



DOWNTOWN MANAGEMENT DISTRICT

E L P A S O

2018 Public Input Survey






Survey Structure & Distribution

- Unscientific survey conducted during the month of July
- Up to 15 Questions (English & Spanish)
- Online (SurveyMonkey.com)
- Topics
 - Demographics – Property Owners, Business Owners, Employees, Residents, Visitors
 - 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 S. El Paso 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 |

| Breakdown | 2015 | 2016 | 2017 | 2018 |
|------------------------|------------|------------|--------------|------------|
| Property Owner/Manager | 14 (2%) | 19 (3%) | 38 (3%) | 16 (2%) |
| Business Owner | 36 (5%) | 33 (5%) | 40 (4%) | 22 (3%) |
| Employee | 239 (37%) | 135 (21%) | 376 (34%) | 104 (15%) |
| Resident | 21 (3%) | 26 (4%) | 40 (4%) | 34 (5%) |
| Visitor | 345 (53%) | 434 (67%) | 614 (55%) | 518 (75%) |
| Other | 2 (0%) | NA | NA | NA |
| Total | 647 (100%) | 647 (100%) | 1,108 (100%) | 694 (100%) |



Highlights

Current State of Downtown

- Agreement increased across the board from previous year.

| | | |
|--------------------|-----------|--------------|
| • CLEAN: | 66% Agree | 34% Disagree |
| • SAFE: | 81% Agree | 19% Disagree |
| • WELCOMING: | 77% Agree | 23% Disagree |
| • IMPROVING: | 88% Agree | 12% Disagree |
| • FAMILY FRIENDLY: | 79% Agree | 21% Disagree |
| • FUN: | 78% Agree | 22% Disagree |



Highlights

Future of Downtown

- Most Important Elements (In order of priority)
 1. Cleanliness (LY - #8)
 2. Safety/Security (LY - #1)
 3. Parking (LY - #3)
 4. Family Friendly Atmosphere & Businesses (LY - #2)
 5. Building Restoration & New Construction (LY - #5)
 6. Events (LY - #7)
 7. Diverse Retail/Shopping Options (LY - #4)
 8. Code Enforcement (LY – Not Rated)
 9. Public Transportation Options (LY - #10)
 10. Nightlife (LY - #6)
 11. Residential Options (LY - #9)



Highlights

DMD Performance

- Overall 60% Familiar with DMD
 - 94% of Property Owners and 95% of Business Owners
- Grade the DMD
 - 73% gave DMD an “A” or “B”
 - 19% gave DMD a “C”
 - 4% gave DMD a “D” or “F”
- Favored Expansion of these DMD Services:
 - Advocacy & Planning (60%)
 - Economic Development & Grants (56%)
 - Marketing (54%)



Overall Observations

- Participation decreased to average level.
- Positive responses increased over previous year in many areas.
- Events (Theater/Sporting) are attracting people downtown.
- Construction impacted opinions.
- Parking, Safety & Cleanliness are Very Important. Events saw greatest year to year increase.
- DMD performance grades improved.
- Support for expansion of Advocacy/Planning, Marketing & Economic Development/Grants.



INSIDER & Gift Certificate

- 189 new people subscribed to our INSIDER Newsletter distribution list.
- 67 people indicated they would like to volunteer with the DMD
- 391 people registered for a chance to win a \$100 Gift Certificate
 - **WINNER: Jimena Aguirre**

Our Downtown survey winner, Jimena Aguirre, chose a \$100 gift card to Anson 11!



Visitors

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

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



Event Breakdown

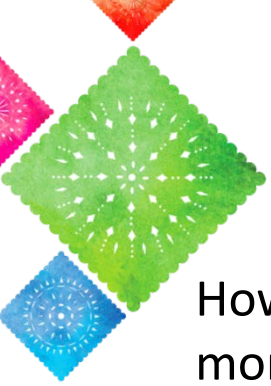
- Out of the “Visitors” coming downtown for “Events”, we asked what was the primary type of event.

| Breakdown | 2017 | 2018 |
|---|------------|------------|
| Sporting Events | 124 (38%) | 62 (22%) |
| Street Festivals | 83 (26%) | 73 (25%) |
| Last Thursdays Gallery Crawl & Art Market | 15 (5%) | 9 (3%) |
| Farmers & Art Market | 40 (12%) | 34 (12%) |
| Museum Events | 6 (2%) | 8 (3%) |
| Theater Events | NA | 78 (27%) |
| Other | 55 (17%) | 24 (8%) |
| Total | 323 (100%) | 288 (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 |
| Progressing | 75% | 89% | 75% | 83% |
| No Progress | 12% | 4% | 8% | 6% |
| Declining | 6% | 2% | 9% | 6% |
| Other | 7% | 5% | 7% | 5% |



