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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 9th 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,

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

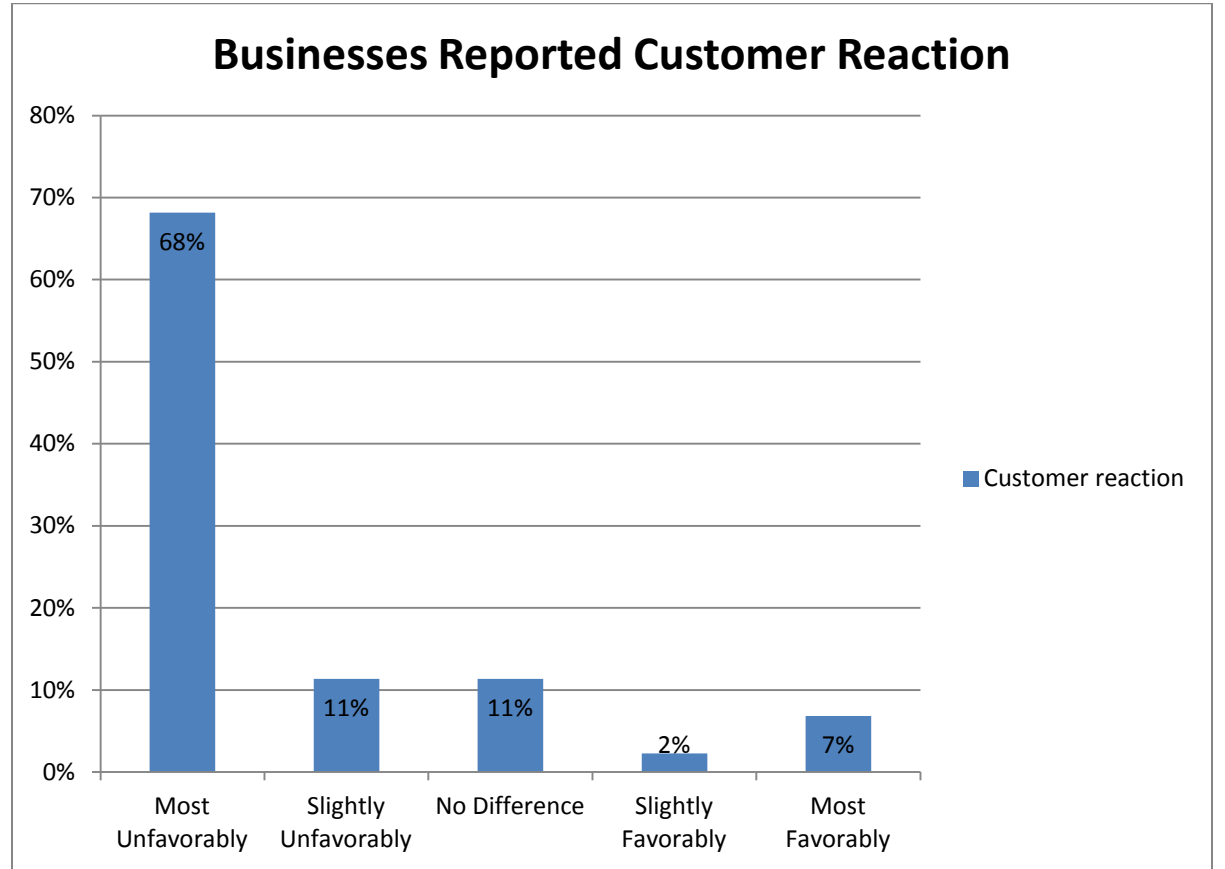
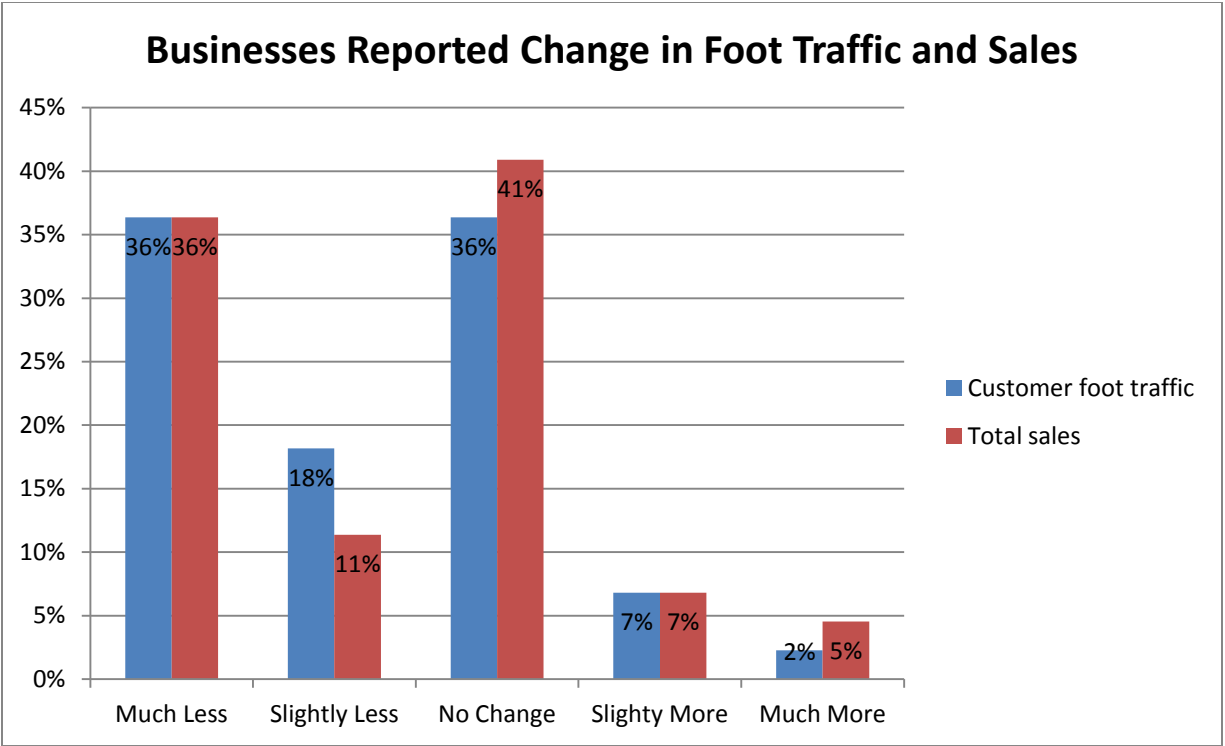
Every effort was made to make sure people knew that we want their honest feedback whether it be pro, con or neutral.

