



# **DOWNTOWN MANAGEMENT DISTRICT**

**E L P A S O**

## **2017 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
  - Social Media
  - Direct Emails
  - Direct Mail to Props/Businesses
  - Flyer in S. El Paso Businesses
- Incentive
  - \$100 Gift Certificate

# Respondents

Year	English	Spanish	Total
2015	632	15	647
2016	467	201	668
2017	1,091	32	1,123

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



# Highlights

## Current State of Downtown

- Attitude remains positive despite decrease from last year.

• CLEAN:	60% Agree	40% Disagree
• SAFE:	78% Agree	22% Disagree
• WELCOMING:	67% Agree	33% Disagree
• IMPROVING:	83% Agree	17% Disagree
• FAMILY FRIENDLY:	72% Agree	28% Disagree
• FUN:	70% Agree	30% Disagree



# Highlights

## Future of Downtown

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



# Highlights

## DMD Performance

- Overall 66% Familiar with DMD
  - 89% of Property Owners and 82% of Business Owners
- Grade the DMD
  - 68% gave DMD an “A” or “B”
  - 22% gave DMD a “C”
  - 9% gave DMD a “D” or “F”
- Favored Expansion of these DMD Services:
  - Events (50%)
  - Economic Development & Grants (57%)
  - Advocacy & Planning (62%)



# Overall Observations

- Amazing level of participation.
- Continue to receive high marks. Lower than last year, more in line with 2015.
- Events (Sporting) are attracting people downtown.
- Construction impacted opinions.
- Parking, Safety & Cleanliness are Very Important.
- Need for Family Friendly offerings emerged.
- DMD performance returned to 2015 levels.
- Support for expansion of Advocacy/Planning & Economic Development/Grants.



# INSIDER & Gift Certificate

- 253 new people subscribed to our INSIDER Newsletter distribution list.
- 108 people indicated they would like to volunteer with the DMD
- 669 people registered for a chance to win a \$100 Gift Certificate
  - **WINNER: Jose Montoya**

Our Downtown survey winner, Jose Montoya, chose a \$100 gift card to The Pizza Joint!







# Visitors

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

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

- Events are attracting the most visitors.



# Event Breakdown

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

Breakdown	2017
Sporting Events	124 (38%)
Street Festivals	83 (26%)
Last Thursdays Gallery Crawl & Art Market	15 (5%)
Farmers & Art Market	40 (12%)
Museum Events	6 (2%)
Other	55 (17%)
Total	323 (100%)

- Sporting Events are attracting the most visitors.

# 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
Progressing	75%	89%	75%
No Progress	12%	4%	8%
Declining	6%	2%	9%
Other	7%	5%	7%

# Direction of Downtown

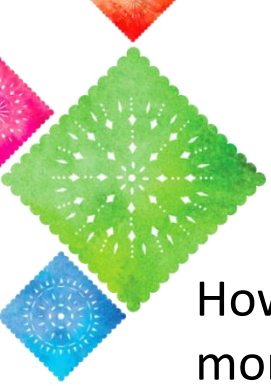
In terms of Downtown redevelopment, opportunity and excitement, in which direction do you see Downtown El Paso heading?

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
On a roll and only getting better!	29% (4)	39% (7)	34% (13)	20% (7)	41% (13)	25% (10)	27% (59)	50% (66)	37% (139)	30% (6)	58% (15)	42% (16)	28% (93)	51% (216)	32% (191)	27% (169)	50% (319)	34% (371)
Periodic signs of progress.	50% (7)	44% (8)	45% (17)	68% (23)	41% (13)	57% (23)	55% (120)	40% (52)	46% (172)	50% (10)	27% (7)	26% (10)	41% (135)	38% (162)	38% (223)	48% (297)	39% (244)	41% (446)
Stuck in neutral and not making progress.	0%	6% (1)	5% (2)	3% (1)	6% (2)	0%	12% (25)	2% (2)	6% (23)	5% (1)	12% (3)	8% (3)	14% (47)	5% (19)	10% (57)	12% (74)	4% (27)	8% (85)
Signs of decline.	7% (1)	0%	5% (2)	0% (0)	3% (1)	8% (3)	1% (3)	2% (2)	2% (6)	0% (0)	0%	5% (2)	2% (7)	1% (5)	4% (24)	2% (11)	1% (8)	3% (37)
Revitalization efforts have failed.	7% (1)	0%	3% (1)	9% (3)	0%	2% (1)	2% (5)	2% (2)	3% (11)	0% (0)	4% (1)	11% (4)	4% (14)	1% (3)	8% (49)	4% (23)	1% (6)	6% (66)
Other	7% (1)	11% (2)	8% (3)	0% (0)	9% (3)	8% (3)	3% (7)	5% (7)	5% (20)	15% (3)	0%	8% (3)	10% (33)	4% (17)	8% (45)	7% (44)	5% (29)	7% (76)



