



# **DOWNTOWN MANAGEMENT DISTRICT**

**E L P A S O**

## **2019 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 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

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



# Highlights

## Current State of Downtown

- Agreement increased across the board from previous year.

• CLEAN:	76% Agree	24% Disagree
• SAFE:	90% Agree	10% Disagree
• WELCOMING:	84% Agree	16% Disagree
• IMPROVING:	93% Agree	7% Disagree
• FAMILY FRIENDLY:	85% Agree	15% Disagree
• FUN:	83% Agree	17% Disagree



# Highlights

## Future of Downtown

- Most Important Elements (In order of priority)
  1. Cleanliness (LY - #1)
  2. Safety/Security (LY - #2)
  3. Parking (LY - #3)
  4. Building Restoration & New Construction (LY - #5)
  5. Family Friendly Atmosphere & Businesses (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 72% Familiar with DMD
  - 97% of Property Owners and 90% of Business Owners
- Grade the DMD
  - 83% gave DMD an “A” or “B”
  - 12% gave DMD a “C”
  - 3% gave DMD a “D” or “F”
- Favored Expansion of these DMD Services:
  - Advocacy & Planning (56%)
  - Economic Development & Grants (50%)



# Overall Observations

- Participation increased from previous year
- Positive responses increased over previous year in many areas.
- Events (Theater/Street Festivals) are attracting people downtown.
- Parking, Safety & Family Friendly Businesses remained Very Important. More interest in Nightlife and Residential.
- DMD performance grades improved (Residents only exception)
- Minor Support for expansion of Services (Advocacy & Economic Development receive 50%+ support).



# INSIDER & Gift Certificate

- 242 requested to be added to our INSIDER Newsletter distribution list.
- 79 people indicated they would like to volunteer with the DMD
- 619 people registered for a chance to win a \$100 Gift Certificate
  - **WINNER: Melissa Downey**

Our Downtown survey winner, Melissa Downey, 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	2019
Shopping	22 (7%)	136 (32%)	49 (8%)	39 (8%)	26 (6%)
Business	28 (8%)	18 (4%)	60 (10%)	33 (6%)	34 (7%)
Restaurants, Bars, Nightclubs	66 (19%)	86 (20%)	102 (17%)	86 (17%)	100 (22%)
Events (i.e. Al Fresco Fridays, Art & Farmers Market, Chihuahuas Baseball)	183 (54%)	148 (34%)	331 (55%)	289 (57%)	233 (51%)
Attractions (i.e. Museums, Digital Wall)	42 (12%)	43 (10%)	64 (10%)	61 (12%)	64 (14%)
Total	341 (100%)	431 (100%)	606 (100%)	508 (100%)	457 (100%)



# Event Breakdown

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

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

# Direction of Downtown

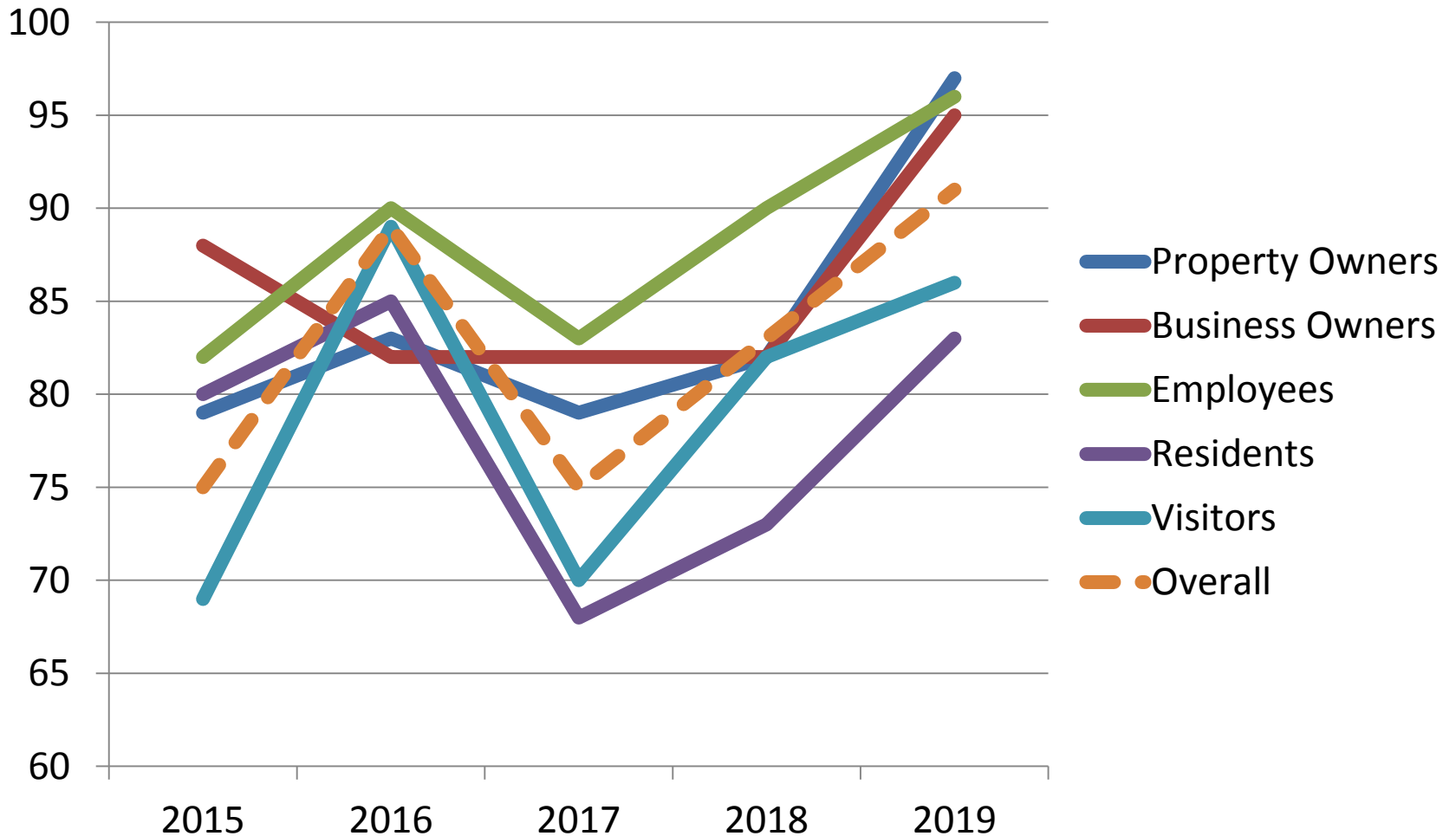
In terms of Downtown redevelopment, opportunity and excitement, in which direction do you see Downtown El Paso heading?

