



# **DOWNTOWN MANAGEMENT DISTRICT**

**E L P A S O**

## **2020 Public Input Survey**





# Survey Structure & Distribution

- Unscientific survey conducted during the month of July
- Approx. 15 traditional questions, plus COVID assessment
- English & Spanish
- Online (SurveyMonkey.com)
- Topics
  - Demographics – Property Owners, Business Owners, Employees, Residents, Visitors
  - COVID Impact
  - Current condition of Downtown El Paso
  - Future Needs or Priorities
  - Performance of the DMD
- Distribution
  - Local Media
  - Social Media
  - Direct Emails
  - Direct Mail to Props/Businesses
  - Flyer in Businesses
  - Insider Newsletter
- Incentive - \$100 Gift Certificate



# Respondents

Year	English	Spanish	Total
2015	632	15	647
2016	467	201	668
2017	1,091	32	1,123
2018	662	23	694
2019	854	22	876
2020	595	30	625

# Respondents

Breakdown	2015	2016	2017	2018	2019	2020
Prop Owner /Manager	14 (2%)	19 (3%)	38 (3%)	16 (2%)	42 (5%)	34 (5%)
Business Owner	36 (5%)	33 (5%)	40 (4%)	22 (3%)	42 (5%)	36 (6%)
Employee	239 (37%)	135 (21%)	376 (34%)	104 (15%)	281 (32%)	244 (39%)
Resident	21 (3%)	26 (4%)	40 (4%)	34 (5%)	42 (5%)	28 (5%)
Visitor	345 (53%)	434 (67%)	614 (55%)	518 (75%)	461 (53)	283 (45%)
Other	2 (0%)	NA	NA	NA	NA	NA
Total	647 (100%)	647 (100%)	1,108 (100%)	694 (100%)	868 (100%)	625 (100%)



# Highlights

## Current State of Downtown

- Agreement increased across 5 of 6 statements from previous year.
- 5 of 6 tied/reached its highest level of Agreement to date.

• CLEAN:	82% Agree	18% Disagree
• SAFE:	90% Agree	10% Disagree
• WELCOMING:	89% Agree	11% Disagree
• IMPROVING:	93% Agree	7% Disagree
• FAMILY FRIENDLY:	87% Agree	13% Disagree
• FUN:	85% Agree	15% Disagree



# Highlights

## Future of Downtown

- Most Important Elements (In order of priority)
  1. Safety/Security (LY - #2)
  2. Cleanliness (LY - #1)
  3. Parking (LY - #3)
  4. Family Friendly Atmosphere & Businesses (LY - #5)
  5. Building Restoration & New Construction (LY - #4)
  6. Events (LY - #6)
  7. Diverse Retail/Shopping Options (LY - #7)
  8. Code Enforcement (LY - #8)
  9. Public Transportation Options (LY - #9)
  10. Nightlife (LY - #10)
  11. Residential Options (LY - #11)



# Highlights

## DMD Performance

- Overall 73% Familiar with DMD
  - 96% of Property Owners and 100% of Business Owners
- Grade the DMD
  - 86% gave DMD an “A” or “B”
  - 8% gave DMD a “C”
  - 2% gave DMD a “D” or “F”
- Favored Expansion of these DMD Services:
  - No service received 50%+ in favor of expansion.



# Overall Observations

- Participation down slightly from prior year.
- Perception and Direction are down, but not drastically.
- Events (Theater/Street Festivals) are attracting people downtown.
- “Clean”, “Welcoming”, “Family Friendly”, “Improving” and “Fun” reach all time highs.
- Shift in what’s Most Important – Diverse Retail/Shopping Options breaks into Top 3.
- DMD performance grades improved to all time high (Business Owners give slight decline).
- No majority support for expanded DMD services.





# COVID 19 Observations

- What Property Owners need from DMD – Attracting New Tenants (64%), Enhanced Sanitation (68%)
- The next 12 months:
  - 47.7% Don't Know
  - 38.6% Optimistic
  - 13.7% Pessimistic



# INSIDER & Gift Certificate

- 122 requested to be added to our INSIDER Newsletter distribution list.
- 48 people indicated they would like to volunteer with the DMD
- 354 people registered for a chance to win a \$100 Gift Certificate
  - **WINNER: Guy McGunegle**

Our Downtown survey winner, Guy McGunegle, chose a \$100 gift card to Café Central!



# Visitors

- Out of those responding “Visitors”, we asked what was the primary reason for their visit(s)

Breakdown	2015	2016	2017	2018	2019	2020
Shopping	22 (7%)	136 (32%)	49 (8%)	39 (8%)	26 (6%)	23 (8%)
Business	28 (8%)	18 (4%)	60 (10%)	33 (6%)	34 (7%)	24 (9%)
Restaurants, Bars, Nightclubs	66 (19%)	86 (20%)	102 (17%)	86 (17%)	100 (22%)	63 (23%)
Events (i.e. Al Fresco Fridays, Art & Farmers Market, Chihuahuas Baseball)	183 (54%)	148 (34%)	331 (55%)	289 (57%)	233 (51%)	124 (45%)
Attractions (i.e. Museums, Digital Wall)	42 (12%)	43 (10%)	64 (10%)	61 (12%)	64 (14%)	42 (15%)
Total	341 (100%)	431 (100%)	606 (100%)	508 (100%)	457 (100%)	276 (100%)



# Event Breakdown

- Out of the “Visitors” coming downtown for “Events”, we asked what was the primary type of event.

