



DOWNTOWN MANAGEMENT DISTRICT

E L P A S O

2021 Public Input Survey





Survey Structure & Distribution

- Unscientific survey conducted during the month of July
- Approx. 15 traditional questions, plus recovery status
- English & Spanish
- Online (SurveyMonkey.com)
- Topics
 - Demographics – Property Owners, Business Owners, Employees, Residents, Visitors
 - Recovery Status
 - 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
 - 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
2020	595	30	625
2021	1004	41	1,045

Respondents

Breakdown	2015	2016	2017	2018	2019	2020	2021
Prop Owner /Manager	2%	3%	3%	2%	5%	5%	9% (95)
Business Owner	5%	5%	4%	3%	5%	6%	18% (189)
Employee	37%	21%	34%	15%	32%	39%	27% (279)
Resident	3%	4%	4%	5%	5%	5%	10% (101)
Visitor	53%	67%	55%	75%	53%	45%	36% (381)
Total	100%	100%	100%	100%	100%	100%	100% (1,045)



Highlights

Current State of Downtown

- All areas saw a decline from previous all-time highs.

- | | | |
|--------------------|-----------|--------------|
| • CLEAN: | 75% Agree | 25% Disagree |
| • SAFE: | 80% Agree | 20% Disagree |
| • WELCOMING: | 80% Agree | 20% Disagree |
| • IMPROVING: | 80% Agree | 20% Disagree |
| • FAMILY FRIENDLY: | 78% Agree | 22% Disagree |
| • FUN: | 78% Agree | 22% Disagree |



Highlights

Future of Downtown

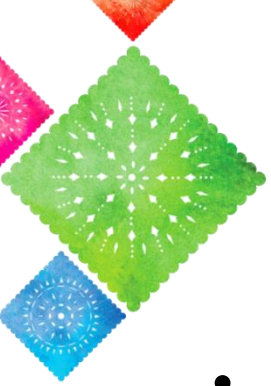
- Most Important Elements (In order of priority)
 1. Safety/Security (LY - #1)
 2. Cleanliness (LY - #2)
 3. **Events (LY - #6)**
 4. Family Friendly Atmosphere & Businesses (LY - #4)
 5. Parking (LY - #3)
 6. Building Restoration & New Construction (LY - #5)
 7. Diverse Retail/Shopping Options (LY - #7)
 8. **Nightlife (LY - #10)**
 9. Code Enforcement (LY - #8)
 10. Public Transportation Options (LY - #9)
 11. Residential Options (LY - #11)



Highlights

DMD Performance

- Overall 81% Familiar with DMD (no gain)
 - 99% (+3%) of Property Owners and 89% (-11%) of Business Owners
- Grade the DMD
 - 77% gave DMD an “A” or “B” (down 9%)
 - 17% gave DMD a “C” (up 9%)
 - 5% gave DMD a “D” or “F”
- Favored Expansion of these DMD Services:
 - No service received 50%+ in favor of expansion.



Overall Observations

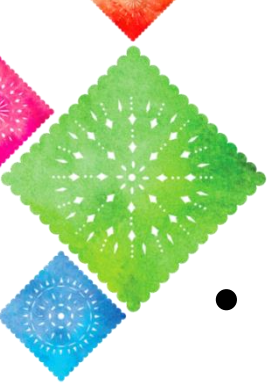
- COVID Hangover
- Reduced Connections to Downtown
- Reduced Activity





Recovery Status

- 78% of Property Owners indicated that their properties are at 50% or greater occupancy. 43% of Property Owners are at 75% or greater.
- 85% of Business Owners indicated their Downtown workforce is at 50% or greater. 21% is at 100% or more from the pre-Covid.
- 38% of Employees are back to work entirely Downtown, with an additional 57% working a hybrid schedule.
- Only 3% of respondents have not returned to the Downtown since the pandemic started. 37% have visited since March 2021.



INSIDER & Gift Certificate

- 313 requested to be added to our INSIDER Newsletter distribution list.
- 280 people indicated they would like to volunteer with the DMD
- 750 people registered for a chance to win a \$100 Gift Certificate
 - **WINNER: Martin Silva**

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





Event Breakdown

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

Breakdown	2017	2018	2019	2020	2021
Sporting Events	38%	22%	17%	18%	24% (50)
Street Festivals	26%	25%	21%	24%	21% (45)
Art Crawls (Last Thursdays)	5%	3%	5%	3%	2% (3)
Art & Farmers Market	12%	12%	11%	15%	15% (32)
Bar Crawls (Barstool Open)	-	-	-	-	3% (7)
Restaurant Crawls (Tasting Tour	-	-	-	-	5% (11)
Museum Events	2%	3%	3%	4%	4% (8)
Theater Events	-	27%	31%	25%	21% (44)
Other	17%	8%	12%	11%	5% (11)
Total	100%	100%	100%	100%	100% (211)

