



City of Morgan Hill

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CITY COUNCIL STAFF REPORT MEETING DATE: AUGUST 5, 2015

PREPARED BY: Edith Ramirez, Economic Development Manager
APPROVED BY: City Manager

MONTEREY ROAD COMPLETE STREET PILOT PROJECT FINAL REPORT AND RECOMMENDATION

RECOMMENDATION(S)

1. Adopt a resolution approving the permanent implementation of the single travel lane (in each direction) complete street project through Downtown.
2. Direct staff to explore the following complete street enhancements:
 - a) Reducing the width of the travel lane to reduce the driver field of view and reduce speeding
 - b) Studying signal timing at the intersection of Monterey Road and Main Avenue and potential conversion of the outside westbound travel lane to a shared through/right-turn lane and evaluate northbound and southbound left-turn movement operations
 - c) Adding advance yield bars, green pavement markings, rectangular rapid flashing beacons, decorated crosswalks, and other safety enhancements
 - d) Adding bicycle racks and bicycle corrals in Downtown, particularly along Monterey Road and Third Streets
 - e) Exploring other improvements to signal timing at key intersections to improve flow of traffic
 - f) Continuing to monitor business health through State Department of Revenue Quarterly Sales Tax Receipt Data
 - g) Widening and adding buffers along the existing bicycle lanes between Cochrane Road and Main Avenue and adding bicycle way-finding between Coyote Creek Trail and Downtown
3. Direct staff to develop design and safety standards to facilitate the voluntary use of parking spaces along Monterey Road as restaurant/retail expansion areas.
4. Direct staff to continue to pursue funding opportunities, including grants, for the construction of Hale Avenue.
5. Direct staff to continue to explore educational, way-finding signage and enforcement activities that reinforces using Butterfield Road as a truck route (as Monterey Road is not a designated truck route) and for commuting.
6. Direct staff to develop and implement a strategy to increase the STIP (State Transportation Improvement Program) priority of funding for the widening of Interstate 101.

COUNCIL PRIORITIES, GOALS & STRATEGIES:

Ongoing Priorities

Enhancing public safety
Supporting youth
Preserving and cultivating public trust

2015 Focus Areas

Stimulate Economic Development
Advance Downtown Revitalization

REPORT NARRATIVE:

BACKGROUND:

Downtown revitalization has been and continues to be one of Morgan Hill's key priorities. Many efforts have taken place in Morgan Hill to create a thriving Downtown for businesses, residents and visitors alike. The Council has approved numerous plans and strategies over the last 15 years that provide a vision for downtown as a special place -the community's living room- offering experiences unique in Morgan Hill, from shopping, dining, events, entertainment, parks, trails, public art, pedestrian and bicycle amenities, beautiful landscaping, public transit and public parking, and community spaces like the Community and Cultural Center. These plans include the General Plan, the Downtown Specific Plan, and the Downtown Placemaking Investment Strategy, among others.

The most recent guiding document is the May 21, 2014 Downtown Placemaking Investment Strategy which provides a framework for investing Redevelopment Agency bond proceeds to build public infrastructure and placemaking improvements that will create a welcoming, attractive, and accessible Downtown, enhance the framework to attract private development, and continue to improve the quality of life in Morgan Hill. The main goal of the Placemaking Strategy is to make the downtown **the most walkable, bike friendly, urban, family-oriented and transit oriented neighborhood in Morgan Hill as envisioned in the Downtown Specific Plan.**

With this in mind, one of the initiatives that was born from the Placemaking Symposium, Placemaking Strategy, and related community engagement efforts, was to find ways to slow down traffic and make the downtown a more vibrant and inviting destination to shop, dine, and gather. This resulted in the Complete Streets Pilot Project that was approved by Council on August 6, 2014.

The Complete Streets Pilot Project reduces the traffic lanes from two lanes in each direction to a single travel lane with a bicycle lane. The Pilot was implemented to determine if this configuration would slow traffic, improve safety, increase mobility, vibrancy and economic vitality.

The effort to slow the speed of traffic Downtown has been historically difficult in Morgan Hill as Monterey Road, the main artery in Downtown, was the main highway before Interstate 101 was built, and it continues to function as a major regional transportation arterial moving people north-south through South County. In addition, as housing in South County increases and traffic increases proportionately on Interstate 101, Monterey Road more frequently serves as an alternative to regional freeway travel. Conversely, over the last 15 years, the community and the Council have supported efforts that promote a vision of Downtown as a pedestrian-friendly destination and not a thoroughfare for commuters. To make this vision a reality, staff believes that it is necessary to reduce the number

of lanes through the downtown core and enhance our efforts to educate drivers (especially large trucks) to utilize Butterfield which has capacity to carry additional vehicles.

With that in mind, this report shares with the community and Council the results of the Complete Streets Pilot Project as well as provides a recommendation that intends help make decisions that will transform Downtown.

COMPLETE STREETS PILOT PROJECT FINDINGS AND RECOMMENDATIONS

The Complete Streets Pilot Project Final report prepared by Alta Planning and Design provides measurable data to gauge if a lane reduction would:

- Improve livability and economic vitality
- Enhance pedestrian environment
- Safely accommodate bicyclists
- Reduce noise and air pollution
- Create an attractive, thriving and vibrant community gathering place
- Foster a safe and inviting experience for all
- Preserve mobility for those accessing businesses, schools, services, transit and other key destinations.

KEY FINDINGS

Seven major areas were measured during the evaluation of the project. These areas included various measurements for pedestrian, bicycle, transit, motor vehicles, safety, economic performance, public safety. The findings from Alta's report indicate the following key findings further detailed in their report (attached):

- ❖ Number of people walking increased by 6%
- ❖ 54% increase in diversity among people riding bicycles (age, gender, race, and ethnicity)
- ❖ 614% increase in the number of youth riding bicycles
- ❖ 48% decrease in people riding bicycles on sidewalks
- ❖ Noise levels declined to a more comfortable level, as sound energy levels decreased
- ❖ An increase in parking occupancy occurred, and parking turnover rates increased
- ❖ People riding bikes nearly tripled, from 74 to 214
- ❖ Transit ridership increased by 3%
- ❖ Impact to public transit was an average of 29 seconds per trip
- ❖ Travel time reliability increased slightly
- ❖ The speed of traffic remained the same at 27 miles per hour
- ❖ Emergency response experienced little change
- ❖ A slight increase in collisions occurred
- ❖ 20% of traffic diverted to Butterfield Blvd were semi-trucks, pick-up trucks, vans, and other loud and large vehicles.
- ❖ AM Peak Hour travel time improved

ECONOMIC VITALITY

One of the key elements of the pilot project was to test how the single lane affected or improved

economic vitality. One of the clearest ways to track economic vitality is to monitor business revenue through the sales tax collected by the State Department of Revenue. This is clearly the most scientific way to truly track business performance. However, sales tax data is reported on a quarterly basis and there is generally a five month lag before staff receives the data for the quarter in question. In order to obtain for immediate feedback from the business community, staff worked collaboratively with the Chamber of Commerce and the Downtown Association to develop a "Business Vitality Survey" to collect voluntary business sales tax data from the downtown businesses. Additionally, "Exit Surveys" were performed by the City and by the Chamber of Commerce. Ultimately, there are four independent data points that all intend to shed some light on the business impact of the pilot project. Below is a summary of the findings of the data collected.

Sales Tax Data (information collected by the State Department of Revenue)

According to the sales tax data for the Downtown Core, sales tax decreased from \$65,229 in 1Q2014 to \$62,187 in 1Q2015 or approximately 4.7%. On an annualized basis, Downtown Core sales tax for the 1Q2015 year-end decreased by approximately 9.5% or \$29,000 compared to 1Q2014 year-end. The decrease is mainly attributable to a 29.5% or \$27,000 decrease in transportation sector driven by lower gas prices, partially offset by a 1.1% or \$2,000 increase in food products. The three largest sectors that contribute up to 99% of the sales tax in the Downtown Core area are food (65%) transportation (23%) and general retail (11%). The Downtown Core area generates approximately 4% of City's total sales tax.

The Downtown General area, a larger area than the Downtown Core, showed an overall 0.6% or \$1,000 increase in total sales tax in 1Q2015 compared to 1Q2014. On an annualized basis, the area sales tax decreased by approximately 0.6% or \$4,000. Food was up by 3.4% and Transportation down by 6.5%. Similar to Downtown Core area, food, transportation and general retail contribute up to 99% of the total sales tax generated in Downtown General area. The area generates approximately 10% of City's total sales tax. Second quarter data will be available in October.

Business Vitality Survey

The Business Vitality Survey was completed in collaboration with the Chamber of Commerce and the Downtown Association. The Business Vitality Survey shows sales tax data reported by the participating businesses. Data was collected from six restaurant and retail businesses only. Of these six businesses, two showed a decrease of 9% and 48.1%, while the other four showed increases of 7.7%, 8.6%, 11% and 24.4% respectively.

Exit Surveys

The City performed two "Exit Surveys," to obtain feedback from the downtown businesses and the community. The Business Exit Survey received only five responses. The low response could be due to the fact that the Chamber of Commerce was performing a similar yet separate survey at the same time. The City's survey showed that people felt that value of customers and/or foot traffic remained comparable. Only 40% were in favor of the permanent lane reduction. The Community Exit Survey received approximately 1,400 responses and showed that only 32.1% of the respondents were in favor of permanent lane reduction. However, the survey also showed that 57% of the respondents drive their car through the Downtown.

The Chamber of Commerce's "Exit Survey"

The Chamber of Commerce collected 44 responses on their Exit Survey. Their survey showed that 53% of the respondents experience either "no change, slightly more, or much more" in terms of

sales; however, 55% experience slightly less or much less foot traffic.

Lastly, in order to shed more light on the business reactions, Alta conducted interviews with business owners that were both in support and against the pilot project. The in-person interviews are detailed in page 25 of Alta's report.

VIBRANCY

Business performance is a key element of economic vitality. Additionally, vibrancy of a district is also important. The pilot project tested how welcoming, inviting, exciting and stimulating the district become with the single lane and bike lane configuration. The results showed that there was an increase in foot traffic by 6% and that there was a significant decrease in sound energy levels. Finally, there was a 16% increase in occupied parking spaces and a higher turnover rate during the weekday evening peak period, which suggests more people visiting the downtown.

SAFETY

Little changed occurred to the safety factors tested during the pilot project. The Complete Street pilot attempted to address safety concerns without limiting emergency vehicle accessibility. Little to no change to the four safety-related performance measures took place over the five-month pilot period (speed, emergency response, traffic collisions, and traffic concerns). Vehicles speeds remained consistent throughout the pilot project in great part due to the removal of the speed bumps. Additionally, other causes may have affected speed were having fewer impediments, such as parked cars pulling directly into the travel lane or cars turning right blocking an intersection.

It's important to note that speed bumps do reduce speeding through the streets immediately adjacent to the speed bumps, however, staff finds that cars speed up after the speed bump to make up for lost time and the noise and fumes generated by the speed bumps do not promote/support the outdoor dining experience the City would like to enhance. Therefore, the recommendation includes reducing the width of the travel lane which can make the driver slow down. As noted, staff also recommends evaluating a number of other enhancements that may slow down traffic such as adding decorated crosswalks, rectangular rapid flashing beacons, advanced yield bars for uncontrolled intersections, and green pavement markings.

PILOT PROJECT PERFORMANCE MEASURE RESULTS

The Alta report offers a Complete Streets Scorecard to evaluate each performance measure. It weighs each performance measure in terms of importance based upon community rate of importance, and calculates a score for each measure. The weight given to each of the 15 performance measures was created by an initial community survey that suggested that elements like emergency response times should weigh higher than parking occupancy, or that motor vehicle speed is more important than bicycle counts, for example. According to Alta, a successful growth in the project would be if it increased to 275 points; pre-determined as the score needed to suggest a significant improvement. Morgan Hill's pre-test scorecard was 241 prior to pilot, 271 at mid-point and 289 at the end of the pilot.

As detailed in the Alta report, the pilot project accomplished the majority of its intended goals and

was a success, based upon the weighted measure. They recommend permanent implementation of a single lane configuration with the following enhancements:

- a) Continue to monitor business health through State Department of Revenue Quarterly Sales Tax Receipt Data
- b) Study signal timing at the intersection of Monterey Road and Main Avenue and potential conversion of the outside westbound travel lane to a shared through/right-turn lane
- c) Add advance yield bars, and green pavement markings, rectangular rapid flashing beacons, decorated crosswalks, and other safety enhancements
- d) Widen and add buffers along the existing bicycle lanes between Cochrane Road and Main Avenue and add bicycle way-finding between Coyote Creek Trail and Downtown
- e) Add bicycle racks and bicycle corrals in Downtown, particularly along Monterey Road and Third Streets
- f) Reduce the width of the travel lane to reduce the driver field of view and reduce speeding
- g) Explore other improvements to signal timing at key intersections to improve flow of traffic
- h) Remove a northbound travel lane under the railroad bridge to allow for the installation of the buffered bicycle lane (currently not part of staff's recommendation)

Staff Recommendation Rationale

While the majority of the feedback received does not show support for the lane reduction project and the economic results varied, staff recommends approving the permanent implementation of the single travel lane (in each direction) complete street project through Downtown for the following reasons:

- 1) The single lane configuration advances the long-held vision of making downtown the most walkable, bike friendly, urban, family-oriented and transit oriented neighborhood in Morgan Hill.
- 2) The single lane configuration implements key objectives of the General Plan, Downtown Specific Plan, the Placemaking Investment Strategy and many other Downtown guiding and planning documents.
- 3) The single lane configuration with bicycle lanes is part of and complements the City's other placemaking investments that provide for more parking, new parks and trails, public plaza, public art, and streetscape and infrastructure improvements in the Downtown.
- 4) Creation of bike lanes and pedestrian-friendly spaces support Morgan Hill's vision for a healthy community.
- 5) The bike lanes have created a friendlier, diverse, and more inviting environment for children and families.
- 6) Butterfield was built as a commuter route and driving patterns have begun to shift as demonstrated by a 5 percent increase in vehicle count during the pilot project.
- 7) Downtown is emerging as a dining destination being recognized regionally and the single lane configuration will continue to nurture the outdoor dining experience.
- 8) Downtown is a business district that serves the entire city, but it is also a neighborhood with a growing residential base.

- 9) Downtown is an amenity to larger employers and having a fun, attractive and thriving downtown is one of the elements that the young creative minds consider for when making employment choices.

In addition to the reasons stated above, there are number of other factors that suggest that the single lane configuration will be positive for Downtown Morgan Hill and the community as a whole.

- The future of Morgan Hill is being planned for its current residents and the growing and changing demographic of younger families with children that choose to live in or near downtown who seek to have a safe, walkable, and friendly Downtown.
- The majority of the developers that are currently seeking to invest and develop in Downtown are in favor of a single lane, slowing down traffic and creating a friendly outdoor dining experience.
- The County and the Public Health Department are working to advance complete streets throughout the County, which would allow for multi-modal transportation and complete streets. In 2012, the County adopted a Complete Streets resolution, which commits to safe, equitable transportation for all users. A section of the County's newly created General Plan Health Element (expected to be approved in August 2015) is devoted to transportation policies, including complete streets. Finally, the Public Health Department is working to get more people walking, biking, and using transit for safety, health, equity, and the environment, including climate change. With the Center for Chronic Disease and Injury Prevention leading this effort, the department works to promote active transportation through a number of initiatives, including providing funds to cities to implement strategies and environmental improvements to increase walking, biking and use of transit; Safe Routes to School Program; organize events and trainings for cities and community organizations such as the "2015 Let's Get Moving, Silicon Valley Transportation Choices and Healthy Communities Summit" and the "How to Create Safer and Healthier Streets".
- Staff has noticed other added benefits to the pilot project which acted as a catalyst to surface and engage many different groups and/or interests in and around Downtown, and enjoyed the constructive support and criticism of new influences. The pilot project has embraced and encouraged the community to think differently about the use of public spaces downtown and inspired creativity for program the Bike Valet, Bike Hub Park, Bike to School Program, and Indie Market.
- The Scorecard shows the test pilot was a success when taking into consideration all performance measures.

Staff recognizes that the City's complete street pilot project has created great debate in the community and is recommending the one lane configuration because it believes that Downtown should become a more pedestrian friendly, multi-modal neighborhood that advances the community's vision rather than continuing to serve as a commuter roadway for South County.

HISTORY

On August 6, 2014 the Council directed the preparation of an implementation plan to temporarily narrow Monterey Road through the Downtown on a trial basis, and to engage Alta Planning + Design to facilitate the development of an implementation plan for Council consideration. From August through October, the City and Alta Planning + Design met with a Complete Streets Stakeholders group on a weekly basis to prepare for the project. The stakeholders group was comprised of downtown business owners, community residents, representatives of the Morgan Hill Unified School District, VTA, and public safety officials.

Based on an evaluation matrix prepared by the Complete Street stakeholders group, feedback from the Creative Placemaking Symposium, meetings with agency representatives, business owners and downtown-area residents, two alternatives were selected for the October 24-25 weekend demonstration: An expanded pedestrian space and a buffered bike lane. At its October 1, 2014 meeting, the City Council received a status report and directed staff to proceed with the weekend demonstration event.

The weekend demonstration was designed as a logistical test of the two alternatives. It also provided an opportunity to gather business and community input. Input was gathered on the street during the trial and through an online survey. At the conclusion of the weekend demonstration it was decided that the best alternative for a pilot project would be the buffered bike lane alternative. Results from the surveys indicated that the downtown businesses and the community were split evenly for, and against, a 6 month pilot project moving forward.

At the November 19, 2014 City Council meeting Council directed staff to proceed with the Monterey Road Complete Street 6 Month Pilot project, implementing a buffered bike lane in both directions from Main Avenue to Dunne Avenue beginning in February. Additionally, Council authorized the City Manager to execute a Service Agreement for Design Professionals with Alta Planning + Design for a not-to-exceed fee of \$75,000 to develop plans for the 6 month pilot program and monitor the performance of the trial.

On May 20, 2015 the City Council accepted a midpoint "check-in" report on the Monterey Road Complete Street Six (6) Month Pilot which provided all data collected to date. Council directed staff to continue with the data collection. Additionally, Council requested that additional data collection be performed to ensure that sufficient information would be available for consideration in September.

In response to the Council recommendation for additional data collection during the second half of the Pilot, staff returned to Council on June 3, 2015 with a recommendation to amend the contract with Alta Planning + Design to allow for four (4) additional data collection periods, bringing the total data collection periods during the second half of the Pilot to five (5). Total overall data collection periods for the entire pilot would increase to seven (7) from the originally planned for three (3). This was approved by Council.

At the end of June 2015, City staff received the first tentative construction schedule/plan from the contractor for the Monterey Road Streetscape construction project. This schedule/plan required one traffic lane for the construction zone from July 13 through October 21. After careful consideration, it was determined that it would make most sense to end the Pilot early and stop further data collection as the impact of construction would add too many variables to compare to previously collected data.

Three data collection periods did occur in the second half of the Pilot prior to the ending of the project and the start of construction on Monterey Road. Alta Planning + Design also conducted in-person/phone interviews with many of the downtown business owners on July 16 and 18.

COMMUNITY ENGAGEMENT: Involve

Significant community outreach and engagement has been ongoing in relation to this project.

- January - April 2014 Downtown Projects Outreach
- August - October 2014 Weekly Complete Street Stakeholder meetings
- September 15, 2014 Downtown Residents Meeting
- September 19, 2014 Placemaking Symposium
- August 2014 - Present Biweekly Project Updates eblasts, posted to Facebook, Twitter, Nextdoor and on City website
- •
- October 24/25, 2014 Weekend Demonstration and Surveys (Business & Community)
- January 15, 2015 Downtown Association Marketing Meeting
- January 15, 2015 Stakeholder meeting
- January 2015 Pre-pilot Community Survey
- February 3, 2015 Complete Street Project Q&A for City employees
- February 3, 2015 Complete Street Project Q&A for Community
- February 2015 - Present Dedicated project website page
- February 2015 - Present Significant dialogue with community through email, website, and social media
- April 2015 Mid-point Community & Business Surveys
- July 6, 2015 Notification to stakeholders and community that pilot would end early due to Monterey Road Streetscape construction impacts
- July 7 - 19, 2015 Final Community & Business Surveys
- July 16 & 17, 2015 In person/phone interviews with downtown businesses

ALTERNATIVE ACTIONS:

Alternative City Council actions include:

1. Exploring other configurations to the single travel lane with a bike lane.
2. Exploring a 4-lane configuration with pedestrian safety features, such as:
 - a. adding advance yield lines
 - b. adding rectangular rapid flashing beacons at un-signalized intersections
 - c. reinstalling speed bumps at non-outdoor dining locations,
 - d. adding bicycle parking
 - e. adding stencil greenback bicycle "sharrows" to the outside travel lanes
3. Returning to 4-lane configuration with speed bumps.

PRIOR CITY COUNCIL AND COMMISSION ACTIONS:

On August 6, 2014 the Council

- Directed staff to prepare an implementation and communication plan for a complete street demonstration project
- Authorized the City Manager to enter into a consulting services agreement with Alta Planning + Design to assist staff in the preparing the plan

On October 1, 2014 the Council

- Received a status report on the planning efforts for the event
- Directed staff to proceed with the October 24/25 Weekend Demonstration Project.

On November 19, 2014 the Council

- Accepted the final report on the October 24/25 Complete Street Weekend Demonstration
- Directed staff to proceed with a Monterey Road Complete Street Six Month Pilot Program, implementing a buffered bike lane on Monterey Road from Main Avenue to Dunne Avenue
- Adopted a resolution approving the City Manager's execution of a Service Agreement for Design Professionals with Alta Planning + Design for a not-to-exceed fee of \$75,000 to develop plans for the six month pilot program and monitor the performance of the trial.

On May 20, 2015

- Accepted Midpoint Check-in Report
- Directed staff to continue with the Monterey Road Complete Street 6 Month Pilot program data collection

June 3, 2015

- Approved the City Manager's execution of a first amendment to Service Agreement for Design Professionals with Alta Planning + Design for an additional \$65,000.

FISCAL AND RESOURCE IMPACT:

The cost of the Alta Contract and existing pilot program improvements was \$140,000. It is estimated that making the one lane configuration permanent would cost \$40,000, while returning to the previous four lane configuration would cost \$25,000. Neither of these estimates includes the other pedestrian and traffic calming enhancements staff recommends to evaluate.

CEQA (California Environmental Quality Act):

Categorical Exemption

Exempt (CEQA Guidelines section 15304 - Minor alterations to land not involving the removal of mature trees and having no permanent effects on the environment).

LINKS/ATTACHMENTS:

- Resolution
- Monterey Road Complete Street Performance Monitoring Report
- Business Vitality Survey
- City Business Exit Survey
- City Resident Exit Survey
- Comment letters

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MORGAN HILL APPROVING AND DIRECTING THE PERMANENT IMPLEMENTATION OF A SINGLE VEHICULAR TRAVEL LANE IN EACH DIRECTION ON MONTEREY ROAD (BETWEEN MAIN AVENUE AND DUNNE AVENUE) IN THE DOWNTOWN CONSISTENT WITH THE PREVIOUSLY APPROVED MONTEREY ROAD COMPLETE STREETS PILOT PROGRAM AND AUTHORIZING THE CITY MANAGER TO TAKE THOSE NECESSARY OR APPROPRIATE ACTIONS TO IMPLEMENT AND ADMINISTER THIS COUNCIL DIRECTION

WHEREAS, the City Council of the City of Morgan Hill, a municipal corporation and general law city duly organized and existing under and pursuant to the Constitution and laws of the State of California ("City"), previously has adopted that certain Downtown Specific Plan which Plan includes a goal of making the Downtown area of City the most walkable, bike-friendly, urban, family-oriented and transit-oriented neighborhood in the City; and

WHEREAS, the City Council of City previously approved that certain Monterey Road Complete Street Six Month Pilot Program on Monterey Road in City between Main Avenue and Dunne Avenue (the "Pilot Program"); and

WHEREAS, the reasons supporting the adoption of this Resolution are set forth in detail in that certain City Council Staff Report entitled "MONTEREY ROAD COMPLETE STREET PILOT PROJECT FINAL REPORT AND RECOMMENDATION," submitted for City Council consideration at its meeting of August 5, 2015, submitted to the City Council by the City Manager (the "Staff Report"), the contents of which Staff Report are incorporated herein by this reference; and

WHEREAS, the consideration by City Council of the adoption of this Resolution has been duly noticed pursuant to applicable laws and has been placed upon the City Council Meeting Agenda on the date set forth in the Staff Report, or to such date that the City Council may have continued or deferred consideration of this Resolution, and on such date the City Council conducted a duly noticed public meeting at which meeting the City Council provided members of the public an opportunity to comment and be heard and considered any and all testimony and other evidence provided in connection with the adoption of this Resolution; and

WHEREAS, the activities allowed under this Resolution are exempt from further environmental review under and pursuant to the provisions of the California Environmental Quality Act of 1970, together with regulations promulgated thereunder ("CEQA"), and more specifically pursuant to Section 15304 of the State CEQA Guidelines as minor alterations to land within a confined area, including the addition of bicycle lanes, not involving the removal of mature trees; and

WHEREAS, the City Council determines that adoption of this Resolution is in the public interest.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MORGAN HILL DOES HEREBY FIND, DETERMINE, RESOLVE AND ORDER AS FOLLOWS:

Section 1. Recitals. The City Council does hereby find, determine and resolve that all of the foregoing recitals are true and correct.

Section 2. Approval and Authorization. The City Council does further resolve, order and/or direct as follows:

- a. That the permanent implementation of a single vehicular travel lane in each direction on Monterey Road, between Main Avenue and Dunne Avenue in the Downtown area of City, consistent with the Monterey Road Complete Streets Six Month Pilot Program previously approved by City Council, is hereby approved; and
- b. That the City Manager is hereby authorized and directed to take those actions necessary or appropriate to implement and administer the permanent implementation of a single vehicular travel lane in each direction on Monterey Road between Main Avenue and Dunne Avenue in the Downtown area of City, consistent with the previously approved Monterey Road Complete Streets Six Month Pilot Program, and to the extent that City Council has appropriated sufficient funds for such purpose.

Section 3. This Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED by the City Council of the City of Morgan Hill at its meeting held on this ____ day of _____, 201__ by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

COUNCIL MEMBERS:
COUNCIL MEMBERS:
COUNCIL MEMBERS:
COUNCIL MEMBERS:

DATE: _____

Steve Tate, MAYOR

∞ CERTIFICATION ∞

I, Irma Torrez, City Clerk of the City of Morgan Hill, California, do hereby certify that the foregoing is a true and correct copy of Resolution No.XXXX , adopted by the City Council at the meeting held on _____, 201_.

WITNESS MY HAND AND THE SEAL OF THE CITY OF MORGAN HILL.

DATE: _____

Irma Torrez, CITY CLERK

MONTEREY ROAD COMPLETE STREET PERFORMANCE MONITORING

FINAL REPORT



TRANSIT CTR
COURTHOUSE
PEDESTRIAN
ACCESS
PARKING P
SHOPS &
RESTAURANTS

PREPARED FOR PREPARED BY



INTRO

In order to improve the safety, mobility, vibrancy, and economic vitality of its Downtown business district, the City of Morgan Hill approved a six-month pilot of a road diet with a buffered bicycle lane replacing the outside travel lanes along Monterey Road between Main Avenue and Dunne Avenue. The selection of a buffered bicycle lane resulted from an extensive public engagement process during the Monterey Road Complete Street project which included regular Complete Street Committee meetings, City Council check-ins, meetings with public safety officials and local business owners, a symposium on creative placemaking, a weekend demonstration of multiple alternatives, and online and in-person surveys.