Breakdown	2017	2018	2019	2020
Sporting Events	124 (38%)	62 (22%)	39 (17%)	23 (18%)
Street Festivals	83 (26%)	73 (25%)	50 (21%)	31 (24%)
Last Thursdays Gallery Crawl & Art Market	15 (5%)	9 (3%)	11 (5%)	4 (3%)
Farmers & Art Market	40 (12%)	34 (12%)	26 (11%)	19 (15%)
Museum Events	6 (2%)	8 (3%)	8 (3%)	5 (4%)
Theater Events	NA	78 (27%)	74 (31%)	32 (25%)
Other	55 (17%)	24 (8%)	29 (12%)	14 (11%)
Total	323 (100%)	288 (100%)	237 (100%)	128 (100%)

# Direction of Downtown

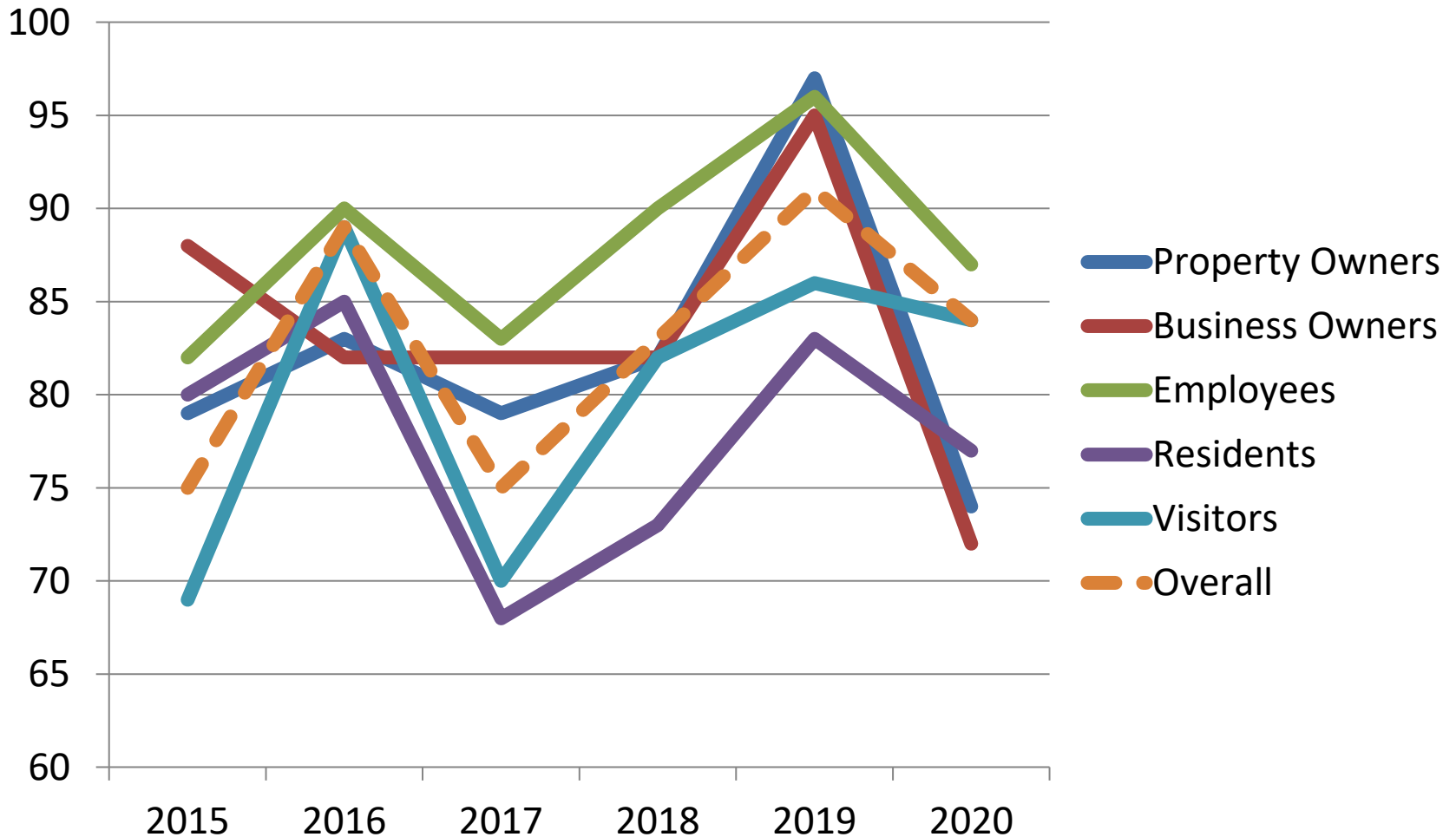
In terms of Downtown redevelopment, opportunity and excitement, in which direction do you see Downtown El Paso heading?

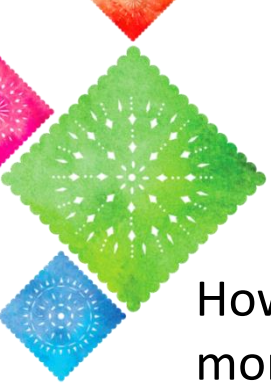
Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Progressing	75%	89%	75%	83%	91%	84%
No Progress	12%	4%	8%	6%	3%	5%
Declining	6%	2%	9%	6%	2%	5%
Other	7%	5%	7%	5%	4%	6%

# Direction of Downtown

In terms of Downtown redevelopment, opportunity and excitement, in which direction do you see Downtown El Paso heading?

Chart: % of people who see downtown progressing.





