

#	Type	Citywide Initiative and Programs	Program Details	Complete with Existing Resources
1	Education/Marketing	Improve communication of Transportation Programs	Develop strategies to effectively communicate citywide transportation initiatives and programs. Regularly include updates of transportation initiatives and programs in the citywide newsletter.	No Potential/Limited funding
2	Education/Marketing	Develop educational materials for bike/ped/vehicle safety	In coordination with the Police Department, develop educational material and marketing campaigns for the following: - Speed reduction - Pedestrian/Bicycle/Vehicle safety programming - Use of micromobility devices Provide informational materials on the new California Assembly Bill (AB) 413, "daylighting" Law. Daylighting bans cars and trucks from stopping, standing, or parking within 20 feet of the approach side of crosswalks.	Potential/Limited funding Yes
3	Education/Marketing	Develop educational materials for driver education	Develop community educational and marketing programs to encourage the use of non-auto modes of travel to local destinations and schools.	Potential/Limited funding
4	Education/Marketing	Develop materials to promote TDM efforts to Businesses	Work in conjunction with the economic development team of News/Blog — <i>Choose Morgan Hill</i> to promote TDM efforts to existing businesses.	Potential/Limited funding
5	Education/Marketing	Develop materials to promote transportation options to tourists	Work in conjunction with the economic development team of News/Blog - <i>Visit Morgan Hill</i> promoting how bike friendly, walkable and Caltrain accessible, the City is to tourists.	Potential/Limited funding
6	Education/Marketing	Detail alternative transportation options on City's webpage/social media	Create a comprehensive employee oriented commuting section on the City's existing webpage and social media detailing Caltrain schedules, bike routes, pedestrian paths, and other transit options. Include available maps, schedules, and tips for using each mode of transport.	Potential/Limited funding
7	Education/Marketing	Develop educational materials for maintenance by property owners	Educate property owners about keeping site lines clear, shrubs trimmed, tree roots from lifting sidewalk pavement.	Potential/Limited funding
8	Safety	Safe Routes to School Walk Audits	A full review of existing traffic control devices in the vicinity of all schools should be completed as part of an Safe Routes to School (SRTS) plan to ensure conformity with California Manual on Traffic Control Devices (MUTCD) standards. Complete school area safety assessments to identify pedestrian/bicycle safety improvements.	No
9	Safety	Develop a Comprehensive Safety Plan	Apply SS4A grant funds to develop a comprehensive safety plan for the City.	Yes
10	Safety	Develop traffic calming standards	Identify speed reduction strategies and standards for different street types within the City. Strategies may include identifying locations and best practices for radar speed feedback sign installation, different signing/stripping improvement strategies, coordinating with emergency services on devices used on different street types etc. Develop a neighborhood traffic calming program or guidelines with threshold criteria to make resident requests for traffic calming more streamlined.	Potential/Limited funding
11	Bike/Ped/Transit	Update Design Guidelines for New Development	Require frontage design of all future development to construct or plan for future ped/bike/and transit improvements. Require inclusion of secure bicycle parking for all future development.	Yes
12	Bike/Ped	Update Construction Guidelines to accommodate bicyclists and pedestrians	Require the implementation of temporary accommodations for bicyclists and pedestrians along construction sites when sidewalks and other travel ways must be closed for construction.	Potential/Limited funding
13	Bike/Ped	Enhanced Pedestrian and Bicycle Detection	Consistent with California Assembly Bill (AB) 2264, all new or existing traffic signal modifications to incorporate leading pedestrian interval, and shall include the installation, activation, and maintenance of an accessible pedestrian signal and detector that complies with sections 4E.08 to 4E.13 of the California Manual on Uniform Traffic Control Devices in effect on December 31, 2022. Provide enhanced bicycle detection guidelines on priority bike routes in the City.	Potential/Limited funding
14	Vehicle/Transit	Adaptive Traffic Control System (ATCS) Operations and Maintenance	Adaptive Traffic Control System O&M to better serve residents and guests traveling throughout the city. Adaptive signaling utilizes real-time data at signalized intersections rather than conventional pre-programmed, daily signal timing schedules.	No
15	Multimodal	Create Complete Street Design Guidelines	Build on the bicycle and pedestrian improvements and street typology concepts developed in TMP to determine intersection design and corridor design standards for bike/ped priority corridors in the City potentially part of a City of Morgan Hill complete streets guideline.	Potential/Limited funding
16	Multimodal	Update Transportation Analysis Policy and Guidelines	Implement VMT policy consistent with Senate Bill 743. Revise City Transportation Policy to allow offsetting improvement of transit, pedestrian, and bicycle facilities in the proximate areas of intersections adversely affected by traffic generated by future development. Consider revising the City Transportation Policy to incorporate multi-modal criteria such as Bicycle Level of Service and Pedestrian Level of Service.	Yes Potential/Limited funding Potential/Limited funding
17	Multimodal	Develop a TDM policy and program	Revise City Transportation Policy to require implementation of Transportation Demand Management (TDM) measures as part of all future development. Consider establishment of a Transportation Management Association (TMA) as option for funding multi-modal improvements. Participate in regional TDM programs to reduce overall traffic volume by encouraging a shift in travel modes.	Yes Potential/Limited funding Yes
18	Multimodal	Develop a Transportation Monitoring Program	Collect and monitor data related to collisions, VMT, pedestrian counts, bicycle counts, MOGO ridership, mode share, and vehicle congestion.	

			Monitoring could be conducted by a consultant hired by the City or by City staff by increasing internal resources. Strategies may include additional City staff position(s) who may focus on transportation safety.	No
19	Ped	Program to fill sidewalk gaps	Develop a program to fill sidewalk gaps along existing uses and prioritize gaps near parks and other public destinations.	No
20	Funding	Develop a Multi-modal/VMT Impact Fee	Fee to provide funding to improve bicycle and pedestrian facilities in the City.	Potential/Limited funding
			Fee to provide funding to maintain and expand MOGO services in focused service areas based on ridership demand.	
21	Funding	MoGo Transit Program	Pursue permanent funding for MoGo Transit Program or alternate programs.	Yes
22	Funding	Ballot Measure	Consider a ballot measure as an option to fund multimodal transportation improvements in the City.	No
23	Maintenance	Pavement Rehabilitation	Pavement rehabilitation to minimize noise and vehicular damage.	Yes
			Use as an opportunity to improve roadway safety through striping modifications and other improvements.	
24	Maintenance	Landscape Maintenance	Increase sight lines with landscape maintenance (tree/shrub trimming and/or removal). Minimize future landscaping that potentially blocks pedestrians and bicyclists from driver's sight lines.	Yes
25	Maintenance	Maintaining of existing and new bike facilities	Conduct regular maintenance and street cleaning of bikeways. Procure a street cleaner to clean protected bike lanes. Regular maintenance and cleaning of paved trails.	No
26	Maintenance	Maintaining of existing and new sidewalks	Conduct regular cleaning and maintenance of sidewalks in the City. Repair broken sidewalks.	Potential/Limited funding
27	Other	Create new policies in General Plan based on TMP	All goals, strategies, actions identified in the TMP should be adopted as policies in the Circulation Element update.	Yes
28	Other	Create new policies in updates of the Vision Zero Plan based on TMP	All goals, strategies, actions identified in the TMP should be adopted as policies in future updates of the City's Vision Zero Plan.	Potential/Limited funding