# Comments

No Progress/Signs of Decline/Failure	
Need Employers	Too Much Blight
Construction	No Effective Investments
Business Closings	Demolitions
Need Arena	Traffic
Lack of Sizeable Park	Poor Business Mix
Lack of Affordable Housing	Parking



# Perceptions

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

Breakdown	Overall		
	2015	2016	2017
Improved	68%	87%	66%
No Change	22%	9%	19%
Worsened	10%	4%	14%

# Perceptions

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

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Dramatically Improved	21% (3)	11% (2)	16% (6)	12% (4)	19% (6)	8% (3)	9% (19)	23% (30)	11% (41)	10% (2)	27% (7)	16% (6)	11% (38)	18% (75)	16% (94)	11% (66)	19% (120)	14% (153)
Improved	50% (7)	61% (11)	45% (17)	59% (20)	56% (18)	60% (24)	62% (136)	68% (89)	60% (223)	65% (13)	50% (13)	50% (19)	53% (174)	70% (295)	48% (282)	57% (351)	68% (430)	52% (566)
No Change	21% (3)	17% (3)	26% (10)	14% (5)	13% (4)	15% (6)	23% (50)	4% (5)	19% (71)	15% (3)	19% (5)	16% (6)	24% (78)	9% (38)	20% (116)	22% (139)	9% (55)	19% (210)
Gotten Worse	7% (1)	11% (2)	13% (5)	9% (3)	9% (3)	17% (7)	5% (11)	4% (5)	8% (30)	10% (2)	0%	8% (3)	7% (23)	3% (12)	10% (60)	7% (41)	3% (22)	10% (105)
Gotten A Lot Worse	0%	0%	0%	6% (2)	3% (1)	0%	1% (3)	2% (2)	2% (6)	0%	4% (1)	11% (4)	5% (16)	1% (2)	6% (37)	3% (21)	1% (6)	4% (47)



# Comments

How has Downtown El Paso gotten worse?	
Business Closings	Construction
Parking	Blight
Lack of Attractions	Demolitions
Traffic	





# Downtown El Paso is CLEAN

Breakdown	Overall		
	2015	2016	2017
Agree	35%	73%	60%
Neutral	29%	NA	NA
Disagree	36%	27%	40%



# Downtown El Paso is CLEAN

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Strongly Agree	7% (1)	0%	21% (8)	0%	19% (6)	13% (5)	3% (7)	10% (13)	6% (21)	10% (2)	12% (3)	16% (6)	7% (22)	15% (61)	10% (57)	5% (32)	13% (83)	9% (97)
Agree	43% (6)	44% (8)	53% (20)	35% (12)	44% (14)	52% (21)	33% (72)	54% (70)	53% (191)	40% (8)	65% (17)	50% (19)	26% (86)	63% (261)	49% (282)	30% (185)	60% (373)	51% (536)
Neutral	29% (4)	NA	NA	26% (9)	NA	NA	25% (54)	NA	NA	30% (6)	NA	NA	32% (104)	NA	NA	29% (178)	NA	NA
Disagree	7% (1)	44% (8)	21% (8)	24% (8)	38% (12)	27% (11)	28% (61)	27% (35)	35% (127)	20% (4)	23% (6)	29% (11)	19% (62)	20% (82)	30% (174)	22% (136)	23% (144)	31% (332)
Strongly Disagree	14% (2)	11% (2)	5% (2)	15% (5)	0%	8% (3)	11% (25)	9% (2)	7% (24)	0%	0%	5% (2)	16% (53)	3% (12)	11% (65)	14% (85)	4% (26)	9% (96)