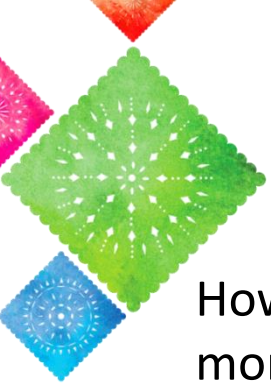
Breakdown	Overall				
	2015	2016	2017	2018	2019
Progressing	75%	89%	75%	83%	91%
No Progress	12%	4%	8%	6%	3%
Declining	6%	2%	9%	6%	2%
Other	7%	5%	7%	5%	4%

# 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

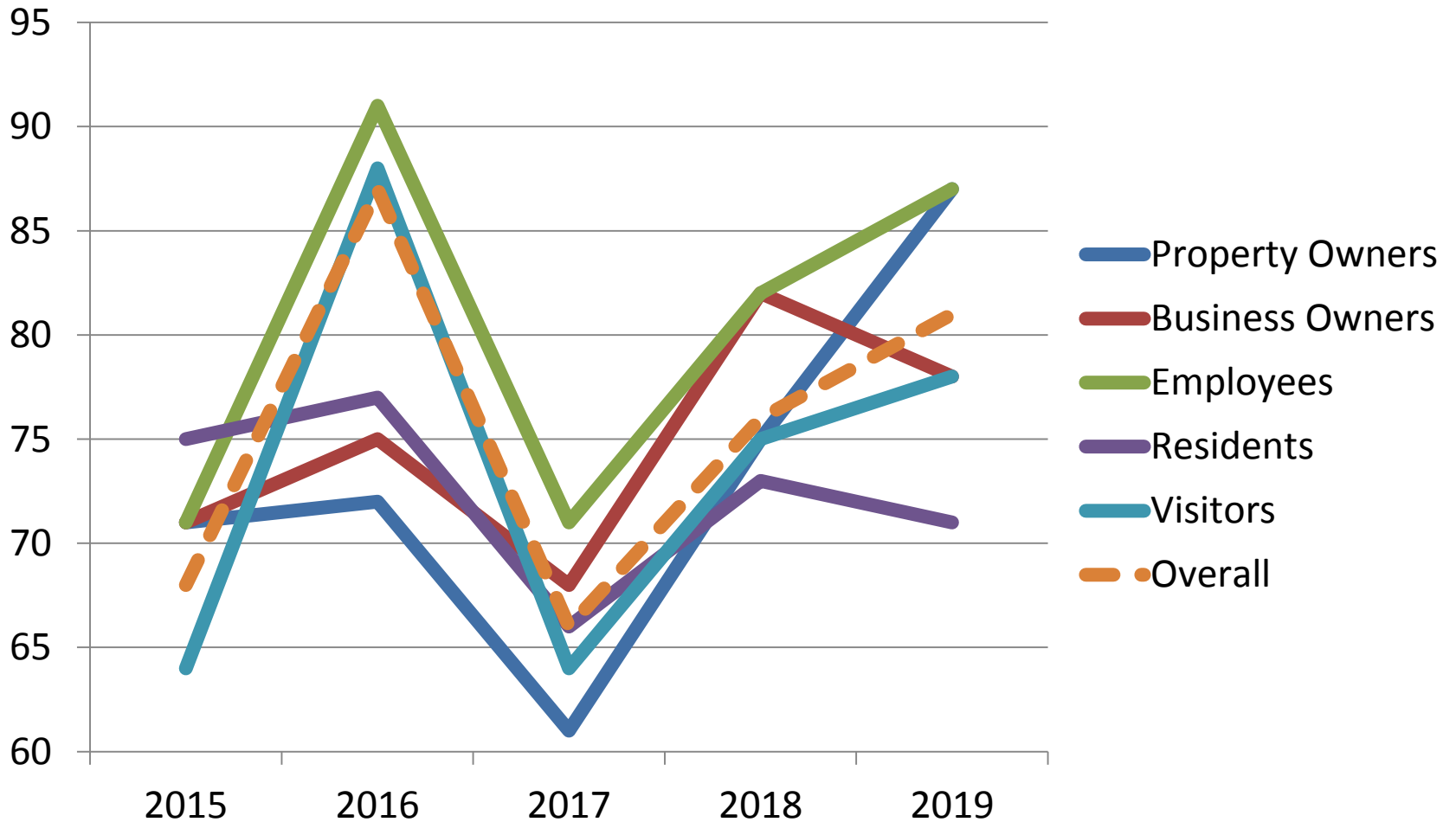
How has your perception of Downtown El Paso changed over the last 12 months?

