

**From:** [Chris Reynolds](#)  
**To:** [Steve Tate](#); [Larry Carr](#); [Marilyn Libbers](#); [Gordon Siebert](#); [Rich Constantine](#)  
**Cc:** [Michelle Wilson](#); [Maureen Tobin](#)  
**Subject:** Complete Streets Final Decision  
**Date:** Monday, August 03, 2015 12:12:59 PM

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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 Vitality 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

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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 through 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

**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

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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](#)

**PLEASE NOTE THAT I HAVE A NEW OFFICE PHONE NUMBER 408.310.4706**



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**From:** Nextdoor [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

 [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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**From:** [Michelle Wilson](#)  
**To:** [Michelle Wilson](#)  
**Subject:** FW: Good Ideas  
**Date:** Tuesday, August 04, 2015 3:50:07 PM

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**Subject: Lane Reduction Vote**

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

**To:** [steve.tate@morganhill.ca.gov](mailto:steve.tate@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), [marilyn.librers@morganhill.ca.gov](mailto:marilyn.librers@morganhill.ca.gov),  
[gordon.siebert@morganhill.ca.gov](mailto: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 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

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FYI—for the agenda

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**From:** Rene Spring [mailto:rspring@cadence.com]  
**Sent:** Tuesday, August 04, 2015 10:45 AM  
**To:** Steve Tate; Rich Constantine; Larry Carr; Marilyn Librers; Gordon Siebert  
**Cc:** Edith Ramirez; Rene Spring (mail.com)  
**Subject:** MONTEREY ROAD COMPLETE STREET PILOT PROJECT FINAL REPORT AND RECOMMENDATION / Support the 2 lane project downtown  
**Importance:** 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 grand-children 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.

**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

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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:** Debra via Nextdoor [mailto:reply@rs.email.nextdoor.com]  
**Sent:** Sunday, July 26, 2015 5:00 PM  
**To:** Maureen Tobin  
**Subject:** Private message: Positive thoughts on Monterey Lane closure...



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.

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

[View or reply](#)

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**From:** [Michelle Wilson](#)  
**To:** [Michelle Wilson](#)  
**Subject:** FW: Road closure  
**Date:** Tuesday, August 04, 2015 4:52:19 PM

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-----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

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Sent from my iPad

Begin forwarded message:

**From:** "Steve Tate" <[Steve.Tate@morganhill.ca.gov](mailto:Steve.Tate@morganhill.ca.gov)>  
**Date:** July 30, 2015 at 10:25:21 AM PDT  
**To:** "Maureen Tobin" <[Maureen.Tobin@morganhill.ca.gov](mailto:Maureen.Tobin@morganhill.ca.gov)>  
**Subject:** FW: Downtown one-lane configuration

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**From:** Miller, Cindy [<mailto:cindy.miller@cbnorcal.com>]  
**Sent:** Thursday, July 30, 2015 7:57 AM  
**To:** Steve Tate; Marilyn LIBRERS; Michelle Wilson  
**Cc:** Miller, Cindy  
**Subject:** 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, CDPE  
BRE#01338104  
Coldwell Banker  
950 Tennant Station  
Morgan Hill, CA 95037  
408-776-7116 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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**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

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Sent from my iPad

Begin forwarded message:

**From:** Nextdoor <[reply@rs.email.nextdoor.com](mailto:reply@rs.email.nextdoor.com)>  
**Date:** August 3, 2015 at 12:10:18 AM PDT  
**To:** [maureen.tobin@morganhill.ca.gov](mailto:maureen.tobin@morganhill.ca.gov)  
**Subject:** Re: Downtown Projects Biweekly Update 5/8/15  
**Reply-To:** [reply+GE2DANZUG4YF64DSN5SHKY3UNFXW4X2QJ5JVIXZRGE2DGNJT3A====@reply.nextdoor.com](mailto:reply+GE2DANZUG4YF64DSN5SHKY3UNFXW4X2QJ5JVIXZRGE2DGNJT3A====@reply.nextdoor.com)

 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: Final Complete Street Survey Results  
**Date:** Tuesday, August 04, 2015 9:15:53 AM

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Sent from my iPad

Begin forwarded message:

**From:** Nextdoor <[reply@rs.email.nextdoor.com](mailto:reply@rs.email.nextdoor.com)>  
**Date:** July 23, 2015 at 6:46:38 PM PDT  
**To:** [maureen.tobin@morganhill.ca.gov](mailto:maureen.tobin@morganhill.ca.gov)  
**Subject:** Re: Final Complete Street Survey Results  
**Reply-To:** [reply+GE2DANZUG4YF64DSN5SHKY3UNFXW4X2QJ5JVIXZRG3TMMZTGQZA====@reply.nextdoor.com](mailto:reply+GE2DANZUG4YF64DSN5SHKY3UNFXW4X2QJ5JVIXZRG3TMMZTGQZA====@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



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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 awhile 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,

A handwritten signature in black ink, appearing to read 'Heather Sawyer', with a stylized flourish at the end.

