



2016 Public Input Survey



Survey Structure & Distribution

- Unscientific survey conducted during the month of July
- 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
- Direct Mail to Props/Businesses
- Social Media
- Flyer in S. El Paso Businesses
- Direct Emails
- Incentive
 - \$100 Gift Certificate





Respondents

Year	English	Spanish	Total
2015	632	15	647
2016	467	201	668

Breakdown	2015	2016
Property Owner/Manager	14 (2%)	19 (3%)
Business Owner	36 (5%)	33 (5%)
Employee	239 (37%)	135 (21%)
Resident	21 (3%)	26 (4%)
Visitor	345 (53%)	434 (67%)
Other	2 (0%)	NA
Total	647 (100%)	647 (100%)





- 34% of Visitors came for Events & 32% came for Shopping
- 89% say Downtown is Progressing
- 87% of respondents say Perception of Downtown has Improved over <u>last 12 Months</u>

•	CLEAN:	73% Agree	27% Disagree
•	SAFE:	87% Agree	14% Disagree
•	WELCOMING:	81% Agree	19% Disagree
•	IMPROVING:	94% Agree	6% Disagree
•	FAMILY FRIENDLY:	84% Agree	17% Disagree
•	FUN:	82% Agree	19% Disagree



Highlights Future of Downtown

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





- Overall 59% Familiar with DMD
 - 82% of Property Owners and 84% of Business Owners
- Grade the DMD
 - 80% gave DMD an "A" or "B"
 - 16% gave DMD a "C"
 - 1% gave DMD a "D" or "F"
- 50-54% Favored Expansion of these DMD Services:
 - Marketing & Promotions
 - Economic Development
 - Advocacy & Planning





- Survey promotion efforts led to an increase in Shoppers and Spanish preference.
- Removal of "Neutral" skewed significantly positive and resulted in significant increases in positive results.
- Employees, Resident and Visitors are very positive.
- Property & Business Owners are less positive.
- DMD performance improved significantly overall.
- Stakeholders again split on service expansions



INSIDER & Gift Certificate

 Added <u>247 new email addresses</u> to our INSIDER Newsletter distribution list

- 480 people registered for a chance to win a \$100 Gift Certificate
 - WINNER: Briana Rodriguez



Our Downtown survey winner,
Briana Rodriguez, currently lives
in San Diego but frequently visits
family in the Sun City! She won a
\$100 gift card to The Garden
which was picked up by her primo
Luis Moya for her next visit to
Union Plaza!

Visitors

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

Breakdown	2015	2016
Shopping	22 (7%)	136 (32%)
Business	28 (8%)	18 (4%)
Restaurants, Bars, Nightclubs	66 (19%)	86 (20%)
Events (i.e. Al Fresco Fridays, Art & Farmers Market, Chihuahuas Baseball)	183 (54%)	148 (34%)
Attractions (i.e. Museums, Digital Wall)	42 (12%)	43 (10%)
Total	341 (100%)	431 (100%)

Direction of Downtown

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

Breakdown	Prope Owne		Busine Owne		Empl	oyee	Resid	ent	ent Visitor		ent Visitor Overa		all
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	
On a roll and only getting better!	29% (4)	39% (7)	20% (7)	41% (13)	27% (59)	50% (66)	30% (6)	58% (15)	28% (93)	51% (216)	27% (169)	50% (319)	
Periodic signs of progress.	50% (7)	44% (8)	68% (23)	41% (13)	55% (120)	40% (52)	50% (10)	27% (7)	41% (135)	38% (162)	48% (297)	39% (244)	
Stuck in neutral and spinning our wheels.	0%	6% (1)	3% (1)	6% (2)	12% (25)	2% (2)	5% (1)	12% (3)	14% (47)	5% (19)	12% (74)	4% (27)	
Taking last breaths.	7% (1)	0%	0% (0)	3% (1)	1% (3)	2% (2)	0% (0)	0%	2% (7)	1% (5)	2% (11)	1% (8)	
Last one to leave needs to turn out the lights!	7% (1)	0%	9% (3)	0%	2% (5)	2% (2)	0% (0)	4% (1)	4% (14)	1% (3)	4% (23)	1% (6)	
Other	7% (1)	11% (2)	0% (0)	9% (3)	3% (7)	5% (7)	15% (3)	0%	10% (33)	4% (17)	7% (44)	5% (29)	