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

# Perceptions

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

Chart: % of people responding positively.





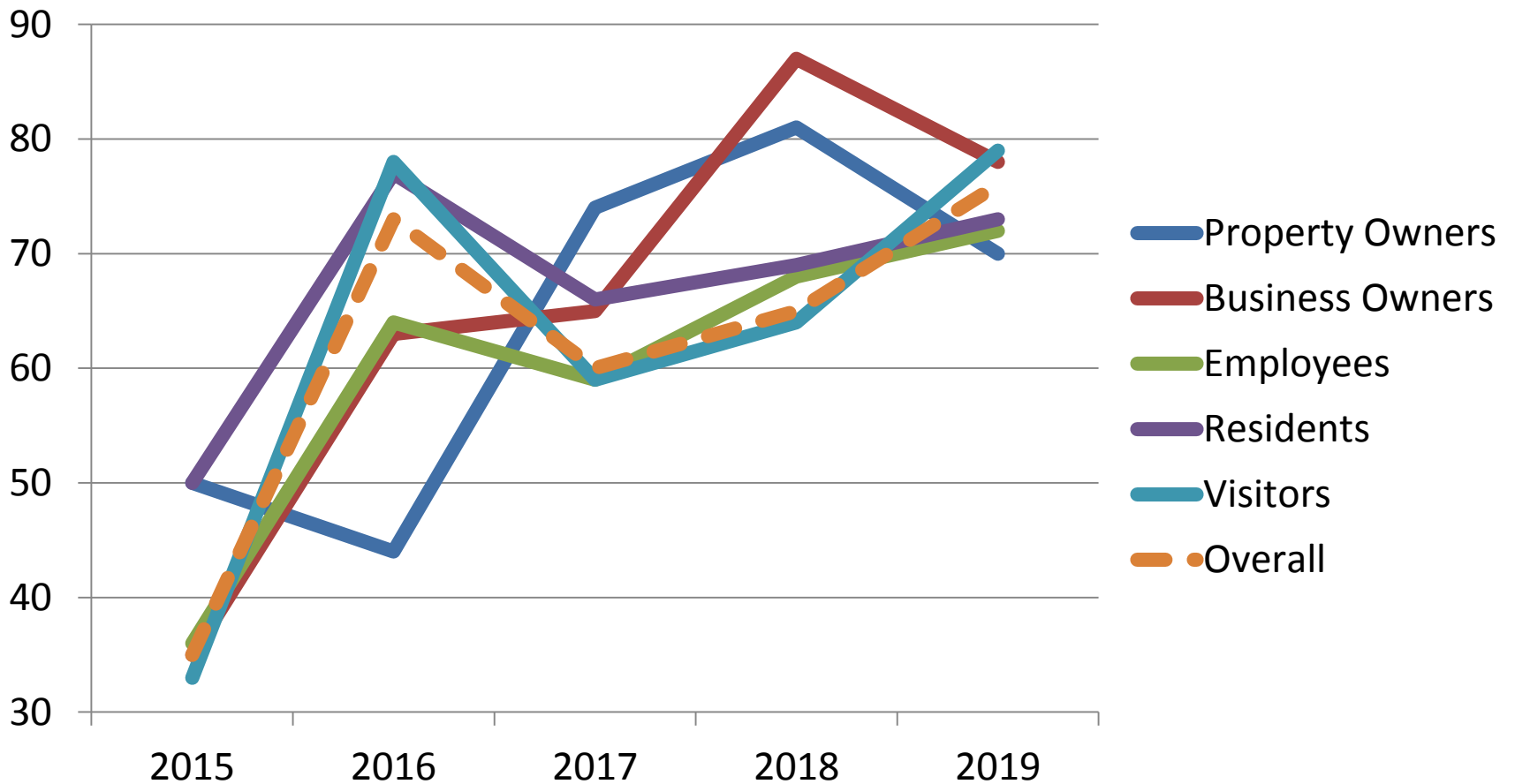
# Downtown El Paso is CLEAN

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



# Downtown El Paso is CLEAN

% of Respondents in Agreement with the statement.