# Downtown El Paso is SAFE

Breakdown	Overall		
	2015	2016	2017
Agree	59%	87%	78%
Neutral	24%	NA	NA
Disagree	17%	14%	22%



# Downtown El Paso is SAFE

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Strongly Agree	21% (3)	17% (3)	16% (6)	6% (2)	25% (8)	20% (8)	15% (33)	22% (28)	11% (40)	15% (3)	31% (8)	32% (12)	16% (53)	21% (88)	17% (100)	15% (94)	22% (135)	16% (167)
Agree	50% (7)	56% (10)	61% (23)	56% (19)	56% (18)	75% (30)	41% (90)	64% (83)	69% (251)	50% (10)	58% (15)	61% (23)	44% (143)	66% (274)	57% (332)	44% (271)	65% (404)	62% (662)
Neutral	21% (3)	NA	NA	20% (7)	NA	NA	29% (63)	NA	NA	20% (4)	NA	NA	22% (71)	NA	NA	24% (148)	NA	NA
Disagree	7% (1)	22% (4)	24% (9)	9% (3)	16% (5)	5% (2)	12% (25)	12% (16)	18% (65)	15% (3)	12% (3)	8% (3)	12% (40)	12% (51)	19% (109)	12% (72)	13% (79)	18% (188)
Strongly Disagree	0%	6% (1)	0%	9% (3)	3% (1)	0%	3% (7)	9% (12)	2% (7)	0%	0%	0%	5% (18)	1% (3)	6% (37)	5% (28)	1% (8)	4% (44)



# Downtown El Paso is WELCOMING

Breakdown	Overall		
	2015	2016	2017
Agree	40%	81%	67%
Neutral	34%	NA	NA
Disagree	26%	19%	33%



# Downtown El Paso is WELCOMING

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Strongly Agree	14% (2)	11% (2)	16% (6)	3% (1)	28% (9)	10% (4)	5% (11)	18% (24)	10% (35)	5% (1)	31% (8)	26% (10)	10% (32)	30% (124)	17% (100)	8% (47)	27% (167)	15% (157)
Agree	29% (4)	61% (11)	39% (15)	23% (8)	41% (13)	60% (24)	38% (83)	52% (67)	61% (222)	35% (7)	46% (12)	50% (19)	29% (96)	56% (231)	47% (270)	32% (199)	54% (340)	52% (552)
Neutral	36% (5)	NA	NA	38% (13)	NA	NA	35% (76)	NA	NA	40% (8)	NA	NA	32% (105)	NA	NA	34% (207)	NA	NA
Disagree	21% (3)	22% (4)	42% (16)	21% (7)	22% (7)	25% (25)	16% (35)	27% (35)	26% (94)	10% (2)	15% (4)	21% (8)	20% (65)	13% (53)	29% (166)	18% (113)	17% (104)	28% (294)
Strongly Disagree	0% (0)	6% (1)	3% (1)	15% (5)	9% (3)	5% (2)	6% (13)	3% (4)	3% (12)	10% (2)	8% (2)	3% (1)	9% (29)	1% (5)	7% (42)	8% (49)	2% (15)	5% (58)



# Downtown El Paso is IMPROVING

Breakdown	Overall		
	2015	2016	2017
Agree	75%	94%	83%
Neutral	14%	NA	NA
Disagree	11%	6%	17%



# Downtown El Paso is IMPROVING

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Strongly Agree	36% (5)	11% (2)	34% (13)	20% (7)	34% (11)	28% (11)	22% (48)	41% (53)	30% (109)	30% (6)	35% (9)	37% (14)	21% (68)	40% (165)	30% (172)	22% (134)	38% (240)	30% (322)
Agree	43% (6)	78% (14)	53% (20)	59% (20)	56% (18)	62% (25)	59% (128)	52% (67)	60% (216)	50% (10)	62% (16)	45% (17)	49% (161)	56% (231)	48% (276)	53% (326)	56% (349)	52% (555)
Neutral	14% (2)	NA	NA	12% (4)	NA	NA	13% (29)	NA	NA	15% (3)	NA	NA	15% (48)	NA	NA	14% (87)	NA	NA
Disagree	0% (0)	6% (1)	13% (5)	6% (2)	9% (3)	10% (4)	4% (9)	5% (7)	9% (33)	0% (0)	4% (1)	8% (3)	8% (27)	3% (13)	16% (94)	6% (38)	4% (26)	13% (139)
Strongly Disagree	7% (1)	6% (1)	0%	3% (1)	0%	0%	2% (5)	2% (3)	1% (5)	5% (1)	0%	11% (4)	7% (25)	2% (7)	6% (36)	5% (33)	2% (11)	4% (45)