The City of Morgan Hill tested the selected alternative from February 18, 2015 to July 10, 2015 in order to evaluate how effective the Complete Street project was at meeting project goals. Over the five-month pilot period (the pilot ended a month earlier than originally planned due to a streetscape construction project along the study corridor), 15 performance measures that evaluate impacts on safety, multimodal mobility, vibrancy, and economic vitality were tracked and analyzed during three designated review periods: pre-pilot, mid-pilot, and end-pilot. The 15 performance measures were combined after each of the three review periods into a single Complete Street Scorecard to provide a snapshot view of how well the pilot was at meeting project goals.

Based on the results of the pilot, the City and its residents will have the ability to decide if the roadway configuration should become a permanent fixture, be modified to better accommodate the needs of Morgan Hill residents, or be returned to its pre-pilot state.

DATE: JULY 30, 2015

SAFETY

PAGE 7

MOBILITY

PAGE 8

VIBRANCY

PAGE 13

ECONOMY

PAGE 21

SCORECARD & CONCLUSION

PAGE 29

APPENDIX



PERFORMANCE MEASURES

- Motor Vehicle Speed
- Emergency Response Time
- Collisions
- Reported Safety Concerns
- Travel Time Reliability
- Bicycle Counts
- Pedestrian Delay
- Transit Ridership
- **Traffic Diversion**
- Resident Opinion
- Pedestrian Counts
- Bicyclist Demographics
- Parking Turnover
- Noise
- Business Opinion



PRE-PILOT
DEC. 18TH- FEB. 18TH



MID-PILOT
FEB. 19TH - APR. 18TH



CITY COUNCIL MEETING
MAY 20TH



END-PILOT
APR. 19TH - JUL. 10TH



CITY COUNCIL MEETING
AUG. 5TH



SAFETY

LITTLE CHANGE TO SAFETY FACTORS IN DOWNTOWN

In February 2014, a pedestrian fatality took place at the intersection of Monterey Road and 3rd Street, and 18 total collisions took place along the five-block corridor that same year. The Complete Street pilot attempted to address safety concerns without limiting emergency vehicle accessibility. Little to no change to the four safety-related performance measures took place over the five-month pilot period. The removal of speed bumps was offset by the addition of bike lanes, but motor vehicle speeds remained consistent throughout the pilot. This may be due to motor vehicles having fewer impediments, such as parked cars pulling directly into the vehicle lane or cars turning right blocking an intersection.

[MORE INFO](#)

MOTOR VEHICLE SPEED*

PRE **MID** **END**
27 → **27** → **27**
 MPH MPH MPH

SPEED BUMP REMOVAL OFFSET BY BIKE LANES
 (Driver field of view still wide)



*85th percentile speeds (ideal speeds for a Downtown district range between 18 - 22 mph)

EMERGENCY RESPONSE

NO CHANGE
 No emergency runs routed through Downtown over 8 minutes in total response time



REPORTED CONCERNS

PRE **MID** **END**
0 → **0** → **2**
 Two residents reported observing near-misses or unreported non-injury collisions



COLLISIONS (REPORT AND NO REPORT)

PRE **MID** **END**
7.8 → **6** → **10**

*Average number of report and no report collisions over 3-month intervals in 2014

SLIGHT INCREASE IN COLLISIONS

No bike- or pedestrian-related collisions during mid- and end-pilot periods. Vehicle collisions primarily due to unsafe speed and unsafe turning.



MOBILITY

IMPROVED ACCESS FOR PEOPLE 8 TO 80 YEARS OLD

People travel to Downtown Morgan Hill by foot, bicycle, car, bus, and train, but sometimes balancing all those modes can lead to tradeoffs among various users. The decision by residents to test buffered bike lanes over a five-month period created an opportunity to better understand these tradeoffs and get answers to long unanswered questions. Will people bike to Downtown, even if there are few and discontinuous bicycle facilities elsewhere? Will transit ridership decrease from fewer kiss-and-ride trips? Will people driving be more likely to yield to people crossing the street? Will motor vehicle travel time fluctuate dramatically from day to day? By the end of the pilot, the number of people bicycling nearly tripled, bus ridership increased, pedestrian delay remained static, and fluctuations in motor vehicle travel time returned to normal.

[MORE INFO](#) ●

BICYCLE COUNTS

PRE **MID** **END**
74 → **170** → **214**

**PEOPLE BIKING
NEARLY TRIPLED**
(189% increase from pre- to end-pilot)



TRANSIT RIDERSHIP

**↑ 3% BUS ON/OFFS
INCREASED***

at Downtown bus stops.
Total trip length
increased by 29 seconds.
*Adjusted for seasonality



PEDESTRIAN DELAY*



NO CHANGE
Pedestrian wait time
and the motor
vehicle yield rate did
not change from
pre- to end-pilot



*No significant traffic signal or intersection
alterations were made during the pilot outside
of reducing the number of travel lanes (overall
crosswalk width remained the same)

TRAVEL TIME RELIABILITY

PRE **MID** **END**
20 → **52** → **15**
SEC SEC SEC

**MORE PREDICTABLE
TRAVEL TIMES**

After an initial adjustment period, the amount of
extra time people driving had to factor into their
morning trip through Downtown to account for
fluctuations in average trip time ("buffer time")
decreased from pre- to end-pilot by 25 percent



SHOULD DOWNTOWN MORGAN HILL SERVE AS A HIGHWAY 101 BYPASS?



QUANTITY V. QUALITY

One goal of the Complete Street pilot was to highlight that travelers have options for getting through and around Downtown Morgan Hill. The pilot tested the idea that although fewer vehicles will travel down Monterey Road and thus fewer people may be aware of Downtown businesses as they pass by, the Downtown area will become more attractive as a destination and attract trips specifically to take advantage of its many amenities. The number, speed, and type of motor vehicles using Monterey Road and nine parallel roads were tracked from pre-pilot to end-pilot periods. After an initial couple of months of fluctuating day-to-day changes in traffic patterns, the motor vehicle count data shows that travel patterns settled and ultimately 13 percent of pre-pilot traffic on Monterey Road shifted to parallel routes such as Butterfield Boulevard.

[MORE INFO](#)

LOUD AND LARGE VEHICLE SHIFT

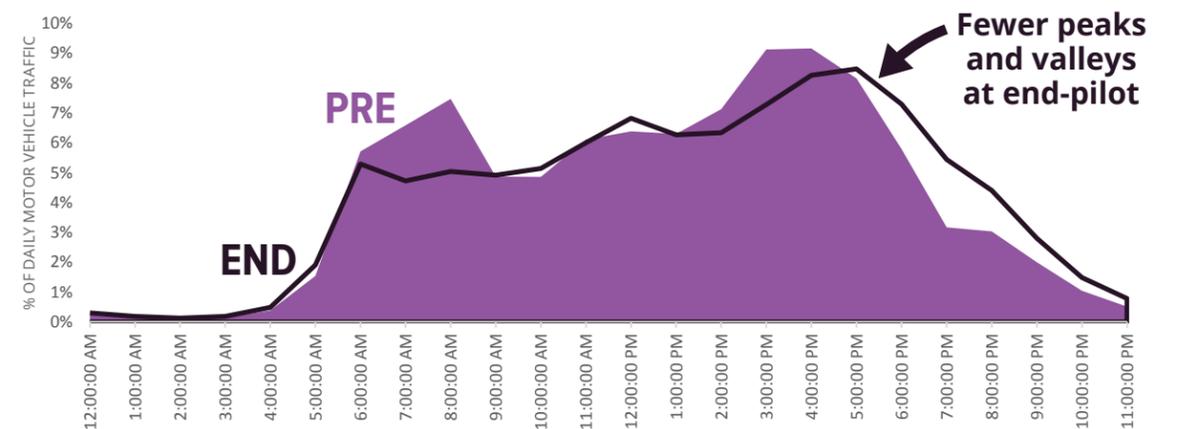
1/5 OF VEHICLES SHIFTING FROM MONTEREY RD. TO BUTTERFIELD BLVD. ARE LOUD AND LARGE VEHICLES

(More than 400 pick-up trucks, semi-trucks, and vans per day no longer use Downtown as a Highway 101 bypass, and Butterfield Boulevard now carries 1,000 more large and loud vehicles.)



PEAK PERIOD SPREADING: MONTEREY RD AND 1ST ST

MOTOR VEHICLE VOLUMES ARE MORE EVENLY DISTRIBUTED





VIBRANCY

SLIGHT INCREASE IN VIBRANCY FACTORS IN DOWNTOWN

Measuring how exciting, stimulating, and welcoming a downtown business area feels can be hard to pin down with numbers. While data give a glimpse into the vibrancy of Downtown Morgan Hill, pedestrian counts, outdoor noise levels, and parking occupancy can serve as a starting point for understanding the Complete Street pilot's impact on residents affinity for visiting Downtown. Over the five-month pilot, Downtown experienced modest gains in the number of pedestrians and occupied parking spaces, as well as a reduction in outdoor noise.

[MORE INFO](#) ●

PEDESTRIAN COUNTS

↑6% NUMBER OF PEOPLE WALKING DOWNTOWN INCREASED
between Main Avenue and Fifth Street



NOISE

PRE 70 dB → MID 70 dB → END 69 dB = 26% DECREASE IN SOUND ENERGY LEVELS
(Weighted average of "Equivalent Continuous Level" or LAeq is an exponential factor and not incremental)



PARKING OCCUPANCY*

PRE 43% → MID 45% → END 50% INCREASE IN THE NUMBER OF OCCUPIED PARKING SPACES
and an increase in the parking turnover rate during the weekday evening peak period

*85% occupancy represents the typical capacity of a downtown business district



TYPICAL PERSON RIDING A BIKE



PRE-PILOT

white, middle age, male commuter traveling alone



END-PILOT

non-white kids traveling in a group to/from school

"I have many friends who go to Britton and are scared of getting hit on their way to school. This makes the road safer."

Age represented the largest demographic shift among the type of people using active transportation through Downtown Morgan Hill. Between the pre- and end-pilot periods, the number of kids bicycling and riding scooters increased from 7 per day to 50 per day, while the number of adults also increased. With the location of the Complete Street pilot one block from Britton Middle School, students took advantage of the on-street bicycle facilities, with the percent of people under 18 years old bicycling on the sidewalk dropping from 71 percent to 34 percent.

[MORE INFO](#)

RACE: NON-WHITE

↑54% IN DIVERSITY AMONG PEOPLE BICYCLING

AGE: UNDER 18

↑614% IN THE NUMBER OF KIDS BICYCLING

ON SIDEWALK + UNDER 18

↓52% IN THE PERCENT OF KIDS RIDING ON THE SIDEWALK
and a 48% decrease overall

IN A GROUP

↑81% IN PEOPLE BICYCLING IN A GROUP



RESIDENT SURVEY

At each stage in the Complete Street pilot, the City of Morgan Hill facilitated a survey asking residents about how they travel to Downtown, whether or not they are in favor of the Complete Street pilot, and their vision for Downtown Morgan Hill. Approximately two-thirds of residents were not in favor of permanent implementation of the project during the pre-, mid-, and end-pilot periods, with 57 percent of those against the project during the end-pilot survey stating that they use Monterey Road as a commute route. Several themes also emerged out of the end-pilot survey, providing greater insight into what residents of Morgan Hill and nearby communities envision for Downtown Morgan Hill. The following sections are direct quotes from residents that summarize these central themes.

MORE INFO 

RESULTS



COMMUTERS



CHICKEN OR THE EGG

- "We still do not have the 'draw' to downtown. Not enough unique places or restaurants."
- "The complete street concept is a good one, but without the parking structure being complete and improved access, it is premature to implement it right now."
- "I am afraid that the city is spending too much money trying to be like Willow Glen or downtown Campbell. We will never be like them because we have no night life after 9:30. People just go there for dinner."
- "I keep hearing that Morgan Hill wants to be like Willow Glen or Los Gatos. That won't ever happen with that short strip especially when the strip is hogged by non-shops."
- "I would love downtown to be a thriving business area for our town. I do not want it to be over crowded where I can't drive/walk/bike through it."

WORRIED ABOUT BUSINESS

- "The biggest determining factor would be how the merchants feel about the changes and what effect it has had on their businesses."
- "Not having store owners who are losing business."
- "I would like to see all the local businesses be able to do well, not just the restaurants throughout Downtown."

GOOD FOR KIDS

- "I want the downtown to become a destination. I am the mom of 2 kids and we chose our house because of the ability to walk downtown and enjoy being a part of this community. Since the complete streets have begun, it has felt so much safer to bike and walk downtown."
- "We enjoy riding bikes with our kids to have lunch. Because of the one lane reduction accommodate biking, we now visit downtown more than we used to."
- "The downtown should be safe for kids."
- "My kids ride their bikes to school so I like the idea of more bikes."
- "We seem to like the bike lane. The reason is many downtown restaurants yell and snip at the school kids riding, telling them they cannot ride on the sidewalk and are forced to jump to the street. That is very unsafe for children. We should think about the children's safety."

HWY 101 BYPASS

- "I live in Gilroy. Monterey Highway is a back-up commuter route when 101 is jammed. Narrowing the road destroys its utility as freeway overflow. There is no convenient transit from southbound Monterey Highway to Butterfield, and that area always jams as result. If you are going to choke out downtown car travel, you need to provide a smooth transition."
- "It seems the plan doesn't accommodate people trying to avoid downtown when they come from the west side."
- "If I can't drive through it, why drive to it."
- "We have far too many commuters to funnel them to side streets."
- "It appears that lots of folks still use Monterey as a thoroughfare rather than using Butterfield."
- "I believe people will continue to find alternative routes for going through (i.e., Butterfield) and not rely on Monterey for commuting purposes."
- "...You can't develop a downtown if people driving cars see the downtown as a quick thoroughfare."
- "Slow down the traffic further to divert to Butterfield. 95% of the car/trucks and noisy motorcycles are still just driving through for it's still too easy to get through downtown rather than using Butterfield."

HOW TO IMPROVE

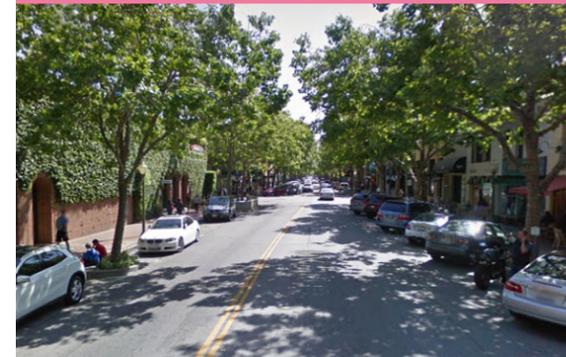
- "Lights put into the street that flash when people want to cross."
- "We need more of those 'blinking' crosswalks, like the one on Tennant near the dog park."
- "Consider the use of indicator lights to caution drivers when a crosswalk is occupied."
- "The crosswalks downtown need to have flashing lights like the one at the Britton School crosswalk."
- "If the overall city had more bikeways outside of the downtown that were small child friendly to get downtown, we would bike there."
- "A bicycle lane just down Monterey that does not connect to any other bike paths and with little to no way to lock up a bike downtown makes no sense. If you don't connect to anything, then do not pretend that Morgan Hill is magically bike-friendly."

CHOOSING A COLLECTIVE VISION

- “I would love for Morgan Hill to no longer have an identity crisis, understanding that copying other cities doesn't make it better... We are a family-centered town, not quirky **Santa Cruz**, not highbrow **Santana Row**. Let's figure out an identity first, then a vision would be clear.”
- “Don't try to **Santana Row** it or over-think it.”
- “I would prefer people compared downtown to **Santana Row** not Capitol Expressway.”
- “Keep it small and cozy, not like **Santana Row**, that is why I moved to Morgan Hill, don't want to walk from parking garage to eat on the other side of town.”
- “Something similar to **Willow Glen, Santana Row, or Los Gatos.**”
- “...I would love to see downtown Morgan Hill turn into a similar setting like **Santana Row...**”
- “**Santana Row**-esque”
- “I like the way it is, quaint... I don't want it to be like **Santana Row.**”
- “A **Los Gatos** type downtown is nice, **Santana Row** is too much.”
- “I love downtown **Campbell** and **Los Gatos** and would love to see that same atmosphere here.”
- “I would like to see downtown Morgan Hill look more like downtown **Campbell.**”
- “Use **Los Gatos** as one example, draw in people who want to visit downtown.”
- “It becomes a destination like **Willow Glen** and **Los Gatos.**”
- “Continue to make it into a pseudo downtown **Los Gatos** to attract more people in the neighboring cities.”
- “The single road concept is great to encourage families to come downtown and for all to enjoy the eateries and shops with a better feel. Downtowns with a single lane such as **Campbell** and **Los Gatos** have great community action.”
- “We are a community of families who enjoy small town events, parks, recreation, an occasional dinner out, local bands, and most of all not attempting to be **Campbell** or **Los Gatos** or some other area.”
- “I don't want to live in a **Willow Glen** or **Los Gatos!** Keep MH quaint!”
- “Would like to see it used more as a meeting place. I have liked **Los Gatos** and have seen **Willow Glen** and **Campbell** grow over the years.”
- “I'd like it to be more like a downtown **Los Gatos**, filled with more anchor stores and restaurants.”
- “My opinion: don't make it like the Town of **Los Gatos.**”
- “I'd like it to be quaint like **Los Gatos.**”
- “Maybe like **Los Gatos** but not so elitist.”
- “Not to make it **Los Gatos.**”
- “A mini **Los Gatos/Willow Glen** feel.”
- “We are not the the **Los Gatos** as I have heard some are trying to make us.”
- “Put it back the way it was and stop trying to act like **Saratoga.**”
- “Small and quaint like **Downtown Saratoga.**”
- “We are not **Santana Row** or **Los Gatos.** We should embrace who we are and make other cities copy us!”
- “Take a page from the Town of **Los Gatos, Saratoga,** or even **Mountain View** playbook for some good ideas.”
- “We're not **Los Gatos** or **Saratoga**, don't try to change our small town feel.”
- “If you look to **Los Gatos**, they have it figured out.”



DOWNTOWN MORGAN HILL



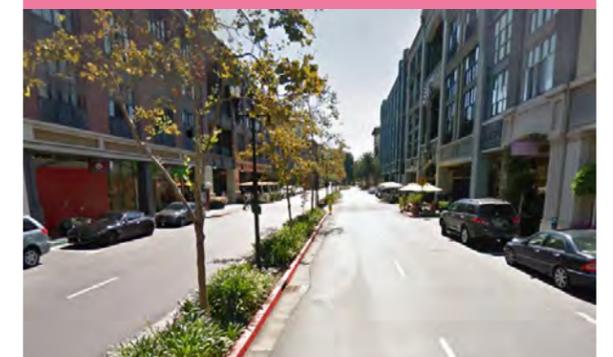
PALO ALTO



LOS GATOS



MT. VIEW



SANTANA ROW (with median)



LIVERMORE



CAMPBELL

IMAGE SOURCES: GOOGLE



ECONOMY

BUSINESS OPINION REMAINS DIVIDED

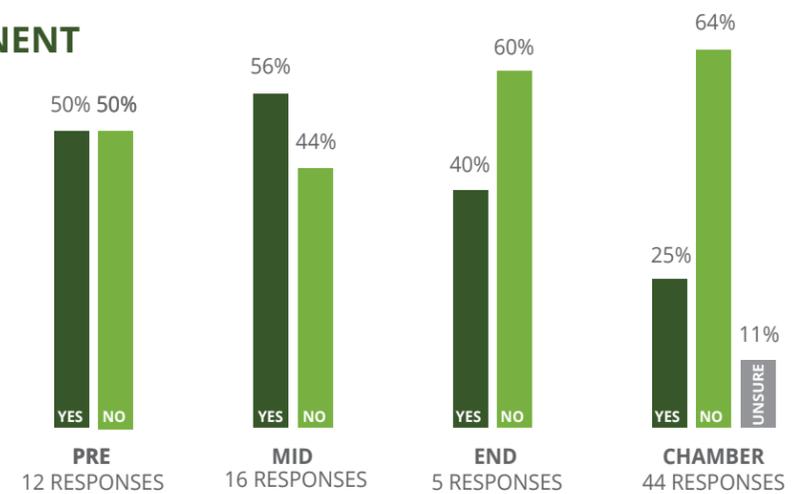
To assess the influence of the Complete Street pilot on Downtown businesses, the City administered surveys during the pre-, mid-, and end-pilot periods, and requested sales receipts. Participation in the survey varied over time, some confusion existed with the presence of a second survey, and few businesses provided sales receipts. By the end of the pilot, business opinion remained divided, and to better understand where businesses stood, in-person interviews were conducted.

[MORE INFO](#)

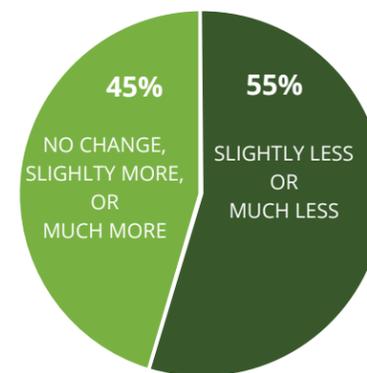
CITY CONDUCTED BUSINESS SURVEY

IN FAVOR OF PERMANENT IMPLEMENTATION?

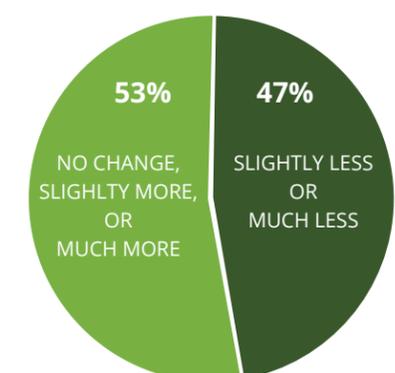
Businesses remained almost evenly split in their responses to the City survey. The Chamber of Commerce administered a separate end-pilot and found that roughly two-thirds of businesses are not in favor of making the project permanent.



CHAMBER OF COMMERCE CONDUCTED BUSINESS SURVEY



FOOT TRAFFIC (44 RESPONSES)



SALES (44 RESPONSES)

BUSINESS IS UP AT MORGAN HILL'S PICTURE FRAMING EXPERTS



Leah De Lane, owner

Leah De Lane, owner of Fastframe, a picture framing service at Monterey Road and 1st Street, initially did not know what to make of the pilot: "I was initially on the fence and saw both positives and negatives." De Lane worried that the project would make commuters unhappy but believed it would be good for shoppers.

Although she's noticed fewer cars are driving by her business per day, her sales numbers are up.

"Business is up at least 25 percent! I am down a full-time person, so with more staff time, that number could be higher."

De Lane believes that there's been some misinformation about the pilot, saying, "I was told that all business owners are against this," adding that a better job could have been done at communicating the effects of the project. In particular, De Lane sees the number of school children using the bike lane as a positive change.

" I have noticed more foot traffic past my store, especially on weekends. "

In addition to having a positive impact on her business, the Complete Street pilot has encouraged a change in De Lane's personal habits. "I bike to downtown from San Martin with my husband, which we had never done before."

TRAFFIC CALMING STILL NEEDS MORE ATTENTION

For Brad Jones, the owner of BookSmart, a book and toy business at 2nd Street and Depot Street, the pilot has been successful at shifting the focus of Downtown. "The biggest thing was the sense of being in a place for humans instead of one for automobiles," said Jones.

" [The Complete Street Pilot] is not about bicycles. It's about traffic calming. "

"I like the traffic calming effect. There's a sense of safety for pedestrians on the street. I think the pop-up park wouldn't have been as successful without the pilot," Jones commented. He also believes that more could be done. "There was a missed opportunity to show how downtown is attractive through movable planters which would also help better define the travel lanes. The field of view for motorists still feels wide open."



IMAGE SOURCE: GOOGLE

Brad Jones, owner

As for the impact of the pilot on sales, Jones says that his sales receipts have been "steady" with no correlation to the project. Overall, he hopes whatever decision is made, the implementation is done well, explaining, "I'm in favor of doing one thing or the other. We could go further."

GOOD FOR SAFETY BUT WOULD PREFER PEDESTRIAN FOCUS



IMAGE SOURCE: GOOGLE

Sue Hall, owner

Sue Hall, owner of M & H Tavern on Monterey Road between 2nd Street and Third Street, is in favor of making the Complete Street project a permanent feature of Downtown but remains dubious about the influence the project has had. "I like the increased safety for the pedestrians, but I dislike the traffic," said Hall.

While M & H Tavern has experienced improved sales compared to the same period in 2014, Hall believes the pilot hasn't been the driving force, noting that an up-tick in sales were "because of an up-tick in the economy."

“ [The project was] a good safety idea. ”

To improve upon the pilot, Hall suggests the design needs to "be more foot friendly and [to] expand patios." She believes that the bike lanes could be narrowed to provide a promenade for pedestrians and hopes more lighting could be added along the roadway to further increase the safety for pedestrians.

INEFFECTIVE PILOT SHOULD END 20-YEAR DEBATE



Jeff Burris, owner

Burris believes Morgan Hill may not be ready for this change. "A lot of cities have gone from four lanes to two lanes successfully when there was a reason to go to that area... there was a draw, enough business had been built up and there was an extensive variety of businesses. That could be the case for Morgan Hill once we become a destination, but we are not a destination like Willow Glen... not yet."

Jeff Burris, owner of Morgan Hill Wine Shop & Cigar Company located at Monterey Road and 2nd Street, found the pilot to be ineffective at achieving its goals. While noting some reduction in the outdoor noise levels, Burris observed that many items stated as goals have become worse. "Motor vehicle speeds have increased, people are racing to meet the lights, the pedestrian crosswalks are blocked by cars, and bicyclists are less safe because of cars pulling out into the lane," said Burris.

“ [The pilot] has validated everything that I thought that it would. It's still a bad idea. ”

"I liked the idea of doing the trial in order to settle the 20-year debate," said Burris. "Hopefully the trial will put an end to the discussion. At least from the stand point of retail business, this is a bad idea."

SALES ARE STEADY, BUT GROWTH RATE COULD BE BETTER



IMAGE SOURCE: GOOGLE

David Dindak, owner

David Dindak, owner of Bubbles Wine Bar and Bistro at Monterey Road and 5th Street, believes the Complete Street pilot has hampered growth for his business. “We’re too new to accurately compare this year’s sales to last years. We’ve continued to be on an upward growth pattern since opening [in January of 2014], but we’re not growing at the same rate as before the pilot started,” said Dindak.

“I don’t like the fact that our business isn’t growing at the same rate [as it was before Complete Street project began],” Dindak commented. “Shifting traffic from downtown is decreasing the number of potential customers.”

“ I hear people say, ‘People will learn, people will learn.’ I’m not seeing it. ”

While initially open to the possibility of the Complete Street pilot, Dindak doesn’t think Downtown is quite positioned to handle a permanent change. I went from ‘let’s see what happens’ to ‘not a good idea.’ I don’t think it has helped businesses. Maybe we’re not ready for this right now.”

SALES UP FOR SOME BUSINESSES, DOWN FOR OTHERS

The Morgan Hill Chamber of Commerce collected voluntarily-submitted, confidential sales data from businesses within and around the Downtown in order to gauge the impact of the pilot on business health. Six businesses representing a mix of restaurants and retail submitted sales data for the time period October 2013 to June 2015. Among the six businesses that submitted data, four reported increased year-over-year sales comparing March 2014 - June 2014 sales to March 2015 - June 2015 sales, and two reported decreased sales over the same time period.