Direction of Downtown

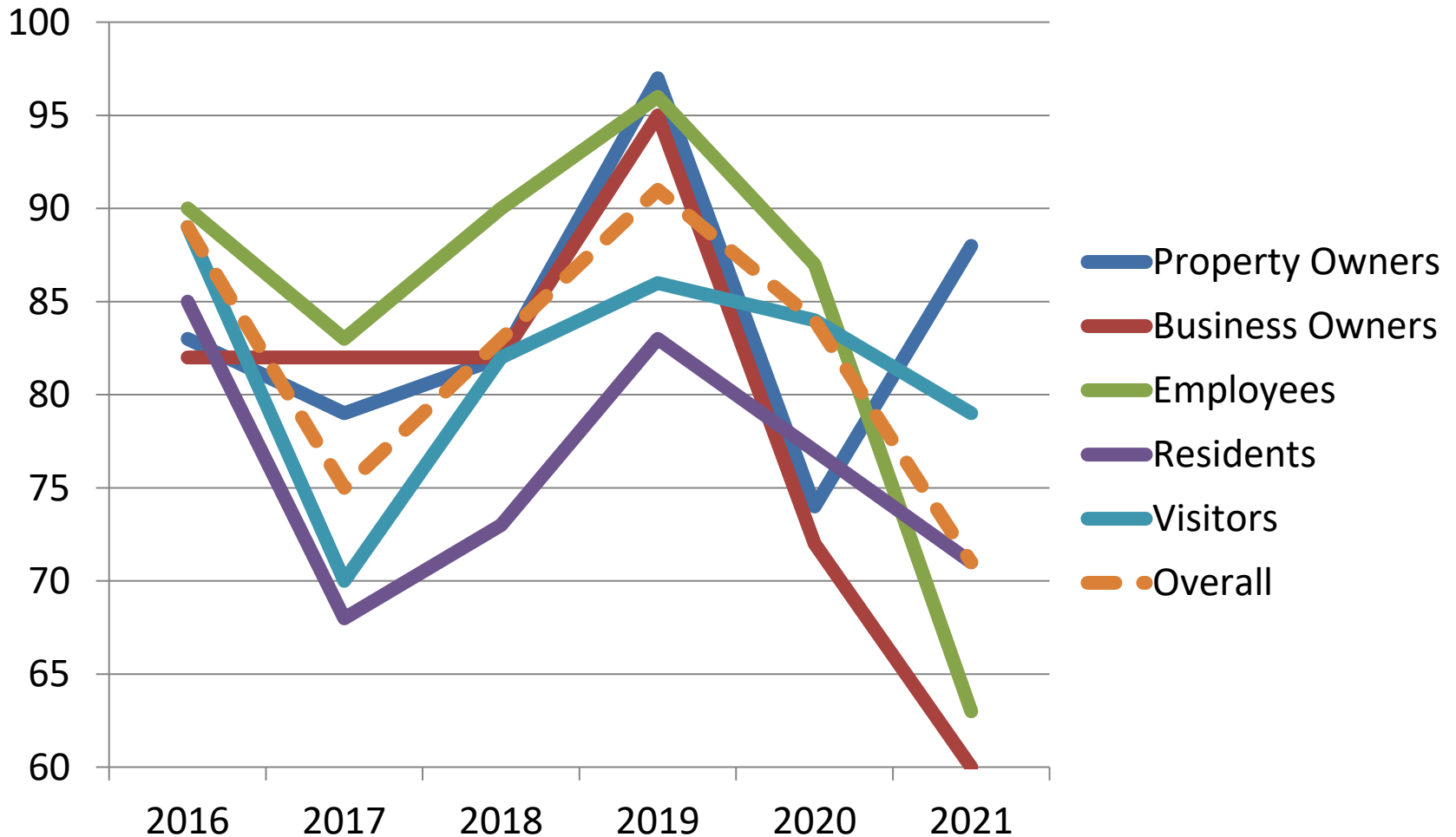
In terms of Downtown redevelopment, opportunity and excitement, in which direction do you see Downtown El Paso heading?

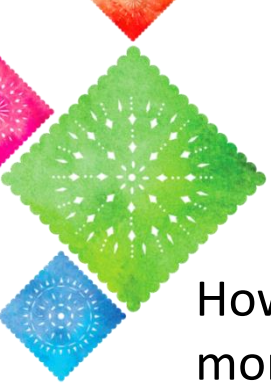
Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	2021
Progressing	75%	89%	75%	83%	91%	84%	71%
No Progress	12%	4%	8%	6%	3%	5%	17%
Declining	6%	2%	9%	6%	2%	5%	9%
Other	7%	5%	7%	5%	4%	6%	3%

