

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

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 our 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!

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Thank you for the opportunity to connect with you!

Nancy Reynolds, Realtor
Century 21 M & M and Associates
(408) 888-1260
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