- Business #1: decreased 9.3 percent
- Business #2: increased 8.6 percent
- Business #3: decreased 48.1 percent*
- Business #4: increased 11.0 percent
- Business #5: increased 7.7 percent**
- Business #6: increased 24.4 percent



*No pre-March 2014 data available
 ** No June 2015 data reported



DOWNTOWN BUSINESS OWNERS



COMPLETE STREET SCORECARD

Consider the following: a person hands you a newspaper and asks, “How’s the stock market doing?” Would you examine each of the 5,000+ stocks listed on the financial pages to come up with a response? Probably not. A quicker and more efficient method would be to examine one of the several performance indexes, such as the Standard and Poor’s Index (S&P 500) or the Nasdaq, which provide information on general trends at a glance. This concept can be applied on a smaller scale by translating the Complete Street pilot’s 15 performance measures into a single “Complete Street Scorecard.” The Complete Street Score by itself doesn’t mean much, but when compared across the pre-, mid-, and end-pilot periods, general trends start to emerge.

HOW DOES THE COMPLETE STREET SCORECARD WORK?

The Complete Street Scorecard consists of three elements:

- **Performance Levels** - potential outcomes for each performance measure are listed across a 1 - 5 range, where 1 represents a low performing street and 5 represents a high performing street. After data is collected and processed for each measure, a performance level value is assigned to the measure based on where it falls within the range.
- **Weights** - After the performance level is determined, it is then multiplied by a weight. The weight allows for performance measures that are more important to Morgan Hill residents to have a greater influence on the final score. The weighting for the Complete Street Scorecard was calculated off results from the pre-pilot resident survey.
- **Scores** - Once the performance level is multiplied by its weight, a score for each measure is calculated. Finally, all the scores for all 15 performance measures are totaled to create a single Complete Street Score.

HOW IS IT WEIGHTED?

Using results from the pre-pilot resident survey, the 15 performance measures were ranked by survey respondents:

1. Emergency Response Time - emergency runs that are delayed due to traffic congestion
2. Motor Vehicle Speed - 85th percentile speed of motor vehicles
3. Pedestrian Counts - number of people walking through intersection
4. Travel Time Reliability - how little fluctuation there is between one trip to the next
5. Collisions - total number of collisions involving information exchange facilitated by police
6. Resident Opinion - number of residents in favor of implementing the project
7. Business Opinion - business owners in favor of permanently implementing the project
8. Pedestrian Delay - pedestrian level of service at intersections without traffic signals
9. Parking Occupancy - number of Downtown parking spaces filled by cars
10. Traffic Diversion - loud/large vehicles shifting from Monterey Rd. to Butterfield Blvd.
11. Noise - outdoor sound levels
12. Bicycle Demographics - percent of kids and women bicycling
13. Safety Concerns - number of emails or phone calls sent to City expressing safety issues
14. Bicycle Counts - number of people bicycling Downtown
15. Transit Ridership - number of on/offers at Downtown bus stops

PRE-PILOT SCORECARD

Pre-Pilot		Performance Level					Calculations			
Performance Measure		1	2	3	4	5	Value	Level	Weight	Score
Safety	Emergency Response Time	4	3	2	1	0	0	5	9	44
	Motor Vehicle Speed	27	25	23	21	19	27	1	9	9
	Reported Safety Concerns	4	3	2	1	0	0	5	4	21
	Collisions	10	8	6	4	2	8	2	7	14
Mobility	Travel Time Reliability	00:24	00:19	00:15	00:11	00:06	00:20	2	8	15
	Bicycle Counts	0	50	100	150	200	74	2	4	8
	Pedestrian Delay	E	D	C	B	A	A	5	6	30
	Transit Ridership	359	363	368	372	376	369	2	4	8
	Traffic Diversion	62%	58%	54%	50%	48%	58%	2	6	11
Vibrancy	Noise	72.0	71.0	70.0	69.0	68.0	70.3	3	5	15
	Bicyclist Demographics	20%	25%	30%	40%	45%	28%	3	4	13
	Pedestrian Counts	325	350	375	400	425	348	2	8	16
	Parking Occupancy	0.43	0.46	0.50	0.54	0.57	0.43	1	6	6
	Resident Survey	30%	40%	50%	60%	70%	35%	2	7	13
Economy	Sales	-	-	-	-	-	-	-	9	0
	Business Survey	30%	40%	50%	60%	70%	50%	3	6	19
Complete Street Score										241
Complete Street Goal										275

PRE-PILOT SCORE: 241

MID-PILOT SCORECARD

Mid-Pilot		Performance Level					Calculations			
Performance Measure		1	2	3	4	5	Value	Level	Weight	Score
Safety	Emergency Response Time	4	3	2	1	0	0	5	9	44
	Motor Vehicle Speed	27	25	23	21	19	27	1	9	9
	Reported Safety Concerns	4	3	2	1	0	0	5	4	21
	Collisions	10	8	6	4	2	6	3	7	21
Mobility	Travel Time Reliability	00:24	00:19	00:15	00:11	00:06	00:52	1	8	8
	Bicycle Counts	0	50	100	150	200	170	4	4	16
	Pedestrian Delay	E	D	C	B	A	A	5	6	30
	Transit Ridership	359	363	368	372	376	386	5	4	19
	Traffic Diversion	62%	58%	54%	50%	48%	56%	3	6	17
Vibrancy	Noise	72.0	71.0	70.0	69.0	68.0	69.7	3	5	15
	Bicyclist Demographics	20%	25%	30%	40%	45%	43%	5	4	21
	Pedestrian Counts	325	350	375	400	425	331	1	8	8
	Parking Occupancy	0.43	0.46	0.50	0.54	0.57	0.45	2	6	11
	Resident Survey	30%	40%	50%	60%	70%	34%	1	7	7
Economy	Sales	-	-	-	-	-	-	-	9	0
	Business Survey	30%	40%	50%	60%	70%	56%	4	6	26
Complete Street Score										271

MID-PILOT SCORE: 271

END-PILOT SCORECARD

End-Pilot	Performance Level					Calculations				
	1	2	3	4	5	Value	Level	Weight	Score	
Safety	Emergency Response Time	4	3	2	1	0	5	9	44	
	Motor Vehicle Speed	27	25	23	21	19	27	1	9	
	Reported Safety Concerns	4	3	2	1	0	2	3	12	
	Collisions	10	8	6	4	2	10	1	7	
Mobility	Travel Time Reliability	00:24	00:19	00:15	00:11	00:06	00:15	3	8	23
	Bicycle Counts	0	50	100	150	200	214	5	4	20
	Pedestrian Delay	E	D	C	B	A	A	5	6	30
	Transit Ridership	359	363	368	372	376	379	5	4	19
	Traffic Diversion	62%	58%	54%	50%	48%	41%	5	6	28
Vibrancy	Noise	72.0	71.0	70.0	69.0	68.0	68.5	4	5	20
	Bicyclist Demographics	20%	25%	30%	40%	45%	39%	4	4	17
	Pedestrian Counts	325	350	375	400	425	368	3	8	24
	Parking Occupancy	0.43	0.46	0.50	0.54	0.57	0.50	3	6	17
	Resident Survey	30%	40%	50%	60%	70%	32%	1	7	7
Economy	Sales	-	-	-	-	-	-	-	9	0
	Business Survey	30%	40%	50%	60%	70%	40%	2	6	13
Complete Street Score									289	

END-PILOT SCORE: 289



CONCLUSION

The best way to understand how well the Complete Street project performed is to look back at the project's original purpose and need statement developed by the Complete Street committee, a group of residents and business owners tasked with shaping the goals of the Complete Street pilot, and compare it to the outcomes of the five-month pilot.

Purpose:

The purpose of the Monterey Road Complete Street Project is to improve the livability and economic vitality of the Monterey Road corridor between Main Avenue and Dunne Avenue by enhancing the pedestrian environment, safely accommodating bicyclists, and reducing the noise, air pollution, and other negative impacts associated with motor vehicle traffic. The project will create an attractive, thriving and vibrant community gathering place by fostering a safe and inviting experience for all, while preserving mobility for those accessing businesses, schools, services, transit, and other key destinations.

Need:

Monterey Road between Main Avenue and Dunne Avenue is currently configured as a four-lane divided roadway that once served as a state highway. The roadway has parallel on-street parking and sidewalks on both sides and left-turn pockets at intersections. This four-lane cross-section encourages motorists to travel above the posted speed limit, weave between lanes, and jockey for position at traffic signals, which negatively impacts the pedestrian and outdoor dining experience along the corridor. Outdoor dining and other social activities are frequently interrupted by noise from accelerating motor vehicles, loud motorcycles, and other heavy truck traffic travelling along the roadway. The roadway also serves as a route for regional motor vehicle trips that may be better served by the US 101 freeway and/or the newly completed Butterfield Boulevard. The width of the Monterey Road travelway, coupled with long traffic signal cycles and the tall median creates two unconnected sides of the roadway for people, as crossing the street is uncomfortable and uninviting, especially for children and seniors. The lack of bicycle accommodations to and through the corridor leads to unpredictable and unsafe behavior by both motorists and cyclists when they encounter each other. In addition, there is a lack of dedicated and secure bicycle parking. In many places, the sidewalks are too narrow for two or more pedestrians to walk side by side due to obstacles in the sidewalk area. The corridor lacks public space (beyond outdoor dining) and placemaking design and activities to capture people's attention and extend their experience and time in downtown Morgan Hill.

BOTTOM LINE

- X** Limit motor vehicle travel above the speed limit
Motor vehicle speeds stayed the same pre- to end-pilot
- ✓** Decrease weaving between lanes
Removal of one travel lane eliminated weaving
- ✓** Decrease jockeying for position at traffic signals
Removal of one travel lane eliminated jockeying
- ✓** Improve the pedestrian experience
Pedestrian counts increased from pre- to end-pilot
- ✓** Reduce outdoor noise levels
Outdoor noise levels decreased by 26 percent
- ✓** Make crossing Monterey Road easier for pedestrians
Pedestrians only had to cross one travel lane at a time
- ✓** Improve bicyclist comfort levels
Bicycle counts increased nearly threefold
- X** Provide secure bicycle parking
No new bicycle parking was installed
- ✓** Create public space
New public space included a pop-up park and bike hub

PREFERRED OPTION

1

ENHANCED 2-LANE CONFIGURATION

Full implementation would include the installation of additional safety, mobility, and connectivity features to address shortcomings identified over the five-month period. Additional enhancements could include:

- Continue to monitor business health through quarterly sales tax receipt data
- Study the signal timing at the intersection of Monterey Road and Main Avenue and the potential conversion of the outside westbound travel lane to a shared through/right-turn lane
- Shorten the bicycle mixing zones to 50 feet in the buffered bicycle lane
- Add advanced yield bars, green pavement markings, rectangular rapid flashing beacons, and other safety enhancements
- Continue to explore ways to reduce motor vehicle speed through Downtown, such as reducing the width of travelways
- Encourage increased enforcement in Downtown of existing truck size limits
- Widen and add buffers along the existing bicycle lanes between Cochrane Road and Main Avenue and add bicycle wayfinding between the Coyote Creek Trail and Downtown
- Remove a northbound travel lane under the railroad bridge to allow the installation of a buffered bicycle lane.
- Add bicycle racks and bicycle corrals in Downtown, in particular on Monterey Road



EXAMPLE OF BICYCLE MIXING ZONES

ADDITIONAL OPTIONS



ENHANCED 4-LANE CONFIGURATION

While converting Monterey Road back to a four-lane travelway, implement pedestrian safety features, such as advanced yield lines and rectangular rapid flashing beacons at unsignalized intersections. Reinstall speed bumps to prevent motor vehicle speeds from increasing over their pre-pilot levels, and placement of speed bumps should consider avoiding outdoor restaurant locations. Also, add bicycle parking and stencil greenback bicycle “sharrows” to the outside travel lanes to increase awareness of the travelway as a shared space.



RETURN TO 4-LANE CONFIGURATION

By converting Monterey Road back to a four-lane travelway by removing the buffered bicycle lanes, commuters will be able to use Monterey Road as a bypass for Highway 101 and more motor vehicles will pass by local businesses. Speed bumps should be reinstalled in order to prevent motor vehicle speeds from increasing over their pre-pilot levels. Placement of speed bumps should consider avoiding outdoor restaurant locations. In addition, add bicycle parking.



APPENDIX

The pilot project was installed on February 18, 2015 and was tested over a five-month pilot period to evaluate its impact on 15 performance measures during three designated review periods. For the mid-pilot and end-pilot periods, multiple counts were conducted for select performance measures.

- Pre-Pilot - December 18, 2015 to February 17, 2015
- Mid-Pilot (1) - February 19, 2015 to April 18, 2015
- Mid-Pilot (2) – April 19, 2015 to June 18, 2015
- End-Pilot (1) – June 19, 2015 to July 1, 2015
- End-Pilot (2) – July 2, 2015 to July 10, 2015

Safety

Emergency Response Time

Measure	Pre-pilot	Mid-Pilot	End-Pilot
Late Runs*	0	0	0

*Runs travelling through Downtown, excluding unusual circumstances, that exceed eight minutes

Motor Vehicle Speed

Measure	Pre-pilot	Mid-Pilot (1)	Mid-Pilot (2)	End-Pilot (1)	End-Pilot (2)
Minimum (radar)	15 mph	13 mph	14 mph	12 mph	13 mph
Average (radar)	23 mph	24 mph	24 mph	24 mph	23 mph
Average (tube)	22 mph	20 mph	20 mph	19 mph	20 mph
Median (radar)	23 mph	24 mph	24 mph	23 mph	23 mph
85 th Percentile (radar)	27 mph	27 mph	28 mph	28 mph	27 mph
85 th Percentile (tube)	26 mph	25 mph	25 mph	25 mph	25 mph
Maximum	37 mph	38 mph	35 mph	42 mph	34 mph
Standard Deviation	3.9	4.0	3.7	4.0	3.7

*Speed at which 85 percent of motor vehicle drivers are travelling at or below

Reported Safety Concerns

Measure	Pre-Pilot	Mid-Pilot	End-Pilot
Reported Safety Concerns	0	0	2

Collisions

Location	Pre-Pilot*	Mid-Pilot	End-Pilot
Reported Collisions	3.5	1	4
Not Reported Collisions**	4.3	5	6
Total	7.8	6	10

*Total Collisions in 2014 divided by 4 to match up with three-month study period lengths

**Collisions in which police officers facilitated the exchange of information between parties but did not write a report

Mobility

Travel Time Reliability

Measure	Pre-Pilot	Mid-Pilot (1)	Mid-Pilot (2)	End-Pilot (1)	End-Pilot (2)
Average	52 seconds	49 seconds	46 seconds	38 seconds	40 seconds
Median	50 seconds	42 seconds	40 seconds	38 seconds	38 seconds
95th Percentile	72 seconds	101 seconds	97 seconds	53 seconds	55 seconds
Standard Deviation	19 seconds	19 seconds	19 seconds	8 seconds	14 seconds
Buffer Index*	0.39 points	1.07 points	1.13 points	0.38 points	0.36 points
Buffer Time**	20 seconds	52 seconds	52 seconds	15 seconds	15 seconds

*Percent change between 95th percentile and average.

** Product of Average and Buffer Index

Bicycle Counts

Location	Pre-Pilot	Mid-Pilot (1)	Mid-Pilot (2)	End-Pilot (1)*	End-Pilot (2)
Monterey Rd and 1st St**	14 bicyclists	75 bicyclists	48 bicyclists	48 bicyclists	69 bicyclists
Monterey Rd and 2nd St**	29 bicyclists	69 bicyclists	28 bicyclists	62 bicyclists	11 bicyclists
Monterey Rd and 3rd St**	50 bicyclists	103 bicyclists	85 bicyclists	-	23 bicyclists
Monterey Rd and 4th St**	63 bicyclists	122 bicyclists	89 bicyclists	70 bicyclists	26 bicyclists
Monterey Rd and 5th St**	57 bicyclists	96 bicyclists	97 bicyclists	71 bicyclists	80 bicyclists
Average***	43 bicyclists	93 bicyclists	69 bicyclists	50 bicyclists	42 bicyclists
Downtown (manual)****	74 bicyclists	170 bicyclists	195 bicyclists	169 bicyclists	214 bicyclists
Bikes/Hour (manual)	7 bicyclists	16 bicyclists	19 bicyclists	15 bicyclists	20 bicyclists

* Missing data for Monterey and 3rd Street on July 1, 2015

** Peak periods (7:00am-9:00am, 11:30am-1:00pm, and 2:30pm-6:00pm)

*** Average of all five intersections

**** 11 hour observations (7:00am-6:00pm)

Pedestrian Delay

Measure	Pre-Pilot	Mid-Pilot (1)	Mid-Pilot (2)	End-Pilot (1)	End-Pilot (2)
Average Pedestrian Delay	1.5 seconds	1.7 seconds	1.8 seconds	1.3 seconds	1.4 seconds
Pedestrian Level of Service	A	A	A	A	A

Transit Ridership

Measure	Pre-Pilot	Mid-Pilot	End-Pilot
Average Activity*	369	386	379

* Sum of boardings and alightings at Route 68 bus stops in and near Downtown Morgan Hill

Traffic Diversion*

Location	To	From	Pre-Pilot	Mid-Pilot (1)	Mid-Pilot (2)	End-Pilot (1)	End-Pilot (2)
Monterey Rd	Main Ave	1 st St	15,932 vehicles	13,722 vehicles	14,031 vehicles	14,286 vehicles	13,787 vehicles
Monterey Rd	5 th St	Dunne Ave	17,845 vehicles	15,622 vehicles	16,524 vehicles	16,453 vehicles	16,189 vehicles
Del Monte Ave	Main Ave	1st St	1,254 vehicles	1,404 vehicles	1,374 vehicles	1,374 vehicles	1,278 vehicles
Main Ave	Del Monte Ave	Hale Ave	8,190 vehicles	8,600 vehicles	8,116 vehicles	8,018 vehicles	7,739 vehicles
Depot St	Main Ave	1 st St	2,393 vehicles	2,540 vehicles	2,376 vehicles	2,141 vehicles	2,282 vehicles
Dewitt Ave	Alkire Ave	Dunne Ave	2,494 vehicles	2,856 vehicles	2,557 vehicles	2,427 vehicles	2,486 vehicles
Peak Ave	Farallon Dr	Dunne Ave	5,794 vehicles	6,112 vehicles	5,452 vehicles	5,438 vehicles	5,238 vehicles
Hale Ave	Hillwood Ln	Wright Ave	6,830 vehicles	7,356 vehicles	7,152 vehicles	6,986 vehicles	6,900 vehicles
Wright Ave	Garden Wy	Monterey Rd	3,934 vehicles	4,896 vehicles	4,063 vehicles	4,389 vehicles	4,482 vehicles
Butterfield Blvd	Huntington Ln	Diana Ave	17,243 vehicles	18,800 vehicles	17,854 vehicles	17,854 vehicles	18,150 vehicles

* Motor vehicle automatic tube counts

Vibrancy

Noise

Measure	Pre-Pilot	Mid-Pilot (1)	Mid-Pilot (2)	End-Pilot (1)	End-Pilot (2)
Minimum	53.0 dB	51.5 dB	51.4 dB	52.2 dB	51.6 dB
Weighted Average*	70.3 dB	69.7 dB	67.4 dB	71.4 dB	69.2 dB
Maximum	94.7 dB	106.8 dB	99.1 dB	117.8 dB	102.8 dB
Standard Deviation	3.6 dB	1.5 dB	1.4 dB	3.6 dB	3.1 dB

* Weighted average measured as Equivalent Continuous Level (LAeq). When noise varies over time, the LAeq is the equivalent continuous sound which would contain the same sound energy as the time varying sound. It can be thought of as an average, where noisy events have a significant influence. This measurement is useful in assessing prolonged periods of continuously high sound levels.

Bicyclist Demographics

Measure	Pre-Pilot	Mid-Pilot (1)	Mid-Pilot (2)	End-Pilot (1)	End-Pilot (2)
Observations	74	170	195	169	214
Race: Non-white	27%	31%	34%	32%	42%
Age: Under 18	10%	26%	14%	18%	24%
Gender: Female	19%	19%	22%	13%	19%
On Sidewalk	23%	18%	17%	12%	14%
In Group	15%	40%	32%	27%	28%
On Sidewalk and Under 18	71%	34%	62%	35%	34%
Female and/or Under 18	28%	43%	36%	37%	39%
Wrong Way Riding	5%	4%	5%	8%	5%

Pedestrian Counts

Location	Pre-Pilot	Mid-Pilot (1)	Mid-Pilot (2)*	End-Pilot (1)*	End-Pilot (2)
Monterey Rd and 1 st St	341 persons	309 persons	-	-	374 persons
Monterey Rd and 2 nd St	465 persons	445 persons	-	-	508 persons
Monterey Rd and 3 rd St	397 persons	412 persons	-	-	405 persons
Monterey Rd and 4 th St	262 persons	259 persons	-	-	315 persons
Monterey Rd and 5 th St	275 persons	232 persons	-	-	236 persons
Average**	348 persons	331 persons	-	-	368 persons

* Average number of pedestrians at all five intersections during peak periods (7:00 – 9:00 AM, 11:30 AM – 1:00 PM, 2:30 – 6:00 PM)

** Missing data due to equipment malfunction

Parking Occupancy

			Pre-Pilot	Mid-Pilot (1)	Mid-Pilot (2)	End-Pilot (1)	End-Pilot (2)
Monterey Rd	Main Ave	1 st St	57%	25%	45%	55%	50%
Monterey Rd	1 st St	2 nd St	48%	60%	54%	70%	60%
Monterey Rd	2 nd St	3 rd St	69%	56%	63%	56%	41%
Monterey Rd	3 rd St	4 th St	22%	25%	31%	50%	38%
Monterey Rd	4 th St	5 th St	27%	46%	25%	46%	61%
Total*			43%	45%	45%	55%	50%
Turnover Rate**			0.6	0.7	0.8	0.9	0.8

*(Total number of vehicles in parking space) / (Total number of parking spaces)

** (Unique number of license plates) / (Total number of parked motor vehicles observed)

Resident Survey

Response	In favor of Permanent Bike Lanes		
	Pre-Pilot	Mid-Pilot	End-Pilot
Yes	281 (35%)	589 (34%)	454 (32%)
No	505 (63%)	1124 (65%)	950 (67%)
No response	17 (2%)	22 (1%)	14 (1%)
Total	803	1,735	1,418

Economy

Business Survey

Response	At this time, are you in favor of continuing the 6 month pilot?		
	Pre-Pilot	Mid-Pilot	End-Pilot
Yes	6 (50%)	9 (56%)	2 (40%)
No	6 (50%)	7 (44%)	3 (60%)
No Response	0 (0%)	0 (0%)	0 (0%)
Total	12	16	5



July 28, 2015 Complete Streets Business Vitality Measurement Program Report

Purpose: To use voluntarily submitted, confidential business sales data within and around the Downtown Morgan Hill Complete Streets pilot area as a way to gauge the business sales impact of the road re-configuration trial.

Participation: Although twelve businesses signed up to provide data, as of July 28, 2015 we only received data submissions from six businesses. All six data sets submitted are from restaurants and retailers in and around the downtown corridor.

Results: Of the six businesses represented two experienced business declines when comparing March 2015 – June 2015 results to March 2014 – June 2014 results while four experienced business increases for March 2015 – June 2015. Overall business # 3 showed a 9.25% drop in its total sales March – June, 2015 compared to the same months in 2014. Business #7 showed overall sales up 8.59% in the same comparative period. Business #9 continued to show a dramatically steep loss in business with the comparative sales period down 48.10% overall since 2014. Business 11 was overall up 11.08% overall and businesses 12 and 20 up 7.74% and 24.41% respectively in cumulative comparison months (business 12 did not submit June data).

Data Summary:

Business #3 down 9.3%
Business # 7 up 8.6%
Business # 9 down 48.1%
Business # 11 up 11.0%
Business # 12 up 7.7%
Business # 20 up 24.4%

More detailed underlying data is on the following pages.

Sales Data from Complete Streets Project (As of July 28th, 2015)

Business #3					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.703			
November	2013	0.783			
December	2013	1.877			
January	2014	0.518			
February	2014	0.765			
March	2014	0.701			
April	2014	0.775			
May	2014	0.899			
June	2014	0.758			
July	2014	0.776			
August	2014	0.888			
September	2014	1.830			
October	2014	0.728			
November	2014	1.305			
December	2014	1.594			
January	2015				
February	2015				
March	2015	0.587	83.7%	of previous March	83.73%
April	2015	0.680	87.8%	of previous April	85.87%
May	2015	0.855	95.1%	of previous May	89.35%
June	2015	0.721	95.1%	of previous June	90.75%
July	2015				
August	2015				

Sales Down
9.25%
overall

Business #7					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.968			
November	2013	0.966			
December	2013	0.952			
January	2014	0.915			
February	2014	0.861			
March	2014	1.025			
April	2014	0.946			
May	2014	1.117			
June	2014	1.117			

July	2014	1.105			
August	2014	1.089			
September	2014	0.940			
October	2014	0.945			
November	2014	0.865			
December	2014	0.996			
January	2015				
February	2015	0.932			
March	2015	1.103	107.6%	of previous March	107.56%
April	2015	1.053	111.3%	of previous April	109.36%
May	2015	1.204	107.8%	of previous May	108.80%
June	2015	1.207	108.0%	of previous June	108.59%
July	2015				
August	2015				

Sales Up 8.59%
Overall

Business #9		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013				
November	2013				
December	2013				
January	2014				
February	2014				
March	2014	1.054			
April	2014	1.444			
May	2014	1.400			
June	2014	0.997			
July	2014	1.017			
August	2014	0.983			
September	2014	0.911			
October	2014	0.694			
November	2014	1.207			
December	2014	2.292			
January	2015				
February	2015	0.758			
March	2015	0.691	65.6%	of Previous March	65.60%
April	2015	0.542	37.6%	of Previous April	49.38%
May	2015	0.701	50.1%	of Previous May	49.64%
June	2015	0.605	60.7%	of Previous June	51.90%
July	2015				
August	2015				

Sales Down 48.1%
Overall

Business #11					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.856			
November	2013	0.666			
December	2013	0.952			
January	2014	0.742			
February	2014	0.816			
March	2014	0.875			
April	2014	1.193			
May	2014	1.033			
June	2014	1.058			
July	2014	1.304			
August	2014	1.352			
September	2014	1.153			
October	2014	0.850			
November	2014	0.952			
December	2014	1.174			
January	2015	0.855			
February	2015	0.946			
March	2015	1.194	136.4%	of Previous March	136.43%
April	2015	1.113	93.3%	of Previous April	111.55%
May	2015	1.164	112.6%	of Previous May	111.90%
June	2015	1.150	108.7%	of Previous June	111.08%
July	2015				
August	2015				

Sales Up
11.08%
Overall

Business #12					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.918			
November	2013	1.074			
December	2013	1.875			
January	2014	0.807			
February	2014	0.759			
March	2014	0.834			
April	2014	0.913			
May	2014	0.895			
June	2014	1.006			
July	2014	1.071			
August	2014	0.917			

September	2014	0.932		
October	2014	0.845		
November	2014	1.084		
December	2014	2.084		
January	2015			
February	2015			
March	2015	1.056	126.63%	126.63%
April	2015	0.907	99.27%	112.33%
May	2015	0.884	98.77%	107.74%
June	2015			
July	2015			
August	2015			

Sales Up 7.74%
Overall

Business #20					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.980			
November	2013	0.925			
December	2013	1.863			
January	2014	0.787			
February	2014	1.385			
March	2014	0.649			
April	2014	0.764			
May	2014	0.598			
June	2014	1.097			
July	2014	0.955			
August	2014	0.670			
September	2014	1.327			
October	2014	1.204			
November	2014	0.784			
December	2014	1.464			
January	2015				
February	2015	0.637			
March	2015	1.004	154.63%	154.63%	
April	2015	0.984	128.90%	140.72%	
May	2015	0.971	162.40%	147.17%	
June	2015	0.907	82.70%	124.41%	
July	2015				
August	2015				

Sales Up 24.41%
Overall

MORGAN HILL

DOWNTOWN.