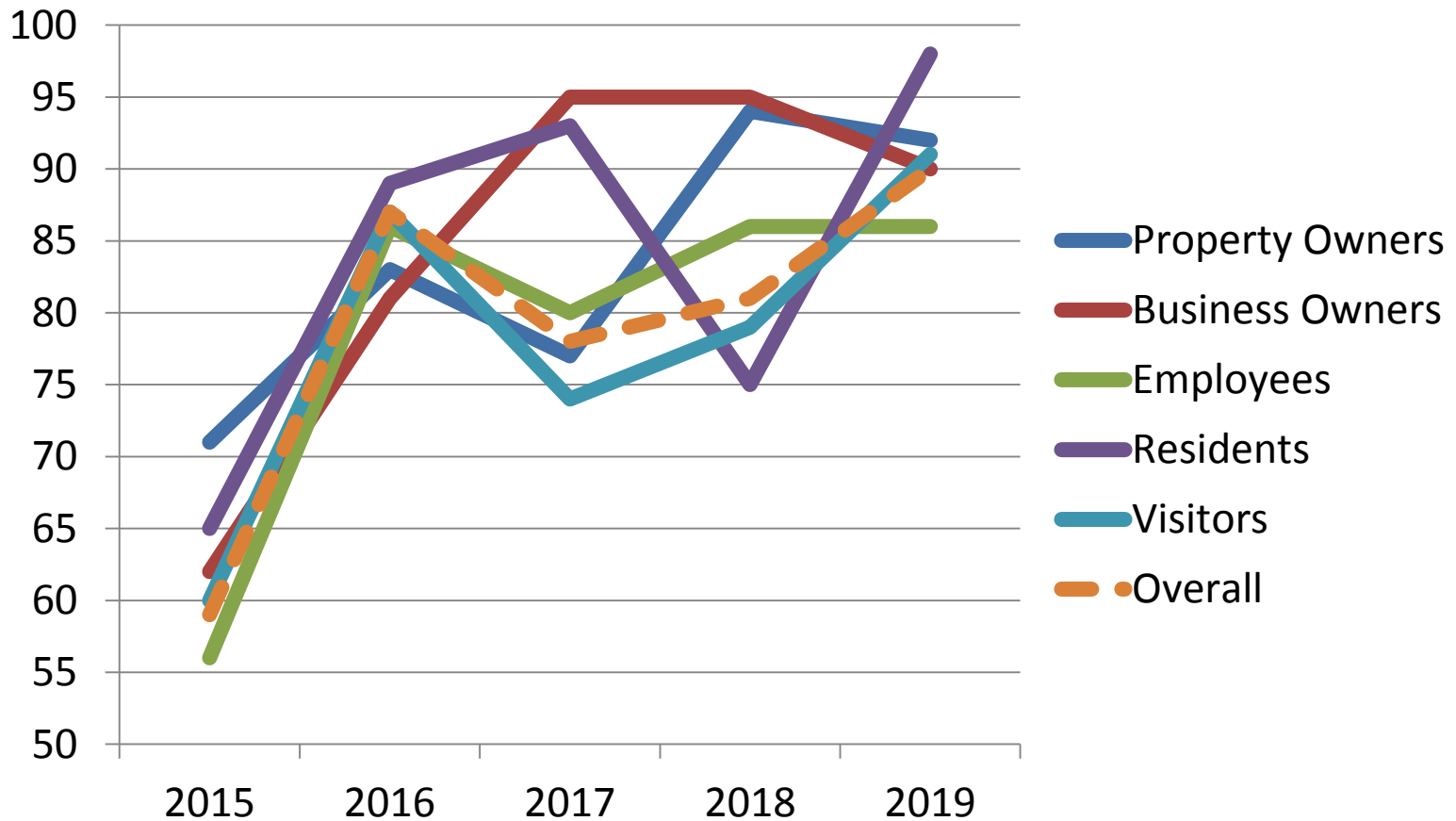
# Downtown El Paso is SAFE

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



# Downtown El Paso is SAFE

% of Respondents in Agreement with the statement.