Perceptions

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

Breakdown	Property Owner		Business Owner		Employee		Resident		Visitor		Overal	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Dramatically Improved	21% (3)	11% (2)	12% (4)	19% (6)	9% (19)	23% (30)	10% (2)	27% (7)	11% (38)	18% (75)	11% (66)	19% (120)
Improved	50% (7)	61% (11)	59% (20)	56% (18)	62% (136)	68% (89)	65% (13)	50% (13)	53% (174)	70% (295)	57% (351)	68% (430)
No Change	21% (3)	17% (3)	14% (5)	13% (4)	23% (50)	4% (5)	15% (3)	19% (5)	24% (78)	9% (38)	22% (139)	9% (55)
Gotten Worse	7% (1)	11% (2)	9% (3)	9% (3)	5% (11)	4% (5)	10% (2)	0%	7% (23)	3% (12)	7% (41)	3% (22)
Gotten A Lot Worse	0%	0%	6% (2)	3% (1)	1% (3)	2% (2)	0%	4% (1)	5% (16)	1% (2)	3% (21)	1% (6)



Comments

How has Downtown I	El Paso gotten worse?
Construction (x14)	Parking (x2)
Vacant buildings	Lack of stores (X2)
Rents too high	Fewer customers
Wrong focus	Unsafe
Lack of code enforcement	Lack of restrooms
City wasting tax dollars	Need water stations
Traffic (x6)	Access to businesses (x1)



Downtown El Paso is CLEAN

Breakdown	Property Owner		Business Owner		Employee		Resident		Visitor		Overall	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Strongly Agree	7% (1)	0%	0%	19% (6)	3% (7)	10% (13)	10% (2)	12% (3)	7% (22)	15% (61)	5% (32)	13% (83)
Agree	43% (6)	44% (8)	35% (12)	44% (14)	33% (72)	54% (70)	40% (8)	65% (17)	26% (86)	63% (261)	30% (185)	60% (373)
Neutral	29% (4)	NA	26% (9)	NA	25% (54)	NA	30% (6)	NA	32% (104)	NA	29% (178)	NA
Disagree	7% (1)	44% (8)	24% (8)	38% (12)	28% (61)	27% (35)	20% (4)	23% (6)	19% (62)	20% (82)	22% (136)	23% (144)
Strongly Disagree	14% (2)	11% (2)	15% (5)	0%	11% (25)	9% (2)	0%	0%	16% (53)	3% (12)	14% (85)	4% (26)
Don't Know	0%	NA	0%	NA	0%	NA	0%	NA	0% (2)	NA	0% (2)	NA



Downtown El Paso is <u>SAFE</u>

Breakdown	Property Owner		Business Owner		Employee		Resident		Visitor		Overall	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Strongly Agree	21% (3)	17% (3)	6% (2)	25% (8)	15% (33)	22% (28)	15% (3)	31% (8)	16% (53)	21% (88)	15% (94)	22% (135)
Agree	50% (7)	56% (10)	56% (19)	56% (18)	41% (90)	64% (83)	50% (10)	58% (15)	44% (143)	66% (274)	44% (271)	65% (404)
Neutral	21% (3)	NA	20% (7)	NA	29% (63)	NA	20% (4)	NA	22% (71)	NA	24% (148)	NA
Disagree	7% (1)	22% (4)	9% (3)	16% (5)	12% (25)	12% (16)	15% (3)	12% (3)	12% (40)	12% (51)	12% (72)	13% (79)
Strongly Disagree	0%	6% (1)	9% (3)	3% (1)	3% (7)	9% (12)	0%	0%	5% (18)	1% (3)	5% (28)	1% (8)
Don't Know	0%	NA	0%	NA	0% (1)	NA	0%	NA	1% (4)	NA	0% (5)	NA