...IT'S HAPPENIN

Constant Contact Survey Results

Survey Name: Complete Street End of 6 Month Pilot Business Survey

Response Status: Partial & Completed

Filter: None

7/21/2015 9:58 AM PDT

How did the 6 month pilot of the Monterey Road Complete Street Project affect your volume of customers?

1 = Many less customers, 2 = Slightly less customers, 3 = Comparable amount, 4 = Slightly more customers, 5 = Many more customers



*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

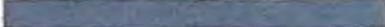
How did the pilot affect foot traffic outside your business?

1 = Much less foot traffic, 2 = Slightly less foot traffic, 3 = Comparable foot traffic, 4 = Slightly more foot traffic, 5 = Much more foot traffic



*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Are you in favor of implementing a Complete Street lane reduction permanently through the downtown core?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			2	40.0 %
No			3	60.0 %
No Response(s)			0	0.0 %
		Totals	5	100%

What is your vision for Downtown Morgan Hill?

2 Response(s)

Email on Complete Street Project Received after Survey Closed (7/19/15)

From: darcye [mailto:darcye@ix.netcom.com]
Sent: Wednesday, July 22, 2015 8:46 PM
To: Maureen Tobin
Subject: RE: Monterey Road Complete Street Pilot Final Survey Results Now Available

Hi Maureen,

I have a question for Alta, however the link is slow to respond, so in the event I can't contact them on the web, can you forward my question to them?

My question is this: The reason for heavy traffic on Monterey has always been because it is the only Westside conduit for residents west of downtown. The reduced lanes project in no way addresses this real problem. The problem will not go away, no matter how pedestrian friendly you make downtown. The impact to Dunne and Tennant intersections with Butterfield is huge. Traffic during commute times backs up considerably. How do you plan to address the real reason that people use Monterey through downtown Morgan Hill? We should be extending Santa Teresa to Tennant, but that project is mired in all kinds of issues. Please respond to me directly, Alta. Thank you.

Just keeping in touch,

Darcy

.....If you are going to try cross-country skiing,
start with a small country.

From: Liam Downey-Redstone [mailto:liam.downey@myredstonegroup.com]
Sent: Wednesday, July 22, 2015 3:32 PM
To: Maureen Tobin
Subject: Re: Monterey Road Complete Street Pilot Final Survey Results Now Available

Wow! Only 5 business responses? That's not good, if they're not willing to participate in the process and provide feedback.

Great response rate from the community. I don't think the comments match the volume of no's.

Reading some of the comments it seems that people want a quite and safer downtown, more vibrancy, better shopping and restaurants, but still want 4 lanes. But the 4 lanes are really only desired during peak commute times and days.

I shared a concept with Larry Carr some months back, which was the concept of a flexible space downtown, that could be configured to 4, 2 or no traffic lanes, allowing the space to be used for cars when needed, or pedestrian/bike/seating space at other times. It would require more planning, design and most likely the dreaded "MONEY" word, but could be a much better solution for MH.

Many towns do this, especially in Europe and the East coast. And it could be a good alternative for MH. Would be worth exploring more.

Liam

From: Lucinda Lawson [mailto:lucinda.lawson@sjsu.edu]
Sent: Wednesday, July 22, 2015 3:56 PM
To: MHDowntown Emails
Subject: Downtown road diet

I love the new design of the downtown. It feels like a place that wants me to be comfortable and happy at being there -- and I am. We now take advantage of the outside dining as we can now hear conversations.

And it is the way of the future. There are many towns trying out the same thing. Change is a good thing.

Thank you!!