# Downtown El Paso is FAMILY FRIENDLY

Breakdown	Overall		
	2015	2016	2017
Agree	42%	84%	72%
Neutral	31%	NA	NA
Disagree	26%	17%	28%



# Downtown El Paso is FAMILY FRIENDLY

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Strongly Agree	7% (1)	11% (2)	16% (6)	3% (1)	22% (7)	13% (5)	5% (11)	24% (31)	9% (32)	10% (2)	31% (8)	16% (6)	11% (37)	29% (122)	17% (101)	8% (52)	27% (170)	14% (152)
Agree	64% (9)	67% (12)	50% (19)	47% (16)	44% (14)	62% (25)	34% (74)	58% (76)	65% (235)	40% (8)	50% (13)	68% (26)	32% (104)	57% (236)	54% (312)	34% (212)	57% (354)	58% (618)
Neutral	7% (1)	NA	NA	26% (9)	NA	NA	36% (78)	NA	NA	15% (3)	NA	NA	31% (101)	NA	NA	31% (192)	NA	NA
Disagree	14% (2)	22% (4)	26% (10)	9% (3)	34% (11)	22% (9)	20% (45)	15% (20)	25% (91)	30% (6)	15% (4)	16% (6)	17% (56)	13% (52)	22% (125)	18% (113)	15% (92)	23% (242)
Strongly Disagree	7% (1)	0%	8% (3)	15% (5)	0%	3% (1)	5% (10)	2% (3)	1% (5)	5% (1)	4% (1)	0%	7% (24)	1% (6)	7% (40)	8% (41)	2% (10)	5% (49)



# Downtown El Paso is FUN

Breakdown	Overall		
	2015	2016	2017
Agree	48%	82%	70%
Neutral	31%	NA	NA
Disagree	21%	19%	30%

# Downtown El Paso is FUN

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Strongly Agree	21% (3)	6% (1)	13% (5)	3% (1)	16% (5)	10% (4)	4% (9)	19% (25)	10% (37)	5% (1)	19% (5)	13% (5)	12% (40)	22% (91)	14% (81)	9% (54)	20% (127)	13% (133)
Agree	43% (6)	72% (13)	61% (23)	38% (13)	53% (17)	62% (25)	44% (96)	62% (81)	62% (225)	45% (9)	62% (16)	68% (26)	35% (116)	62% (257)	52% (303)	39% (240)	62% (385)	57% (605)
Neutral	21% (3)	NA	NA	32% (11)	NA	NA	32% (70)	NA	NA	30% (6)	NA	NA	30% (97)	NA	NA	31% (188)	NA	NA
Disagree	14% (2)	22% (4)	24% (9)	12% (4)	28% (9)	23% (9)	15% (32)	15% (20)	24% (88)	5% (1)	15% (4)	13% (5)	14% (45)	14% (59)	26% (148)	14% (85)	16% (98)	24% (259)
Strongly Disagree	0%	0%	3% (1)	15% (5)	3% (1)	5% (2)	5% (11)	3% (4)	4% (13)	10% (2)	4% (1)	5% (2)	9% (30)	2% (9)	8% (46)	7% (41)	3% (16)	6% (64)

# Important Elements

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

Breakdown	Overall			
	2015	2016	2017	Yr to Yr Change
Diverse Retail & Shopping Options	61%	64%	54%	-10%
Parking	62%	72%	71%	-1%
Safety/Security	79%	85%	84%	-1%
Public Transportation Options	49%	59%	47%	-12%
Nightlife	44%	46%	37%	-9%
Family Friendly	61%	68%	63%	-5%
Cleanliness	74%	78%	79%	+1%
Events	60%	61%	55%	-6%
Residential Options	38%	37%	33%	-4%
Building Restoration & New Construction	70%	66%	64%	-2%