Downtown El Paso is <u>WELCOMING</u>

Breakdown	Property Owner		Business Owner		Employee		Resident		Visitor		Overall	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Strongly	14%	11%	3%	28%	5%	18%	5%	31%	10%	30%	8%	27%
Agree	(2)	(2)	(1)	(9)	(11)	(24)	(1)	(8)	(32)	(124)	(47)	(167)
Agree	29%	61%	23%	41%	38%	52%	35%	46%	29%	56%	32%	54%
	(4)	(11)	(8)	(13)	(83)	(67)	(7)	(12)	(96)	(231)	(199)	(340)
Neutral	36% (5)	NA	38% (13)	NA	35% (76)	NA	40% (8)	NA	32% (105)	NA	34% (207)	NA
Disagree	21%	22%	21%	22%	16%	27%	10%	15%	20%	13%	18%	17%
	(3)	(4)	(7)	(7)	(35)	(35)	(2)	(4)	(65)	(53)	(113)	(104)
Strongly	0%	6%	15%	9%	6%	3%	10%	8%	9%	1%	8%	2%
Disagree	(0)	(1)	(5)	(3)	(13)	(4)	(2)	(2)	(29)	(5)	(49)	(15)
Don't Know	0% (0)	NA	0% (0)	NA	0% (1)	NA	0% (0)	NA	0% (2)	NA	0% (3)	NA

Downtown El Paso is <u>IMPROVING</u>

Breakdown	Property Owner		Business Owner		Employee		Resident		Visitor		Overall	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Strongly Agree	36% (5)	11% (2)	20% (7)	34% (11)	22% (48)	41% (53)	30% (6)	35% (9)	21% (68)	40% (165)	22% (134)	38% (240)
Agree	43% (6)	78% (14)	59% (20)	56% (18)	59% (128)	52% (67)	50% (10)	62% (16)	49% (161)	56% (231)	53% (326)	56% (349)
Neutral	14% (2)	NA	12% (4)	NA	13% (29)	NA	15% (3)	NA	15% (48)	NA	14% (87)	NA
Disagree	0% (0)	6% (1)	6% (2)	9% (3)	4% (9)	5% (7)	0% (0)	4% (1)	8% (27)	3% (13)	6% (38)	4% (26)
Strongly Disagree	7% (1)	6% (1)	3% (1)	0%	2% (5)	2% (3)	5% (1)	0%	7% (25)	2% (7)	5% (33)	2% (11)
Don't Know	0%	NA	0%	NA	0%	NA	0%	NA	0%	NA	0%	NA

Downtown El Paso is <u>FAMILY FRIENDLY</u>

Breakdown	Property Owner		Business Owner		Employ	Employee		Resident		Visitor		
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Strongly Agree	7% (1)	11% (2)	3% (1)	22% (7)	5% (11)	24% (31)	10% (2)	31% (8)	11% (37)	29% (122)	8% (52)	27% (170)
Agree	64% (9)	67% (12)	47% (16)	44% (14)	34% (74)	58% (76)	40% (8)	50% (13)	32% (104)	57% (236)	34% (212)	57% (354)
Neutral	7% (1)	NA	26% (9)	NA	36% (78)	NA	15% (3)	NA	31% (101)	NA	31% (192)	NA
Disagree	14% (2)	22% (4)	9% (3)	34% (11)	20% (45)	15% (20)	30% (6)	15% (4)	17% (56)	13% (52)	18% (113)	15% (92)
Strongly Disagree	7% (1)	0%	15% (5)	0%	5% (10)	2% (3)	5% (1)	4% (1)	7% (24)	1% (6)	8% (41)	2% (10)
Don't Know	0% (0)	NA	0% (0)	NA	0% (1)	NA	0% (0)	NA	2% (7)	NA	1% (8)	NA