Best Regards

Lucinda Lawson

--

Lucinda Lawson, B.A. | Administrative Support Coordinator
San José State University | Electrical Engineering Department
One Washington Square, San Jose, CA 95192-0084
Direct Line: 408-924-3898 | Fax: 408-924-3925
Website: ee.sjsu.edu

~~~~~

 Please consider the environment before printing this e-mail.

From: Simrit S. Kamboe [mailto:skamboe@gmail.com]  
Sent: Thursday, July 23, 2015 11:03 AM  
To: Maureen Tobin  
Subject: Re: Monterey Road Complete Street Pilot Final Survey Results Now Available

Maureen,

Perfectly agree with your approach - hopefully we can attract more businesses and make it more pedestrian friendly, just like Santa Row....great model.

## Conversation on Nextdoor in response to posting of the Final Complete Street Pilot Project Survey Results

Ruth, Marieke, Patricia, and 1 other thanked you



Charlie B. from Jackson Oaks 2d ago

<http://archive.constantcontact.com/fs160...> worked for me.

Thank Remove



Tony W. from Downtown Morgan Hill 2d ago

<http://archive.constantcontact.com/fs160...>

Thank Remove



John B. from Jackson Meadows 1d ago

Hello Maureen, Please correct me if I'm wrong, but from reading all of the planned downtown construction projects which include significant hard scape changes on Monterey, it appears the decision on the design of Monterey through downtown is a done deal and appears to be a one lane in each direction design. If this is the case, why are we taking all these surveys and asking for opinions? From my read of the comments and survey results more than 2/3 of the people do not want the complete streets project to continue, and based on the comments the majority want a return to 2 lanes of traffic in each direction. I personally favor continuation of downtown projects, but with a design that supports 2 lanes in each direction and more work on improving alternate travel routes. Most

importantly though I want our elected representatives on the council to really listen to the citizens of Morgan Hill. Are they truly listening with the intent to represent their constituents?

[Thank](#) [Remove](#)

Nina, Chris, george, and [3 others](#) thanked John



[Chris M.](#) from Spring 1d ago

I fully agree with John... the super majority of businesses and residents have clearly stated, unequivocally that they are NOT in favor of this "project." The question is will the City Council disregard their constituents, or pander to special interests groups?

[Thank](#) [Remove](#)

Nina, lalla, John, and [2 others](#) thanked Chris



[Demetria I.](#) from Paradise 1d ago

In reading the survey results it does look like the residence of Morgan Hill who I assume are the poll takers have unequivocally voiced their NO opinion on keeping DT Morgan Hill 1 lane. The discouraging thing for me is that revitalizing downtown (1 or 2 lanes) really wouldn't be an issue if there was an alternative route that was improved upon. Morgan Hill has allowed (despite the drought) the building of new homes, condo's, complexes in every open lot available - all this new building means new cars driving through Morgan Hill. How does removing a lane without adding an alternative make any sense at all.

[Thank](#) [Remove](#)

lalla thanked Demetria



Alan S. from Nordstrom 1d ago

Complete Street is scrapped. It's two lane each way according to the building plans: <http://www.morganhill.ca.gov/DocumentCen...>

Thank Remove

Chai thanked Alan



Communications and Engagement Manager Maureen Tobin from City of Morgan Hill 1d ago

John B the construction taking place on Monterey Road has nothing to do with the Complete Street Pilot Project. The construction that is happening is part of the larger Placemaking Investment Strategy projects.

<http://www.morgan-hill.ca.gov/1155/Downt...>

The current construction is addressing the irrigation system for the sidewalk planters and electrical for new lighting effects to be installed. Towards the end of August the 2nd phase of this project will move to the median work.

<http://www.morgan-hill.ca.gov/1214/Monte...> All work on Monterey Road should be completed by the end of October.

At the August 5 City Council meeting a full report on the Complete Street Pilot Project, including all data collected during the pilot, will be provided. It is anticipated that Council will make a long term decision.

Alan S. no changes are indicated in the plans for the Monterey Streetscape because no decision had been made when they were made. A decision is anticipated at the August 4 City Council meeting.

[Edit](#)[Delete](#)

John thanked you



[David D.](#) from Jackson Oaks 1d ago

I own a business downtown. Since implementation of the Lane Diet in March, our growth rate has dropped 25%. Spring and Summer should be our busier times of year, but that is not the case. Several other businesses, particularly retail shops, are experiencing the same pain. One may close it's doors if things don't pick up by December. So is sending potential customers around the downtown helping businesses? – I think not.

Some say it's safer downtown now. Business owners were recently sent an Alert from MHPD suggesting we warn customers about being mindful of their purses. Since March there has been 4 purse snatchings by perpetrators on bicycles stealing from patio diners. Additionally, I have heard of more, but since March I've personally seen the aftermath of 2 fender-benders in front of my business, and another 1 block up. Motorists consistently use the buffer and bike lane when traffic is backed up. So is Monterey now a safer street? - I think not.

Only 5 businesses completed the Business survey. A question would be why there were not more proactive steps taken to engage the downtown businesses. Thanks to our Chamber of Commerce that created a Business Survey, gathered volunteers, and went door-to-door dropping them off. We'll hopefully see a more comprehensive business tally soon.

However, the Final Citizen Survey shows 2-1 (66.2%-32.1%) of those surveyed do not want a Lane Diet on Monterey Road. Significant? I think so.

Willow Glen has experimented with a Lane Diet this year as well. Per the news clip, 64.66% of businesses opposed it. Thus, San Jose Dept of Transportation will not recommend to their City Council that the Lane Diet be permanent although it continues to be a hot topic there. I trust our Council is listening, learning from people with fingers on the pulse of the community, and will do the right thing.

Regarding Alan's post - I could be wrong (Maureen can clarify), but understand the Streetscape and Lane Diet are two separate projects. Hence the Lane Diet could still continue forward permanently although not shown on the plans (thanks Alan). In the event I am correct and it could go either way,

I encourage everyone with a voice either in opposition or a proponent, to attend the August 5, 2015 City Council meeting and give your opinion. Council doesn't know if you don't tell them.

[Thank Remove](#)

Ruth, Pat, Darcy, and [3 others](#) thanked David



[Communications and Engagement Manager Maureen Tobin](#) from City of Morgan Hill 1d ago

As you indicated David D. the Monterey Road Streetscape Project and the Complete Street Pilot Project are two separate projects. If Council made the decision to move forward long term with a single lane configuration that would happen at the end of the Monterey Road Streetscape Project ( end of October). It should be noted that it is the construction project (Monterey Road Streetscape Project) that is keeping the roadway in a one vehicle travel lane configuration to allow for the construction. Again, the Complete

Street Pilot Project goes to City Council on August 5 for a long term decision. All are encouraged to attend this meeting.

[Edit](#)[Delete](#)

John thanked you



[David D.](#) from Jackson Oaks 1d ago

Thanks Maureen. City couldn't have chosen a better person for your job.

[Thank](#) [Remove](#)



[Mike M.](#) from Paradise 1d ago



[Thank](#) [Remove](#)



[John B.](#) from Jackson Meadows 1d ago

Thank you to Alan and Maureen for the clarifying comments. And I agree with David; Maureen does a great job of communicating the facts, as they are, clearly and straightforwardly. That is much appreciated. I apparently misread some of the construction plans as indicating a single lane design so I appreciate being corrected on that point. I am still curious however why we are investing in hard scape projects for the median (planter benches etc.) if the ultimate design for the street is still in question. For example I have seen many suggestions in the written comments that suggest narrowing the median to allow for 4 lanes and still widen the sidewalks and perhaps even allow for a smaller bike lane. Seems that the option to narrow the median may be off the table or have I misunderstood that as well? I'm

not necessarily against these designs, just curious regarding the process. Thanks again Maureen for your responsiveness and clear communications.

[Thank](#) [Remove](#)

Mike thanked John



[John B.](#) from Jackson Meadows 1d ago

I meant to say, thank you David (downtown business owner) for your clarifying comments. Also thanks to Alan for sending the link to the street construction designs.

[Thank](#) [Remove](#)



[lalla s.](#) from Llagas Valley 23h ago

maureen...is the council going to vote and make a final decision at the aug 5 meeting..or are they just going to discuss it and put it off until the end of october

[Thank](#) [Remove](#)



[Communications and Engagement Manager Maureen Tobin](#) from City of Morgan Hill

23h ago

Lalla S. I can't tell you for sure what Council will do, however a recommendation will be made in the report to Council and it is anticipated that Council will take action by making a decision. There is always a chance with any item presented to Council that they could decide to have the item brought back at a future date.

[Edit](#)[Delete](#)



Communications and Engagement Manager [Maureen Tobin](#) from City of Morgan Hill

23h ago

John B, the primary work for the streetscape is irrigation and electrical... some landscaping and lighting effects, not hardscape. The planter work is changes to the existing planters, not creating new ones. I hope this helps.

[Edit](#)[Delete](#)



[Pat S.](#) from Nordstrom 21h ago

Sadly, the "Morgan Hill Life" publication chose to run (this week) two nearly full pages in support of the Monterey Road projects. One an editorial, the other titled "Residents support city's downtown 'Complete Streets' program with articles written by two residents that claim not to have seen the issues that the majority of Morgan Hill residents experienced and caused many of them to vote NO on 'Complete Streets' survey. A survey that included 1418 residents (67% voting NO).

Would have liked to have seen the "Morgan Hill Life" put Brad Jones' positive article next to David Dindak's opposing view side by side so we can read a more balanced assessment of this narrowing experiment. Clearly, most interviewed residents are against the project. Downtown business owners are mixed in their view; some with street side dining establishments in favor of the project (duh, they get larger outdoor dining space with less cars to hear, smell and look at) while other business owners being opposed due to fewer visitors downtown.

I'm also confused as to what "alternate routes" exist for traveling

north/south when you are east Butterfield. City would have you travel down already overtaxed Main, wait at the long light at the corner of Main and Monterey (particularly when school ends or commute from work occurs), cross over the railroad tracks to Butterfield, only to slug along at slow pace south to Dunne or further and then cross back over the railroad tracks again (all the time bypassing all downtown businesses). Why would we want to encourage more travel across these railroad tracks that have had their share of serious accidents in recent years.

Let's see the MH Times, "Morgan Hill Life", city communication and Morgan Hill Chamber of Commerce all transparently report the results of community polls and surveys on the downtown projects.

<http://morganhilllife.com/editorial-pati...>

<http://morganhilllife.com/community-voic...>

Thank Remove



Debra U. from Coyote Creek 1h ago

Majority of the respondents to the poll were commuters, which skews the results.

Thank Remove



J.K. M. from Jackson Oaks 1h ago

I would like to spend a moment to clarify a little bit about the post above with the links to MH Life and then on to more items.

The post above implies that Morgan Hill Life has published 2 pages of ...

[View more](#)

Edited 1h ago

[Thank](#) [Remove](#)

Greg and Cindy thanked J.K.



[Carole M.](#) from Jackson Meadows 16m ago

Downtown bike lane & icon shld be colored coded, too like they are now doing in SF & Los Gatos. When I drove thru downtown a few times I cldn't see the bike icons very well cuz the street isn't perfectly level. It slopes a bit to the curb. I'd like old town MH charm to be more pedestrian type. Build a " second downtown" attraction from Dunne to Tennent for cars! It's rather a dull part of MH....it needs to grow there & become another MH downtown attraction

From: David Dindak [<mailto:david@coasttocoastdatasearch.com>]

Sent: Wednesday, July 15, 2015 10:41 AM

To: Steve Tate; Larry Carr; Marilyn Librers; Gordon Siebert; Rich Constantine; Steve Rymer

Subject: Monterey Lane Diet

Mr. Mayor and Honorable City Council,

Since data collection has ceased prior to what had been anticipated and you ponder the decision of possibly making the Monterey Lane Diet permanent, I wanted to present some issues of concern Kerry and I have. Since purchasing Bubbles Wine Bar in January 2014 there has been a continual revenue growth rate. We attribute this to a successful business model that has included menu expansion and owner presence. The only apparent change has been implementation of the lane closures.

We charted out the Bubbles growth rate year over year from January 2013 (a year prior to our taking over) through May 2015, and March through June 2015. These can be made available to you per personal request. Results show significant growth rate **decrease** of 25% since the lane closure in March 2015.

Spring and Summer historically should be busier times of year for eateries and we are not experiencing that. Considering Kerry and I are relatively new downtown business owners, we recently walked Monterey speaking with several other owners asking for their input. Many are feeling the same pain of operating a successful business, and also attribute losses to the Lane Diet.

One business feels it can only last through December if conditions remain the same. Another business owner has not taken a pay check since March to ensure employees are not laid off. A few restaurants have not seen any major shift in revenues either way. Three owners with little shift only want what is best for the downtown as a whole, whether it be keeping the one lane permanent or not.

What we found is the retail shops relying upon pedestrian traffic are the most affected. Consensus of those opposed to the Lane Diet is that it sends potential customers away from the downtown, and like what we have been told by many of our clientele is that some people wanting to avoid downtown area traffic conditions visit less frequently than in the past and go elsewhere in their leisure time.

As a result, is the traffic calming actually increasing economic vitality, enhancing the pedestrian environment, and creating a more attractive, thriving and vibrant community gathering place? We and other business owners think not.

Another issue I would like to address is Safety. MHPD responds to traffic collisions in the event of injury or when called upon to facilitate exchange of driver information. The Study being conducted of motor vehicle accidents compiles information from MHPD Accident reports. Since the vast majority of low speed impact motor vehicle accidents do not involve reported injuries at the time of event, the data that has been collected is not all inclusive.

I have heard people talk about knowing of several rear-end collisions along Monterey since implementation of the Lane Diet. This is only hearsay, but I can attest to having seen the result of 3 such incidents since March 2015. The first was Friday May 22, 2015 at 5<sup>th</sup> and Monterey. I was unable to obtain a photograph of that one. However, I was present after 2 of them and obtained the following photographs. Note the Fire truck at the right of the right-hand photo had been passing by. It was only on scene a few minutes and departed, likely due to the accident having been a non-injury reported event.



MVA – Sunday, May 25, 2015 – 5<sup>th</sup> and Monterey



MVA – Friday, July 10, 2015 – 4<sup>th</sup> and Monterey

In addition to collisions, one can sit on the patio of Bubbles during the 4:00 PM to 7:00 PM timeframe and experience motorists commonly utilizing the Bike Lane as a southbound mode of travel after 3<sup>rd</sup>. Street.

As a result, has the lane reduction increased the number of accidents/crashes in Downtown? Not having seen any accidents at 5<sup>th</sup> and Monterey January 2014 through March 2015, we think so. Is the Lane Diet creating an unsafe motorist and bicycling environment. We think so.

Willow Glen which was said by some to be a model for Morgan Hill to follow, recently reverted back to 2-lane travel each direction. Kerry, I, and a host of others feel Morgan Hill should do the same.

Once again I thank you for your time and consideration.

Best Regards,

David Dindak – Owner – Bubbles Wine Bar



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Firato Janitorial

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**Jeff Mitchell**  
Morgan Hill Times

Federal ID# 94-1593675

July 23, 2015

To: Mayor Steve Tate, City Manager Steve Rymer, Council Members Marilyn Librers, Larry Carr, Rich Constantine, and Gordon Siebert  
Re: Permanent Implementation of Morgan Hill Downtown Complete Streets

Dear Elected and Appointed Representatives,

From the beginning of the Complete Streets Pilot Project we stated that our biggest concern would be the potential consequences, positive or negative, for the businesses most directly affected by the proposed change.

Attached to this letter are a spreadsheet and graphs illustrating the detailed feedback we received through a targeted survey of the downtown businesses. Our methodology was to hand deliver one paper survey to each business in and immediately adjacent to the downtown core. The survey was delivered on July 9<sup>th</sup> with a return postmark deadline of July 17, 2015. These dates were chosen to be as close as possible to the end of the trial period and before the Monterey Road construction projects got underway. Forty-four businesses responded, thirty-five of which identified themselves and nine of whom chose to remain anonymous. We delivered seventy three surveys, so this represents a 60% survey response rate.

As you can see from the attached information, thirty out of the forty-four (68%) of the businesses reported that their customer's response to the road change has been highly negative while only three (7%) reported that their customer's response has been highly positive. Summing up all considerations, 64% of the businesses oppose making the lane changes permanent, 11% are still undecided, and 25% support permanent implementation.

Given this feedback, the Morgan Hill Chamber of Commerce recommends returning Monterey Road to two mixed use (vehicles and bicycles) lanes in each direction at the earliest possible moment. We further suggest that other traffic calming and safety measures (such as better indicated cross walks, heightened speed limit enforcement, and similar reasonable measures) be considered for implementation as part of the streetscape improvements program presently under way and/or at a future time.

Sincerely yours,

A handwritten signature in black ink that reads "John T. Horner".

John T. Horner, President & CEO

Summary of Downtown Business Paper Survey Regarding Complete Streets Pilot  
 Deadline to mail surveys was July 19.

One form each was hand delivered to the businesses in and immediately adjacent to the downtown core by door-to-door canvassing.

Surveys were a simple one-page paper form and included a self-addressed, stamped envelope to make completion and return as easy as possible

Every effort was made to make sure people knew that we want their honest feedback whether it be pro, con or neutral.

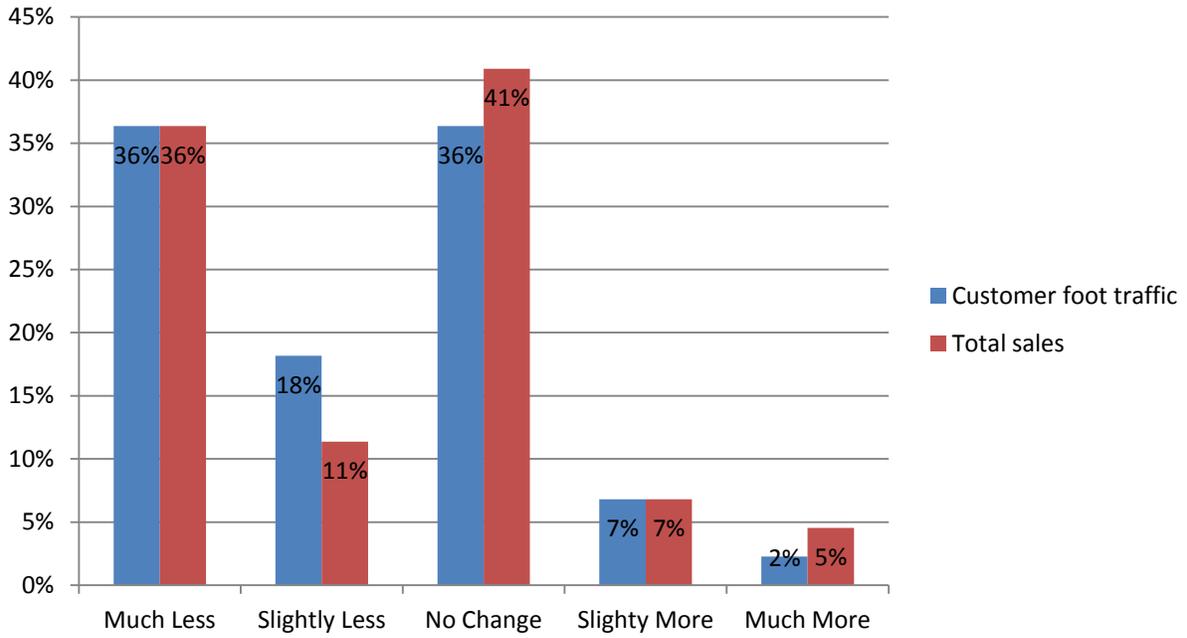
We also stated that the only position the chamber had taken as of the survey date was that we wanted to understand any effect the pilot had on local businesses.

We emphasized that all businesses were encouraged to participate and that there is no requirement or expectation visa-vis their being or not-being members of the Morgan Hill Chamber of Commerce.

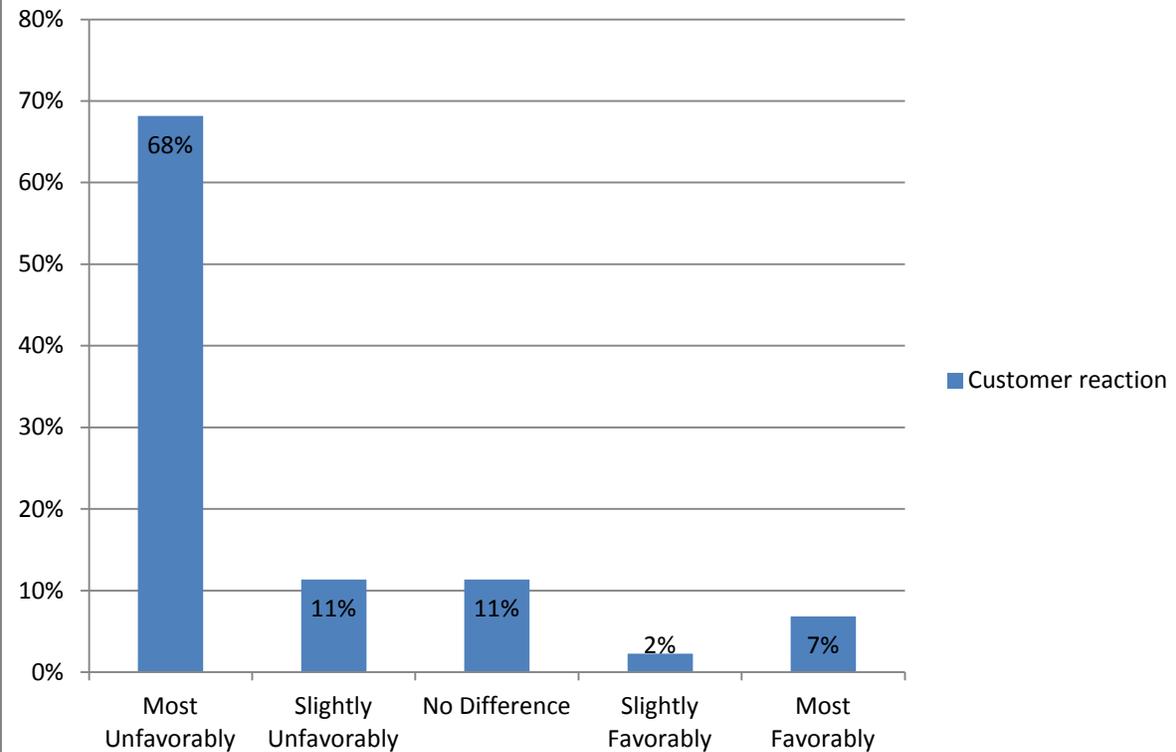
| <b>Number of Responses</b>   | <b>Much less</b>        | <b>Slightly Less</b>        | <b>No Change</b>     | <b>Slightly More</b>      | <b>Much More</b>      | <b>Total</b> |
|------------------------------|-------------------------|-----------------------------|----------------------|---------------------------|-----------------------|--------------|
| <b>Customer foot traffic</b> | <b>16</b>               | <b>8</b>                    | <b>16</b>            | <b>3</b>                  | <b>1</b>              | <b>44</b>    |
| <b>Total sales</b>           | <b>16</b>               | <b>5</b>                    | <b>18</b>            | <b>3</b>                  | <b>2</b>              | <b>44</b>    |
|                              |                         |                             |                      |                           |                       |              |
|                              | <b>Most Unfavorably</b> | <b>Slightly Unfavorably</b> | <b>No Difference</b> | <b>Slightly Favorably</b> | <b>Most Favorably</b> |              |
| <b>Customer reaction</b>     | <b>30</b>               | <b>5</b>                    | <b>5</b>             | <b>1</b>                  | <b>3</b>              | <b>44</b>    |
|                              |                         |                             |                      |                           |                       |              |
|                              | <b>No</b>               | <b>Not Sure</b>             | <b>Yes</b>           |                           |                       |              |
| <b>Make it Permanent?</b>    | <b>28</b>               | <b>5</b>                    | <b>11</b>            |                           |                       | <b>44</b>    |

| <b>Data as % of Responses</b> | <b>Much Less</b>        | <b>Slightly Less</b>        | <b>No Change</b>     | <b>Slightly More</b>      | <b>Much More</b>      | <b>Total</b> |
|-------------------------------|-------------------------|-----------------------------|----------------------|---------------------------|-----------------------|--------------|
| <b>Customer foot traffic</b>  | <b>36%</b>              | <b>18%</b>                  | <b>36%</b>           | <b>7%</b>                 | <b>2%</b>             | <b>100%</b>  |
| <b>Total sales</b>            | <b>36%</b>              | <b>11%</b>                  | <b>41%</b>           | <b>7%</b>                 | <b>5%</b>             | <b>100%</b>  |
|                               |                         |                             |                      |                           |                       |              |
|                               | <b>Most Unfavorably</b> | <b>Slightly Unfavorably</b> | <b>No Difference</b> | <b>Slightly Favorably</b> | <b>Most Favorably</b> |              |
| <b>Customer reaction</b>      | <b>68%</b>              | <b>11%</b>                  | <b>11%</b>           | <b>2%</b>                 | <b>7%</b>             | <b>100%</b>  |
|                               |                         |                             |                      |                           |                       |              |
|                               | <b>No</b>               | <b>Not Sure</b>             | <b>Yes</b>           |                           |                       |              |
| <b>Make it Permanent?</b>     | <b>64%</b>              | <b>11%</b>                  | <b>25%</b>           |                           |                       | <b>100%</b>  |

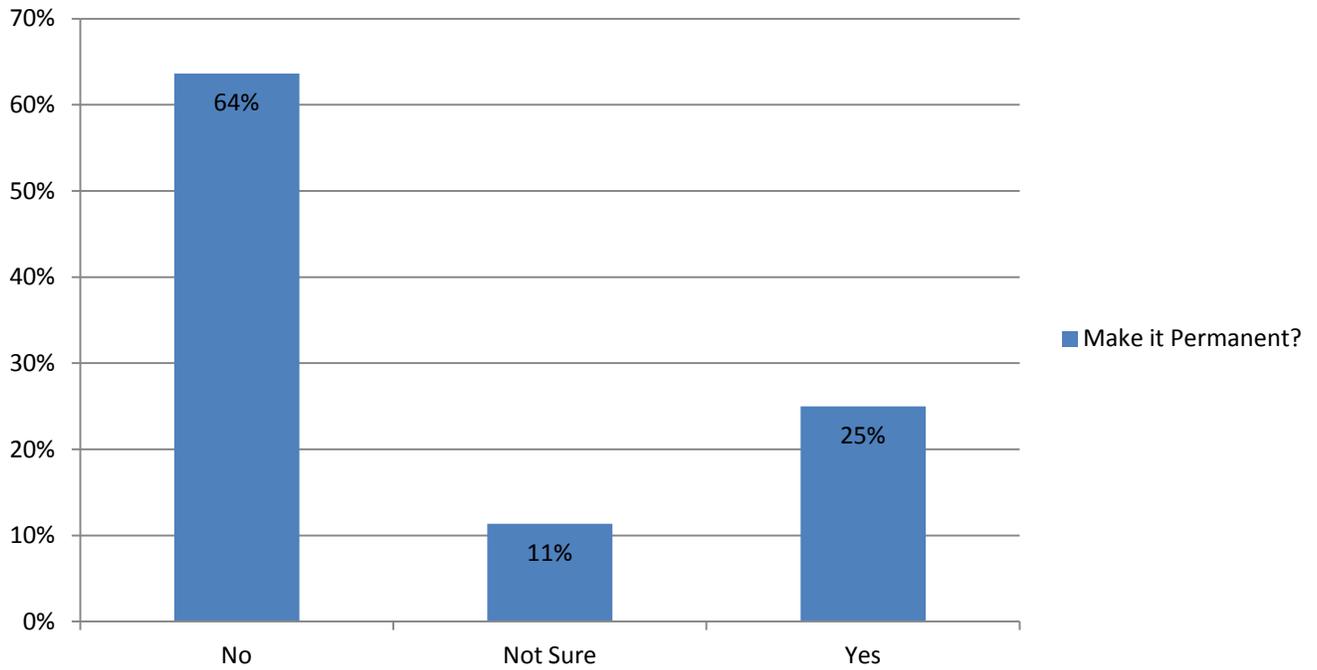
### Businesses Reported Change in Foot Traffic and Sales



### Businesses Reported Customer Reaction



## Business Response: Should Single Vehicle Lane Become Permanent ?



**Complete Streets Survey Raw Results**  
**Please circle the answer that best describes your experience from**  
**March 2015—July 2015**

1. *How has the one-lane reduction affected your volume of customers?*

Much less                      slightly less                      no change                      slightly more                      much more  
Comments:

- a. **Slightly Less Customers:** (Joe Acosta, M.H. Barber Shop) Comment: It's been the most stupid thing that they've (city) done."
- b. **Slightly More Customers:** (Mark Madsen, EMF Motorsports)
- c. **Slightly Less Customers:** (Anonymous)
- d. **Much Less Customers:** (Jeanie Baker, Happy Spatula). "It's slow now, customers are not coming in like before. Business has been bad."
- e. **Slightly Less:** (Leonette Stafford, Realty World, People to People). "I had to adapt with new ways to have clients come. i.e. "Where's Waldo."
- f. **Much less customers:** (David Dindack, Bubbles Wine Bar). "General customers have said they frequent downtown to wine and dine much less often since the lane diet implementation."
- g. **Much Less:** (Anonymous).
- h. **Much less:** (Safari Salon). "We have had a huge reduction in walk-in customers. We are not pleased with it at all."
- i. **Much less:** (Anonymous).
- j. **Much less:** (Kim Say, Main Street Bagel).
- k. **Much more:** (Anonymous).
- l. **No change:** (Julie Wolfsmith, DeSign).
- m. **Much less customers:** (Sinaloa Café).
- n. **Slightly more:** (Chris Reynolds, The Candy Parlor). "Hard to measure, but sales are up, therefore customers must be up."
- o. **Slightly less:** (Debra Creighton, Huntington Station).
- p. **No change:** (Carrie & Amanda, Carl Schindler State Farm Insurance).
- q. **No change.** (Brad Jones, BookSmart).
- r. **Slightly less.** (Anonymous).
- s. **Much less.** (Lauren Trapp, Fresco Solar). "We don't have many customers to our office, but we have many deliveries with large trucks. The lane reduction has made deliveries in large trucks impossible as they usually parked on Monterey while they unloaded. This has decreased production and productivity significantly."
- t. **Slightly more.** (Leah De Lane, Fast Frame): "Foot traffic has increased, particularly on weekends."
- u. **Much less.** (Maurizio, Maurizio's): Lunch is less.

- v. **Much less.** (Tracey S. Ulery, Jewel Box Morgan Hill): "MH peeps don't want to come downtown."
- w. **No change.** (Irma Delgado, Irma Delgado Insurance).
- x. **No change.** (Evelyn Gomez, Jesus Mexican Restaurant).
- y. **No change.** (Maureen Harris, Allstate).
- z. **No change.** (Anonymous).
- aa. **Much Less.** (Jeanie Watson, Morgan Hill Art Gallery). "Foot traffic is half and sales are half."
- bb. **Much Less.** (Randi Bara, Betto's Bistro). (See attachment at end of this survey, for specific concerns).
- cc. **Slightly Less.** (Anonymous).
- dd. **No change.** (Susan Hall, Morgan Hill Tavern).
- ee. **No change.** (Cherisse White, Cherisse's Hair Salon).
- ff. **Slightly Less.** (Ana Pleasants, Tutta Bella Salon).
- gg. **No Change.** (Margaret Perez, Dr. Ricardo J. Perez).
- hh. **Much Less.** (Anonymous). "We are getting much less foot traffic into our business since the lane reduction."
- ii. **Slightly Less.** (Sam Dawson, House of Siam). "Also created more traffic."
- jj. **No Change.** (Morgan McCranie, Ladera Grill).
- kk. **No Change.** (Rev. Patrick Davis, M.H. United Methodist Church).
- ll. **Much Less.** (Anonymous).
- mm. **No Change.** (Maria Betenncourt, Maria's Tax Service).
- nn. **No Change.** (Renee Roberts, Design Factory).
- oo. **Much Less.** (Melissa Murphy, Murphy's Mercantile).
- pp. **No Change.** (Crystal Nadeau, Granada Theater). "Better only one lane moving by us....Quieter."
- qq. **No Change.** (Carole Stransburg, Envy A Salon).
- rr. **Much Less.** (Cindy Acevedo, El Toro Brewpub). "Customers are upset about the lane reduction so much that they have expressed they would rather not go downtown to shop or dine."

## 2. How has the one-lane reduction affected your business sales?

Much less                      slightly less                      no change                      slightly more                      much more  
Comments:

- a. **Much less business sales.** (Joe Acosta, M.H. Barber Shop)
- b. **Slightly more sales.** (Mark Madsen, EMF Motorsports)—Said to interviewer, “because they are on a side street a few more people have found them.”
- c. **Slightly Less** – (Anonymous). “They have to find parking and walk in.”
- d. **Much Less Sales** – (Jeanie Baker, Happy Spatula). “Sales are down this lane has effected all business.”
- e. **No Change.** (Leonette Stafford, Realty World, People to People).
- f. **Much less business Sales:** (David Dindack, Bubbles Wine Bar). “Year over year growth has decreased by 25% (see attached chart). Lane diet has been the only changes in denominator since purchase in January 2014.
- g. **Much less.** (Anonymous).
- h. **Much less.** (Safari Salon). “Too hard to come to salon to purchase product with traffic.”
- i. **Much less.** (Anonymous).
- j. **No change.** (Kim Say, Main Street Bagel).
- k. **Much More.** (Anonymous).
- l. **No change:** (Julie Wolfsmith, DeZign).
- m. **Much less.** (Sinaloa Café). Police pulling over many cars in front of our business. Crippled business on multiple Friday evenings (dinner time).
- n. **Slightly more.** (Chris Reynolds, The Candy Parlor). Sales up 10-15% over same month in 2014.
- o. **No Change.** (Debra Creighton, Huntington Station).
- p. **No change.** (Carrie & Amanda, Carl Schindler State Farm Insurance).
- q. **No change.** (Brad Jones, BookSmart).
- r. **No change.** (Anonymous).
- s. **Much less.** (Lauren Trapp, Fresco Solar). “See comments above. Deliveries have been cancelled and/or turned away due to no room for vehicle.”
- t. **Much More.** (Leah De Lane, Fast Frame): “We are up 25%. I am a destination business, so the lane change doesn’t affect me as much as some. The foot traffic increase of shoppers strolling has been helpful for awareness and people entering the business to ask questions.
- u. **Much Less.** (Maurizio, Maurizio’s)
- v. **Much Less.** (Tracey S. Ulery, Jewel Box Morgan Hill): “My sales are down ever since the bike lane went in.”
- w. **No Change.** (Irma Delgado, Irma Delgado Insurance).
- x. **No Change.** (Evelyn Gomez, Jesus Mexican Restaurant).
- y. **No Change.** (Maureen Harris, Allstate).
- z. **No Change.** (Anonymous).
- aa. **Much Less.** (Jeanie Watson, Morgan Hill Art Gallery). “Half that amount of sales.”

- bb. **Much Less.** (Randi Bara, Betto's Bistro). (See attachment at end of this survey, for specific concerns).
- cc. **Slightly Less.** (Anonymous).
- dd. **No Change.** (Susan Hall, Morgan Hill Tavern).
- ee. **No change.** (Cherisse White, Cherisse's Hair Salon).
- ff. **Slightly Less.** (Ana Pleasants, Tutta Bella Salon). "Foot traffic is down. Our customers are late because of the horrible traffic on Monterey and the parking."
- gg. **No Change.** (Margo Perez, Dr. Ricardo J. Perez).
- hh. **Much Less.** (Anonymous). "Less foot traffic."
- ii. **Slightly Less.** (Sam Dawson, House of Siam).
- jj. **Slightly More.** (Morgan McCranie, Ladera Grill).
- kk. **No Change.** (Rev. Patrick Davis, M.H. United Methodist Church).
- ll. **Much Less.** (Anonymous). Bike riders do not shop. They may stop for food or beverage, but, they do not shop."
- mm. **No Change.** (Maria Betenncourt, Maria's Tax Service).
- nn. **No Change.** (Renee Roberts, Design Factory).
- oo. **Much Less.** (Melissa Murphy, Murphy's Mercantile).
- pp. **No Change.** (Crystal Nadeau, Granada Theater).
- qq. **Slightly Less.** (Carole Stransburg, Envy A Salon).
- rr. **Much Less.** (Cindy Acevedo, El Toro Brewpub). Month to month comparison to 2014 our sales are down 20 to 50 percent.

### 3. How have your customers reacted to the one-lane reduction overall?

Most unfavorably                      slightly unfavorably      no change                      slightly favorably                      most favorably  
Comments:

- a. **Most unfavorably.** (Joe Acosta, M.H. Barber Shop). "My customers have said they won't come downtown."
