should be provided. Do not repeat previously provided information. It would also be appropriate to present any unique skills, procedures, or similar distinctions related to the firm's competence and qualifications.

Top firms may be asked to participate in a panel interview.

5. SELECTION PROCEDURE

The successful firm will be selected based on professional qualifications and demonstrated competence.

Particular attention will be paid to:

- 1) Experience, qualifications, performance, and availability of proposed project team;
- 2) Demonstrated success in preparing innovative and implementable design standards and graphics;
- 3) Proposed project approach;
- 4) Demonstrated ability to meet schedules, work closely and collaboratively with staff, and perform within budget and schedule limitations; and
- 5) Reference recommendations.

All responses to this RFP that meet the submittal requirements will be evaluated by a review panel formulated by City. The review panel will be asked to: 1) identify the top proposals; 2) possibly participate in panel interviews; and 3) make a recommendation on the top firm.

ATTACHMENT ONE: EXISTING PLANS AND RESOURCES

IP UPDATE PROJECT

Local Coastal Land Use Plan:

<https://www.halfmoonbay.gov/DocumentCenter/View/3784/Full-Combined-2020-HMB-LCLUP>

Chapter 2. Development

Appendix A – Land Use Plan Implementation

<https://www.half-moon-bay.ca.us/DocumentCenter/View/3765/Appendix-A-LUP-Implementation>

Other Resources:

Half Moon Bay Entire Municipal Code <https://ecode360.com/HA4470>

Half Moon Bay Municipal Code Title 14 - Architectural Review & Site Design Approval

<https://ecode360.com/47032644#47032644>

Half Moon Bay Municipal Code Title 17 – Subdivisions

<https://ecode360.com/47031186>

Half Moon Bay Municipal Code Title 18 – Zoning

<https://ecode360.com/47033062>

Half Moon Bay Municipal Code Title 15 – Signs and Advertising

<https://ecode360.com/47030885#47030885>

Half Moon Bay Code Title 7 – Heritage Trees

<https://ecode360.com/47028367#47028367>

Single-Family Residential Design Guidelines

<https://www.half-moon-bay.ca.us/DocumentCenter/View/158/Single-Family-Residential-Design-Guidelines-Adopted-June-2-2015-PDF>

Interim Objective Design Standards

<https://www.halfmoonbay.gov/987/Objective-Design-Standards>

General Plan

<https://www.halfmoonbay.gov/155/General-Plan>