COMMUNITY-BASED TRANSPORTATION PLAN (CBTP) FOR MORGAN HILL

Morgan Hill Parks and Recreation Committee Meeting
Tuesday, December 15th, 2020
7:00 pm
CBTP Program Goals

• To improve access and mobility for low-income and other underserved communities for commute and non-commute trips

• To engage residents and community organizations in conducting the analysis and shaping the recommendations
Project Management Team

- VTA
- City of Morgan Hill
- Morgan Hill Chamber of Commerce

Collaborators

- County of Santa Clara
- Morgan Hill Unified School District
- Morgan Hill Youth Action Council

- Morgan Hill Older Adult Services
- Morgan Hill Bicycle & Pedestrian Advocacy Group
- Eden Housing Incorporated (affordable housing complexes)
Community of Concern per MTC’s Definition
Project Boundary
Project Timeline

- January 2019: Project Kick-Off
- February – April 2019: Existing Conditions Analysis & Focus Group Meetings
- Mid-April 2019: Public Engagement & Survey
- May 2019: Public Meeting
- June 2019 – March 2020: Report Development
- Summer 2020: Draft Plan Development
Demographics - Limited English Speaking Households

Limited English Speaking Households

- COC Census Tract # 512310: 7.5%
- City of Morgan Hill: 4.1%
- Santa Clara County: 10.8%
Demographics - Income & Poverty Level

### Median Household Income

- **COC Census Tract # 512310**: $57,276
- **City of Morgan Hill**: $107,161
- **Santa Clara County**: $106,761

### Percentage of Individuals living below poverty level in the past 12 months

- **COC Census Tract # 512310**: 10.20%
- **City of Morgan Hill**: 5.80%
- **Santa Clara County**: 8.20%
Outreach Methods

Focus Group Meetings
- Affordable Housing Complexes
- Senior Apartments
- Youth Action Council

Fact Sheets & Surveys
- Materials available digitally and in physical copies
- Related documents and survey available in English, Spanish and Chinese; with an option for additional translations if needed

Social Media & Partner Posts

Events
- Morgan Hill Business Expo
- Senior Nutrition Program
Outreach Process

Morgan Hill Community-Based Transportation Plan
Summary of Public Outreach

- Partner Post views: 37,846
- Project Page Views: 780
- Community Meeting Attendees: 20
- Mass Mailings: 12,691
- Emails Sent to Recipients: 678
- Twitter Post Views: 30,156
- Online Survey Responses: 232

Santa Clara Valley Transportation Authority
Solutions that move you
Survey Results & Transportation Challenges

- Limited bus coverage and infrequency of Caltrain services in Morgan Hill
- Speeding of cars through downtown and major roads; difficulties in crossing streets
- Feeling unsafe biking due to narrow streets and absence of bike lanes
- Traffic congestion on US 101 and downtown Morgan Hill during commute hours
- Limited availability of TNCs in Morgan Hill
Project Development from Input

- Gathered all survey results and feedback
- Worked with City, VTA, and other partners to develop projects based on project type
- Criteria for Project Development:
  - Identify Lead Agency
  - Determined Financial Feasibility
  - Implementation Feasibility
  - Community Benefits
  - Implementation Timeline
Projects Identified - Highways

- Santa Teresa-Hale Corridor Road and Trail between Dewitt and Main (Phase I) - $13.5M
  - Complete
- Signalize Santa Teresa Blvd & Watsonville Road intersection - $1M
  - Complete
- Signalize Santa Teresa Blvd/Hale Avenue & West Main Ave intersection - $0.6M
- Santa Teresa-Hale Corridor Road and Trail aligning Hale/Dewitt Avenue with Sunnyside Avenue at West Edmundson Avenue (Phase II) - $12M
- Expansion of Highway 101 adding one express lane through Morgan Hill - $110M
- Traffic Signal Intelligent System Management for regional traffic and major arterial streets - $1.3M
Projects Identified – Bike/Ped

- Intersection Improvements - Improved Traffic Congestion and Bicycle and Pedestrian Safety - $5M+
- Citywide Pedestrian Safety Improvements - ~$1.5M
- School Safety Improvements - ~$5M
- Main Avenue Bike Lane and Sidewalk Project - $0.65M
- Madrone Channel Trail - $1.4M
- West Little Llagas Creek Trail - $1.5M
- Safe Routes to School Program Implementation - $0.12M annually
Projects Identified – Public Transportation

• Rider's Choice Pilot Program – Cost To Be Determined  

• Mobility Assistance Program (MAP) - $2.6M

• Clipper START (Regional Means-Based Fare Discount Program Pilot) - $11M

• Volunteer Driver Program Expansion - $0.1M annually

• Morgan Hill Transit Amenities Improvement Project - $0.05M

• Caltrain Grade Separation at Tennant Avenue and Dunne Avenue - $80M
Next Steps

- Finalize Draft
- Adoption of Plan by City Council and VTA
- Revisit Plan in 5 Years