- b. **Most unfavorably.** (Mark Madsen, EMF Motorsports)
- c. **Slightly unfavorably.** (Anonymous)
- d. **Most unfavorably.** (Jeanie Baker, Happy Spatula). "They hate it and wonder whose brainy idea it was?"
- e. **Slightly unfavorably.** (Leonette Stafford, Realty World, People to People).
- f. **Most unfavorably.** (David Dindack, Bubbles Wine Bar). "9 out of every 10 customers queried oppose permanent lane reduction. Mostly they cite traffic congestion, extended travel time to destination, and safety concerns (motorists utilize the buffer lane commonly, past 3<sup>rd</sup> St. motorists speed, one customer no longer bikes downtown after almost being struck."
- g. **Most unfavorably.** (Anonymous). "U-Turns are impossible."
- h. **Most unfavorably.** (Safari Salon). "Too much congestion and it's very difficult to get onto Monterey from 3<sup>rd</sup> St."
- i. **Most unfavorably.** (Anonymous). "Our customers have complaints about the high traffic volume and how it is a little harder now to get to certain businesses and parking is always full."
- j. **Most unfavorably.** (Kim Say, Main Street Bagel).
- k. **Most favorably.** (Anonymous).
- l. **Most unfavorably.** (Julie Wolfsmith, Deziign).
- m. **Most unfavorably.** (Sinaloa Café).
- n. **Most favorably.** (Chris Reynolds, The Candy Parlor). With very few exceptions, all customers really like the calmer, quieter downtown.
- o. **No change.** (Debra Creighton, Huntington Station).
- p. **Most unfavorably.** (Carrie & Amanda, Carl Schindler State Farm Insurance). "Customers are complaining about traffic & the difficulty of getting here. Also there has been unsafe blockage of the intersection as a result on this 1-lane closure."
- q. **Slightly favorably.** (Brad Jones, Book Smart).
- r. **Most unfavorably.** (Anonymous).
- s. **Most unfavorably.** (Lauren Trapp, Fresco Solar). "This has severely impacted our customer relations negatively and it has lowered productivity."
- t. **Most favorably.** (Leah De Lane, Fast Frame): "Although those who use the downtown corridor simply to commute are negative in comments, mostly my clients are very happy with the ease of crossing streets, reduced noise, increased safety, and mostly the enjoyable experience with outdoor dining."
- u. **Most unfavorably.** (Maurizio, Maurizio's):

- v. **Most unfavorably.** (Tracey S. Ulery, Jewel Box Morgan Hill): "None of my customers like it."
- w. **Most unfavorably.** (Irma Delgado, Irma Delgado Insurance).
- x. **Slightly unfavorably.** (Evelyn Gomez, Jesus Mexican Restaurant). "We believe it's more about their personal opinion and dislike of traffic than their experience coming to our business."
- y. **Most unfavorably.** (Maureen Harris, Allstate). "To be honest, most of the people we speak to do not support the one lane reduction."
- z. **Most unfavorably.** (Anonymous). "Increased congestion & decays delayed parking make accessing downtown for business purposes much more difficult."
- aa. **Most unfavorably.** (Jeanie Watson, Morgan Hill Art Gallery). "Not happy. Too much traffic and are saying they aren't going to come downtown to protest."
- bb. **Most unfavorably.** (Randi Bara, Betto's Bistro). (See attachment at end of this survey, for specific concerns).
- cc. **Most unfavorably.** (Anonymous).
- dd. **Slightly unfavorably.** (Susan Hall, Morgan Hill Tavern).
- ee. **Most unfavorably.** (Cherisse White, Cherisse's Hair Salon). "No one likes it."
- ff. **Most unfavorably.** (Ana Pleasants, Tutta Bella Salon).
- gg. **Most unfavorably.** (Margo Perez, Dr. Ricardo J. Perez). "People complain all the time that the congestion is making them late for appointments."
- hh. **Most unfavorably.** (Anonymous). "Difficult to get into downtown."
- ii. **Most unfavorably.** (Sam Dawson, House of Siam). "Tend to have more accidents."
- jj. **No change.** (Morgan McCranie, Ladera Grill).
- kk. **No change.** (Rev. Patrick Davis, M.H. United Methodist Church).
- ll. **Most unfavorably.** (Anonymous).
- mm. **Slightly unfavorably.** (Maria Betenncourt, Maria's Tax Service).
- nn. **No Change.** (Renee Roberts, Design Factory).
- oo. **Most unfavorably.**
- pp. **No Change.** (Crystal Nadeau, Granada Theater).
- qq. **Most unfavorably.** (Carole Stransburg, Envy A Salon).
- rr. **Most unfavorably.** (Cindy Acevedo, El Toro Brewpub). "Not one customer since reduction has the opinion that they believe it is better."

#### 4. Are you in favor of a one-lane permanent reduction?

Yes                      No                      I'm still not sure  
Comments:

- a. **No.** (Joe Acosta, M.H. Barber Shop). Received back July 10, 2015.
- b. **No.** (Mark Madsen, EMF Motorsports). Received back July 10, 2015
- c. **No.** (Anonymous): "Too much congestion from 7:00 – 9:00 a.m. and 3:00 -6:00 p.m. I now go around the town to get out." Received back July 10, 2015
- d. **No.** (Jeanie Baker, Happy Spatula). Received back July 10, 2015.
- e. **I'm still not sure.** (Leonette Stafford, Realty World, People to People). Received July 13, 2015.
- f. **No.** (David Dindack, Bubbles Wine Bar). Received July 14, 2015
- g. **No.** (Anonymous). "Traffic is a joke. Trying to get into downtown is especially difficult coming south during commute time." (Received July 14, 2015).
- h. **No.** (Safari Salon). (Received July 14, 2015).
- i. **No.** (Anonymous) (Received July 14, 2015).
- j. **No.** (Kim Say, Main Street Bagel). (Received July 14, 2015).
- k. **Yes.** (Anonymous) (Received July 14, 2015).
- l. **Yes.** (Julie Wolfsmith, Deziign). (Received July 14, 2015).
- m. **No.** (Sinaloa Café). (Received July 14, 2015).
- n. **Yes.** (Chris Reynolds, The Candy Parlor). "Change is hard and takes time. I believe that the garage and new construction will create a destination environment to complement the single lane. People will begin to like it." (Received July 14, 2015).
- o. **I'm still not sure.** (Debra Creighton, Huntington Station). "Personal – Resident. I find backups on Fridays worse! Business-wise, it's not really affected as much as parking garage." (Received July 14, 2015).
- p. **No.** (Carrie & Amanda, Carl Schindler State Farm Insurance). "Please change back to relieve the mess of traffic!"
- q. **Yes.** (Brad Jones, Book Smart). (Received July 14, 2015).
- r. **No.** (Anonymous). "Cars are driving more recklessly now when they were with two lanes." (Received July 14, 2015).
- s. **No.** (Lauren Trapp, Fresco Solar). "Each day we watch (from our office window which looks out @ Monterey St.) police, fire dept., emergency responders struggle to get through downtown. We also watch multiple bikers riding on the sidewalk and the downtown business struggle." (Received July 14, 2015).
- t. **Yes.** (Leah De Lane, Fast Frame): "Downtown needs to be a vibrant, pedestrian friendly place that is inviting and a pleasurable place to gather. Regular commuters are not stopping to make purchases. It is impossible to cross the streets with the 2 lane configuration. Please don't cave to pressure from people that don't care about our downtown businesses!" (Received July 15, 2015).
- u. **Yes.** (Maurizio, Maurizio's): But people need to be educated about it. (Received July 15, 2015).
- v. **No.** (Tracey S. Ulery, Jewel Box Morgan Hill). (Received July 16, 2015).

- w. **No.** (Irma Delgado, Irma Delgado Insurance). (Received July 16, 2015).
- x. **Yes.** (Evelyn Gomez, Jesus Mexican Restaurant). Although we were not greatly affected by it, we do feel it makes a more restaurant and entertainment ambiance downtown. However, the increase in traffic isn't favorable for many." (Received July 16, 2015).
- y. **I'm still not sure.** (Maureen Harris, Allstate). (Received July 16, 2015).
- z. **No.** (Anonymous). (Received July 16, 2015)
- aa. **I'm still not sure.** (Jeanie Watson, Morgan Hill Art Gallery). "I supported it – I think it's good, but not when all the people say they hate it, it must not be good." (Received July 16, 2015).
- bb. **No.** (Randi Bara, Betto's Bistro). (See attachment at end of this survey, for specific concerns). (Received July 16, 2015).
- cc. **No.** (Anonymous). (Received July 17, 2015).
- dd. **I'm still not sure.** (Susan Hall, Morgan Hill Tavern). (Received July 17, 2015).
- ee. **No.** (Cherisse White, Cherisse's Hair Salon). (Received July 17, 2015).
- ff. **No.** (Ana Pleasants, Tutta Bella Salon). "Absolutely not. All of this is unnecessary and a complete disaster. Why fix something that's not broke. Traffic is the worst I have ever seen. Take into consideration what the business owners and public is saying. We are the ones who matter. Fix this problem." (Received July 17, 2015).
- gg. **No.** (Margo Perez, Dr. Ricardo J. Perez). (Received July 17, 2015).
- hh. **No.** (Anonymous). "We need more ways to bring people through downtown not away." (Received July 17, 2015).
- ii. **No.** (Sam Dawson, House of Siam). (Received July 20, 2015).
- jj. **Yes.** (Morgan McCranie, Ladera Grill). "Please put back in speed bumps." (Received July 20, 2015).
- kk. **Yes.** (Rev. Patrick Davis, M.H. United Methodist Church). "It has slowed down traffic making it safer to cross the street in the crosswalks." (Received July 20, 2015).
- ll. **No.** (Anonymous). Confusion on parking. "There are no markings. If marked 7-8 vehicles could park. Now large spaces between cars, only approx. 5-6 can park." (Received July 20, 2015).
- mm. **No.** (Maria Betenncourt, Maria's Tax Service). (Received July 20, 2015).
- nn. **Yes.** (Renee Roberts, Design Factory). (Received July 20, 2015).
- oo. **No.** (Melissa Murphy, Murphy's Mercantile). (Received July 20, 2015).
- pp. **Yes.** (Crystal Nadeau, Granada Theater). (Received July 20, 2015).
- qq. **No.** (Carole Stransburg, Envy A Salon). "I was optimistic and up for the change, however after the trial it was apparent how horrible the traffic was. It was definitely a deterrent for customers." (Received July 20, 2015).
- rr. **No.** (Cindy Acevedo, El Toro Brewpub). "Absolutely not in favor. Please note the Willow Glen Road Diet was stopped at 3 months into trial because businesses were complaining of lost business... S.J. Mercury Newspaper on June 26, 2015." (Received July 20, 2015).

**From:** [Corrine Boderman](#)  
**To:** [Michelle Wilson](#)  
**Subject:** Complete Streets Final Report - In Support of Lane Reduction  
**Date:** Tuesday, July 28, 2015 10:05:32 AM

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Dear Michelle,

I'd like to take the time to express how much I am in full support of keeping the lane reduction in downtown Morgan Hill permanent. I am an active resident of Morgan Hill and have a lot of passion for this community and the future of the downtown. Although there have been plenty of people vocal about not wanting the change, I feel there are even more advocates for keeping it (or being complacent about it) who have not spoken out. You cannot discount that fact despite the apparently strong opposition to it.

I am very surprised by the Chambers report about the majority of businesses only hearing negative feedback from their customers considering everyone I seem to speak to loves what the lane reduction has done to downtown.

Thank you for considering my letter of support for the lane reduction.

It is much appreciated,  
Corrine Boderman

**From:** [Lauren Smith](#)  
**To:** [Michelle Wilson](#)  
**Subject:** Complete Streets Final Report  
**Date:** Tuesday, July 28, 2015 9:37:43 AM

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Hi Michelle,

I wanted to send my support for the downtown bike lane. As someone who lives on the north end of downtown and works on the southern end of Morgan Hill, I have appreciated the bike lane not just for the added safety and convenience of my bike commute, but also as a way to revitalize and uplift the downtown area. Because of the bike lane, I have started commuting by bike each day. I have also spent more time downtown at restaurants and shopping because I believe with the bike lane the downtown is a more pleasant place to be. I hope that the City Council will choose to permanently keep the bike lane.

Thank you,

Lauren

**Lauren Smith**

Specialized Bicycle Components

skype: lrnsmt

#YourRideYourRules

**From:** [William Jesswein](#)  
**To:** [Michelle Wilson](#)  
**Subject:** Downtown lane reduction (Complete Streets Final Report)  
**Date:** Friday, July 24, 2015 9:41:45 PM

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Michelle,

I heard there was a survey where city residents could express their feedback on the traffic calming lane reduction experiment on Monterey. Due to some technical issue with the survey site, I was not able to take the survey.

However, I would like to express my full support for continuing the current one-lane in each direction configuration. I have lived about a mile from Monterey/downtown for 15 years and I cannot tell you how wonderful it is to see traffic calming down in this area. I am really enjoying the new pedestrian friendly and quieting vibe on my frequent visits. When I am going through town or north, on my daily drive to work, I use other routes, but if I'm going downtown to eat or shop, I don't mind using the one lane. Name just about any downtown in the Bay Area, Los Gatos, Mountain View, Santa Cruz, Los Altos, Palo Alto, Pleasanton, Danville, etc. and they all experience the benefits and wisdom of one-lane towns. Come to think of it, I'm having a hard time thinking of any other downtown with 4 lanes.

Thank you,  
Bill Jesswein

**From:** [Donna Serrano](#)  
**To:** [Michelle Wilson](#)  
**Cc:** [Nancy Reynolds](#)  
**Subject:** Downtown Morgan Hill  
**Date:** Thursday, July 30, 2015 9:33:50 AM

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Ms Wilson

I am writing to let you know how I feel about Downtown Morgan Hill.

I recently participated in the Indie Market and fell in love!

I love the way the town participates in so many things.

There's always something very cool going on.

The feel strolling down the streets has a cool "Village" feel which is very comforting.

The lane reduction, which may bother some, was great especially for events and after time, the ones

who may be bothered will get used to it and appreciate the more roomy feel for pedestrians.

I do not live in Morgan Hill but would love to move there if there is a way.

Both of our sons graduated from Sobrato so we have more of a connection with Morgan Hill than San Jose.

Thank You for your time

**Donna Serrano**

**From:** [Brad Ledwith](#)  
**To:** [Michelle Wilson](#)  
**Cc:** [Rosy Bergin](#)  
**Subject:** Letter to City Council regarding downtown lanes  
**Date:** Saturday, July 25, 2015 7:38:42 AM

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Dear City Council,

I am a new property owner in downtown Morgan Hill. I purchased 55 West First Street about a year ago. I was pleased to see the experiment of one lane tested for six months. I was ambivalent about moving to one lane at first.

After experiencing the change first hand before and after I can confidently support the one lane change to downtown Morgan Hill. There are certain things I'd like to see done to improve the one lane even more but I believe it will help our downtown thrive over time.

Thank you,  
Brad Ledwith

--

Brad Ledwith, CFP®

[www.ledwithfinancial.com](http://www.ledwithfinancial.com)  
[brad@ledwithfinancial.com](mailto:brad@ledwithfinancial.com)  
[Brad's Book on Amazon](#)

**From:** [Lisa Bjarke](#)  
**To:** [Michelle Wilson](#)  
**Cc:** [Rosy Bergin](#)  
**Subject:** Support of the Complete Streets Pilot Project  
**Date:** Sunday, July 26, 2015 12:30:10 PM

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Dear City Council,

I am a 13 year resident of Morgan Hill and would like to voice my support for the Complete Streets Pilot Project. During the pilot period, I enjoyed the reduced traffic noise making it much more pleasant to dine outside or walk around downtown. I also felt safe riding my bicycle through downtown - something I always avoided prior to the pilot project. Yes, it was a little more difficult to drive through downtown during certain times of day, but I quickly got used to using alternate routes. All in all, I feel the benefits of the lane reduction and the buffered bike lane far outweigh any disadvantages and I fully support making the changes permanent.

Thank you for your consideration,

Lisa Bjarke  
bjarke@charter.net



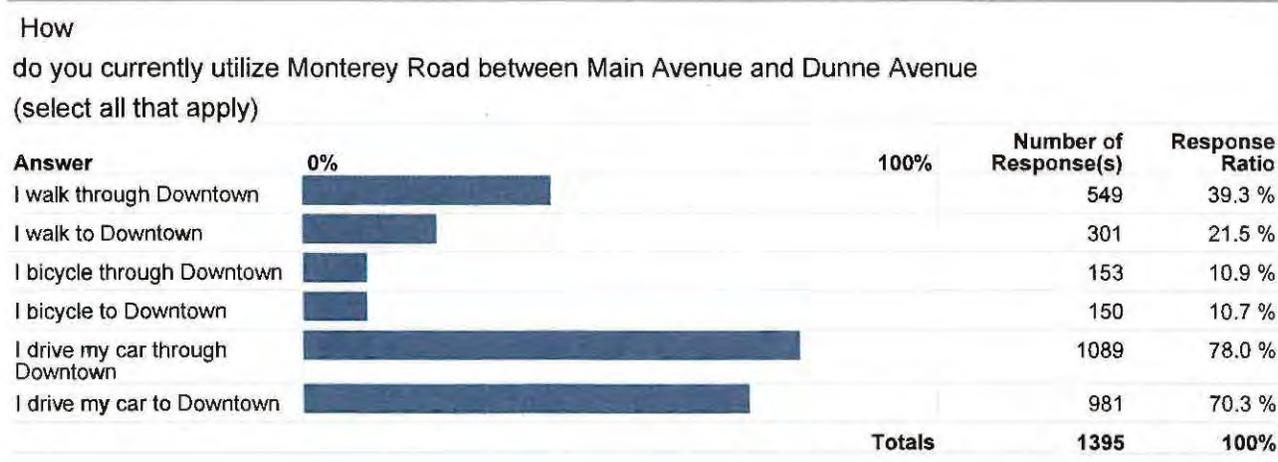
**Constant Contact Survey Results**

**Survey Name:** 6 Month Trial End Survey

**Response Status:** Partial & Completed

**Filter:** None

7/21/2015 9:40 AM PDT



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At this time, are you in favor of implementing a Complete Street concept permanently on Monterey Road through the Downtown core?

| Answer         | 0%                                                                                | 100%                                                                              | Number of Response(s) | Response Ratio |
|----------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------|----------------|
| Yes            |  |                                                                                   | 456                   | 32.1 %         |
| No             |                                                                                   |  | 947                   | 66.7 %         |
| No Response(s) |  |                                                                                   | 15                    | 1.0 %          |
| <b>Totals</b>  |                                                                                   |                                                                                   | <b>1418</b>           | <b>100%</b>    |

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What is your vision for Downtown Morgan Hill?

1137 Response(s)

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Please provide your e-mail address if you would like to receive project updates.

| Answers       | Number of Response(s) |
|---------------|-----------------------|
| First Name    | 735                   |
| Last Name     | 730                   |
| Email Address | 734                   |

**RESOLUTION NO.**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MORGAN HILL APPROVING AND DIRECTING THE PERMANENT IMPLEMENTATION OF A SINGLE VEHICULAR TRAVEL LANE IN EACH DIRECTION ON MONTEREY ROAD (BETWEEN MAIN AVENUE AND DUNNE AVENUE) IN THE DOWNTOWN CONSISTENT WITH THE PREVIOUSLY APPROVED MONTEREY ROAD COMPLETE STREETS PILOT PROGRAM AND AUTHORIZING THE CITY MANAGER TO TAKE THOSE NECESSARY OR APPROPRIATE ACTIONS TO IMPLEMENT AND ADMINISTER THIS COUNCIL DIRECTION**

WHEREAS, the City Council of the City of Morgan Hill, a municipal corporation and general law city duly organized and existing under and pursuant to the Constitution and laws of the State of California ("City"), previously has adopted that certain Downtown Specific Plan which Plan includes a goal of making the Downtown area of City the most walkable, bike-friendly, urban, family-oriented and transit-oriented neighborhood in the City; and

WHEREAS, the City Council of City previously approved that certain Monterey Road Complete Street Six Month Pilot Program on Monterey Road in City between Main Avenue and Dunne Avenue (the "Pilot Program"); and

WHEREAS, the reasons supporting the adoption of this Resolution are set forth in detail in that certain City Council Staff Report entitled "MONTEREY ROAD COMPLETE STREET PILOT PROJECT FINAL REPORT AND RECOMMENDATION," submitted for City Council consideration at its meeting of August 5, 2015, submitted to the City Council by the City Manager (the "Staff Report"), the contents of which Staff Report are incorporated herein by this reference; and

WHEREAS, the consideration by City Council of the adoption of this Resolution has been duly noticed pursuant to applicable laws and has been placed upon the City Council Meeting Agenda on the date set forth in the Staff Report, or to such date that the City Council may have continued or deferred consideration of this Resolution, and on such date the City Council conducted a duly noticed public meeting at which meeting the City Council provided members of the public an opportunity to comment and be heard and considered any and all testimony and other evidence provided in connection with the adoption of this Resolution; and

WHEREAS, the activities allowed under this Resolution are exempt from further environmental review under and pursuant to the provisions of the California Environmental Quality Act of 1970, together with regulations promulgated thereunder ("CEQA"), and more specifically pursuant to Section 15304 of the State CEQA Guidelines as minor alterations to land within a confined area, including the addition of bicycle lanes, not involving the removal of mature trees; and

WHEREAS, the City Council determines that adoption of this Resolution is in the public interest.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MORGAN HILL DOES HEREBY FIND, DETERMINE, RESOLVE AND ORDER AS FOLLOWS:

Section 1. Recitals. The City Council does hereby find, determine and resolve that all of the foregoing recitals are true and correct.

Section 2. Approval and Authorization. The City Council does further resolve, order and/or direct as follows:

- a. That the permanent implementation of a single vehicular travel lane in each direction on Monterey Road, between Main Avenue and Dunne Avenue in the Downtown area of City, consistent with the Monterey Road Complete Streets Six Month Pilot Program previously approved by City Council, is hereby approved; and
- b. That the City Manager is hereby authorized and directed to take those actions necessary or appropriate to implement and administer the permanent implementation of a single vehicular travel lane in each direction on Monterey Road between Main Avenue and Dunne Avenue in the Downtown area of City, consistent with the previously approved Monterey Road Complete Streets Six Month Pilot Program, and to the extent that City Council has appropriated sufficient funds for such purpose.

Section 3. This Resolution shall take effect immediately upon adoption.

**PASSED AND ADOPTED** by the City Council of the City of Morgan Hill at its meeting held on this \_\_\_\_ day of \_\_\_\_\_, 201\_\_ by the following vote:

**AYES:**  
**NOES:**  
**ABSTAIN:**  
**ABSENT:**

**COUNCIL MEMBERS:**  
**COUNCIL MEMBERS:**  
**COUNCIL MEMBERS:**  
**COUNCIL MEMBERS:**

**DATE:** \_\_\_\_\_

\_\_\_\_\_  
**Steve Tate, MAYOR**

**∞ CERTIFICATION ∞**

**I, Irma Torrez, City Clerk of the City of Morgan Hill, California,** do hereby certify that the foregoing is a true and correct copy of Resolution No.XXXX , adopted by the City Council at the meeting held on \_\_\_\_\_, 201\_.

**WITNESS MY HAND AND THE SEAL OF THE CITY OF MORGAN HILL.**

**DATE:** \_\_\_\_\_

\_\_\_\_\_  
**Irma Torrez, CITY CLERK**

**From:** [Nancy Reynolds](#)  
**To:** [Steve Tate](#); [Rich Constantine](#); [Larry Carr](#); [Marilyn Libbers](#); [Gordon Siebert](#)  
**Cc:** [Michelle Wilson](#)  
**Subject:** Vote on Permanent Lane Reduction in Downtown Morgan Hill  
**Date:** Friday, July 31, 2015 6:55:47 AM

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Hello Mayor Tate and City Council Members,

I am writing to you today to express my support of a permanent lane reduction on Monterey in downtown corridor of Morgan Hill.

I own a business in the heart of downtown. I also live within 1 mile of downtown on a north-south thoroughfare. I spend time and money in downtown every single day. My revenue is up, my experience daily is calmer, quieter and safer when walking or bicycling. I see more young people and elderly people and ethnically diverse people perusing our downtown. I do have to remind myself to be more careful driving but I'm ok with that because it's not all about me.

I encourage you to not listen to all the noise that a few residents and businesses are creating about how bad this lane reduction trial has been for businesses downtown. Yes, some businesses have seen a decrease in revenue but, just like with my business seeing an increase, there is no way for any of us to know if it has to do with the trial. We work hard to have a store with consistent product offering, consistent and appropriate hours for our target market, marketing practices that engage our customers and a friendly staff that provide a welcoming environment. Our customers don't seem to have a problem with the trial...maybe the fact that we project a positive energy about downtown and our city in general makes out shoppers more comfortable visiting us.

That said, the city's survey was responded to by roughly 4% of our population and that's if all 100% of the respondents actually live here. So the majority of 4% does not equate to the "majority of Morgan Hill residents". 96% didn't even take the survey. Of the businesses that volunteered to participate in the revenue tracking during this trial, only 5 turned in their results. If so many are seeing such significant revenue loss (btw we are supposed to report a loss of revenue, not a loss in our "growth" forecast) why did they not follow through with their commitment to report their numbers? It leads me to believe it's just not that painful or they have poor business practices.

I give the chamber credit for trying to get some feedback on this topic but I cannot give their survey results a lot of credit. The survey, in and of itself, was a survey of opinion. It was based on an honor system, not factual data. It was handed out to less than 80 businesses but there are over 200 in downtown. They had a response rate of a little over 50% (of less than 80 surveys handed out). So the 64% against the lane reduction really equates to 14% of the businesses' "opinions". Again, I give them credit for trying but I cannot accept their survey results as factual data.

As a business owner that is always trying to elevate my service and professionalism, I look to the anchor businesses in downtown to see what they are doing and how successful they are. I see the following businesses as the main draws to downtown: Rosy's, Ladera, BookSmart, GVA, Music Tree, Huntington Station and Fast Frame. These businesses are reporting either an increase in revenue or no change in revenue during the lane reduction trial. It is interesting to me that these merchants and restaurants have embraced the trial and they have not been negatively impacted.

Lastly, the street that I live on had lots of cars driving over the speed limit before this trial and it does now as well. I have seen no change. I have seen a significant change in traffic on 101 and Monterey after Bailey but with the economy improving, more people working again and additional housing in all of south

county, this is to be expected everywhere including our neighborhood streets.

I respect everyone's individual wishes for whatever your vision of what downtown should be but I encourage you to not be automatically swayed by misinformation, unreliable data and peer pressure that has been sensationalized by groups with a narrow agenda. I trust each of you to think about what your vision is and why and then vote accordingly.

The silent majority speaks loud and clear to me. They are not joining in the conversation publicly because they are not unhappy with what the city is doing. I believe that they trust their elected officials to be the visionaries for their city and work towards that progress.

Thanks for your dedication to our town and thanks for listening!

--

Thank you for the opportunity to connect with you!

Nancy Reynolds, Realtor  
Century 21 M & M and Associates  
(408) 888-1260  
**CALL ME FOR SERVICE THAT WILL MOVE YOU!**

**THIS PAGE LEFT BLANK INTENTIONALLY**

From:Chris Reynolds

To:Steve Tate; Larry Carr; Marilyn Librers; Gordon Siebert; Rich Constantine

Cc:Michelle Wilson; Maureen Tobin

Subject:Complete Streets Final Decision

Date:Monday, August 03, 2015 12:12:59 PM

Now that the complete streets trial has ended, I wanted to reach out and provide an update on my experiences, and possibly give you some additional things to consider before making a decision.

In summary, I support making the single lane permanent, and not just for the business reasons I'll discuss below. It's for the reason we opened The Candy Parlour almost 4 years ago. We wanted to give Morgan Hill and the surrounding areas a destination spot that they can visit, connect with the other people in their community, and create life memories. Long before we opened our doors, we decided that our business slogan would be "Lasting Memories". At the time, I didn't know it would also be our mission statement. While we have grown financially each year, we don't measure our success that way. Every day I am in the store I see how successful we are when someone blurts out something like "I haven't seen an Abba Zaba in years, or observing the ear-to-ear grin of a silent shopper browsing our offering, or the excitement of a child charging through the door for the first time. These memories will last a lifetime. I recognize that to retain our small town community, we need to create a the type of downtown area where people want to gather and create these memories, it clearly should not be a highway.

I know you have the report, and statistics, so some of this is repetitive, but I'll try include my human perspective and opinion.

Business:

During the trial months, Sales at The Candy Parlour were approximately 10% more in 2015 than 2014. We were one of the few that participated in the Vitaliy Survey (business #11) from start to finish. and for full disclosure I have included the actual month to month sales numbers at the bottom of this message. We are happy with the growth.

Customer Opinion:

While I haven't been initiating the conversation as much as at the beginning, when the topic of the trial does come up with our customers, the opinion is still quite positive. I believe that if you ask a person "How do you feel about the complete streets trial?" vs. "Was the traffic horrible getting here?" the response will be different. I tried to be neutral to allow the customer to express their real opinion.

Traffic Observations: At our location, we generally keep the front door open all day, so I feel like we have an

intimate connection with the street activity for most of the day. We open at 11, so I have less visibility of the morning commute. Initially street speed seemed to increase, but over time I feel like it settled down. I think most people are now driving closer to the speed limit. I would like to see either a lower speed limit, narrowed auto lane, and/or speed bumps added to additionally encourage drivers to slow down a bit more. Personally I drive to and through downtown in the most congested areas during peak

commuting times, and have only experienced delays of a few minutes at the most. What surprises me is that when Monterey is backed up past Britton on a Friday afternoon, I have gone over to Butterfield to find it moving at the speed limit. People refuse to use the faster

route, then complain about traffic through downtown on Monterey. It's perplexing to me that people that are against the single lane cite wanting to keep our small town feel, yet can't see that changing to a single lane is an effort to do just that.

Public Opinion: I did the following search on google "online survey accuracy". There are quite a few articles and papers discussing online surveys and their lack of reliable accuracy as well as ways to weight the accuracy. I didn't see any claiming they are statistically correct. I think this quote from a Bloomberg article really summarizes it well: "...critics point to a central problem with many online surveys: the pools of respondents, though massive, rarely represent the larger population. That, argues Stanford's Krosnick, is because the respondents aren't selected randomly, violating a core requirement of probability-based research."

Source - <http://www.bloomberg.com/bw/stories/2008-06-04/online-polls-how-good-are-they> I also want to point out that a web based survey is open to anyone with a computer. I don't want someone's family member in Florida to have a say in the future of Morgan Hill. Additionally, if a person has multiple computers/tablets/phones and multiple email addresses, they can vote multiple times. There is no way to know the validity of the participants and vote count.

The Morgan Hill Community page on facebook only has just over 1600 members. All members of that group are not involved in the conversation. I saw this comment online, and I think it's quite accurate:

"The people that agree with the lane change remain silent and continue to enjoy the new, safer and pleasant downtown. The negative people sit at home behind their keyboard complaining about it..." I believe that many casual observers of the survey, or the social media have concluded

