

July 28, 2015 Complete Streets Business Vitality Measurement Program Report

- Purpose:** To use voluntarily submitted, confidential business sales data within and around the Downtown Morgan Hill Complete Streets pilot area as a way to gauge the business sales impact of the road re-configuration trial.
- Participation:** Although twelve businesses signed up to provide data, as of July 28, 2015 we only received data submissions from six businesses. All six data sets submitted are from restaurants and retailers in and around the downtown corridor.
- Results:** Of the six businesses represented two experienced business declines when comparing March 2015 – June 2015 results to March 2014 – June 2014 results while four experienced business increases for March 2015 – June 2015. Overall business # 3 showed a 9.25% drop in its total sales March – June, 2015 compared to the same months in 2014. Business #7 showed overall sales up 8.59% in the same comparative period. Business #9 continued to show a dramatically steep loss in business with the comparative sales period down 48.10% overall since 2014. Business 11 was overall up 11.08% overall and businesses 12 and 20 up 7.74% and 24.41% respectively in cumulative comparison months (business 12 did not submit June data).

Data Summary:

Business #3 **down 9.3%**
Business # 7 **up 8.6%**
Business # 9 **down 48.1%**
Business # 11 **up 11.0%**
Business # 12 **up 7.7%**
Business # 20 **up 24.4%**

More detailed underlying data is on the following pages.

Sales Data from Complete Streets Project (As of July 28th, 2015)

Business #3					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.703			
November	2013	0.783			
December	2013	1.877			
January	2014	0.518			
February	2014	0.765			
March	2014	0.701			
April	2014	0.775			
May	2014	0.899			
June	2014	0.758			
July	2014	0.776			
August	2014	0.888			
September	2014	1.830			
October	2014	0.728			
November	2014	1.305			
December	2014	1.594			
January	2015				
February	2015				
March	2015	0.587	83.7%	of previous March	83.73%
April	2015	0.680	87.8%	of previous April	85.87%
May	2015	0.855	95.1%	of previous May	89.35%
June	2015	0.721	95.1%	of previous June	90.75%
July	2015				
August	2015				

Sales Down
9.25%
overall

Business #7					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.968			
November	2013	0.966			
December	2013	0.952			
January	2014	0.915			
February	2014	0.861			
March	2014	1.025			
April	2014	0.946			
May	2014	1.117			
June	2014	1.117			

July	2014	1.105			
August	2014	1.089			
September	2014	0.940			
October	2014	0.945			
November	2014	0.865			
December	2014	0.996			
January	2015				
February	2015	0.932			
March	2015	1.103	107.6%	of previous March	107.56%
April	2015	1.053	111.3%	of previous April	109.36%
May	2015	1.204	107.8%	of previous May	108.80%
June	2015	1.207	108.0%	of previous June	108.59%
July	2015				
August	2015				

Sales Up 8.59%
Overall

Business #9					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013				
November	2013				
December	2013				
January	2014				
February	2014				
March	2014	1.054			
April	2014	1.444			
May	2014	1.400			
June	2014	0.997			
July	2014	1.017			
August	2014	0.983			
September	2014	0.911			
October	2014	0.694			
November	2014	1.207			
December	2014	2.292			
January	2015				
February	2015	0.758			
March	2015	0.691	65.6%	of Previous March	65.60%
April	2015	0.542	37.6%	of Previous April	49.38%
May	2015	0.701	50.1%	of Previous May	49.64%
June	2015	0.605	60.7%	of Previous June	51.90%
July	2015				
August	2015				

Sales Down 48.1%
Overall

Business #11					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.856			
November	2013	0.666			
December	2013	0.952			
January	2014	0.742			
February	2014	0.816			
March	2014	0.875			
April	2014	1.193			
May	2014	1.033			
June	2014	1.058			
July	2014	1.304			
August	2014	1.352			
September	2014	1.153			
October	2014	0.850			
November	2014	0.952			
December	2014	1.174			
January	2015	0.855			
February	2015	0.946			
March	2015	1.194	136.4%	of Previous March	136.43%
April	2015	1.113	93.3%	of Previous April	111.55%
May	2015	1.164	112.6%	of Previous May	111.90%
June	2015	1.150	108.7%	of Previous June	111.08%
July	2015				
August	2015				

Sales Up
11.08%
Overall

Business #12					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.918			
November	2013	1.074			
December	2013	1.875			
January	2014	0.807			
February	2014	0.759			
March	2014	0.834			
April	2014	0.913			
May	2014	0.895			
June	2014	1.006			
July	2014	1.071			
August	2014	0.917			

September	2014	0.932			
October	2014	0.845			
November	2014	1.084			
December	2014	2.084			
January	2015				
February	2015				
March	2015	1.056		126.63%	126.63%
April	2015	0.907		99.27%	112.33%
May	2015	0.884		98.77%	107.74%
June	2015				
July	2015				
August	2015				

Sales Up 7.74%

Overall

Business #20					
		Normalized Sales		Percent Like Months	Cumulative Percentage
October	2013	0.980			
November	2013	0.925			
December	2013	1.863			
January	2014	0.787			
February	2014	1.385			
March	2014	0.649			
April	2014	0.764			
May	2014	0.598			
June	2014	1.097			
July	2014	0.955			
August	2014	0.670			
September	2014	1.327			
October	2014	1.204			
November	2014	0.784			
December	2014	1.464			
January	2015				
February	2015	0.637			
March	2015	1.004		154.63%	154.63%
April	2015	0.984		128.90%	140.72%
May	2015	0.971		162.40%	147.17%
June	2015	0.907		82.70%	124.41%
July	2015				
August	2015				

Sales Up

24.41%

Overall