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

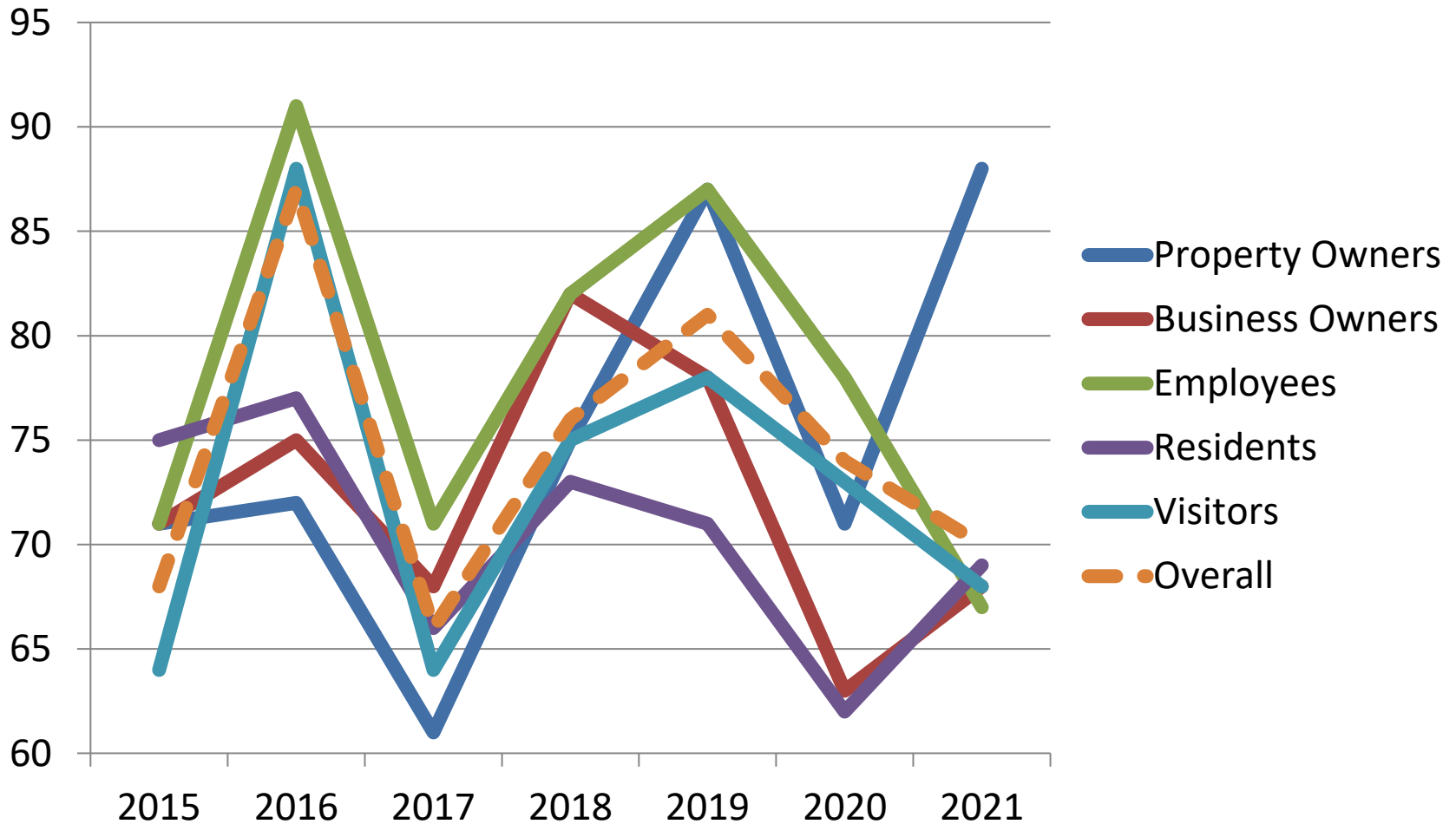
How has your perception of Downtown El Paso changed over the last 12 months?

Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	2021
Improved	68%	87%	66%	76%	81%	74%	70%
No Change	22%	9%	19%	18%	17%	21%	23%
Worsened	10%	4%	14%	6%	3%	5%	7%

Perceptions

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

Chart: % of people responding positively.