# Perceptions

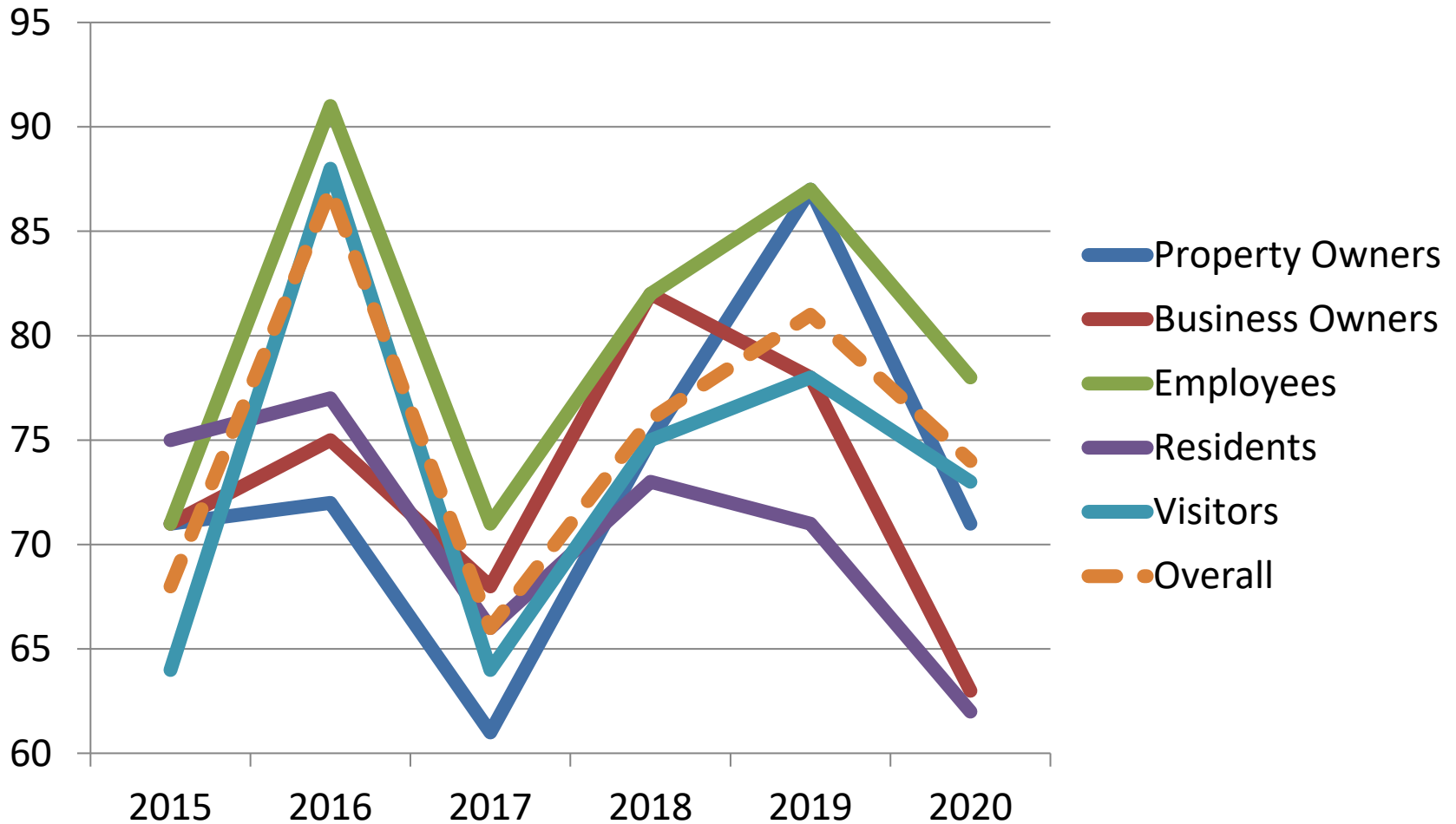
How has your perception of Downtown El Paso changed over the last 12 months?

Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Improved	68%	87%	66%	76%	81%	74%
No Change	22%	9%	19%	18%	17%	21%
Worsened	10%	4%	14%	6%	3%	5%

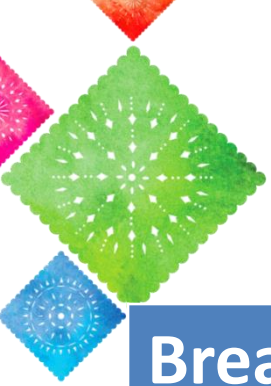
# Perceptions

How has your perception of Downtown El Paso changed over the last 12 months?

Chart: % of people responding positively.