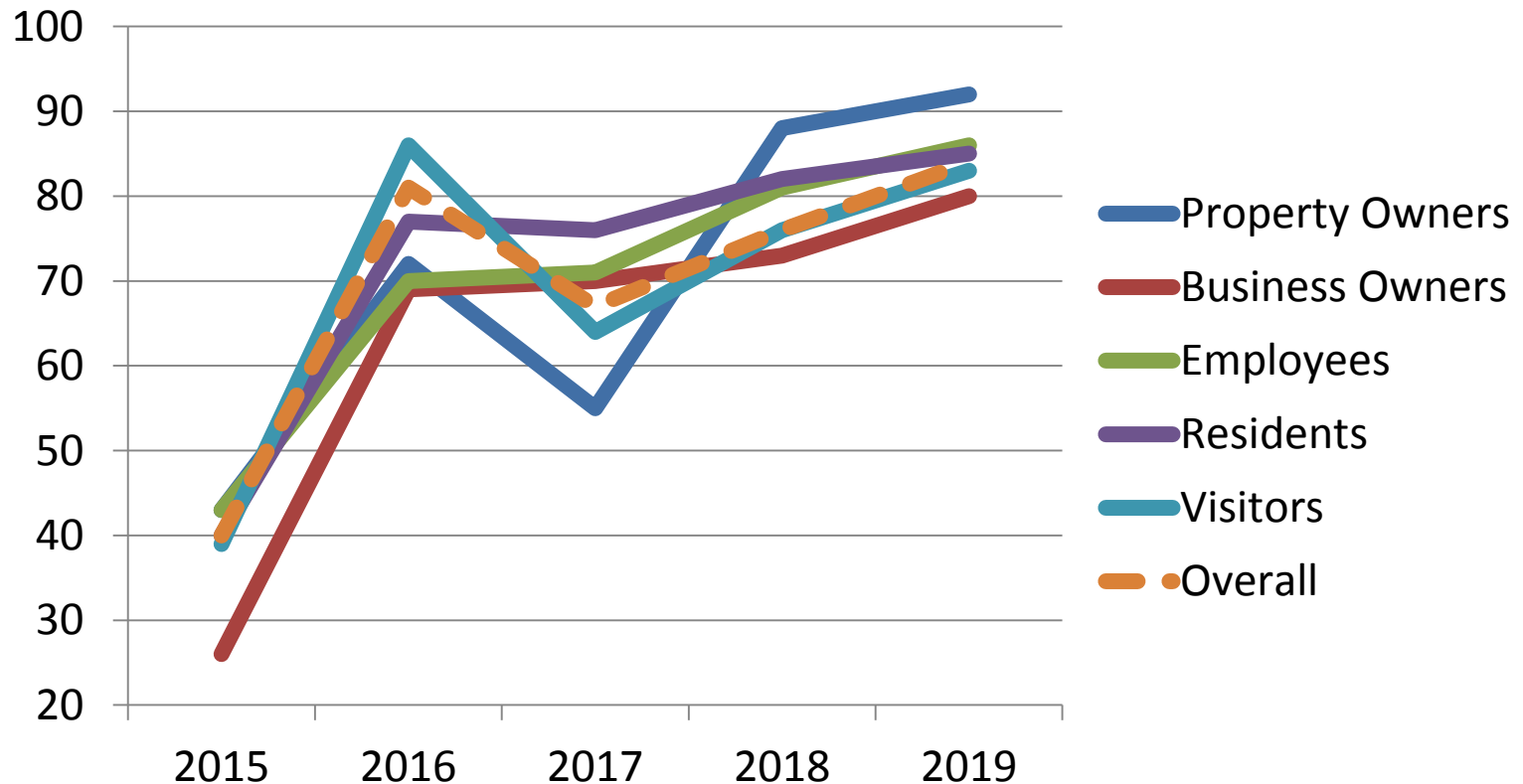


# Downtown El Paso is WELCOMING

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

# Downtown El Paso is WELCOMING

% of Respondents in Agreement with the statement.