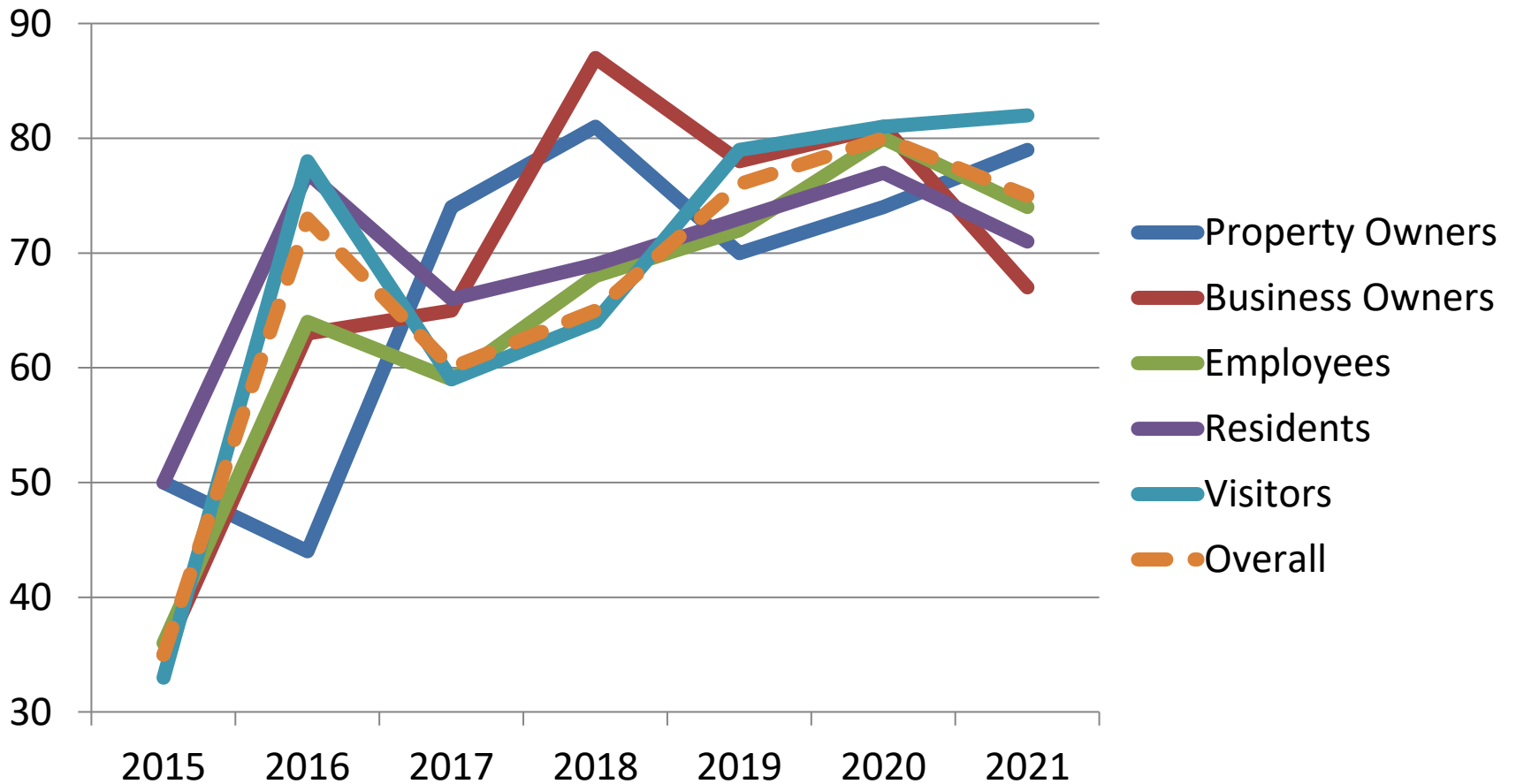
Downtown El Paso is CLEAN

Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	2021
Agree	35%	73%	60%	66%	76%	80%	75%
Neutral	29%	NA	NA	NA	NA	NA	NA
Disagree	36%	27%	40%	34%	24%	20%	25%



Downtown El Paso is CLEAN

% of Respondents in Agreement with the statement.