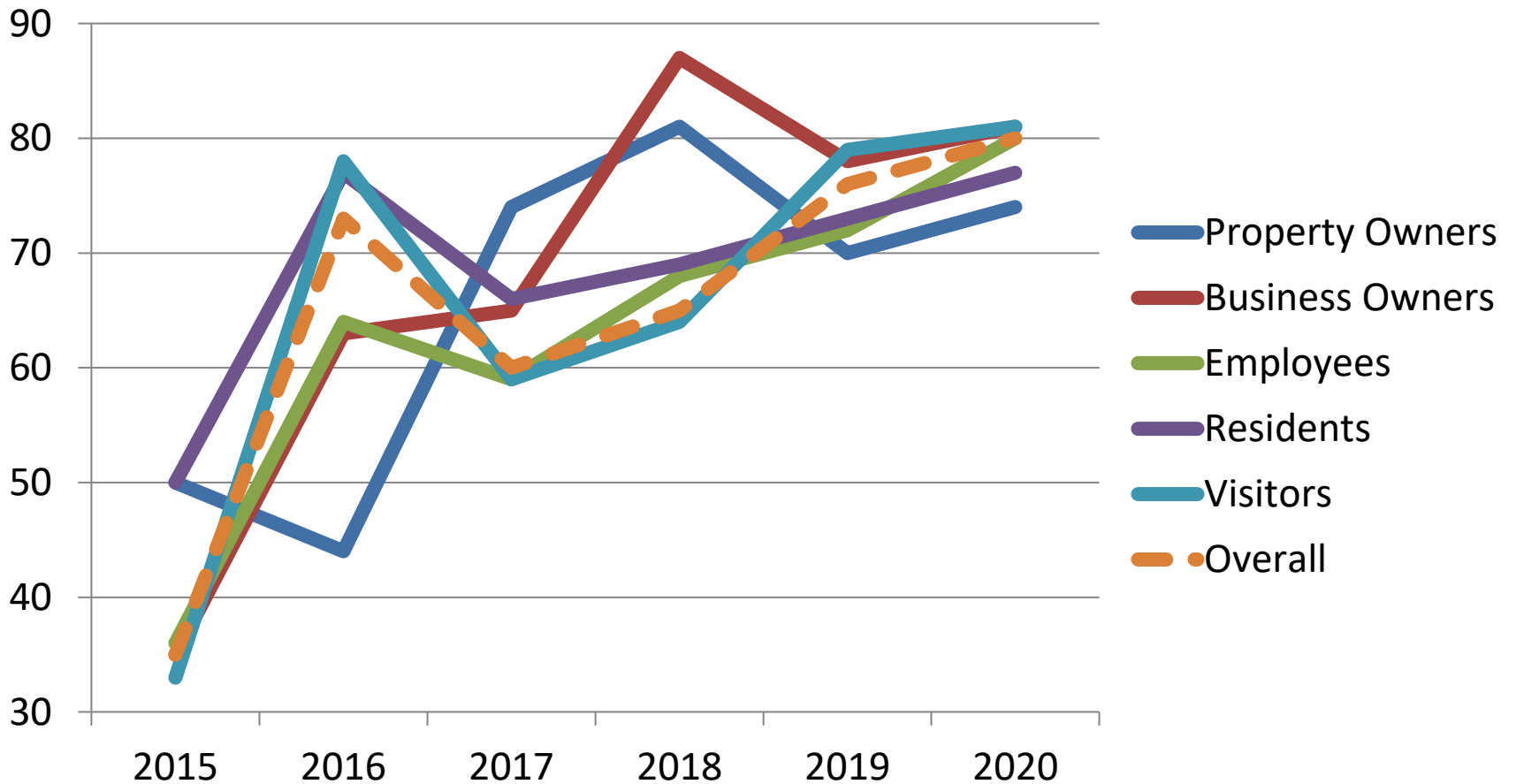
# Downtown El Paso is CLEAN

Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Agree	35%	73%	60%	66%	76%	80%
Neutral	29%	NA	NA	NA	NA	NA
Disagree	36%	27%	40%	34%	24%	20%



# Downtown El Paso is CLEAN

% of Respondents in Agreement with the statement.





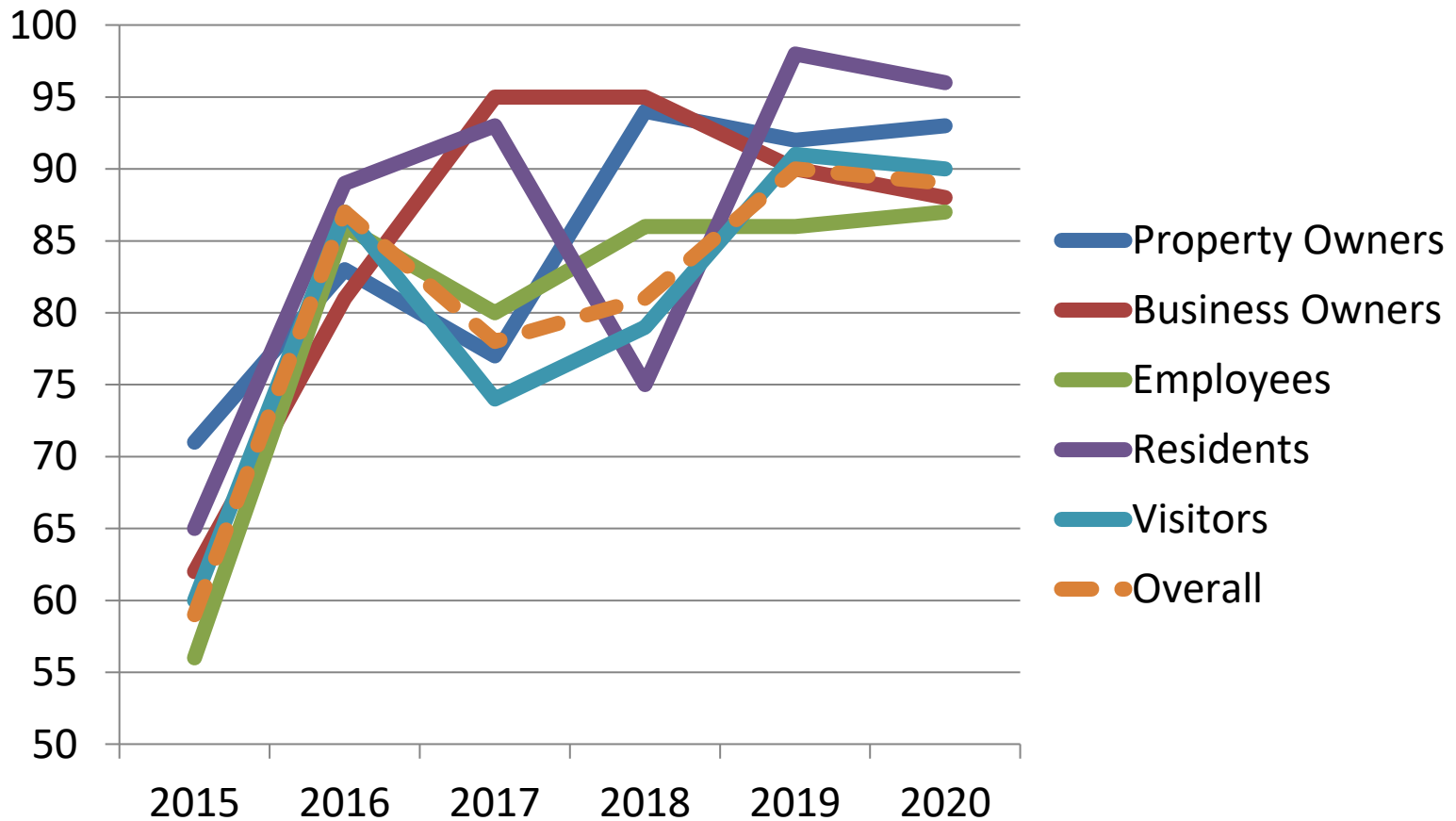
# Downtown El Paso is SAFE

Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Agree	59%	87%	78%	81%	90%	89%
Neutral	24%	NA	NA	NA	NA	NA
Disagree	17%	14%	22%	19%	10%	11%



# Downtown El Paso is SAFE

% of Respondents in Agreement with the statement.