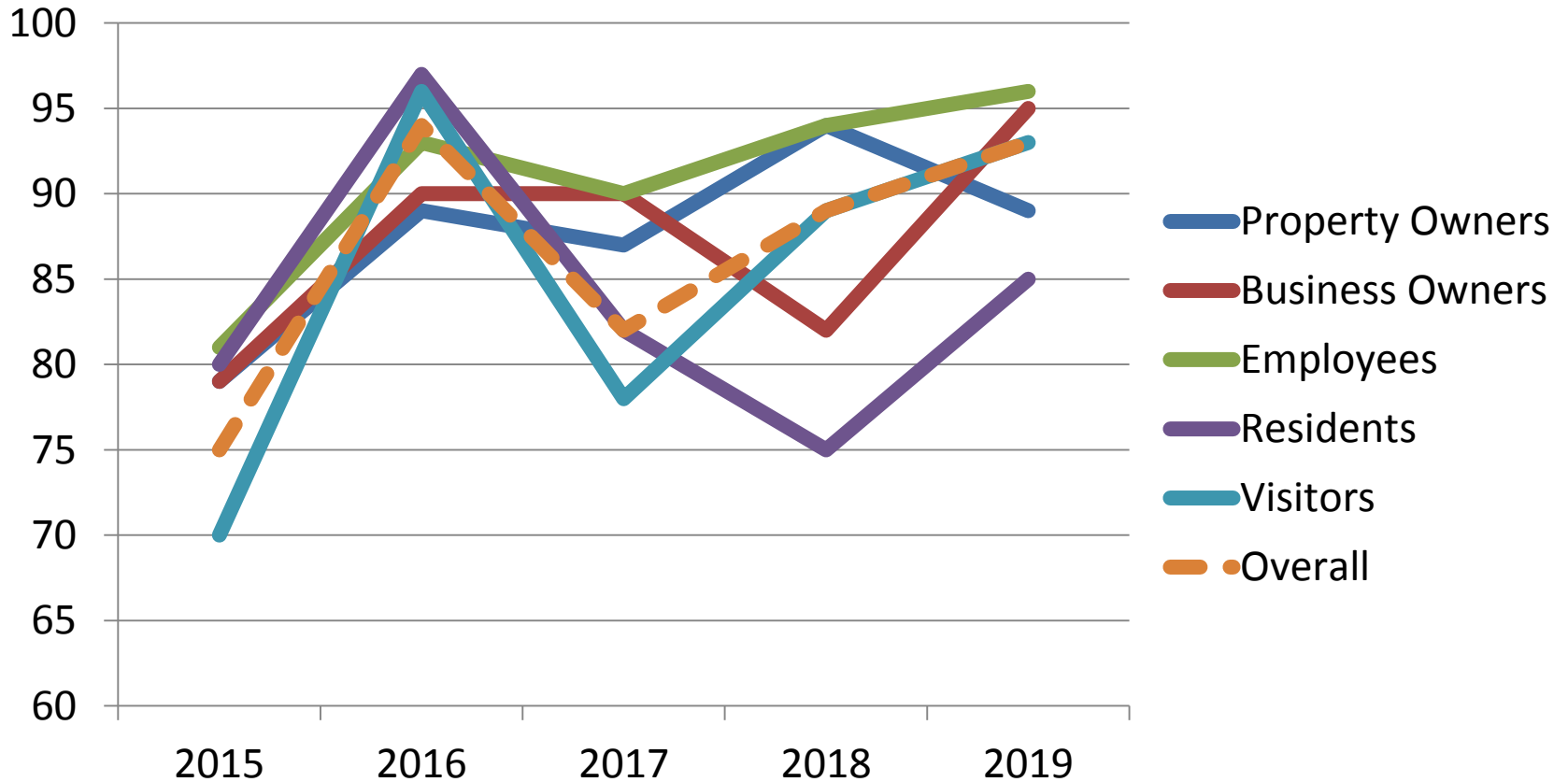


# Downtown El Paso is IMPROVING

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

# Downtown El Paso is IMPROVING

% of Respondents in Agreement with the statement.



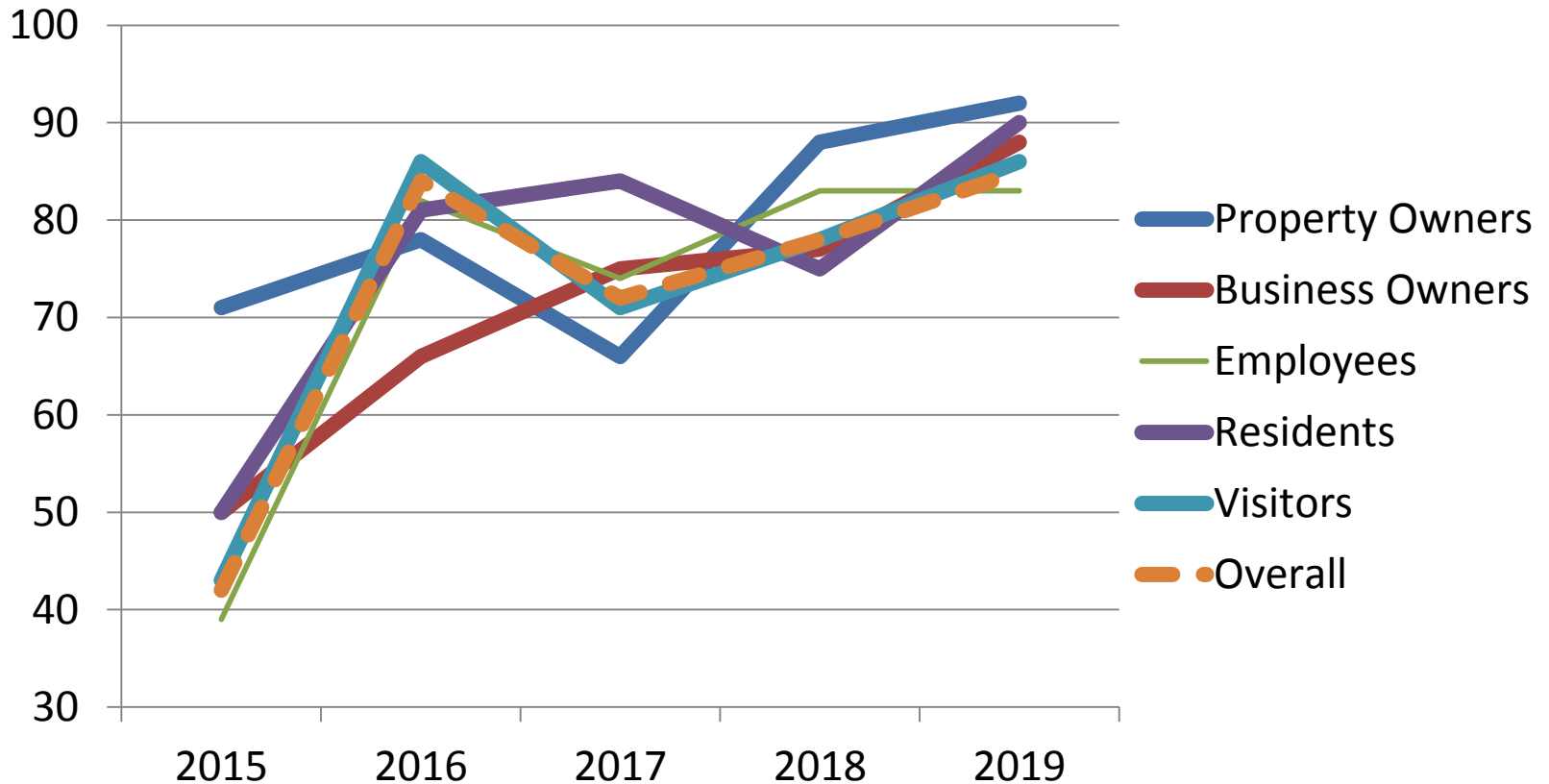


# Downtown El Paso is FAMILY FRIENDLY

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

# Downtown El Paso is FAMILY FRIENDLY

% of Respondents in Agreement with the statement.