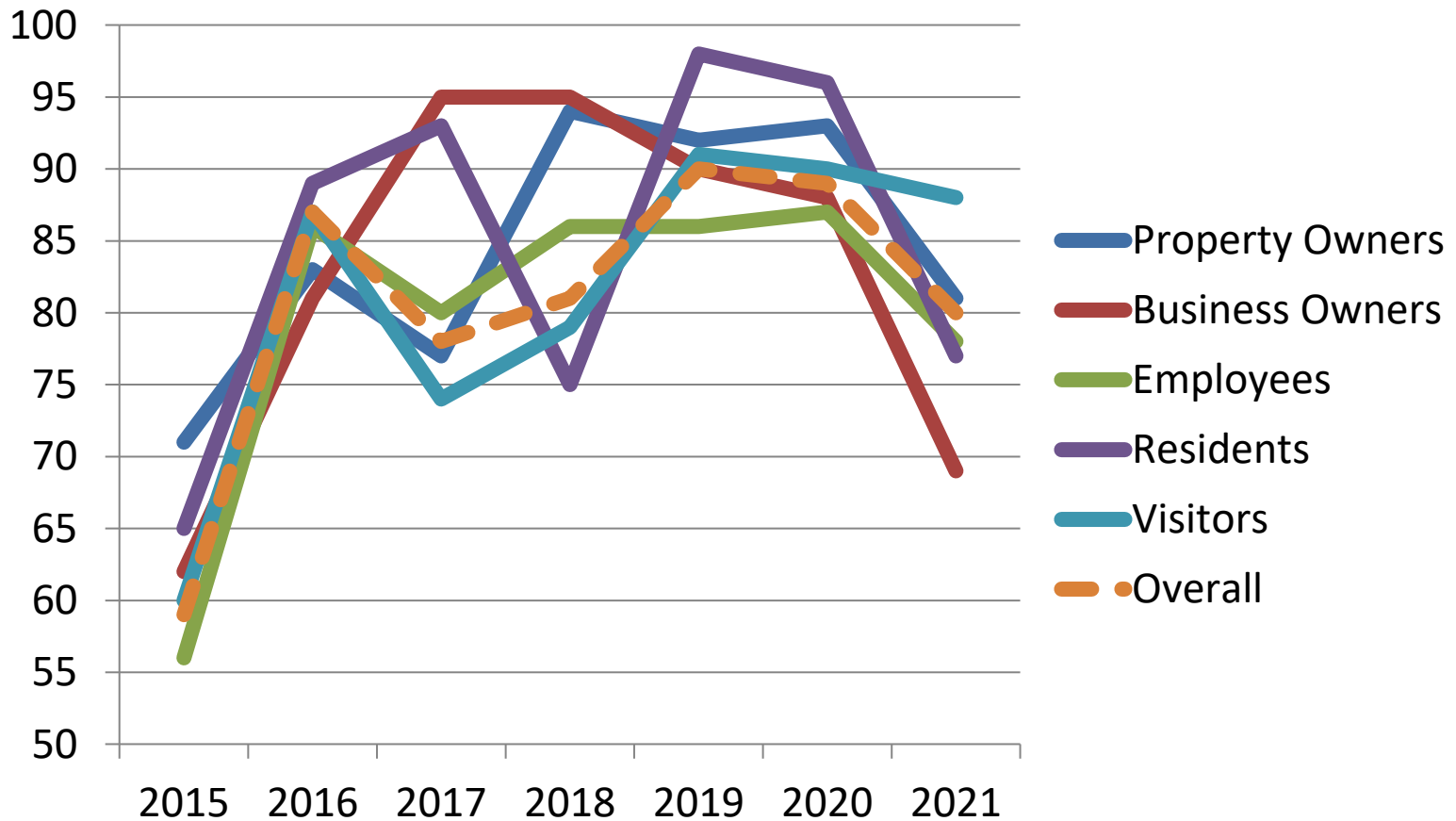
Downtown El Paso is SAFE

Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	2021
Agree	59%	87%	78%	81%	90%	89%	80%
Neutral	24%	NA	NA	NA	NA	NA	NA
Disagree	17%	14%	22%	19%	10%	11%	20%



Downtown El Paso is SAFE

% of Respondents in Agreement with the statement.



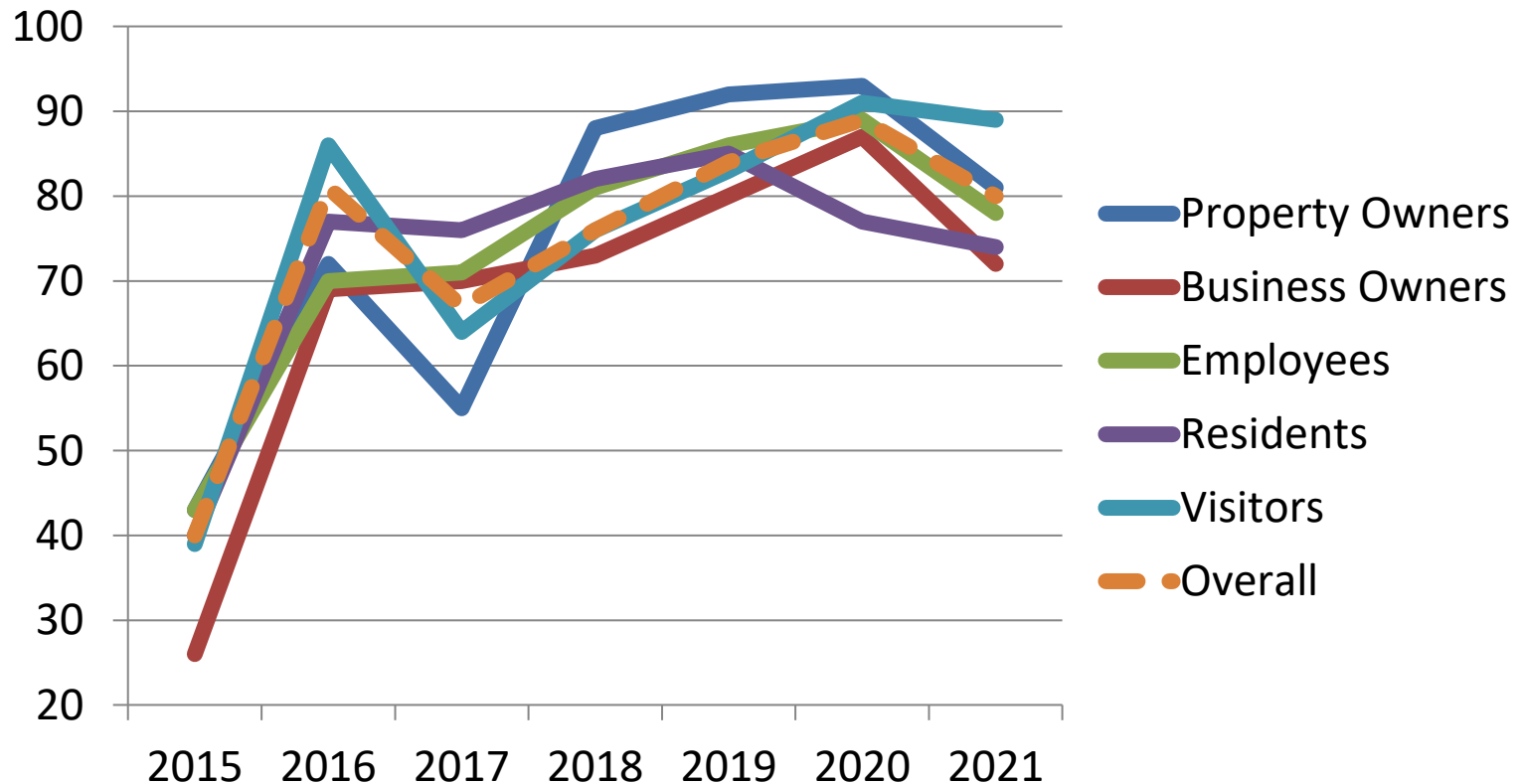


Downtown El Paso is WELCOMING

Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	2021
Agree	40%	81%	67%	77%	84%	89%	80%
Neutral	34%	NA	NA	NA	NA	NA	NA
Disagree	26%	19%	33%	23%	16%	11%	20%

Downtown El Paso is WELCOMING

% of Respondents in Agreement with the statement.