incorrectly that the community is against it, and therefore they should be too. It's my experience that people like to root for the side they perceive as winning.

And finally, a few points of major concern about the Chamber of Commerce Survey:

I read that 73 Surveys were delivered to businesses in the downtown area. I personally walked through downtown and counted over 150 businesses in the same area as the businesses that identified themselves in the survey. The Chamber report didn't include an explanation about why all businesses were not included, or the selection process for the participants. There was no effort to ensure the survey was delivered to the business owner. I know that at

least one of the responses in the survey report was not the business owner, it was an employee. Since several were submitted as anonymous there's no way to know who from the business actually completed it. If so many businesses have been feeling a significant amount of financial pain, why didn't

they speak up before the Chamber survey? Most of the questions asked for an opinion not actual numbers. I doubt any of the

businesses were making notes about how many people walked in their store or down the sidewalk in 2014. So they really have no baseline to measure against. Since the day I opened in 2011 downtown business owners downtown have been complaining to how slow business is, so I would expect them to say the same now.

These are actual monthly income values from The Candy Parlour for the first half of 2014 and 2015. I included January and February so show how the year started. Jan 2014 \$4,328

Jan 2015 \$4,988 Up 15%

Feb 2014 \$4,759 Feb 2015 \$5,519 UP 16%

Mar 2014 \$5,109

Mar 2015 \$6,970 up 36%

Apr 2014 \$6,965 Apr 2015 \$6,497 down 7%

May 2014 \$6,032

May 2015 \$6,792 up 13 %

June 2014 \$6,177 June 2015 \$6,712 up 9%

July 2014 \$7,614

July 2015 \$7,909 up 4% (1st week was significantly up, then significantly down when street construction began)

Hope this helps.

Chris D. Reynolds

Morgan Hill Resident & The Candy Parlour Owner

From:Dagmar Stullich

To:Michelle Wilson

Subject:Downtown Project - SUPPORT

Date:Monday, August 03, 2015 9:43:53 AM

Dear Ms. Wilson,

as I am not attending the upcoming council meeting this Wednesday, I just want to let the Council and the Mayor know, I am supporting the plans of redeveloping the downtown area. I have read the Downtown Specific Plan and I hope I will be able to enjoy downtown once it is completely finished. Coming from over seas traffic calming is not new to me and my family.

It is practiced in many, many cities for the benefit of the residents! Please don't become discouraged because of a fraction of residents who might be impacted by plans or people who just don't understand or know the overall plan.

Here is what I observed regarding the lane reduction:

1. When I have to drive trough downtown I feel it is clearer. Before the lane reduction and the huge amount of cars in 4 lanes, I was always concerned to oversee pedestrians crossing the streets or bikers. It feels much safer.2. The biker lane could be smaller. More space should be given for outdoor dining. Right now it is pretty tight to walk through the tables at least at times. It feels inconvenient as a pedestrian as well if you dine out having people squeezing through (especially if you walk with kids or a dog).3. I noticed that bikers are still using the sidewalk (not only to commit crimes). Police should enforce this misbehavior as it is dangerous.

Regarding new shop or retail fronts in downtown: fantastic idea but please make sure that also the inside is interesting. Right now I don't feel to shop a lot downtown because of the retail offered. Some shops (sorry that I have to say that) shouldn't be in pristine downtown areas. As you have mentioned in your plan the income level of many MH residents offer a market for upscale retail.

Plans for a grocery shop for downtown residents: great idea. Please consider a green or organic market. This way it would be also interesting for non-downtown residents. We already have enough big chains in MH.

Looking forward for all the progress. Thanks for your commitment!

Best regards,

Dagmar Stullich

PS: this email is send as a letter by mail as well

View or reply Thank · Private message

Jessica Fry, Spring

I love the traffic calming. I walk more to downtown, take my son, and enjoy playing at the pop up park. I like sitting at outdoor restaurants, and running into neighbors and friends. I drive every day from San Jose, have for almost a decade. Friday afternoons are worse now, but I'd like to look at improving alternate routes before junking the traffic calming experiment, especially on hale, Santa Teresa, monterey at Cochrane. Also, make the transition smoother from 2 to 1.

Original post by Maureen Tobin from City of Morgan Hill (12 replies):

<http://archive.constantcontact.com/fs160...>

May 9 in General to City of Morgan Hill

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You received this email because you thanked/replied to 'Downtown Projects Biweekly Update 5/8/15'. You can stop receiving replies to this post at any time.

This message is intended for [maureen.tobin@morganhill.ca.gov](mailto:maureen.tobin@morganhill.ca.gov). Unsubscribe or adjust your email settings

Nextdoor, Inc. 760 Market St., Suite 300, San Francisco, CA 94102

From:Maureen Tobin

To:Edith Ramirez; Michelle Wilson; Steve Rymer

Subject:FW: Downtown Projects Biweekly Update 5/8/15

Date:Tuesday, August 04, 2015 3:53:24 PM

Maureen Tobin

Communications and Engagement Manager

City of Morgan Hill

17575 Peak Avenue

Morgan Hill, CA 95037

408.310.4706 (O) 408.406.4076 (C)

Email Web Facebook Twitter

PLEASE NOTE THAT I HAVE A NEW OFFICE PHONE NUMBER 408.310.4706

From: Nextdoor [mailto:[reply@rs.email.nextdoor.com](mailto:reply@rs.email.nextdoor.com)] Sent: Friday, July 31, 2015 10:19 PM To: Maureen Tobin Subject: Re: Downtown Projects Biweekly Update 5/8/15

From:Michelle Wilson

To:Michelle Wilson

Subject:FW: Good Ideas

Date:Tuesday, August 04, 2015 3:50:07 PM

Subject: Lane Reduction Vote

Date: August 3, 2015 at 3:09:31 PM PDT

To: steve.tate@morganhill.ca.gov, rich.constantine@morganhill.ca.gov,  
larry.carr@morganhill.ca.gov, marilyn.librers@morganhill.ca.gov,  
gordon.siebert@morganhill.ca.gov

With the residents of Morgan Hill and the downtown business owners having given a majority NO for the permanence of the reduced lane experiment, I urge

the same from our City leaders this week. I hope the feedback from the trial program and survey provided the feedback for an informed decision. Voting

with the consensus appeals to me more than just serving the need of a small minority or special interest group that wants our town to be like Los Gatos or

Saratoga (completely different towns with different demographics). I take a very practical view toward the improvement recommendations expressed for this trial.

Is it necessary to have one lane to meet these needs? Are these the real needs of our downtown and city? What is at the root cause of the perceived problem? Can

we address the root cause? My view is that our City always needs a plan to attract business and events to our downtown, and to our to our city as a whole -

but like any product it must appeal to people to help create revenue. These businesses, events or facilities must offer the type of services or products people want and need, otherwise they will be obtained elsewhere.

Having one lane (and a bike lane) has nothing to do with what people want or need from their downtown, it only complicates getting into and out of the

downtown part of the city. I applaud the addition of new parking as this is mandatory for a downtown to prosper. I think that our Centennial Recreation

(YMCA) Sports Center, Skate Park, Aquatics Center and our soccer and football complexes are fantastic additions to our town for our youth and others interested

in sport. They create an interest in MH from those outside of MH and they do or should create revenue.

I would love to see an equally comprehensive baseball

and softball complex that would serve our town's vibrant sports leagues, while fueling further economy for our city restaurants, hotels, shops. We have a new

enthusiasm for south county wine that should be harnessed and marketed by our city with festivals that can benefit downtown.

I was on a plane recently, and I overheard someone from Los Gatos talking about Morgan Hill.

"It has a great downtown with a lot of fun activities (music, art stroll and festivals) and a vibrant young feel to it and it has affordable housing (by

comparison). Their downtown is nice looking, with improving restaurant quality, it seems safe and they have great lifestyle companies like Specialized."

I thought to myself, why do we want to be like Los Gatos, when we have so much to offer our own residents and visitors already.

Close or help relocate the stinky mushroom farm that gives our City a bad smell many times a week. Invest in upgrading the landscape of our downtown park strip with flowers and lighting, and other beautification. Add to the Sports Complex with some first class baseball and softball fields that will be immediately embraced and can create revenue for businesses and the town, and be used by the proposed Catholic High school. Reach out to Specialized and embrace our bike culture by getting them to do more to support safe biking, bike lane additions and cycle education. Ensure our town is safe and that the downtown is comfortable and has some reason for people to come downtown and extra spend time and money. Work with our sporting leagues who have a ready-made clientele for many of our businesses by co-marketing and offering promos to families visiting this area. Leverage our budding winery trade. And end the tax subsidies of El Toro Brewery property, who chain their parking lot to potential visitors and customers and provide negative customer service and an off-putting attitude. I have been in Morgan Hill 45 years. I love it. I'm proud of it, well, most of it!

We need to invest in the core competencies of our town, not faddish ideas that offer limited value.

Regards,

From:Edith Ramirez

To:Michelle Wilson; Angie Garcia; Maureen Tobin

Subject:FW: MONTEREY ROAD COMPLETE STREET PILOT PROJECT FINAL REPORT AND RECOMMENDATION / Support

the 2 lane project downtown

Date:Tuesday, August 04, 2015 11:15:16 AM

Importance:High

FYI—for the agenda

From: Rene Spring [mailto:rspring@cadence.com] Sent: Tuesday, August 04, 2015 10:45 AMTo: Steve Tate; Rich Constantine; Larry Carr; Marilyn Librers; Gordon SiebertCc: Edith Ramirez; Rene Spring (mail.com)Subject: MONTEREY ROAD COMPLETE STREET PILOT PROJECT FINAL REPORT AND RECOMMENDATION / Support the 2 lane project downtownImportance: High

MONTEREY ROAD COMPLETE STREET PILOT PROJECT FINAL REPORT AND RECOMMENDATION

Dear City Council Members,

Due to a business event, I might not be able to attend the City Council meeting on 8/5 in person to speak up in favor of staff's recommendation.

While I admit, that we, too, have had heated and controversial discussions in our family about this project, overall, the benefits outweigh some of the (valid) concerns raised.

I'm one of Morgan Hill's biggest fans and advocates as you know, and much engaged in our city. I care about our city and downtown and this topic is important to me, too.

Today, I encourage you to support staff's recommendation to permanently reduce traffic lanes through downtown to two single lanes.

Please side with the pedestrians and visitors of our downtown, who would love to be able to enjoy our downtown even more by being able to dine out with less noise and traffic in a safer downtown.

I understand that those who just drive through downtown might get impacted. However, we are not hear to support thos who just want to drive through downtown.

The goal is to reduce traffic and noise, and to increase safety for all of us and our children and grandchildren as we visit downtown to stroll through it, to dine there, and to shop there.

I do not understand the business owners who complain that sales dropped due to this project. I would rather encourage them to consider changing their store hours to accommodate those of us, who primarily go downtown in the evenings and/or during weekends, as we work up North during the daytimes. We many times just end up window shopping, as the stores are closed when we are downtown for dinner and stroll through it before or afterwards.

Morgan Hill, down the road, will greatly benefit from such a decision, especially, if the project gets implemented with some needed improvements (better visible bicycle lane (similar as the one in Los

Gatos), better signage for traffic when to merge into the lane leading through downtown to prevent those last second squeeze, speed bumps put back to reduce speed and improve safety for Pedestrians crossing.

Thank you for taking my input/thoughts into consideration, too.

Best regards,

Rene A. Spring

P.s:

I would even prefer that, at some point, our beautiful downtown gets completely closed during weekend hours to enable restaurants to create a Piazza style environment as very common in Europe, which would make our downtown an unique destination to visit, to shop and to dine. This is my vision of downtown, that I shared before, and it seems to gain traction when discussed within the community. Such temporary closures are possible.

Debra Ullmann, Coyote Creek

Hi Maureen,

First, let us say that you are doing a great job keeping all of us informed!

My husband and I have a few thoughts we wanted to share with you off-line because the online community is rather vehement in their determination that all of Morgan Hill hates the lane closures. We do not share their opinion and would like to present our observations.

- 1) Statistically, we believe the community survey is skewed in favor of those who are against the change, (specifically commuters), because more than 70% of the respondents identified themselves as those who "drive through Morgan Hill". That indicates they are most likely commuters.
- 2) Although some businesses have reported a decline in revenues since the study began, there is no way to prove a causal relationship. There could be many reasons for their decline including the fact that many people online have stated they are staying away from downtown businesses to protest the lane closures.
- 3) Our experience downtown has been mostly positive and we have seen big improvements in comfort and noise while dining outside, and safety when crossing the streets.
- 4) We agree there is a problem at Main when motorists must merge, which certainly needs to be addressed.

From:Maureen Tobin

To:Edith Ramirez; Steve Rymer; Michelle Wilson

Subject:FW: Private message: Positive thoughts on Monterey Lane closure...

Date:Tuesday, August 04, 2015 10:37:30 AM

Maureen Tobin

Communications and Engagement Manager

City of Morgan Hill

17575 Peak Avenue

Morgan Hill, CA 95037

408.310.4706 (O) 408.406.4076 (C)

Email Web Facebook Twitter

PLEASE NOTE THAT I HAVE A NEW OFFICE PHONE NUMBER 408.310.4706

From: Debra via Nextdoor [mailto:reply@rs.email.nextdoor.com] Sent: Sunday, July 26, 2015 5:00 PMTo:

Maureen TobinSubject: Private message: Positive thoughts on Monterey Lane closure...

View or reply

5) We believe all goals for downtown could be met and traffic problems related to merging at Main, plus other concerns with downtown traffic mitigated by closing off downtown completely and creating a pedestrian mall such as we have during special events. The new parking garage could more than handle the reduction in parking spaces on Monterey, plus we would still have the parking lots behind the businesses and on the side streets. Merging would no longer be necessary, commuters would be directed around the downtown area, traffic safety and noise would be a moot point, and downtown would truly become a destination where we could create a sense of community. All problems solved!

6) If people are to be drawn to downtown, we must have a wider variety of retail that stays open later at night. This will be essential if we have a downtown hotel. No one wants to stay in a town that folds up the streets at 5:00 PM!

Finally, we hope the council will consider that despite what the online communities say, there are many residents who are supportive of the lane reduction and many who have expressed interest in a complete street closure with a pedestrian mall.

6) Rather than bow to the loud online rantings of what seem to be commuters, we hope the council will carefully and courageously analyze the data and creatively consider options, including a pedestrian mall.

Thanks so much for sharing this with the council or others as you see fit.

Sincerely,

Debra & Geoff Ullmann

18260 Serra Place

Morgan Hill, Calif.

(408) 644-2811

This message is intended for [maureen.tobin@morganhill.ca.gov](mailto:maureen.tobin@morganhill.ca.gov). Unsubscribe or adjust your email settings

Nextdoor, Inc. 760 Market St., Suite 300, San Francisco, CA 94102

From:Michelle Wilson

To:Michelle Wilson

Subject:FW: Road closure

Date:Tuesday, August 04, 2015 4:52:19 PM

-----Original Message-----

From: Diane Milburn [mailto:dianemilburn@att.net]

Sent: Tuesday, August 04, 2015 2:50 PM

To: Maureen Tobin

Subject: Road closure

Sent from my iPad

Dear Maureen,

It is very upsetting to see all the traffic problems downtown, butterfield, and Santa Teresa. They are a mess. Tried

to get into a store, but could not get in because of closure. It took me 5 minutes to go from Dunne to Main with all

the traffic. Everyone is complaining about this, even the store owners. It is NOT good for business, only for the

cyclist. I am sorry I can not be at the meeting tomorrow night, but if you could put my word in, I would really

appreciate it. I have spoken with so many locals and they are very upset, but have not done anything as they do not

know where to complain to.

Thank you so much for listening to me.

Diane Milburn

From:Maureen Tobin

To:Edith Ramirez; Steve Rymer; Michelle Wilson

Subject:Fwd: Downtown one-lane configuration

Date:Tuesday, August 04, 2015 9:16:27 AM

Sent from my iPad

Begin forwarded message:

From: "Steve Tate" <Steve.Tate@morganhill.ca.gov>

Date: July 30, 2015 at 10:25:21 AM PDTTo: "Maureen Tobin" <Maureen.Tobin@morganhill.ca.gov>

Subject: FW: Downtown one-lane configuration

From: Miller, Cindy [mailto:cindy.miller@cbtnorcal.com] Sent: Thursday, July 30, 2015 7:57 AMTo: Steve Tate; Marilyn LIBRERS; Michelle WilsonCc: Miller, CindySubject: Downtown one-lane configuration

Given the recent press, I wrongly assumed that downtown business owners disliked the proposed lane configuration. After speaking with a restaurant owner whom I greatly respect, I have to voice my opinion.

The single lane is, by far, a better choice for Downtown!

Since the trial configuration, the Downtown area seems to be a more peaceful, pleasant experience. It also feels safer. Though the area's energy is still there, the traffic noise and accompanying smells have been appreciatively reduced. Thus it especially appears there is a stronger respect for the sidewalk eating experience!

(By the way, I LOVE, LOVE the park--what a wonderful addition--and hope something more permanent in Downtown can be done for our children. I am still NOT a fan of the proposed spider art.)

Cindy Miller

SRES, CDPEBRE#01338104

Coldwell Banker950 Tennant Station

Morgan Hill, CA 95037408-776-7116 Office Direct

SCRA 2014 Realtor of the Year

(OH BY THE WAY, please know that I will always appreciate your referrals!)

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Cindy Nielsen, Downtown Morgan Hill

I don't feel as safe crossing the street down town. I think with the speed bumps gone, people are driving faster. It appears there is more "stress" for the driver too, but that could be my imagination. I avoid driving down town, so I can't say it's effected me too much. I do drive down from W. Main, and it is crazy. Especially with the bank on the corner.

Original post by Maureen Tobin from City of Morgan Hill (13 replies):

<http://archive.constantcontact.com/fs160...>

May 9 in General to City of Morgan Hill

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From:Maureen Tobin

To:Edith Ramirez; Steve Rymer; Michelle Wilson

Subject:Fwd: Downtown Projects Biweekly Update 5/8/15

Date:Tuesday, August 04, 2015 9:14:16 AM

Sent from my iPad

Begin forwarded message:

From: Nextdoor <reply@rs.email.nextdoor.com>Date: August 3, 2015 at 12:10:18 AM PDTTo: maureen.tobin@morganhill.ca.govSubject: Re: Downtown Projects Biweekly Update 5/8/15Reply-To: reply+GE2DANZUG4YF64DSN5SHKY3UNFXW4X2QJ5JVIXZRGE2DGNJT3A====@reply.nextdoor.com

Pat Schmitzer, Nordstrom

Sadly, the "Morgan Hill Life" publication chose to run (this week) two nearly full pages in support of the Monterey Road projects. One an editorial, the other titled "Residents support city's downtown 'Complete Streets' program with articles written by two residents that claim not to have seen the issues that the majority of Morgan Hill residents experienced and caused many of them to vote NO on 'Complete Streets' survey. A survey that included 1418 residents (67% voting NO).

Would have liked to have seen the "Morgan Hill Life" put Brad Jones' positive article next to David Dindak's opposing view side by side so we can read a more balanced assessment of this narrowing experiment. Clearly, most interviewed residents are against the project. Downtown business owners are mixed in their view; some with street side dining establishments in favor of the project (duh, they get larger outdoor dining space with less cars to hear, smell and look at) while other business owners being opposed due to fewer visitors downtown.

I'm also confused as to what "alternate routes" exist for traveling north/south when you are east Butterfield. City would have you travel down already overtaxed Main, wait at the long light at the corner of Main and Monterey (particularly when school ends or commute from work occurs), cross over the railroad tracks to Butterfield, only to slug along at slow pace south to Dunne or further and then cross back over the railroad tracks again (all the time bypassing all downtown businesses). Why would we want to encourage more travel across these railroad tracks that have had their share of serious accidents in recent years.

Let's see the MH Times, "Morgan Hill Life", city communication and Morgan Hill Chamber of Commerce all transparently report the results of community polls and surveys on the downtown projects.

<http://morganhilllife.com/editorial-pati...>

<http://morganhilllife.com/community-voic...>

Original post by Maureen Tobin from City of Morgan Hill (17 replies):

<http://archive.constantcontact.com/fs160...>

Jul 22 in General to City of Morgan Hill

From:Maureen Tobin

To:Edith Ramirez; Steve Rymer; Michelle Wilson

Subject:Fwd: Final Complete Street Survey Results

Date:Tuesday, August 04, 2015 9:15:53 AM

Sent from my iPad

Begin forwarded message:

From: Nextdoor <reply@rs.email.nextdoor.com>Date: July 23, 2015 at 6:46:38 PM PDTTo:

maureen.tobin@morganhill.ca.govSubject: Re: Final Complete Street Survey ResultsReply-To:

reply+GE2DANZUG4YF64DSN5SHKY3UNFXW4X2QJ5JVIXZRGM3TMMZTGQZA====@reply.nextdoor  
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Nextdoor, Inc. 760 Market St., Suite 300, San Francisco, CA 94102

August 4, 2015

&

Michelle Wilson

City of Morgan Hill

17575 Peak Avenue

Morgan Hill, CA 95037

&

Re: Downtown Morgan Hill

&

Dear Michelle,

&

I was one of the lucky vendors that participated in the Morgan Hill Downtown Indie Market from March through July. It was a really well organized, pleasant event. The setup

was great too. I always felt very comfortable with the barrier between my 10' by 10' vendor booth area and the street, which I was never fully backed into.

&

After a couple of months of participating in the event I overheard that people disliked that the downtown area was reduced to two lanes. Not being from the Morgan Hill

area, it never even dawned on me that the downtown area was ever setup any differently. It also struck me as odd, because so many downtown areas are setup as two lanes. The two lane traffic allows for easier, slower traffic through what I hope are thriving downtown businesses. It allows for better street front parking and bicycle lanes. Over the past 15 years I have enjoyed downtown Walnut Creek and downtown Pleasanton, and so many other downtown areas that would not be the same without their slower two lanes of traffic.

I enjoyed downtown Morgan Hill so much I began looking for a small studio place to set up shop for our photography business. After searching for a while I realized that nothing in a small size was available, and there just wasn't enough space in the downtown area to provide more opportunities for small businesses like ours. I am sure there is a large

debate over whether to keep the two lanes or to push it out to four lanes, but I hope you keep it as it stands today. As a small business owner and as a consumer, it's safer and more

inviting to the public when beautiful downtown areas like yours have slower traffic moving through it. It is easier to see what shops are there, easier to park, and better for pedestrians and bicyclists alike. It may also be more inviting for larger companies to come in and build commercial space for small businesses like mine to move into.

&

Sincerely,

&

&

&

Heather Sawyer

CoOwner&  
Wide&Open&Blue,&LLC&  
&  
cc:&Nancy&Reynolds&&

From: Donna Serrano

To: Michelle Wilson

Cc: Nancy Reynolds

Subject: Downtown Morgan Hill

Date: Thursday, July 30, 2015 9:33:50 AM

Ms Wilson

I am writing to let you know how I feel about Downtown Morgan Hill.

I recently participated in the Indie Market and fell in love!

I love the way the town participates in so many things.

There's always something very cool going on.

The feel strolling down the streets has a cool "Village" feel which is very comforting.

The lane reduction, which may bother some, was great especially for events and after time, the ones

who may be bothered will get used to it and appreciate the more roomy feel for pedestrians.

I do not live in Morgan Hill but would love to move there if there is a way.

Both of our sons graduated from Sobrato so we have more of a connection with Morgan Hill than San Jose.

Thank You for your time

Donna Serrano

408-781-2448

## Item # 23

AGENDA DATE: 08/05/15  
SUPPLEMENTAL # 2



**Beverly Vessa**

Aug 5th, 10:10am

I am pleased to hear that the "street diet" might be permanent. It is so much more pleasant walking downtown now. It has not changed my shopping/dining access. Instead, it makes it more likely that I choose to sit outside while dining.

---

**From:** [Patrick Spinola](#)  
**To:** [Michelle Wilson](#)  
**Subject:** Complete streets  
**Date:** Wednesday, August 05, 2015 10:37:22 AM

---

I AM AGAINST KEEPING THE STREETS ONE LANE. I AND THE MAJORITY OF MORGAN HILL WANT IT BACK THE WAY IT WAS IF THE CITY COUNCIL IGNORES THE PEOPLE THERE WILL BE A VOTE ORGANIZED AND WE WILL WIN THEN WHEN ELECTION TIME COMES THE HOUSE WILL BE CLEANED. DO WHAT YOU WERE ELECTED TO DO SERVE THE WILL OF THE PEOPLE.  
PATRICK

**From:** [Jennifer Grifall](#)  
**To:** [Michelle Wilson](#)  
**Subject:** Downtown Single Lane - Yes!  
**Date:** Wednesday, August 05, 2015 11:41:48 AM

---

Dear Michelle and members of our Morgan Hill City Council:

My name is Jennifer Grifall and I have lived in Morgan Hill since 1979 when I entered into the 4th grade. My husband has lived here since 1977, and we now happily own and operate our business Grifall Family Chiropractic in Morgan Hill. We are pleased to live and work in this community, and raise our daughter here.

We very much appreciate the transformation of Morgan Hill with all the wonderful businesses and restaurants in our community. We enjoy eating on the patio of some of our favorites including Rosy's at the Beach, The Good Fork, Ladera, Trail Dust, Noah's and Toto's. We patronize these wonderful eateries at least a couple of times every week, and really appreciate the lane reduction. It makes for a more quiet and relaxing dining experience. Often we have dinner and go to the The Play House for a show, or a concert at the amphitheater. It is nice to have so many options for dining and entertainment in the town. Living here in the 80's and 90's there were hardly any places to eat, or places to go for entertainment. Additionally, we have found no problem using Butterfield as an alternative route for getting across town.

We appreciate all that Morgan Hill has to offer and ask that you VOTE YES ON A SINGLE LANE THROUGH DOWNTOWN.

Thank you for your consideration!  
Sincerely,

Jennifer & Mike Grifall  
408.710.6388  
17197 Sandalwood Way  
Morgan Hill, CA 95037

**From:** [Michelle Wilson](mailto:Michelle.Wilson)  
**To:** [Michelle Wilson](mailto:Michelle.Wilson)  
**Subject:** FW: Comments on the Final Complete Streets Study Results  
**Date:** Wednesday, August 05, 2015 1:16:50 PM

---

**From:** "David Dindak" <[david@coasttocoastdatasearch.com](mailto:david@coasttocoastdatasearch.com)>  
**Date:** August 4, 2015 at 7:49:23 PM PDT  
**To:** <[steve.tate@morganhill.ca.gov](mailto:steve.tate@morganhill.ca.gov)>, <[larry.carr@morganhill.ca.gov](mailto:larry.carr@morganhill.ca.gov)>, <[marilyn.librers@morganhill.ca.gov](mailto:marilyn.librers@morganhill.ca.gov)>, <[gordon.siebert@morganhill.ca.gov](mailto:gordon.siebert@morganhill.ca.gov)>, <[rich.constantine@morganhill.ca.gov](mailto:rich.constantine@morganhill.ca.gov)>, <[steve.rymer@morganhill.ca.gov](mailto:steve.rymer@morganhill.ca.gov)>  
**Subject:** Comments on the Final Complete Streets Study Results

Mr. Mayor, Members of Council, City Manager Rymer:

A lot of what you have heard on both sides of this important issue is personal feelings and emotion. The City hired an independent consulting firm to provide unbiased data in the quest to see what is best for the downtown. Now that the Pilot Project study is complete, I would like to address several points in the results:

Survey result of 1,418 **residents** shows **67%** oppose the lane reduction. Some have said that number is not a fair representation of the 40,000 population. Remember, 1/3 of the total population is under the age of 18 and could not even vote in an election. Of the possible 29,000 voters, 7,545 votes were cast in the 2014 election. The number of survey takers in the study is about 20% of that.

Any pollster would love to have a 25% participation rate. Any politician would love to have 2/3 of the vote. Based on the widely accepted standard of 3-5% poll responses and a 2.5% margin of error, the City survey is a very fair representation.

Do the residents want a Lane Diet? No.

Chamber Of Commerce had 44 responses – **64%** oppose the lane reduction. **Sales** and **foot traffic** is about split.

Do the businesses want a lane Diet? No.

Number of traffic collisions numbered **6** at the Mid Point and **10** at the end point. That's 16 in 5 months. Number of collisions throughout the **entire year of 2014 was 18**.

Has the Lane Diet made it safer for motorists? No.

Motor vehicle speed – No Change

Emergency Response – No Change

Bicycle counts are the most significant data point. Up from **170** at Mid point to **214** at End point. But the city's message has been "it's not about the bikes, it's about traffic calming". Furthermore, is the bicycle

count riding **THROUGH** or **TO** downtown? Under age 18 increased 614%. My guess - they're riding **THROUGH**.

Pedestrian count increased **6%**, even after building a Pocket Park at Monterey and 3<sup>rd</sup>.

Has the Land Diet brought more pedestrians? Not any significant numbers, and that's during the summer.

Noise level average per the study has dropped 1 db – 26%, a physics quantity. However, even a 3db change in sound level is barely noticeable to the human ear.

You face a very challenging decision with a City so divided. My hope is that you do not allow personal feelings and emotion cloud the judgment of what the data collection results present.

Sincerely,

David Dindak

**From:** [Michelle Wilson](#)  
**To:** [Michelle Wilson](#)  
**Subject:** FW: Morgan Hill Downtown...It's Happening! Project Update 7/24/15  
**Date:** Wednesday, August 05, 2015 1:16:20 PM

---

**From:** Nextdoor [<mailto:reply@rs.email.nextdoor.com>]  
**Sent:** Tuesday, August 04, 2015 5:03 PM  
**To:** Maureen Tobin  
**Subject:** Re: Morgan Hill Downtown...It's Happening! Project Update 7/24/15

 [Philip Bogosian, Jackson Oaks](#)

