



DOWNTOWN MANAGEMENT DISTRICT

E L P A S O

2015 Public Input Survey





Survey Structure & Distribution

- Unscientific
- 10 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
- Incentive
 - \$100 Gift Certificate



Respondents

- 647 Total Respondents (English:632, Spanish:15)

Breakdown	Quantity	Percent
Property Owner/Manager	14	2%
Business Owner	36	5%
Employee	239	37%
Resident	21	3%
Visitor	345	53%
Other	2	0%
Total	647	100%



Highlights

Current State of Downtown

- 54% of Visitors came for Events
- 75% say Downtown is Progressing
- 68% of respondents say Perception of Downtown has Improved over last 12 Months

• CLEAN:	35% Agree	36% Disagree
• SAFE:	59% Agree	17% Disagree
• WELCOMING:	40% Agree	26% Disagree
• IMPROVING:	75% Agree	11% Disagree
• FAMILY FRIENDLY:	42% Agree	26% Disagree
• FUN:	48% Agree	21% Disagree



Highlights

Future of Downtown

- Most Important Elements (In order of priority)
 1. Cleanliness
 2. Safety/Security
 3. Building Restoration & Construction
 4. Diverse Retail & Shopping Options
 4. Parking
 4. Family Friendly
 7. Events
 8. Nightlife
 9. Public Transportation Options
 10. Residential Options



Highlights

DMD Performance

- Overall 68% Familiar with DMD
 - 93% of Property Owners and 83% of Business Owners
- Grade the DMD
 - 62% gave DMD an “A” or “B”
 - 24% gave DMD a “C”
 - 10% gave DMD a “D” or “F”
- 50-52% Favored Expansion of these DMD Services:
 - Sanitation
 - Pedestrian Amenities
 - Advocacy & Planning



Overall Observations

- Good Participation = Strong Interest in Downtown
- Downtown continues to improve!
- Room for improvement in all areas!
- Events are attracting visitors
- Link between Cleanliness, Safety/Security, and Building Restoration & Construction
- DMD is highly recognized among ratepayers and is viewed as performing “average” to “great”
- Stakeholders split on generic service expansion



INSIDER & Gift Certificate

- Added 213 new email addresses to our INSIDER Newsletter distribution list
- 375 people registered for a chance to win a \$100 Gift Certificate
 - WINNER: Leah Eskew – The Green Ingredient





Visitors

- Out of the 345 responding “Visitors”, we asked what was the primary reason for their visit(s)

Breakdown	Quantity	Percent
Shopping	22	7%
Business	28	8%
Restaurants, Bars, Nightclubs	66	19%
Events (i.e. Al Fresco Fridays, Art & Farmers Market, Chihuahuas Baseball)	183	54%
Attractions (i.e. Museums, Digital Wall)	42	12%
Total	341*	100%

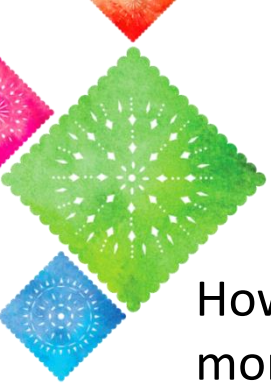
* 4 people did not respond



Direction of Downtown

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

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
On a roll and only getting better!	29% (4)	20% (7)	27% (59)	30% (6)	28% (93)	27% (169)
Periodic signs of progress.	50% (7)	68% (23)	55% (120)	50% (10)	41% (135)	48% (297)
Stuck in neutral and spinning our wheels.	(0)	3% (1)	12% (25)	5% (1)	14% (47)	12% (74)
Taking last breaths.	7% (1)	0% (0)	1% (3)	0% (0)	2% (7)	2% (11)
Last one to leave needs to turn out the lights!	7% (1)	9% (3)	2% (5)	0% (0)	4% (14)	4% (23)
Other	7% (1)	0% (0)	3% (7)	15% (3)	10% (33)	7% (44)