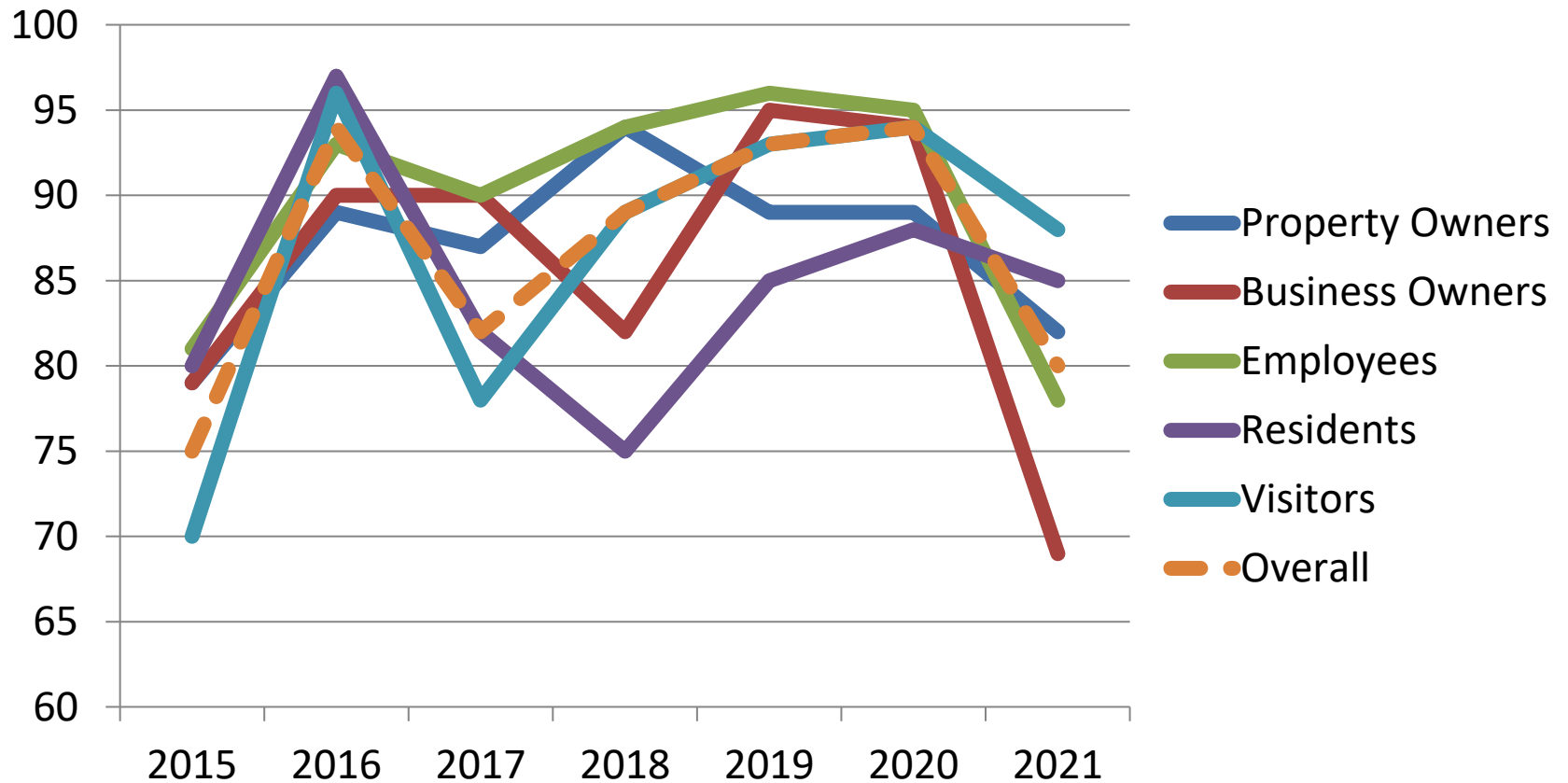


Downtown El Paso is IMPROVING

Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	2021
Agree	75%	94%	83%	88%	93%	94%	80%
Neutral	14%	NA	NA	NA	NA	NA	NA
Disagree	11%	6%	17%	12%	7%	6%	20%

Downtown El Paso is IMPROVING

% of Respondents in Agreement with the statement.