- Respondents were not as passionate about elements

# Important Elements

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

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Diverse Retail & Shopping Options	71% (10)	59% (10)	68% (25)	57% (17)	69% (22)	56% (22)	69% (150)	63% (81)	62% (220)	75% (15)	69% (18)	54% (20)	55% (180)	64% (252)	49% (269)	61% (373)	64% (384)	54% (557)
Parking	86% (12)	65% (11)	73% (27)	67% (20)	66% (21)	67% (26)	66% (143)	66% (85)	71% (252)	65% (13)	54% (14)	54% (20)	58% (189)	76% (300)	73% (402)	62% (377)	72% (434)	71% (731)
Safety/Security	93% (13)	88% (15)	86% (32)	77% (23)	94% (30)	82% (32)	83% (180)	87% (111)	84% (296)	70% (14)	81% (21)	70% (26)	77% (250)	84% (332)	86% (472)	79% (480)	85% (512)	84% (862)
Public Transportation Options	43% (6)	59% (10)	54% (20)	50% (15)	53% (17)	36% (14)	47% (102)	52% (67)	45% (160)	55% (11)	73% (19)	57% (21)	50% (162)	61% (239)	47% (262)	49% (296)	59% (355)	47% (478)
Nightlife	43% (6)	41% (7)	43% (16)	40% (12)	56% (18)	38% (15)	48% (105)	56% (72)	42% (147)	60% (12)	38% (10)	49% (18)	40% (129)	43% (169)	34% (185)	44% (265)	46% (278)	37% (383)
Family Friendly	79% (11)	41% (7)	76% (28)	53% (16)	72% (23)	67% (26)	65% (141)	66% (85)	61% (216)	50% (10)	58% (15)	54% (20)	58% (190)	69% (273)	63% (350)	61% (369)	68% (406)	63% (643)
Cleanliness	79% (11)	76% (13)	86% (32)	67% (20)	88% (28)	74% (29)	78% (170)	80% (103)	82% (292)	60% (12)	65% (17)	73% (27)	72% (235)	77% (304)	77% (427)	74% (448)	78% (468)	79% (811)
Events	50% (7)	35% (6)	51% (19)	67% (20)	69% (22)	46% (18)	61% (134)	66% (85)	55% (193)	80% (16)	50% (13)	59% (22)	58% (188)	61% (241)	56% (311)	60% (365)	61% (368)	55% (565)
Residential Options	50% (7)	29% (5)	41% (15)	53% (16)	44% (14)	38% (15)	41% (90)	34% (44)	31% (109)	55% (11)	77% (20)	73% (27)	33% (109)	36% (141)	31% (171)	38% (233)	37% (224)	33% (340)
Building Restoration & New Construction	79% (11)	53% (9)	68% (25)	73% (22)	72% (23)	62% (24)	76% (165)	72% (92)	69% (243)	80% (16)	73% (19)	62% (23)	65% (211)	64% (253)	61% (334)	70% (425)	66% (398)	64% (653)



# Top 3 Elements

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

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



# 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.	Safety/Security	Family Friendly Atmosphere & Businesses	Safety/Security	Nightlife (TIE – 1)	Parking	Cleanliness
2.	Parking	Diverse Retail/Shopping Options	Diverse Retail/Shopping Options (TIE – 2)	Family Friendly Atmosphere & Businesses (TIE – 1)	Safety/Security	Family Friendly Atmosphere & Businesses
3.	Family Friendly Atmosphere & Businesses	Events	Family Friendly Atmosphere & Businesses (TIE – 2)	Parking (TIE – 3)	Family Friendly Atmosphere & Businesses	Events





# DMD Familiarity & Grade

	Overall		
	2015	2016	2017
Familiar with DMD	68%	59%	66%
Not Familiar	32%	41%	34%



# DMD Familiarity & Grade

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

	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Familiar with DMD	93%	82%	89%	83%	84%	82%	77%	78%	70%	70%	69%	89%	60%	50%	60%	68%	59%	66%
Not Familiar	7%	18%	11%	17%	16%	18%	23%	22%	30%	30%	31%	11%	40%	50%	40%	32%	41%	34%