Perceptions

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

| Breakdown | Overall | | | |
|-----------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Improved | 68% | 87% | 66% | 76% |
| No Change | 22% | 9% | 19% | 18% |
| Worsened | 10% | 4% | 14% | 6% |



Downtown El Paso is CLEAN

| Breakdown | Overall | | | |
|-----------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Agree | 35% | 73% | 60% | 66% |
| Neutral | 29% | NA | NA | NA |
| Disagree | 36% | 27% | 40% | 34% |



Downtown El Paso is SAFE

| Breakdown | Overall | | | |
|-----------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Agree | 59% | 87% | 78% | 81% |
| Neutral | 24% | NA | NA | NA |
| Disagree | 17% | 14% | 22% | 19% |



Downtown El Paso is WELCOMING

| Breakdown | Overall | | | |
|-----------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Agree | 40% | 81% | 67% | 77% |
| Neutral | 34% | NA | NA | NA |
| Disagree | 26% | 19% | 33% | 23% |



Downtown El Paso is IMPROVING

| Breakdown | Overall | | | |
|-----------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Agree | 75% | 94% | 83% | 88% |
| Neutral | 14% | NA | NA | NA |
| Disagree | 11% | 6% | 17% | 12% |



Downtown El Paso is FAMILY FRIENDLY

| Breakdown | Overall | | | |
|-----------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Agree | 42% | 84% | 72% | 79% |
| Neutral | 31% | NA | NA | NA |
| Disagree | 26% | 17% | 28% | 21% |



Downtown El Paso is FUN

| Breakdown | Overall | | | |
|-----------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Agree | 48% | 82% | 70% | 78% |
| Neutral | 31% | NA | NA | NA |
| Disagree | 21% | 19% | 30% | 22% |

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 | Yr to Yr Change |
| Diverse Retail & Shopping Options | 61% | 64% | 54% | 59% | +5% |
| Parking | 62% | 72% | 71% | 76% | +5% |
| Safety/Security | 79% | 85% | 84% | 86% | +2% |
| Public Transportation Options | 49% | 59% | 47% | 52% | +5% |
| Nightlife | 44% | 46% | 37% | 39% | +2% |
| Family Friendly | 61% | 68% | 63% | 69% | +6% |
| Cleanliness | 74% | 78% | 79% | 82% | +3% |
| Events | 60% | 61% | 55% | 64% | +9% |
| Residential Options | 38% | 37% | 33% | 30% | -3% |
| Building Restoration & New Construction | 70% | 66% | 64% | 70% | +6% |
| Code Enforcement | NA | NA | NA | 47% | -% |



Top 3 Elements

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

| | Overall |
|----|---|
| 1. | Parking |
| 2. | Safety/Security |
| 3. | Family Friendly Atmosphere & Businesses |
| | |

Top 3 Elements remained the same but shifted order from previous year.



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. | Parking | Diverse Retail/Shopping Options | Diverse Retail/Shopping Options | Events | Parking | Parking |
| 2. | Diverse Retail/Shopping Options | Parking | Safety/Security | Family Friendly Atmosphere & Businesses (TIE – 2) | Safety/Security | Safety/Security |
| 3. | Family Friendly Atmosphere & Businesses | Events (TIE – 3) | Family Friendly Atmosphere & Businesses | Parking (TIE – 2) | Family Friendly Atmosphere & Businesses | Family Friendly Atmosphere & Businesses |
| | | Nightlife (TIE – 3) | | Diverse Retail/Shopping Options (TIE – 2) | | |
| | | Safety/Security (TIE – 3) | | | | |



DMD Familiarity & Grade

| | Overall | | | |
|-------------------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Familiar with DMD | 68% | 59% | 66% | 60% |
| Not Familiar | 32% | 41% | 34% | 40% |



DMD Familiarity & Grade

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



DMD Service Levels

Respondents indicated whether DMD services need to be enhanced.

| Breakdown | Overall | | | |
|--------------------------------------|---------|------|------|------|
| | 2015 | 2016 | 2017 | 2018 |
| Sanitation Services | 50% | 48% | 45% | 45% |
| Pedestrian Amenities | 52% | 42% | 39% | 38% |
| Advocacy & Planning | 51% | 50% | 62% | 60% |
| Downtown Services | 39% | 42% | 39% | 37% |
| Marketing & Promotions | 48% | 51% | 48% | 54% |
| Economic Development & Façade Grants | NA | 54% | 57% | 56% |
| Events | NA | NA | 50% | 46% |