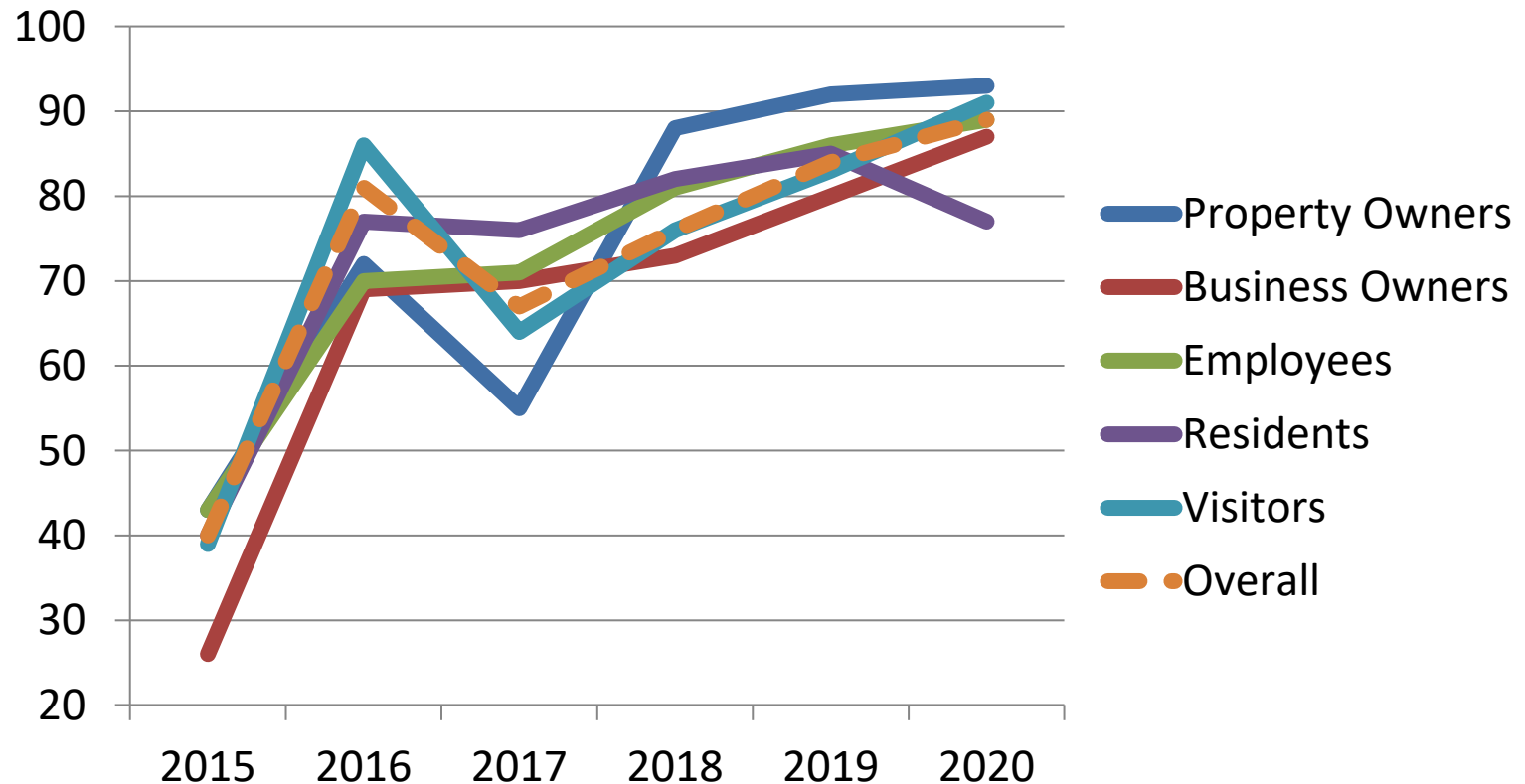


# Downtown El Paso is WELCOMING

Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Agree	40%	81%	67%	77%	84%	89%
Neutral	34%	NA	NA	NA	NA	NA
Disagree	26%	19%	33%	23%	16%	11%

# Downtown El Paso is WELCOMING

% of Respondents in Agreement with the statement.