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.

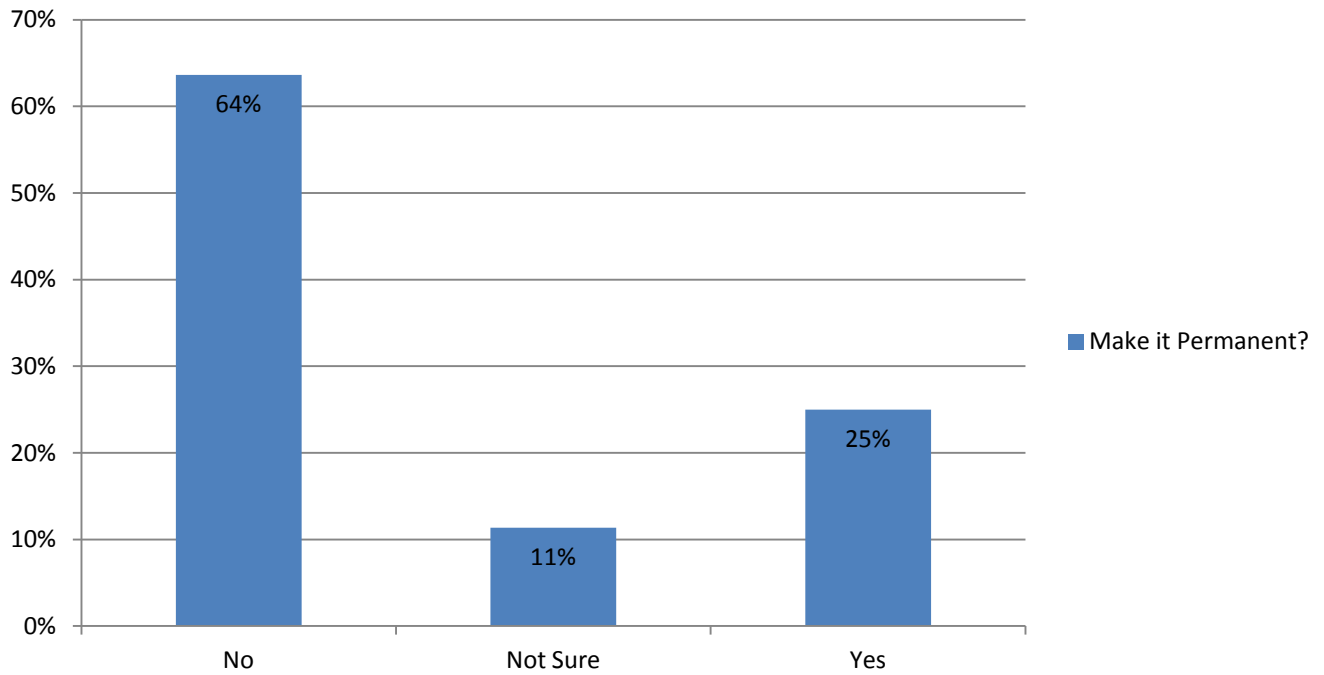
We emphasized that all businesses were encouraged to participate and that there is no requirement or expectation visa-vis their being or not-being members of the Morgan Hill Chamber of Commerce.

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

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



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, Dezin).
- 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 3rd 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 3rd 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).