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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 5th 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 – 5th and Monterey



MVA – Friday, July 10, 2015 – 4th 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 3rd. Street.

As a result, has the lane reduction increased the number of accidents/crashes in Downtown? Not having seen any accidents at 5th 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