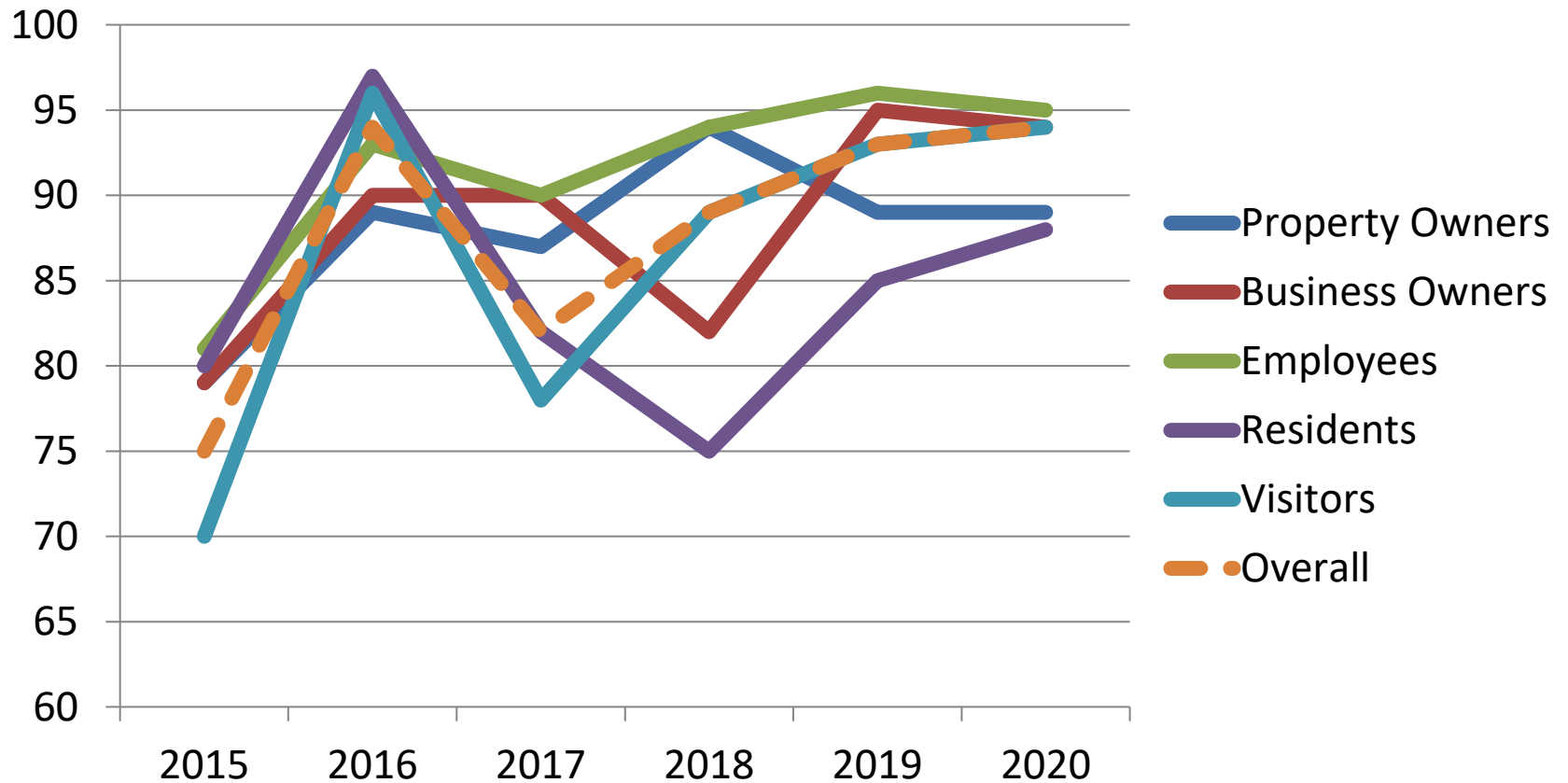


# Downtown El Paso is IMPROVING

Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Agree	75%	94%	83%	88%	93%	94%
Neutral	14%	NA	NA	NA	NA	NA
Disagree	11%	6%	17%	12%	7%	6%

# Downtown El Paso is IMPROVING

% of Respondents in Agreement with the statement.





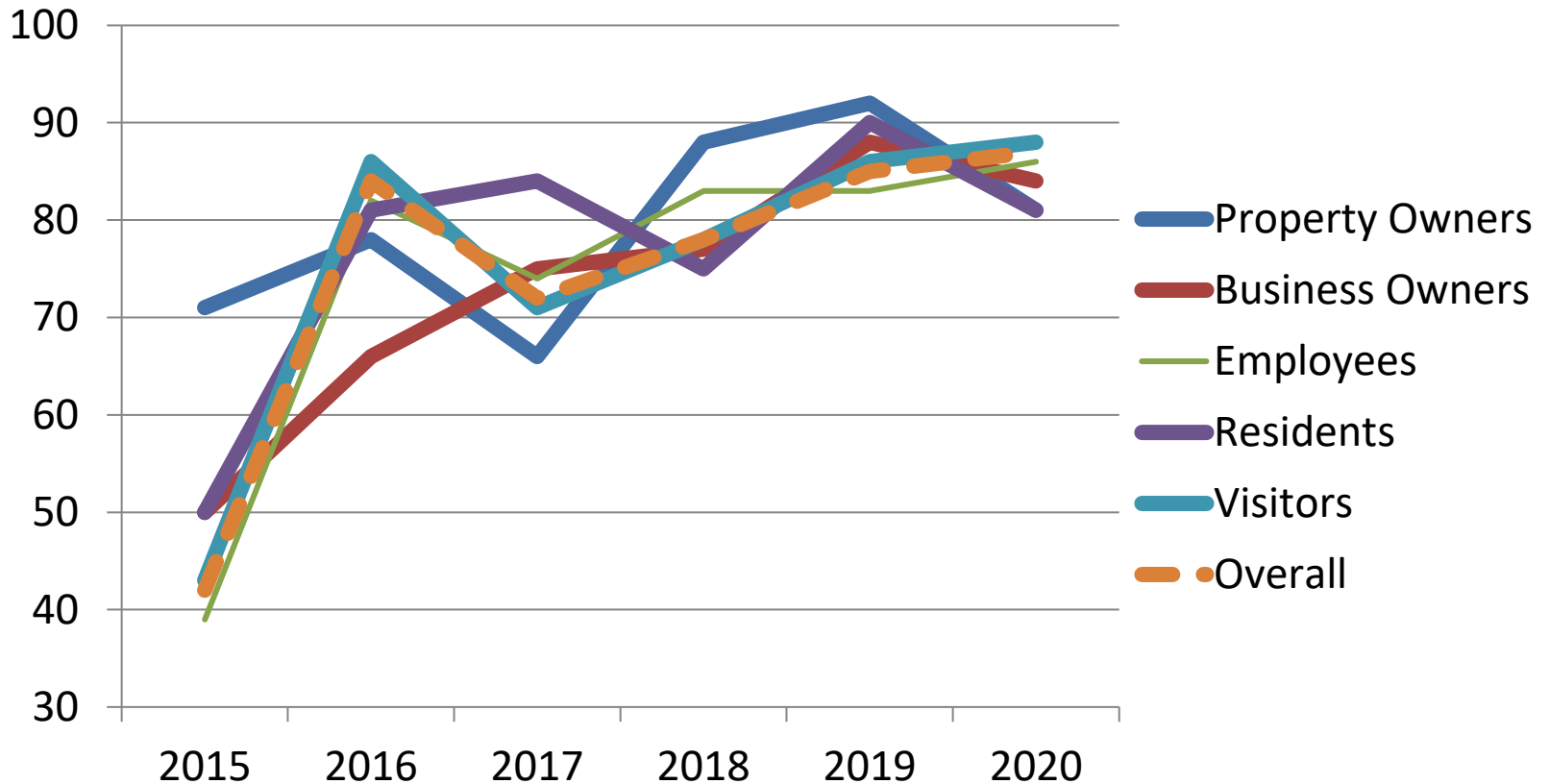


# Downtown El Paso is FAMILY FRIENDLY

Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Agree	42%	84%	72%	79%	85%	87%
Neutral	31%	NA	NA	NA	NA	NA
Disagree	26%	17%	28%	21%	15%	13%

# Downtown El Paso is FAMILY FRIENDLY

% of Respondents in Agreement with the statement.