Perceptions

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

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Dramatically Improved	21% (3)	12% (4)	9% (19)	10% (2)	11% (38)	11% (66)
Improved	50% (7)	59% (20)	62% (136)	65% (13)	53% (174)	57% (351)
No Change	21% (3)	14% (5)	23% (50)	15% (3)	24% (78)	22% (139)
Gotten Worse	7% (1)	9% (3)	5% (11)	10% (2)	7% (23)	7% (41)
Gotten A Lot Worse	(0)	6% (2)	1% (3)	0% (0)	5% (16)	3% (21)



Downtown El Paso is CLEAN

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Strongly Agree	7% (1)	0% (0)	3% (7)	10% (2)	7% (22)	5% (32)
Agree	43% (6)	35% (12)	33% (72)	40% (8)	26% (86)	30% (185)
Neutral	29%(4)	26% (9)	25% (54)	30% (6)	32% (104)	29% (178)
Disagree	7% (1)	24% (8)	28% (61)	20% (4)	19% (62)	22% (136)
Strongly Disagree	14% (2)	15% (5)	11% (25)	0% (0)	16% (53)	14% (85)
Don't Know	0% (0)	0% (0)	0% (0)	0% (0)	0% (2)	0% (2)



Downtown El Paso is SAFE

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Strongly Agree	21% (3)	6% (2)	15% (33)	15% (3)	16% (53)	15% (94)
Agree	50% (7)	56% (19)	41% (90)	50% (10)	44% (143)	44% (271)
Neutral	21% (3)	20% (7)	29% (63)	20% (4)	22% (71)	24% (148)
Disagree	7% (1)	9% (3)	12% (25)	15% (3)	12% (40)	12% (72)
Strongly Disagree	0% (0)	9% (3)	3% (7)	0% (0)	5% (18)	5% (28)
Don't Know	0% (0)	0% (0)	0% (1)	0% (0)	1% (4)	0% (5)



Downtown El Paso is WELCOMING

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Strongly Agree	14% (2)	3% (1)	5% (11)	5% (1)	10% (32)	8% (47)
Agree	29% (4)	23% (8)	38% (83)	35% (7)	29% (96)	32% (199)
Neutral	36% (5)	38% (13)	35% (76)	40% (8)	32% (105)	34% (207)
Disagree	21% (3)	21% (7)	16% (35)	10% (2)	20% (65)	18% (113)
Strongly Disagree	0% (0)	15% (5)	6% (13)	10% (2)	9% (29)	8% (49)
Don't Know	0% (0)	0% (0)	0% (1)	0% (0)	0% (2)	0% (3)



Downtown El Paso is IMPROVING

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Strongly Agree	36% (5)	20% (7)	22% (48)	30% (6)	21% (68)	22% (134)
Agree	43% (6)	59% (20)	59% (128)	50% (10)	49% (161)	53% (326)
Neutral	14% (2)	12% (4)	13% (29)	15% (3)	15% (48)	14% (87)
Disagree	0% (0)	6% (2)	4% (9)	0% (0)	8% (27)	6% (38)
Strongly Disagree	7% (1)	3% (1)	2% (5)	5% (1)	7% (25)	5% (33)
Don't Know	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)



Downtown El Paso is FAMILY FRIENDLY

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Strongly Agree	7% (1)	3% (1)	5% (11)	10% (2)	11% (37)	8% (52)
Agree	64% (9)	47% (16)	34% (74)	40% (8)	32% (104)	34% (212)
Neutral	7% (1)	26% (9)	36% (78)	15% (3)	31% (101)	31% (192)
Disagree	14% (2)	9% (3)	20% (45)	30% (6)	17% (56)	18% (113)
Strongly Disagree	7% (1)	15% (5)	5% (10)	5% (1)	7% (24)	8% (41)
Don't Know	0% (0)	0% (0)	0% (1)	0% (0)	2% (7)	1% (8)