Heather Sawyer  
Co-owner  
Wide Open Blue, LLC

cc: Nancy Reynolds

AUG - 4 2015

August 1, 2015

Mr. Mayor and Council Members,

City Clerk

I am writing in regards to the bike lane trial period, which has just come to an end. Several months ago, I was able to stand before you and encourage you to proceed with this project. I am unable to be present at the August 5th meeting to thank you for following through with this wonderful idea and share my thoughts, so please accept this letter in my stead.

I believe the lane reduction was a success and I hope that the facts are interpreted in an unbiased way as you analyze the data from this trial. The bike lane allowed my family and I to cycle through the downtown core in a much safer way. We enjoyed watching others use the lane when we strolled the sidewalk and ate outdoors and the bike hub was an added bonus that provided lots of fun for our younger kids.

We are so blessed to live in a part of the world where we can hop on a bike 12 months a year and to live in such an accessible city. I believe these are traits Morgan Hill should use to promote itself to a new generation of professionals and young families who desire to have a "green" and "active" lifestyle. In fact, we should not only put in a permanent bike lane but also extend it! Wouldn't it be fun to see the streets filled with young families on bikes on a Saturday, making their way to market or to Booksmart for an ice cream. Morgan Hill's vision of itself in the future is very important. What can we do to make ourselves a coveted jewel of a place to live? I would love to see our city council think of Morgan Hill as the perfect canvas for an environmentally sustainable, healthy city. I believe the bike lane is a great place to start! Picture a school population at Britton that is healthier than ever in 5 years because the kids can safely get to school on bikes instead of being driven. Imagine how nice it would be for our air quality to eliminate 50 cars idling and burning fuel at drop off and pick up.

Some people I know did complain that their commute through the downtown core was doubled in time and that the congestion the single lane caused made dining outdoors worse (an opinion I would dispute). I challenged many of them to switch their route around the downtown core but most were not willing to do so; we as a family

consciously changed our driving patterns to avoid the few blocks on Monterey between Main and Dunne unless we were specifically driving to a destination in that area. It was no big deal. I wish others had tried to change their habit of using Monterey as a through way. Perhaps, outlining a plan for connecting streets to the east and west of Monterey, would help some long term users of Monterey Street as a commuter lane think of changing their driving habits. As your slogan said: "Drive to it not through it!".

As for the decline in business stated by the chamber of commerce, I would like to see a neutral party get the real facts on this statement. I live within walking distance of the shops and restaurants in downtown and am often there. I never had occasion to notice anything that would have suggested there was a decline in business. Every time we ate out, the restaurants were full. The sidewalks always had people sitting at tables. There were always families out and about. I feel that some may be twisting the facts to suit their predetermined agenda. Please do not let this sway you. Many things come in to play when looking at creating a thriving downtown area. Anchor stores vs. independents, business models that meet the demands of a given demographic, management of any given establishment, green spaces vs. parking spaces and so on. All these must be taken into account when assessing the viability of a core project. We know that change is hard for many but always necessary if we want to remain a vibrant, relevant and attractive community in the future.

I thank you for the time and attention you are giving to this exciting and important matter and hope that you are able to catch a glimpse of the great city we might be as we take this small step towards a better, bike friendly future!

Sophia Knappe  
Morgan Hill resident since 2008

Received  
City of Morgan Hill

AUG - 4 2015

City Clerk

Mr. Mayor and Honorable Council Members

While visiting our son and his wife, we've enjoyed the town of Morgan Hill, especially since the recent project to reduce the lanes in your downtown area. The project creates a calm and slower atmosphere while walking and riding bicycles. This is a way of life so the public can have a quality and friendly time in your city.

We are from Ripon, California and Mark is on the City Council in our home-town. Therefore, we understand the importance of keeping the downtown vibrant and a destination for families and friends to meet. The Complete Streets Project is a plan that Ripon would definitely bring forward to our town as well.

We hope that the City Council votes to see this project as part of their general plan for the future

Respectfully,

Mark and Darlene Winchell

**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**

**408-781-2448**