



3/16/2021

ATTN: Diana El-Tawansy, Caltrans District 4 Acting Director
111 Grand Ave.
Oakland, CA 94612

RE: Landscaping / Beautification Along 101 Freeway in Morgan Hill

The Morgan Hill Chamber of Commerce has been representing business and building community since 1958. We represent over 550 businesses, 12,000 social media followers and 46,000 community members. Being an advocate of the business and workforce communities, our organization supports actions that satisfy the following measures: SMART Growth, Economic Sustainability, Quality Jobs and Tax Revenue, while keeping the character of our community intact.

The 101 Freeway is the first impression of our city to representatives of potential business relocations and new developments. In addition, it also plays an important role in tourism attraction and retention. When the 101 was built, Morgan Hill was mostly a rural area not warranting the building of a wall or landscaping like was needed up north in San Jose, Pleasanton and Los Gatos. With the urbanization of Morgan Hill, the City and County land now needs to be addressed and landscaped. Not only would planting drought-tolerant, low maintenance trees, bushes and plants drastically improve the look for the entrance to our City but it would also be environmentally sound. The 101 Freeway is a gateway to Morgan Hill and needs to communicate a clean, manicured, environmentally friendly, modern and positive feeling to visitors. We implore you to please include funds in the form of grants or a budget allocation to begin the active beautification of our area.

A first impression is everything and hard to reverse. On behalf of the business and residential communities, the Morgan Hill Chamber of Commerce urges you to create funding for landscaping and beautification along the 101 Freeway in our area. This action is imperative to branding Morgan Hill as an attractive destination for both business development and tourism.

Sincerely,

Brittney Sherman

Brittney Sherman
CEO/President