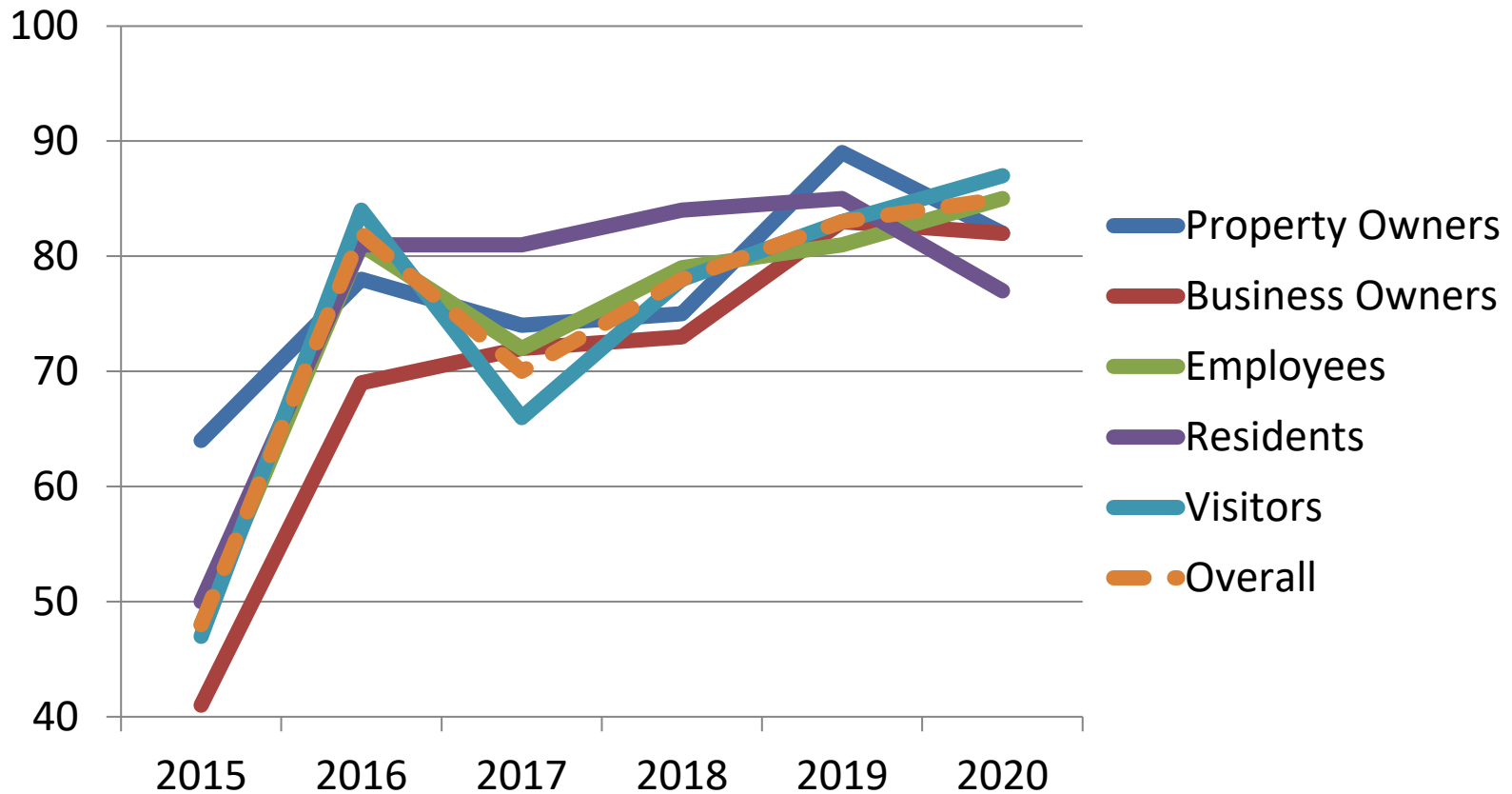


# Downtown El Paso is FUN

Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Agree	48%	82%	70%	78%	83%	85%
Neutral	31%	NA	NA	NA	NA	NA
Disagree	21%	19%	30%	22%	17%	15%

# Downtown El Paso is FUN

% of Respondents in Agreement with the statement.



# Important Elements

Respondents indicated that the following elements are “Very Important” to the ongoing redevelopment of Downtown El Paso

Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	Yrs. to Yr. Change
Diverse Retail & Shopping Options	61%	64%	54%	59%	60%	58%	-2%
Parking	62%	72%	71%	76%	74%	68%	-6%
Safety/Security	79%	85%	84%	86%	84%	85%	+1%
Public Transportation Options	49%	59%	47%	52%	50%	43%	-7%
Nightlife	44%	46%	37%	39%	43%	41%	-2%
Family Friendly	61%	68%	63%	69%	64%	67%	+3%
Cleanliness	74%	78%	79%	82%	83%	82%	-1%
Events	60%	61%	55%	64%	64%	63%	-1%
Residential Options	38%	37%	33%	30%	35%	33%	-2%
Building Restoration & New Construction	70%	66%	64%	70%	67%	63%	-4%
Code Enforcement	NA	NA	NA	47%	45%	47%	+2%



# Top 3 Elements

Respondents indicated the three most important elements for the redevelopment of Downtown El Paso

	Overall
1.	Safety/Security
2.	Diverse Retail/Shopping Options
3.	Family Friendly Atmosphere & Businesses

**First time in four years, Parking was not identified among top 3.  
Replaced by Retail/Shopping Options.**

# Top 3 Elements

Respondents indicated the three most important elements for the redevelopment of Downtown El Paso