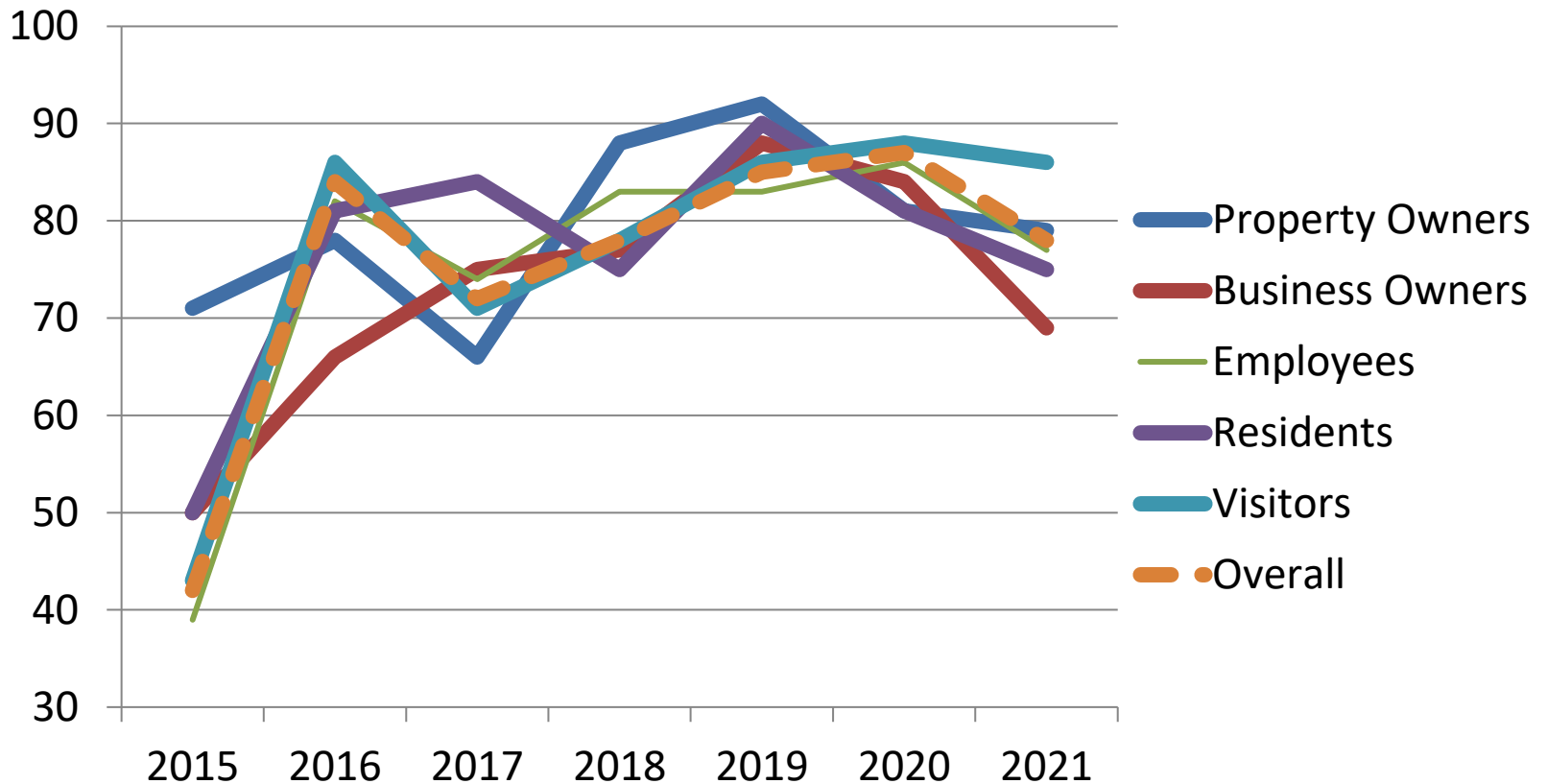


Downtown El Paso is FAMILY FRIENDLY

Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	2021
Agree	42%	84%	72%	79%	85%	87%	78%
Neutral	31%	NA	NA	NA	NA	NA	NA
Disagree	26%	17%	28%	21%	15%	13%	22%

Downtown El Paso is FAMILY FRIENDLY

% of Respondents in Agreement with the statement.