If you want the Singles Lanes to return to doubles lanes in each direction, then it's not enough to just post on Nextdoor or be part of a survey, you'll need to show up at the City Council meeting tomorrow, Wednesday the 5th at 7 PM and tell the City Council what you want. If you take the time to read the reports/recommendations on the subject posted by the City, you may very well conclude like me that the City was intending to proceed with making the signal lanes permanent. However, the Chamber of Commerce recently completed their survey and is taking a position that Business owners along and adjacent to the single lane area are against it.

What follows is my email to the City Council that I just drafted. You should send one also!

August 4, 2015

To: Mayor Steve Tate, City Manager Steve Rymer, Council Members Marilyn Librers, Larry Carr, Rich Constantine, and Gordon Siebert  
Regarding: Recommendation for returning Monterey Road to two mixed lanes in each direction

Dear Mr. Mayor, Councilmembers, City Manager,

I am a 16 year resident of Morgan Hill, and have a small business located on Main Street just a few lots from Monterey Road since 2007.

Up until this time, I have not gone on record with an opinion of the proposed lane reduction. However, after reading the final report, the results of the Chamber of Commerce survey, and the similar Willow Glen San Jose lane reduction results, I wish to share with you what I feel are overwhelming facts against continuing the lane reduction.

Survey results show that the residents don't support the lane reduction:

Pre Pilot--48.0% Not in favor of continuing the 6 month pilot of the Complete Streets Project

Mid Pilot-- 61.3% Not in favor of continuing the 6 month pilot of the Complete Streets Project

End of Pilot--66.7% Not in favor of implementing a Complete Street concept permanently on Monterey Road through the Downtown core

2 out of every 3 people do not want a lane reduction as currently proposed, and this number significantly increases as the project continues. At the rate that discontent is increasing, it would be over 70 % if the trial was continued to 6 months as originally proposed. I realize that some may simply describe these No votes as being from "commuters" that just "drive through downtown". However, the Chamber of Commerce reports that thirty out of the forty-four (68%) businesses reported that their customer's response to the road change has been highly negative. So, these people also frequent the businesses downtown!

Survey results show that the businesses don't support the lane reduction:

Pre Pilot--No data

Mid Pilot-- 56.2% Not in favor of implementing a Complete Street lane reduction permanent (sample size 16 businesses)

End of Pilot--60% Not in favor of implementing a Complete Street lane reduction permanent (sample size 5 businesses)

Your data shows businesses increasingly against the permanent lane reduction, but a sample size of 5 businesses in the End Of Pilot report is too small to draw conclusions from. Stronger supporting data comes from the Chamber of Commerce report stating that 64% of the 44 businesses responding are against the lane reduction, and only 25% support it (11% undecided). The results from the Willow Glen San Jose lane reduction trial are similar, with businesses overwhelmingly opposing a single lane reduction.

Bicycle and pedestrian traffic conclusions inadequately supported:

Bicycle and pedestrian counts were taken at the following times:

Pre Pilot--Jan. 14, 2015 – Jan. 18, 2015 Wednesday through Sunday

Mid Pilot--Apr. 14, 2015 – Apr. 18, 2015 Tuesday through Saturday

End of Pilot--July 14, 2015 – July 18, 2015 Tuesday through Saturday

We all know that the weather and the day of the week significantly influence our decision to take a bicycle ride or go on a walk. While the Data Collection Plan states "taking into account seasonal fluctuations", there is no definition or model that I can find to explain how weather was factored into the numbers. It was cold in January during Pre Pilot data collection, and I would not expect many bicyclist and walkers. The fact that the pedestrian counts went down, then up for a final 5.7% increase during the trial suggests to me no significant change in the number of pedestrians.

Travel time has gotten worst from Main Street to Dunn with standing traffic at times:

While the reported numbers show no change in the average vehicle speed, Mid Pilot point average travel times in the 95th percentile of trips taken along the route increased from 72 seconds to 101 seconds.

There appears to be no follow up measurement for this published in the End of Pilot report. My observations confirm this, as traffic appears to stand still at times between 3 PM to 6 PM, blocking me from crossing Monterey while traveling on Main Street, making it inconvenient to get to a dinner appointment on Monterey, or to get into a left turn lane from either side of the single lanes.

In summary, we are a divided City on this issue, and should you decide to make the single lane reduction permanent, I hope you will adequately address the opposition that residents and business have against this in a manner that shows integrity and transparency. Otherwise, this is likely to become an election year firestorm.

Thank you for your time and service to our great City of Morgan Hill

Original post by [Maureen Tobin](#) from [City of Morgan Hill](#) (6 replies):

<http://archive.constantcontact.com/fs160...>

Jul 25 in [General](#) to City of Morgan Hill

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[Unsubscribe or adjust your email settings](#)  
[Nextdoor, Inc. 760 Market St., Suite 300, San Francisco, CA 94102](#)

**From:** [Maureen Tobin](#)  
**To:** [Michelle Wilson](#)  
**Subject:** FW: Morgan Hill Downtown...It's Happening! Project Update 7/24/15  
**Date:** Wednesday, August 05, 2015 10:58:58 AM

---

Maureen Tobin

**Communications and Engagement Manager**

**City of Morgan Hill**

17575 Peak Avenue

Morgan Hill, CA 95037

408.310.4706 (O) 408.406.4076 (C)

[Email](#) [Web](#) [Facebook](#) [Twitter](#)

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---

**From:** Nextdoor [mailto:reply@rs.email.nextdoor.com]  
**Sent:** Tuesday, August 04, 2015 6:02 PM  
**To:** Maureen Tobin  
**Subject:** Re: Morgan Hill Downtown...It's Happening! Project Update 7/24/15



[David Dindak, Jackson Oaks](#)

Some people I've spoken with said they have heard from reliable sources City Council will vote against the lane reduction and others say they have heard from reliable sources City Council is going to vote to make the lane reduction permanent.

The independent study results are in and here are some reported facts:  
Two Business Surveys are being reported at the End of study. Chamber Of Commerce had 44 responses – 64% oppose the lane reduction.  
Another survey had 5 responses - 60% oppose to the lane reduction.  
Sales and foot traffic is about split.

Chamber Of Commerce publicly opposes the lane reduction.

Resident Survey shows 66% oppose the lane reduction.

Number of traffic collisions were 6 at the Mid Point and 10 in the second half. That's in 5 months. Number of collisions throughout the entire year of 2014 was 18.

Motor vehicle speed – No Change

Emergency Response – No Change

Bicycle counts up from 170 at mid point to 214 at end point. But is the bicycle count riding THROUGH or TO downtown? Under age 18 increased 614%.

Pedestrian count increased 6%, even after building a Pocket Park at Monterey and 3rd. Not very significant.

We have people on both sides of the fence. I feel the statistics speak for themselves. Additionally, the majority of residents polled want Monterey returned to double lanes. However, we do not know how City Council members will vote in the end. The deciding meeting is tomorrow night beginning at 7:00 PM. This issue is a big deal. I encourage everyone on either side to show up, take 3 minutes, and be heard by the body deciding the future of our downtown.

If you absolutely cannot attend the meeting, following are the email addresses of our government officials:

[Steve.tate@morganhill.ca.gov](mailto:Steve.tate@morganhill.ca.gov)

[Larry.carr@morganhill.ca.gov](mailto:Larry.carr@morganhill.ca.gov)

[Gordon.Siebert@morganhill.ca.gov](mailto:Gordon.Siebert@morganhill.ca.gov)

[Marilyn.librers@morganhill.ca.gov](mailto:Marilyn.librers@morganhill.ca.gov)

[Rich.constantine@morganhill.ca.gov](mailto:Rich.constantine@morganhill.ca.gov)

Original post by [Maureen Tobin](#) from [City of Morgan Hill](#) (7 replies):

<http://archive.constantcontact.com/fs160...>

Jul 25 in [General](#) to City of Morgan Hill

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[Nextdoor, Inc. 760 Market St., Suite 300, San Francisco, CA 94102](#)

**From:** [Maureen Tobin](#)  
**To:** [Edith Ramirez](#); [Steve Rymer](#); [Michelle Wilson](#); [Bryan Jones](#)  
**Subject:** Fwd: " single lane -VS-two lanes"  
**Date:** Tuesday, August 04, 2015 10:21:15 PM

---

Sent from my iPad

Begin forwarded message:

**From:** "estimating" <[estimating@waltonsons.com](mailto:estimating@waltonsons.com)>  
**Date:** August 4, 2015 at 6:08:37 PM PDT  
**To:** <[Maureen.Tobin@morganhill.Ca.Gov](mailto:Maureen.Tobin@morganhill.Ca.Gov)>  
**Subject:** " single lane -VS-two lanes"

O.K. Maureen Here's your chance to improve the lives of the 41,000 citizens in this city. I hope the Data projects into the future all of the new homes being built and the increase in population that brings. Politicians can get so focused on their vision they lose all ability for objective reasoning. Just ask Donald Rumsfeld.

Thank You,

**Tom Trevino**

Estimator

**Walton & Sons Masonry**

[Estimating@waltonsons.com](mailto:Estimating@waltonsons.com)O.K.

**Cell 650-996-8979**

**Office 408-782-8700**

**Fax 408-782-1908**



August 3, 2015

Morgan Hill City Council  
City of Morgan Hill  
17575 Peak Avenue  
Morgan Hill, CA 95037

Re: City Council Meeting of August 5, 2015, Agenda Item no. 23 - MONTEREY ROAD COMPLETE STREET PILOT PROJECT FINAL REPORT AND RECOMMENDATION

Dear Mayor and Councilmembers,

The Morgan Hill Downtown Association Board of Directors would like to present our position regarding the permanent installation of traffic calming on Monterey Road through downtown Morgan Hill. This traffic calming is referred to as the "Complete Streets" program by city staff in their report to you on August 5th, 2015, agenda item 23.

On several occasions our Board of Directors have had thoughtful debates on the topic of Complete Streets where it became evident that the sharing of the best and most current information resulted in the most fruitful dialog as emotion could otherwise dominate the conversation. These conversations and the level of information shared was critical in developing the position of the MHDA Board and we hope that the rest of the community benefits from such similar dialog.

The Board of Directors has split their decision into two options which reflect the sentiments of the nine (9) members present, both of which support a permanent lane reduction through our downtown.

A simple majority of five (5) board members wish to proceed with permanent lane reductions as identified in staff recommendations at this time.

Four (4) of the board members wish to proceed with the lane reductions and traffic calming after the following have taken place:

1. The downtown parking garage is completed.
2. Streetscape improvements construction is complete.
3. The downtown opportunity site construction is complete.
4. Issues with the Main Street/Monterey Road intersection and related traffic delays are resolved.
5. Completion of the "Hale Extension" to provide another route for diversion of traffic not destined for the downtown.
6. Expanded public areas are in place (e.g. sidewalk extensions, parklets, etc...).

Enhancing the well-being and prosperity of downtown businesses and the quality of life and lifestyle of residents is the primary goal of our association and we feel that our positions are directed in achieving this goal.

Please feel free to contact us if you would like any clarifications of our comments.

Thank you for considering our recommendation.

Sincerely,

Cheri Devlin  
President  
Morgan Hill Downtown Association

**From:** [Mig.val](#)  
**To:** [Michelle Wilson](#)  
**Subject:** Monterey rd 1 lane???  
**Date:** Tuesday, August 04, 2015 8:53:34 PM

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Hello Morgan Hill, have you forgotten about Britton middle school, p.a. Walsh school, St Catherine school, St Catherine's church as well as community church? ??? All these public places are located on Main Ave and Peak Ave of which these are the streets that will now take the hit and absorb all the Monterey run off!!! By minimizing Monterey to one lane the city is pushing traffic onto an already busy Main St and Peak Ave, W Dunne..! ! Many children walk along these streets to school and more traffic is more danger. This is also unfair to its street front residents as well as parents trying to drop off kids in the mornings as well as get to work on time. Also Sunday church traffic would increase.. Pushing traffic onto the west side of Monterey Rd -Main, Peak, W Dunne, is not a good idea!!!! Creating more sidewalks and paths like the city did on West Dunne Ave is the way to go...how about creating a lit up sidewalk/ trail thru Devil's Hill??? A path to downtown M.H. would encourage and increase walking to bars and restaurants!

August 4, 2015

To: Mayor Steve Tate, City Manager Steve Rymer, Council Members Marilyn Librers, Larry Carr, Rich Constantine, and Gordon Siebert

Regarding: Recommendation for returning Monterey Road to two mixed lanes in each direction

Dear Mr. Mayor, Councilmembers, City Manager,

I am a 16 year resident of Morgan Hill, and have a small business located on Main Street just a few lots from Monterey Road since 2007. Up until this time, I have not gone on record with an opinion of the proposed lane reduction. However, after reading the final report, the results of the Chamber of Commerce survey, and the similar Willow Glen San Jose lane reduction results, I wish to share with you what I feel are overwhelming facts against continuing the lane reduction.

### **Survey results show that the residents don't support the lane reduction**

Pre Pilot--48.0% Not in favor of continuing the 6 month pilot of the Complete Streets Project  
Mid Pilot-- 61.3% Not in favor of continuing the 6 month pilot of the Complete Streets Project  
End of Pilot--66.7% Not in favor of implementing a Complete Street concept permanently on Monterey Road through the Downtown core

2 out of every 3 people do not want a lane reduction as currently proposed, and this number significantly increases as the project continues. At the rate that discontent is increasing, it would be over 70 % if the trial was continued to 6 months as originally proposed. I realize that some may simply describe these No votes as being from "commuters" that just "drive through downtown". However, the Chamber of Commerce reports that thirty out of the forty-four (68%) businesses reported that their customer's response to the road change has been highly negative. So, these people also frequent the businesses downtown!

### **Survey results show that the businesses don't support the lane reduction**

Pre Pilot--No data

Mid Pilot-- **56.2% Not in favor of implementing a Complete Street lane reduction permanent (sample size 16 businesses)**

End of Pilot--**60% Not in favor of implementing a Complete Street lane reduction permanent (sample size 5 businesses)**

Your data shows businesses increasingly against the permanent lane reduction, but a sample size of 5 businesses in the End Of Pilot report is too small to draw conclusions from. Stronger supporting data comes from the Chamber of Commerce report stating that 64% of the 44 businesses responding are against the lane reduction, and only 25% support it (11% undecided). The results from the Willow Glen San Jose lane reduction trial are similar, with businesses overwhelmingly opposing a single lane reduction.

## **Bicycle and pedestrian traffic conclusions inadequately supported**

Bicycle and pedestrian counts were taken at the following times:

Pre Pilot--Jan. 14, 2015 – Jan. 18, 2015      Wednesday through Sunday

Mid Pilot--Apr. 14, 2015 – Apr. 18, 2015      Tuesday through Saturday

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We all know that the weather and the day of the week significantly influence our decision to take a bicycle ride or go on a walk. While the Data Collection Plan states "taking into account seasonal fluctuations", there is no definition or model that I can find to explain how weather was factored into the numbers. It was cold in January during Pre Pilot data collection, and I would not expect many bicyclist and walkers. The fact that the pedestrian counts went down, then up for a final 5.7% increase during the trial suggests to me no significant change in the number of pedestrians.

## **Travel time has gotten worst from Main Street to Dunn with standing traffic at times**

While the reported numbers show no change in the average vehicle speed, Mid Pilot point average travel times in the 95th percentile of trips taken along the route increased from 72 seconds to 101 seconds. There appears to be no follow up measurement for this published in the End of Pilot report. My observations confirm this, as traffic appears to stand still at times between 3 PM to 6 PM, blocking me from crossing Monterey while traveling on Main Street, making it inconvenient to get to a dinner appointment on Monterey, or to get into a left turn lane from either side of the single lanes.

In summary, we are a divided City on this issue, and should you decide to make the single lane reduction permanent, I hope you will adequately address the opposition that residents and business have against this in a manner that shows integrity and transparency. Otherwise, this is likely to become an election year firestorm.

Thank you for your time and service to our great City of Morgan Hill

Philip Bogosian  
Jackson Oaks

**From:** [Mike Johnson](#)  
**To:** [Michelle Wilson](#)  
**Subject:** Downtown Lane Closure Opinion - Mike Johnson  
**Date:** Wednesday, August 05, 2015 1:58:25 PM

---

Hi Michelle,

I would appreciate it if you could forward this to the council members so they can consider it before making their final decision of the lane closure.

Thanks,

Mike Johnson

To: The Morgan Hill City Council

Re: Single Lane through Downtown Morgan Hill

As a longtime resident and business owner of Morgan Hill, I am very excited to see true changes coming to our downtown area. To have an area to dine and shop in a comfortable, destination type atmosphere is one asset the City of Morgan Hill has always been missing and many other towns in our area have. With the downtown area being redeveloped with more housing, parking, entertainment, shopping and dining options than ever before, it makes sense to minimize automobile traffic flow and create more pedestrian and bicycle traffic flow. The City has an opportunity to finalize the transformation of the main highway running through the middle of town to the current 101 configuration that was started when the new 101 was built decades ago.

I believe the lane closure is a positive change for the new downtown and is congruent with the ongoing development of the downtown area. The negative impact, mostly on businesses, reflects the change in what type of business will be in the new downtown. The fact is, with the new style of downtown Morgan Hill is developing, some businesses will be better off to relocate. This is the part of change is difficult. I truly believe the long term positive impact will greatly outweigh the negative. I believe the lane closure is vital part of the work the city is doing to truly revitalize the downtown area. Thanks for considering my opinion as you make your decision.

Sincerely,  
Mike Johnson  
CEO  
Johnson Lumber ACE Hardware



This email has been checked for viruses by Avast antivirus software.

[www.avast.com](http://www.avast.com)

## Roger C. & Jane M. Knopf

14692 Knopf Court, Morgan hill, CA 95037

August 5, 2015

Honorable Mayor and City Council  
15755 Peak Ave.  
Morgan Hill, CA 95037

RE: Monterey Rd. Street Diet (Main to Dunne)

We want to go on record as being in full support of implementing the lane reduction on a permanent basis as soon as the present construction work is completed.

As Warren Buffet says, "Tune out the NOISE and study the valid data".

We question how the Lane Reduction could possibly add 30 minutes to anyone's commute or be the sole cause of a 40% reduction in the sales of one merchant. We think these kinds of comments fall in the NOISE category.

We have lived in the (greater) Morgan Hill Community for 51 years and seen a lot of actions taken regarding Monterey Rd. and listened to endless discussion on what to do about the impacts of the heavy traffic through town. There have been two actions that in our minds have been positive in bringing change to the Downtown:

1. The installation of the landscaped median and associated sidewalk and curb improvements in 1981.

2. This year's Lane Reduction which calmed the flow of traffic and got most of the bicycles off the sidewalks.

In 3 to 4 months when the street improvement work and the parking garage are complete we will have a new energy in the Downtown. Please complement those projects with a continuation of the Lane Reduction program.

Two strong supporters of Lane Reduction,

Roger C. Knopf

Jane M. Knopf

**From:** [Maureen Tobin](#)  
**To:** [Michelle Wilson](#); [Edith Ramirez](#); [Steve Rymer](#)  
**Subject:** FW: Morgan Hill Downtown...It's Happening! Project Update 7/24/15  
**Date:** Wednesday, August 05, 2015 3:10:40 PM

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Maureen Tobin

**Communications and Engagement Manager**

**City of Morgan Hill**

17575 Peak Avenue

Morgan Hill, CA 95037

408.310.4706 (O) 408.406.4076 (C)

[Email](#) [Web](#) [Facebook](#) [Twitter](#)

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---

**From:** Nextdoor [mailto:reply@rs.email.nextdoor.com]  
**Sent:** Wednesday, August 05, 2015 3:10 PM  
**To:** Maureen Tobin  
**Subject:** Re: Morgan Hill Downtown...It's Happening! Project Update 7/24/15

 [Stephanie Affourtit, Llagas](#)

I don't understand why it is still required to attend city council meetings to get your voice heard by City Council. Surveys, emails, petitions, etc should suffice. By participating in these ways, the people have spoken. Is the City Council listening?

Original post by [Maureen Tobin](#) from [City of Morgan Hill](#) (8 replies):

<http://archive.constantcontact.com/fs160...>

Jul 25 in [General](#) to City of Morgan Hill

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**From:** [Maureen Tobin](#)  
**To:** [Edith Ramirez](#); [Michelle Wilson](#); [Steve Rymer](#); [Bryan Jones](#)  
**Subject:** FW: Morgan Hill Downtown...It's Happening! Project Update 7/24/15  
**Date:** Wednesday, August 05, 2015 3:46:03 PM

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Maureen Tobin

**Communications and Engagement Manager**

**City of Morgan Hill**

17575 Peak Avenue

Morgan Hill, CA 95037

408.310.4706 (O) 408.406.4076 (C)

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---

**From:** Nextdoor [mailto:reply@rs.email.nextdoor.com]  
**Sent:** Wednesday, August 05, 2015 3:44 PM  
**To:** Maureen Tobin  
**Subject:** Re: Morgan Hill Downtown...It's Happening! Project Update 7/24/15

 [Lori Henderson](#), [Llagas](#)

Nancy this is very well written and I greatly appreciate hearing your position. It is obvious that the folks responding agree with you or their posts are taken down. That's okay--mine will probably be taken down too. With that, perhaps I'm misunderstanding you, but I don't believe that you should say that those of us who are not happy with this change imposed on us are giving "misinformation", "unreliable data" and peer pressure and are sensationalizing this with a "narrow agenda". Keep in mind we are potential customers that you are alienating. I am a Morgan Hill resident and I don't agree with this change.

As I have said before, I basically now avoid downtown due to the congestion and safety issues this has created so I really have no comment on the quietness, etc. If this does remain the same despite the voices that have stepped up to comment from the community against it, I will just continue to avoid any activities in Morgan Hill.

My only other feedback is, I think those signs are kind of silly (and a waste of taxpayer \$\$) and I think the best solution to slow down the traffic in downtown would be to put those same lights in at the pedestrian crossings like they have down at the CRC.

I hope the council is swayed by the fact that folks have taken a moment to voice their concerns. It is normal in polls for you to get a small response, just like advertising.

Original post by [Maureen Tobin](#) from [City of Morgan Hill](#) (9 replies):

<http://archive.constantcontact.com/fs160...>

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August 5, 2015

**Morgan Hill City Council**

City of Morgan Hill  
17575 Peak Avenue  
Morgan Hill, CA 95037

Re: City Council Meeting of August 5, 2015, Agenda Item no. 23 – Monterey Road Complete Street Pilot Project

Dear Mayor Tate and Councilmembers,

I am writing to express my opinion regarding the Complete Street Pilot Program and my hopes that the lane reduction and resulting traffic calming will become permanent. I support staff's recommendations.

There has been a lot of "noise" surrounding the Complete Street project so thought that I would take a moment to address some of what I am hearing at this time:

- The Chamber Survey and the City's Community Survey are the only ones that matter because they reflect the will of the community.  
**Response:** They are both unscientific. The Chamber survey has some downtown businesses doubting its validity due to a couple of issues and the City survey offered an avenue for negativity bias to creep in, especially due to the anonymity of the internet.
- The loss of business to some of the downtown businesses is due to the Complete Streets Pilot Project.  
**Response:** There is conflicting evidence as to what is causing the loss of business to some and not to others. The majority of the dining establishments are reporting increased business implying increased foot traffic. No one can explain to me how more foot traffic can result in less business if shop owners are active in monitoring business conditions.
- It is better to wait for another time in the future like when the Hale Extension is complete.  
**Response:** I would guess that 75% of the pain of making the transition to single lanes has been completed. Habits have begun to change and traffic patterns with it. Starting again when the Hale extension is complete will not alleviate the complaints that less traffic can move along Monterey creating backups. Additionally with all of the construction taking place a lot of the pain of the transition will have been tempered with almost 8 months of single lane traffic through downtown. We just need to make sure that the businesses have the best environment to succeed after all of the disruption.

Thank you for your attention to my comments.

Sincerely,

*John K. McKay*

Private Resident of Morgan Hill

**From:** Andrea Muro-Little <[andrea\\_muro@charter.net](mailto:andrea_muro@charter.net)>

**Date:** August 5, 2015 at 6:08:57 PM PDT

**To:** [Steve.tate@morganhill.ca.gov](mailto:Steve.tate@morganhill.ca.gov), [Gordon.seibert@morganhill.ca.gov](mailto:Gordon.seibert@morganhill.ca.gov),  
[Marilynlibrers@morganhill.ca.gov](mailto:Marilynlibrers@morganhill.ca.gov), [Rich.constantine@morganhill.ca.gov](mailto:Rich.constantine@morganhill.ca.gov),  
[Larry.carr@morganhill.ca.gov](mailto:Larry.carr@morganhill.ca.gov), Steve Rymer <[Steve.rymer@morganhill.ca.gov](mailto:Steve.rymer@morganhill.ca.gov)>

**Subject:** Monterey Road downtown lane concerns

Dear Mr. Mayor, Council Members and City Manager Mr. Rymer,

I have been a resident and home owner of Morgan Hill since 1994. I am a community volunteer and tax paying citizen. I am writing regarding the current lane reduction downtown and would like to include my dissatisfaction among the other citizens against this decision to be voted on at the Board meeting this evening. I do not support the lane reduction and I urge you to discontinue the current lane conditions downtown. This is a business district not a residential zone and the decision has already had a negative impact among the downtown drivers including myself. As a mother, I spend my days driving around this city and it has been so frustrating dealing with the heavy congestion downtown as a result of this lane reduction. This was a poor decision and there are no facts to support that this lane reduction will improve traffic or hinder downtown businesses from expanding. Its an absurd conclusion.

The mentality among the leadership in our unique and special community is so primitive and non-progressive. We are limiting the potential development and infrastructure within our community. There is so much building potential downtown. As a community we should be more competitive and engage with new businesses to improve our downtown and update it so that it is current and relevant like Willow Glen, Los Gatos and Saratoga.

It is so unfortunate that our leadership is moving in the wrong direction on so many levels. There are so many opportunities to improve our lovely city and its so disappointing that we are not taking advantage of them but rather creating further obstacles for our citizens and eventually residents like myself will relocate to stronger communities that prioritize their families.

Regards,

Andrea Muro-Little

From: [debca1013@aol.com](mailto:debca1013@aol.com) [<mailto:debca1013@aol.com>]

Sent: Wednesday, August 05, 2015 6:34 PM

To: Michelle Wilson

Subject: Complete Streets Project

My husband and I have been homeowners in MH for over 10 years now. We have attended a number of meetings on the street issue downtown including those incorporating plans for construction downtown. We have NOT been in favor of reducing the lanes downtown and continue to feel that way.

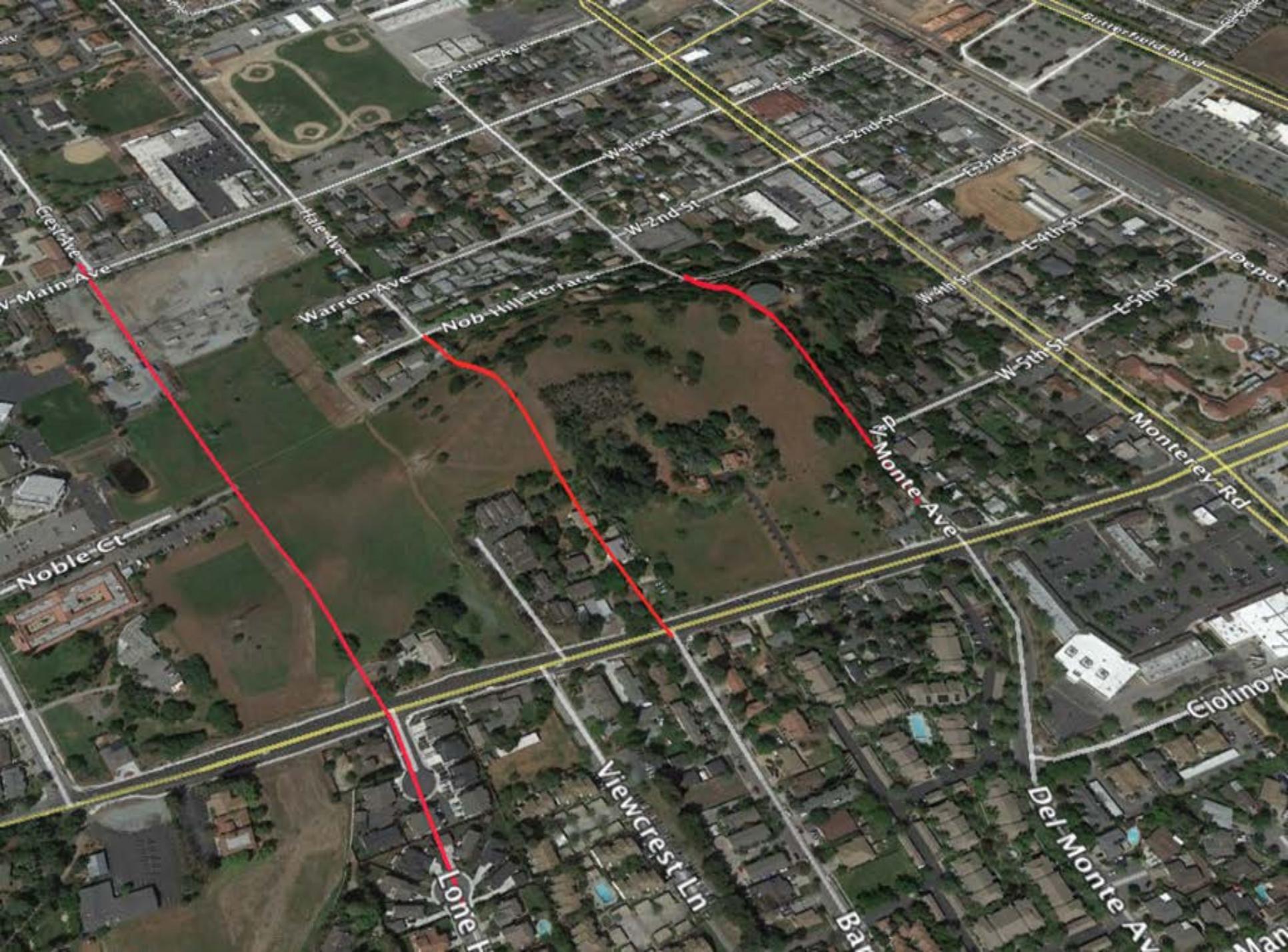
From our viewpoint large amounts of money were spent on various community outreach events on the downtown with the majority of residence not wanting to see this happen. We are aware of the expert study presented by someone brought in by one of the former potential developers for the downtown that advised against reducing lanes as it would most likely drive people away from shopping and dining downtown. Yet the City agreed to do this anyway. No amount of signage telling people to stop, dine and shop downtown will make people do so. We eat out all the time and until this past January dined downtown quite a few nights each week and on weekends. We stopped doing that in January however since we felt that the only way to apparently be heard by the City and restaurants supporting this Complete Streets program was to withdrawal our support. I know many of our neighbors have expressed similar sentiments. We're still forced to bank downtown unless we change banks, but we have found many other restaurants in MH, Gilroy and off Cottle Road to dine at now. And we have found many new places we like. All are convenient enough to drive to.

If the City has plans to continue this lane reduction program, and I noticed immediately in the Complete Street proposals that there was no funding to remove the stripping and such, I don't see altering where we have come to dine anymore. As we see it we pay our automobile and gas tax for the lanes through town. I have driven through downtown during the day at various times and barely seen any bicyclists who you have given our lanes to. I seriously doubt the ones I have seen dine and do their shopping downtown. The ones I've seen drive on through just like I have done. If you want to kill the downtown, then accept the City Staff's recommendation which I just read about on the Morgan Hill Times to continue with the program. I feel for many of the restaurant owners and their workers that we use to frequent who haven't supported this program but we have felt we have no alternative after already voicing our opinion with others. I'm sure the ongoing construction downtown will put another heavy burden on those businesses and we'll probably lose some for good. It will be interesting to see how the City Council votes.

# Complete Streets Pilot Project

Why it is Wrong for Morgan Hill  
At this time

It Works in Other Towns



W 1st St

W 2nd St

E 2nd St

E 3rd St

E 4th St

W 5th St

Greer Ave

Hale Ave

Warren Ave

Nob Hill Terrace

Del Monte Ave

Monterey Rd

Noble Ct

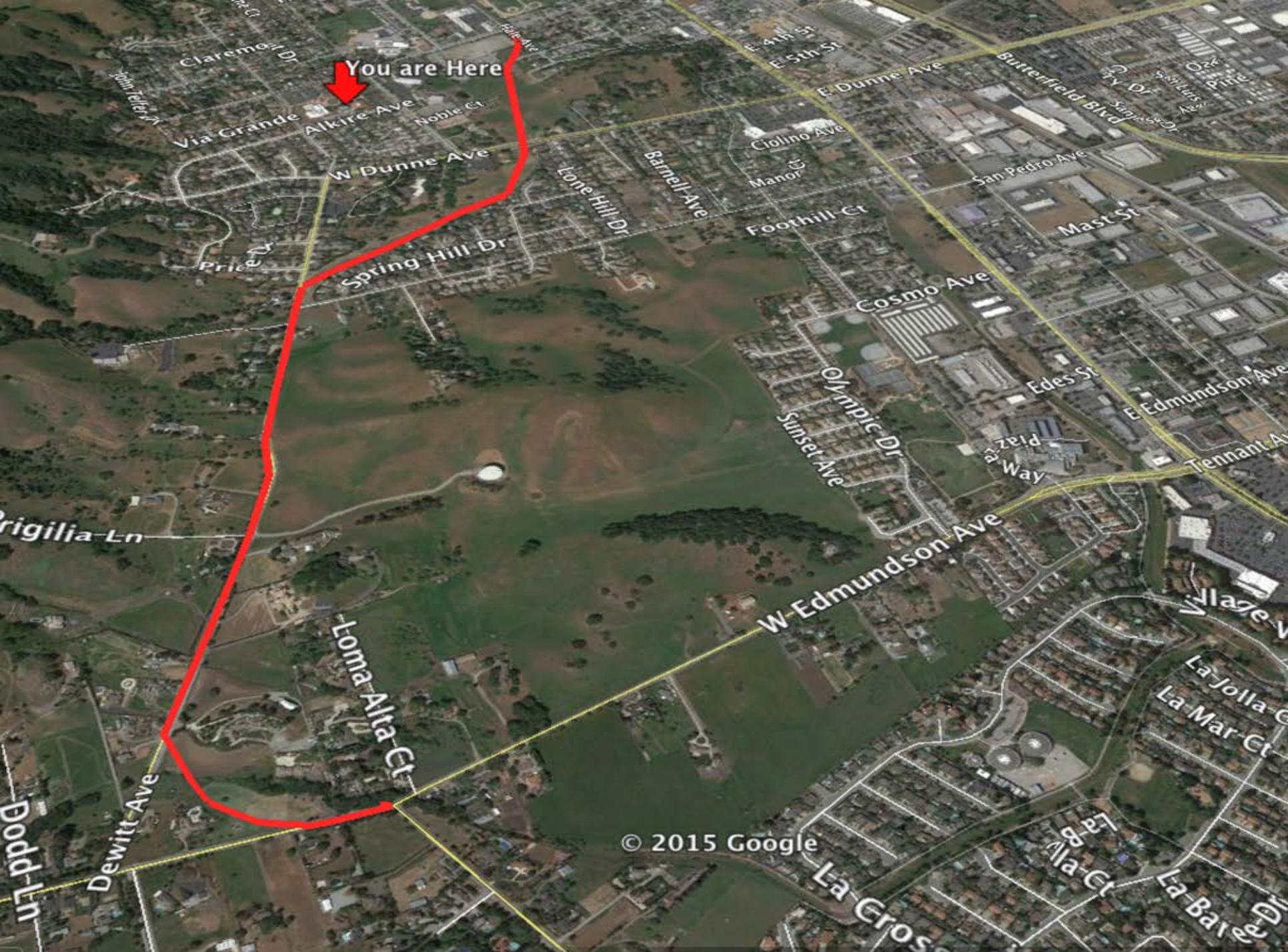
Viewcrest Ln

Ciolino Ave

Lone Hill

Bar

Del Monte Av



You are Here

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