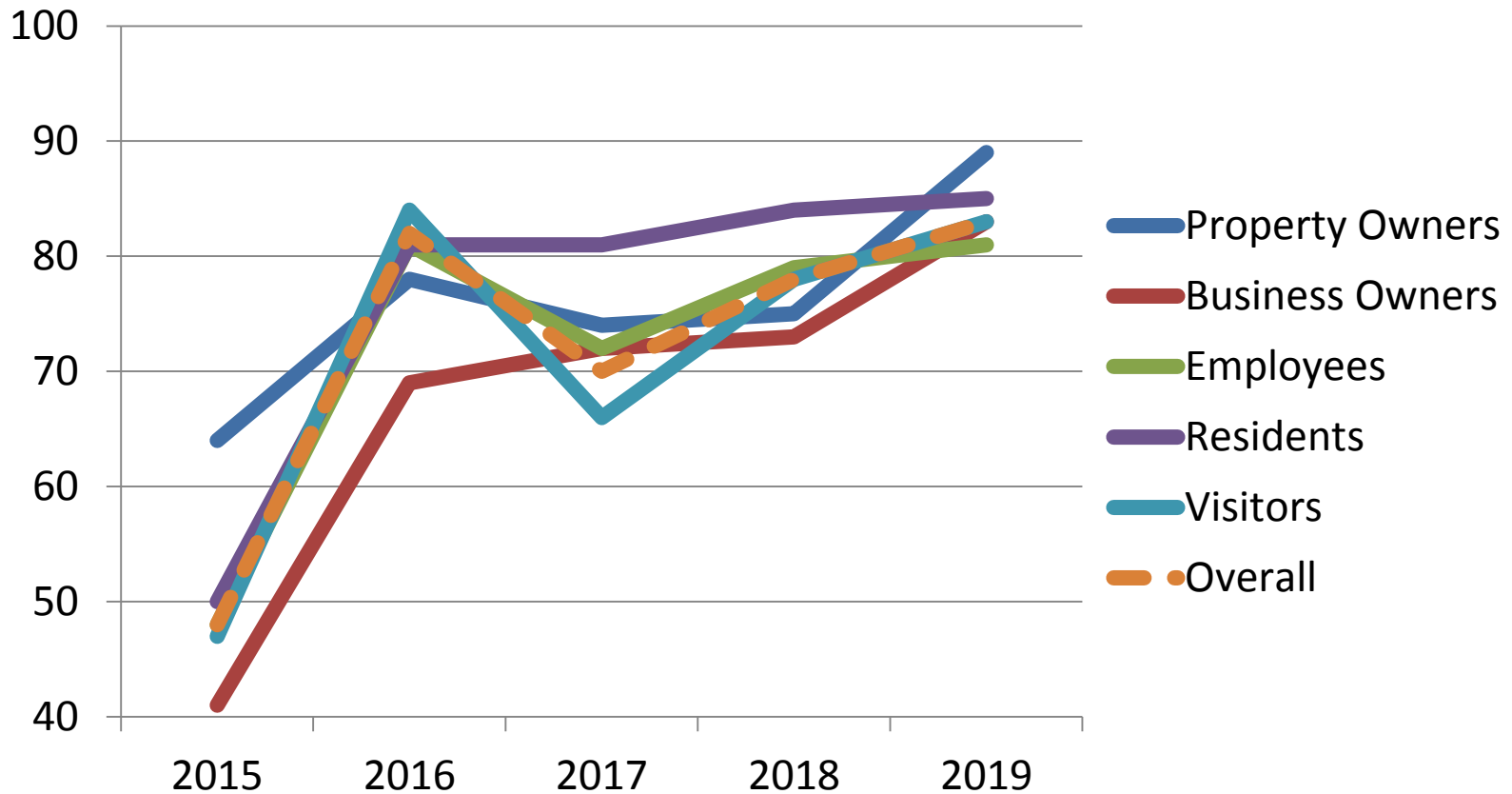


# Downtown El Paso is FUN

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

# 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	Yrs. to Yr. Change
Diverse Retail & Shopping Options	61%	64%	54%	59%	60%	+1%
Parking	62%	72%	71%	76%	74%	-2%
Safety/Security	79%	85%	84%	86%	84%	-2%
Public Transportation Options	49%	59%	47%	52%	50%	-2%
Nightlife	44%	46%	37%	39%	43%	+4%
Family Friendly	61%	68%	63%	69%	64%	-3%
Cleanliness	74%	78%	79%	82%	83%	+1%
Events	60%	61%	55%	64%	64%	-%
Residential Options	38%	37%	33%	30%	35%	+5%
Building Restoration & New Construction	70%	66%	64%	70%	67%	-3%
Code Enforcement	NA	NA	NA	47%	45%	-2%