Downtown El Paso is FUN

Breakdown	Proper Owner		Busine Owner		Employee Resident Visitor Ove		Employee Resident Visitor Over		Resident Visitor O		Visitor		
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	
Strongly Agree	21% (3)	6% (1)	3% (1)	16% (5)	4% (9)	19% (25)	5% (1)	19% (5)	12% (40)	22% (91)	9% (54)	20% (127)	
Agree	43% (6)	72% (13)	38% (13)	53% (17)	44% (96)	62% (81)	45% (9)	62% (16)	35% (116)	62% (257)	39% (240)	62% (385)	
Neutral	21% (3)	NA	32% (11)	NA	32% (70)	NA	30% (6)	NA	30% (97)	NA	31% (188)	NA	
Disagree	14% (2)	22% (4)	12% (4)	28% (9)	15% (32)	15% (20)	5% (1)	15% (4)	14% (45)	14% (59)	14% (85)	16% (98)	
Strongly Disagree	0%	0%	15% (5)	3% (1)	5% (11)	3% (4)	10% (2)	4% (1)	9% (30)	2% (9)	7% (41)	3% (16)	
Don't Know	0%	NA	0%	NA	0% (1)	NA	5% (1)	NA	0% (1)	NA	0% (3)	NA	

Important Elements

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

Bre	akdown	Proper Owner	ty	Busines Owner	SS	Emplo	yee	Reside	nt	Visito	r	Overall	
		2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
	erse Retail & pping Options	71% (10)	59% (10)	57% (17)	69% (22)	69% (150)	63% (81)	75% (15)	69% (18)	55% (180)	64% (252)	61% (373)	64% (384)
Park	king	86% (12)	65% (11)	67% (20)	66% (21)	66% (143)	66% (85)	65% (13)	54% (14)	58% (189)	76% (300)	62% (377)	72% (434)
Safe	ety/Security	93% (13)	88% (15)	77% (23)	94% (30)	83% (180)	87% (111)	70% (14)	81% (21)	77% (250)	84% (332)	79% (480)	85% (512)
Pub Opti	lic Transportation ions	43% (6)	59% (10)	50% (15)	53% (17)	47% (102)	52% (67)	55% (11)	73% (19)	50% (162)	61% (239)	49% (296)	59% (355)
Nigh	ntlife	43% (6)	41% (7)	40% (12)	56% (18)	48% (105)	56% (72)	60% (12)	38% (10)	40% (129)	43% (169)	44% (265)	46% (278)
Fam	ily Friendly	79% (11)	41% (7)	53% (16)	72% (23)	65% (141)	66% (85)	50% (10)	58% (15)	58% (190)	69% (273)	61% (369)	68% (406)
Clea	nliness	79% (11)	76% (13)	67% (20)	88% (28)	78% (170)	80% (103)	60% (12)	65% (17)	72% (235)	77% (304)	74% (448)	78% (468)
Ever	nts	50% (7)	35% (6)	67% (20)	69% (22)	61% (134)	66% (85)	80% (16)	50% (13)	58% (188)	61% (241)	60% (365)	61% (368)
Resi	dential Options	50% (7)	29% (5)	53% (16)	44% (14)	41% (90)	34% (44)	55% (11)	77% (20)	33% (109)	36% (141)	38% (233)	37% (224)
	ding Restoration ew Construction	79% (11)	53% (9)	73% (22)	72% (23)	76% (165)	72% (92)	80% (16)	73% (19)	65% (211)	64% (253)	70% (425)	66% (398)

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 – Parking (1)	Parking	Diverse Retail/Shoppi ng Options (1 & 2)	TIE - Diverse Retail/Shoppi ng Options (2)	Safety & Security (2)	Safety & Security
2.	TIE – Safety & Security (2)	Diverse Retail/Shoppin g Options (2)	Safety & Security	TIE - Safety & Security	Family Friendly Atmosphere & Businesses	Diverse Retail & Shopping Options (1)
3.	TIE – Building Restoration and New Construction (2)	Safety & Security	Family Friendly Atmosphere & Businesses (3)	TIE - Family Friendly Atmosphere & Businesses	Parking	Family Friendly Atmosphere & Businesses (3)
				TIE - Building Restoration and New Construction		

DMD Familiarity & Grade

	-	Property Owner					Employee		Resident		Visitor		Overall	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016		
Familiar with DMD	93%	82%	83%	84%	77%	78%	70%	69%	60%	50%	68%	59%		
Not Familiar	7%	18%	17%	16%	23%	22%	30%	31%	40%	50%	32%	41%		