	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
“A” – Great Job	8% (1)	28% (4)	34% (11)	20% (5)	26% (7)	28% (9)	10% (16)	15% (15)	18% (44)	14% (2)	22% (4)	9% (3)	13% (26)	24% (47)	16% (52)	12% (50)	22% (78)	18% (120)
“B” – Doing Well, Room to Improve	61% (8)	36% (5)	38% (12)	32% (8)	56% (15)	44% (14)	57% (96)	66% (66)	60% (150)	50% (7)	56% (10)	55% (18)	44% (86)	56% (110)	44% (145)	50% (205)	58% (207)	50% (340)
“C” – Average, More Can Be Done	8% (1)	36% (5)	22% (7)	32% (8)	15% (4)	16% (5)	24% (40)	13% (13)	18% (46)	29% (4)	11% (2)	24% (8)	23% (46)	16% (32)	25% (81)	24% (99)	16% (56)	22% (147)
“D” – Poor Performance	15% (2)	0%	0%	8% (2)	0%	0%	2% (3)	1% (1)	2% (6)	7% (1)	0%	3% (1)	7% (14)	0%	8% (25)	5% (22)	0% (1)	5% (32)
“F” – Failing	0%	0%	3% (1)	4% (1)	0%	3% (1)	4% (7)	2% (2)	1% (3)	0% (0)	6% (1)	9% (3)	7% (13)	1% (2)	6% (20)	5% (21)	1% (5)	4% (28)
Other	8% (1)	0%	3% (1)	4% (1)	4% (1)	9% (3)	3% (5)	3% (3)	1% (2)	0% (0)	6% (1)	0%	6% (11)	2% (4)	2% (5)	4% (18)	3% (9)	2% (11)

# Comments

## How can the DMD become a more effective organization?

Support Small Businesses	Listen to Citizens	More Family Friendly Events	Finish Projects
Better Outreach	Attract Good Stores/Restaurants	Improve Cleanliness	Restore Buildings
More Police	More Housing	Limit Street Closures	Better Marketing
Increase Code Compliance	More Amenities	Improve Organization/Board	Plan
Better Money Management	Improve Parking	No Arena	Build Arena
Increase Tourism			



# DMD Service Levels

Respondents indicated whether DMD services need to be enhanced.

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

# DMD Service Levels

Respondents indicated whether DMD services need to be enhanced.

Breakdown	Property Owner			Business Owner			Employee			Resident			Visitor			Overall		
	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
Sanitation Services	36% (5)	57% (8)	32% (10)	34% (10)	27% (7)	31% (10)	50% (108)	50% (48)	46% (110)	42% (8)	47% (8)	44% (14)	52% (165)	49% (93)	46% (146)	50% (296)	48% (165)	45% (291)
Pedestrian Amenities	57% (8)	43% (6)	26% (8)	45% (13)	27% (7)	28% (9)	54% (116)	34% (33)	39% (93)	47% (9)	59% (10)	31% (10)	50% (160)	47% (88)	43% (137)	52% (306)	42% (145)	39% (258)
Advocacy & Planning	50% (7)	64% (9)	52% (16)	48% (14)	46% (12)	63% (20)	50% (106)	46% (44)	57% (136)	63% (12)	53% (9)	53% (17)	51% (162)	51% (95)	68% (214)	51% (301)	50% (170)	62% (403)
Downtown Services	43% (6)	43% (6)	39% (12)	31% (9)	42% (11)	37% (12)	37% (79)	34% (33)	39% (93)	42% (8)	47% (8)	28% (9)	41% (131)	45% (85)	40% (128)	39% (233)	42% (145)	39% (256)
Marketing & Promotions	57% (8)	64% (9)	32% (10)	55% (16)	42% (11)	47% (15)	44% (95)	46% (44)	43% (103)	26% (5)	47% (8)	50% (16)	50% (159)	54% (102)	54% (171)	48% (282)	51% (176)	48% (316)
Economic Development & Façade Grants	NA	71% (10)	42% (13)	NA	42% (11)	59% (19)	NA	52% (50)	55% (132)	NA	53% (9)	53% (17)	NA	55% (104)	61% (192)	NA	54% (185)	57% (373)
Events	NA	NA	37% (11)	NA	NA	43% (13)	NA	NA	41% (95)	NA	NA	32% (10)	NA	NA	47% (146)	NA	NA	50% (275)