# 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 for third consecutive 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	Parking	Safety/Security	Diverse Retail/Shopping Options	Parking	Parking
2.	Residential Development	Residential Development	Family Friendly Atmosphere & Businesses	Parking	Safety/Security	Safety/Security
3.	Diverse Retail/Shopping Options	Building Restoration	Parking	Events	Family Friendly Atmosphere & Businesses	Family Friendly Atmosphere & Businesses



# DMD Familiarity & Grade

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



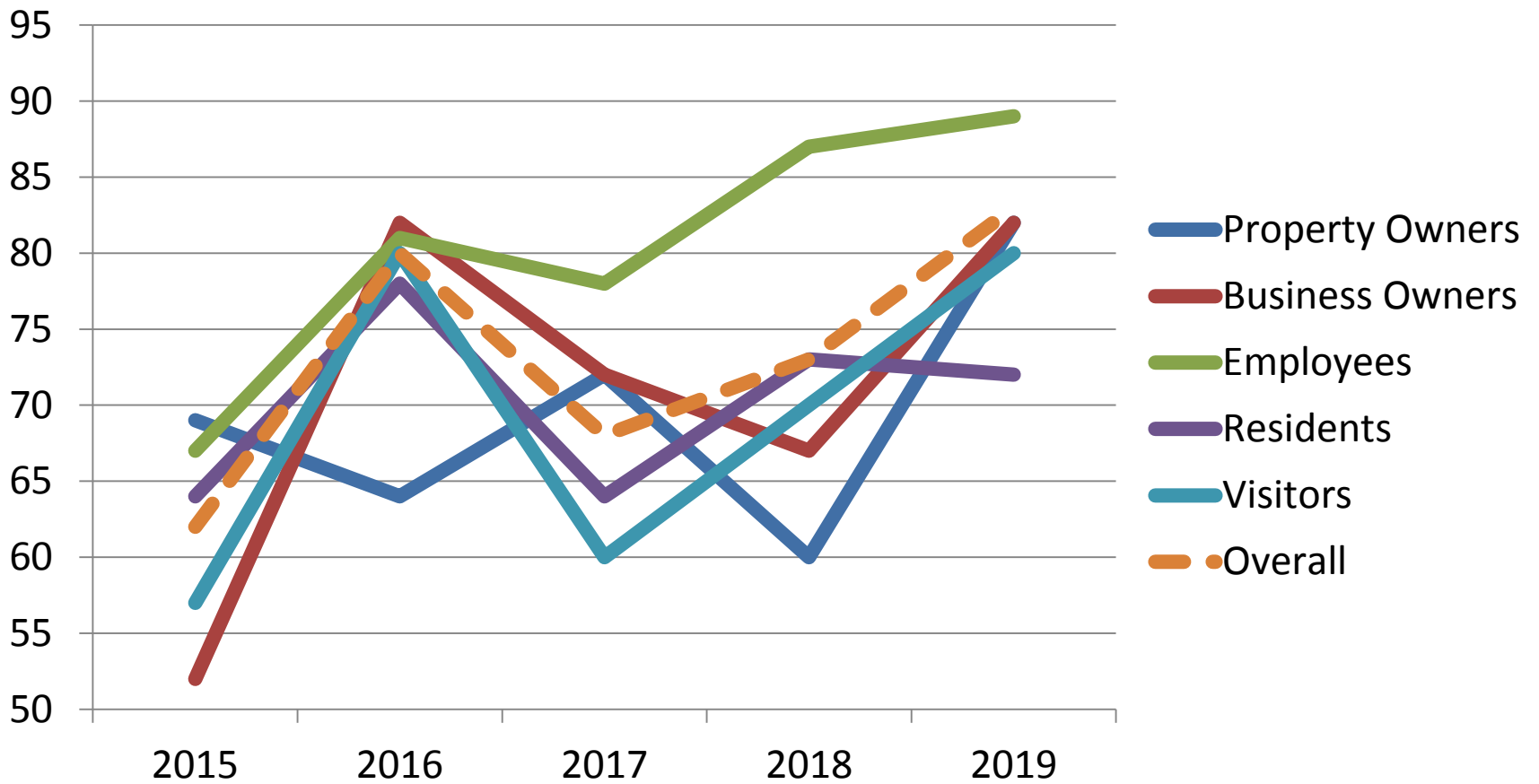
# DMD Familiarity & Grade

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



# 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
Sanitation Services	50%	48%	45%	45%	39%
Pedestrian Amenities	52%	42%	39%	38%	34%
Advocacy & Planning	51%	50%	62%	60%	56%
Downtown Services	39%	42%	39%	37%	36%
Marketing & Promotions	48%	51%	48%	54%	44%
Economic Development & Façade Grants	NA	54%	57%	56%	50%
Events	NA	NA	50%	46%	38%