	Property	Owner	Busines Owner	S	Employ	ee	Residen	t	Visitor		Overall	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
"A" – Great Job	8% (1)	28% (4)	20% (5)	26% (7)	10% (16)	15% (15)	14% (2)	22% (4)	13% (26)	24% (47)	12% (50)	22% (78)
"B" – Doing Well, Room to Improve	61% (8)	36% (5)	32% (8)	56% (15)	57% (96)	66% (66)	50% (7)	56% (10)	44% (86)	56% (110)	50% (205)	58% (207)
"C" – Average, More Can Be Done	8% (1)	36% (5)	32% (8)	15% (4)	24% (40)	13% (13)	29% (4)	11% (2)	23% (46)	16% (32)	24% (99)	16% (56)
"D" – Poor Performance	15% (2)	0%	8% (2)	0%	2% (3)	1% (1)	7% (1)	0%	7% (14)	0%	5% (22)	0% (1)
"F" – Failing	0%	0%	4% (1)	0%	4% (7)	2% (2)	0% (0)	6% (1)	7% (13)	1% (2)	5% (21)	1% (5)
Other	8% (1)	0%	4% (1)	4% (1)	3% (5)	3% (3)	0% (0)	6% (1)	6% (11)	2% (4)	4% (18)	3% (9)

Comments

How can	the DMD become a	more effective orga	nization?
Increase business hours of operation	Enhance communication w/ public (x5)	Maintain focus & intensity	Build arena (18,000+ seats)
Reduce construction (x3)	Enhance marketing efforts	Free/affordable parking	Light up buildings
Support recreation groups	Improve business quantity and quality (x2)	Haven't implemented projects	Downtown aquarium
Pay more attention to needs of the people (x2)	Enforce codes	Relocate buses	More apartments
Provide alternative transportation routes (x2)	Railroad/Wax Museum (x2)	Reconstruct all vacant buildings (x2)	More incentives/funds for restoration (x3)
More security	Family friendly activities & attractions (x2)	Spend/waste less money (x2)	Fines for demolitions
Increase available parking	Run DMD like a business	Stop trying to make like 6 th St./Disney	Adult living options
Organize events	Quality food options for residents (x2)	Diversify efforts	Improve skyline
Host idea contest	Support historic survey	Meet deadlines (x4)	Come up w/ better ways (x2)
Get community involved (x2)	Better influence with City Govt	Come up w/ better ways	

DMD Service Levels

Respondents indicated whether DMD services need to be enhanced.

Breakdown	Breakdown Property Owner			Business Owner		Employee		Resident		Visitor		Overall	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	
Sanitation	36%	57%	34%	27%	50%	50%	42%	47%	52%	49%	50%	48%	
Services	(5)	(8)	(10)	(7)	(108)	(48)	(8)	(8)	(165)	(93)	(296)	(165)	
Pedestrian	57%	43%	45%	27%	54%	34%	47%	59%	50%	47%	52%	42%	
Amenities	(8)	(6)	(13)	(7)	(116)	(33)	(9)	(10)	(160)	(88)	(306)	(145)	
Advocacy & Planning	50%	64%	48%	46%	50%	46%	63%	53%	51%	51%	51%	50%	
	(7)	(9)	(14)	(12)	(106)	(44)	(12)	(9)	(162)	(95)	(301)	(170)	
Downtown	43%	43%	31%	42%	37%	34%	42%	47%	41%	45%	39%	42%	
Services	(6)	(6)	(9)	(11)	(79)	(33)	(8)	(8)	(131)	(85)	(233)	(145)	
Marketing & Promotions	57%	64%	55%	42%	44%	46%	26%	47%	50%	54%	48%	51%	
	(8)	(9)	(16)	(11)	(95)	(44)	(5)	(8)	(159)	(102)	(282)	(176)	
Economic Developmen t & Façade Grants	NA	71% (10)	NA	42% (11)	NA	52% (50)	NA	53% (9)	NA	55% (104)	NA	54% (185)	