Downtown El Paso is FUN

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Strongly Agree	21% (3)	3% (1)	4% (9)	5% (1)	12% (40)	9% (54)
Agree	43% (6)	38% (13)	44% (96)	45% (9)	35% (116)	39% (240)
Neutral	21% (3)	32% (11)	32% (70)	30% (6)	30% (97)	31% (188)
Disagree	14% (2)	12% (4)	15% (32)	5% (1)	14% (45)	14% (85)
Strongly Disagree	0% (0)	15% (5)	5% (11)	10% (2)	9% (30)	7% (41)
Don't Know	0% (0)	0% (0)	0% (1)	5% (1)	0% (1)	0% (3)

Important Elements

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

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Diverse Retail & Shopping Options	93% (13)	93% (28)	95% (207)	90% (18)	88% (289)	91% (556)
Parking	100% (14)	90% (27)	91% (198)	80% (16)	91% (297)	91% (553)
Safety/Security	93% (13)	97% (29)	99% (215)	90% (18)	97% (315)	97% (592)
Public Transportation Options	86% (12)	83% (25)	82% (179)	90% (18)	80% (261)	81% (496)
Nightlife	86% (12)	90% (27)	88% (192)	90% (18)	79% (259)	84% (509)
Family Friendly	93% (13)	90% (27)	93% (203)	80% (16)	90% (292)	91% (552)
Cleanliness	100% (14)	97% (29)	98% (214)	95% (19)	98% (318)	98% (595)
Events	93% (13)	90% (27)	92% (200)	100% (20)	87% (282)	89% (543)
Residential Options	100% (14)	93% (28)	75% (163)	85% (17)	69% (226)	74% (449)
Building Restoration & New Construction	100% (14)	90% (27)	98% (213)	95% (19)	91% (298)	94% (572)



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.	TIE – Retail Diversity, Parking, Family Friendly	Building Restoration & New Construction	Diverse Retail & Shopping Options	Residential Options	Building Restoration & New Construction	Diverse Retail & Shopping Options
2.	TIE – Parking, Safety/Security, Restoration & New Construct.	Diverse Retail & Shopping Options	Diverse Retail & Shopping Options	Diverse Retail & Shopping Options	Safety & Security	Diverse Retail & Shopping Options
3.	Safety/Security	Events	Family Friendly Atmosphere & Businesses	Residential Options	Nightlife	Family Friendly Atmosphere & Businesses



DMD Familiarity & Grade

	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Familiar with DMD	93%	83%	77%	70%	60%	68%
Not Familiar	7%	17%	23%	30%	40%	32%

	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
“A” – Great Job	8% (1)	20% (5)	10% (16)	14% (2)	13% (26)	12% (50)
“B” – Doing Well, Room to Improve	61% (8)	32% (8)	57% (96)	50% (7)	44% (86)	50% (205)
“C” – Average, More Can Be Done	8% (1)	32% (8)	24% (40)	29% (4)	23% (46)	24% (99)
“D” – Poor Performance	15% (2)	8% (2)	2% (3)	7% (1)	7% (14)	5% (22)
“F” – Failing	(0)	4% (1)	4% (7)	0% (0)	7% (13)	5% (21)
Other	8% (1)	4% (1)	3% (5)	0% (0)	6% (11)	4% (18)



DMD Service Levels

Respondents indicated whether DMD services need to be enhanced.

Breakdown	Property Owner	Business Owner	Employee	Resident	Visitor	Overall
Sanitation Services	36% (5)	34% (10)	50% (108)	42% (8)	52% (165)	50% (296)
Pedestrian Amenities	57% (8)	45% (13)	54% (116)	47% (9)	50% (160)	52% (306)
Advocacy & Planning	50% (7)	48% (14)	50% (106)	63% (12)	51% (162)	51% (301)
Downtown Services	43% (6)	31% (9)	37% (79)	42% (8)	41% (131)	39% (233)
Marketing & Promotions	57% (8)	55% (16)	44% (95)	26% (5)	50% (159)	48% (282)