	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
1.	Diverse Retail/Shopping Options	Nightlife (TIE - 1)	Safety/Security	Events	Safety/Security	Safety/Security
2.	Residential Options	Building Restoration (TIE - 1)	Diverse Retail/Shopping Options	Diverse Retail/Shopping Options	Family Friendly Atmosphere & Businesses	Diverse Retail/Shopping Options
3.	Parking, Cleanliness, Events, Building Restoration (TIE)	Diverse Retail/Shopping Options AND Safety/Security (TIE)	Family Friendly Atmosphere & Businesses	Nightlife	Diverse Retail/Shopping Options	Family Friendly Atmosphere & Businesses



# DMD Familiarity & Grade

	Overall					
	2015	2016	2017	2018	2019	2020
Familiar with DMD	68%	59%	66%	60%	72%	73%
Not Familiar	32%	41%	34%	40%	28%	27%



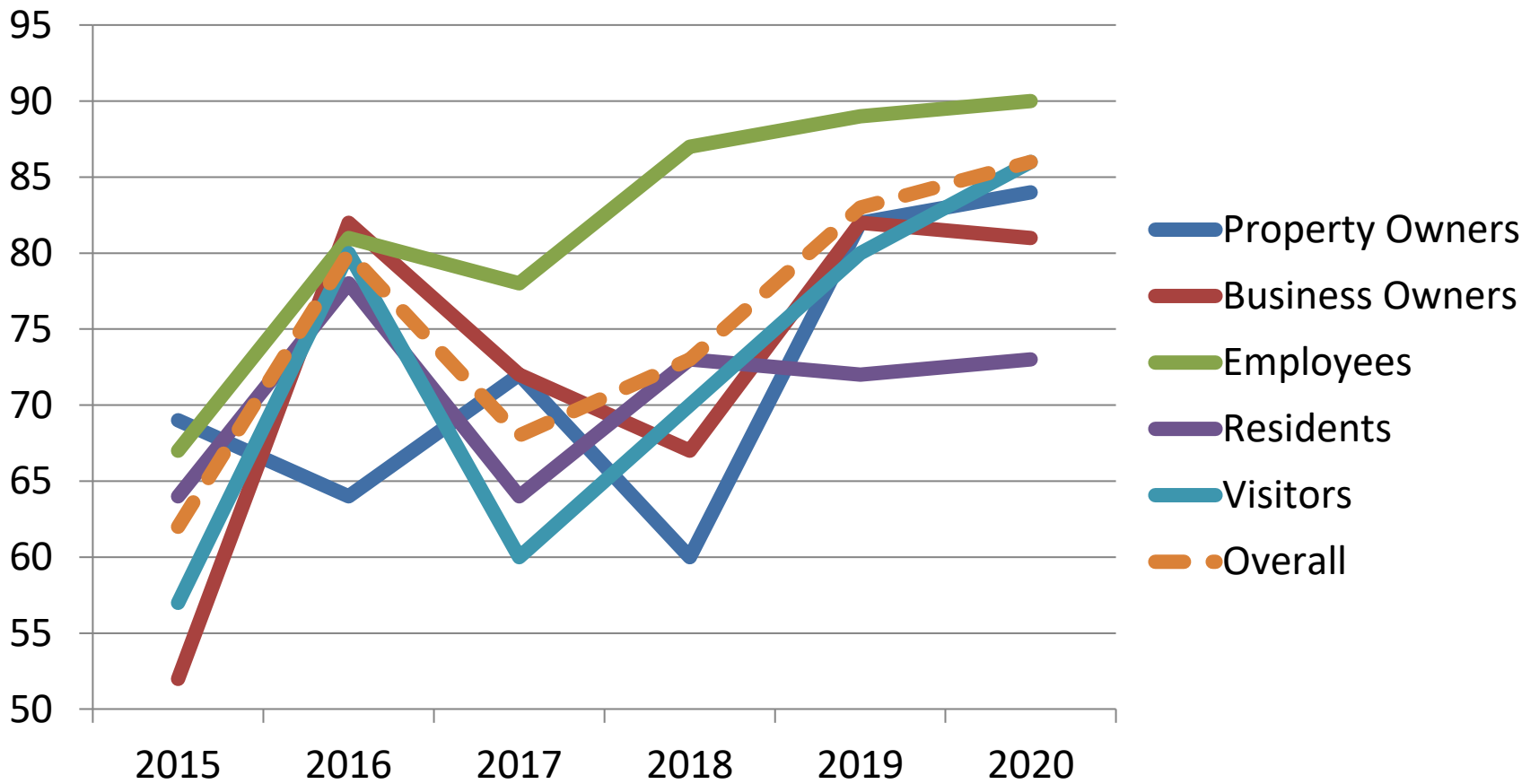


# DMD Familiarity & Grade

	Overall					
	2015	2016	2017	2018	2019	2020
“A” – Great Job	12%	22%	18%	20%	24%	33%
“B” – Doing Well, Room to Improve	50%	58%	50%	53%	59%	53%
“C” – Average, More Can Be Done	24%	16%	22%	19%	12%	8%
“D” – Poor Performance	5%	0%	5%	2%	1%	1%
“F” – Failing	5%	1%	4%	2%	1%	1%
Other	4%	3%	2%	4%	2%	4%

# DMD Grade

% of Respondents giving DMD a grade of "A" or "B".



# DMD Service Levels

Respondents indicated whether DMD services need to be enhanced.

Breakdown	Overall					
	2015	2016	2017	2018	2019	2020
Sanitation Services	50%	48%	45%	45%	39%	35%
Pedestrian Amenities	52%	42%	39%	38%	34%	29%
Advocacy & Planning	51%	50%	62%	60%	56%	48%
Downtown Services	39%	42%	39%	37%	36%	32%
Marketing & Promotions	48%	51%	48%	54%	44%	41%
Economic Development & Façade Grants	NA	54%	57%	56%	50%	48%
Events	NA	NA	50%	46%	38%	37%