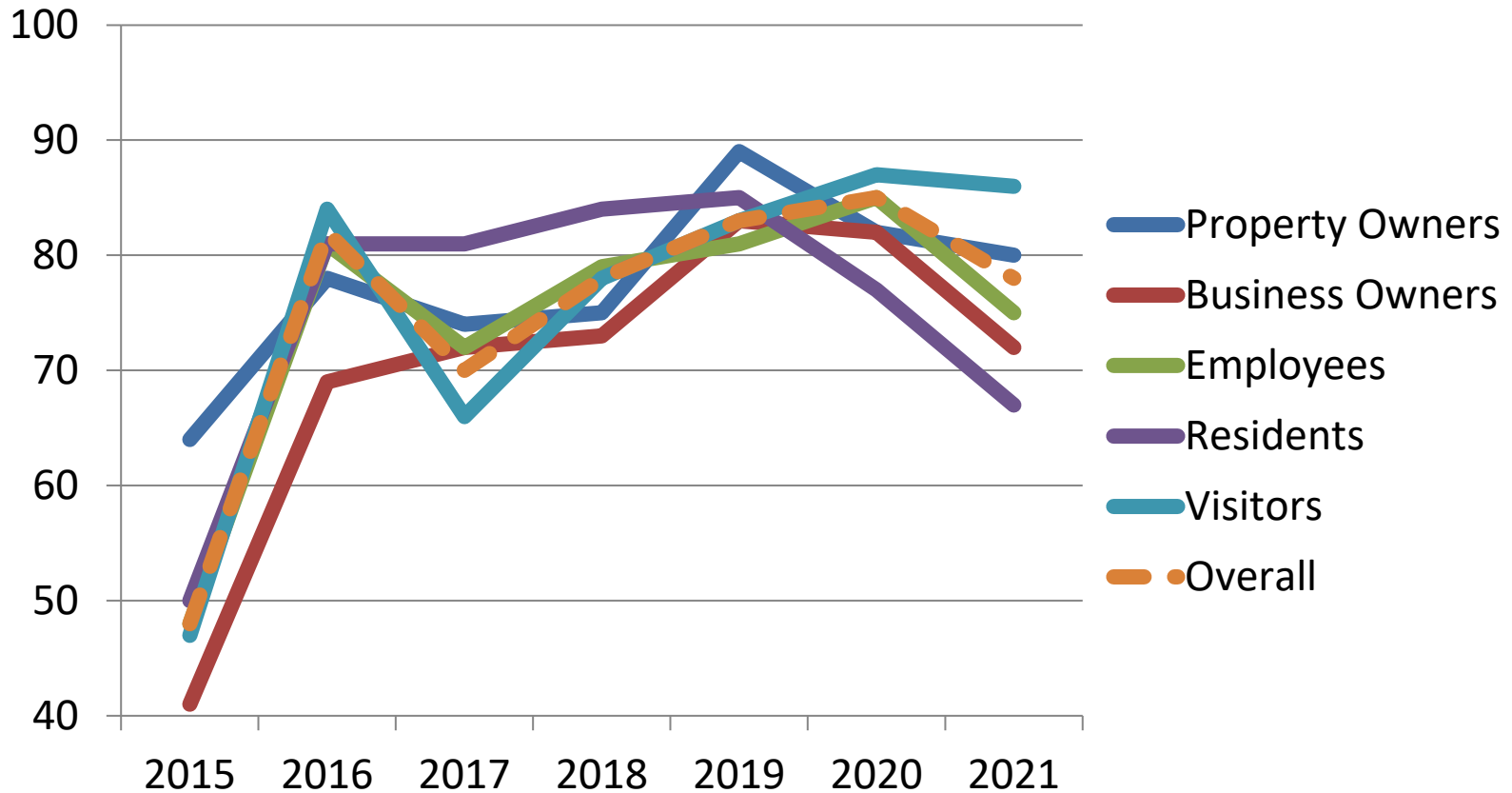


Downtown El Paso is FUN

Breakdown	Overall						
	2015	2016	2017	2018	2019	2020	2021
Agree	48%	82%	70%	78%	83%	85%	78%
Neutral	31%	NA	NA	NA	NA	NA	NA
Disagree	21%	19%	30%	22%	17%	15%	22%

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	2020	2021	Yrs. to Yr. Change
Diverse Retail & Shopping Options	61%	64%	54%	59%	60%	58%	37%	-21%
Parking	62%	72%	71%	76%	74%	68%	41%	-27%
Safety/Security	79%	85%	84%	86%	84%	85%	48%	-37%
Public Transportation Options	49%	59%	47%	52%	50%	43%	29%	-14%
Nightlife	44%	46%	37%	39%	43%	41%	31%	-10%
Family Friendly	61%	68%	63%	69%	64%	67%	42%	-25%
Cleanliness	74%	78%	79%	82%	83%	82%	48%	-34%
Events	60%	61%	55%	64%	64%	63%	43%	-20%
Residential Options	38%	37%	33%	30%	35%	33%	21%	-12%
Building Restoration & New Construction	70%	66%	64%	70%	67%	63%	39%	-24%
Code Enforcement	NA	NA	NA	47%	45%	47%	29%	-18%



Top 3 Elements

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

	Overall
1.	Diverse Retail/Shopping Options
2.	Safety/Security
3.	Nightlife

	2020	2019	2018	2017
#1	Safety/Security	Parking	Parking	Safety/Security
#2	Diverse Retail/Shopping Options	Safety/Security	Safety/Security	Family Friendly Atmosphere & Businesses
#3	Family Friendly Atmosphere & Businesses	Family Friendly Atmosphere & Businesses	Family Friendly Atmosphere & Businesses	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.	Diverse Retail/Shopping Options	Parking	Diverse Retail/Shopping Options	Safety/Security	Events	Diverse Retail/Shopping Options
2.	Nightlife	Public Transportation	Safety/Security	Diverse Retail/Shopping Options	Nightlife	Safety/Security
3.	Parking	Nightlife	Nightlife - Family Friendly Atmosphere & Businesses (TIE)	Public Transportation	Family Friendly Atmosphere & Businesses	Nightlife



DMD Familiarity & Grade

	Overall						
	2015	2016	2017	2018	2019	2020	2021
Familiar with DMD	68%	59%	66%	60%	72%	73%	81%
Not Familiar	32%	41%	34%	40%	28%	27%	19%



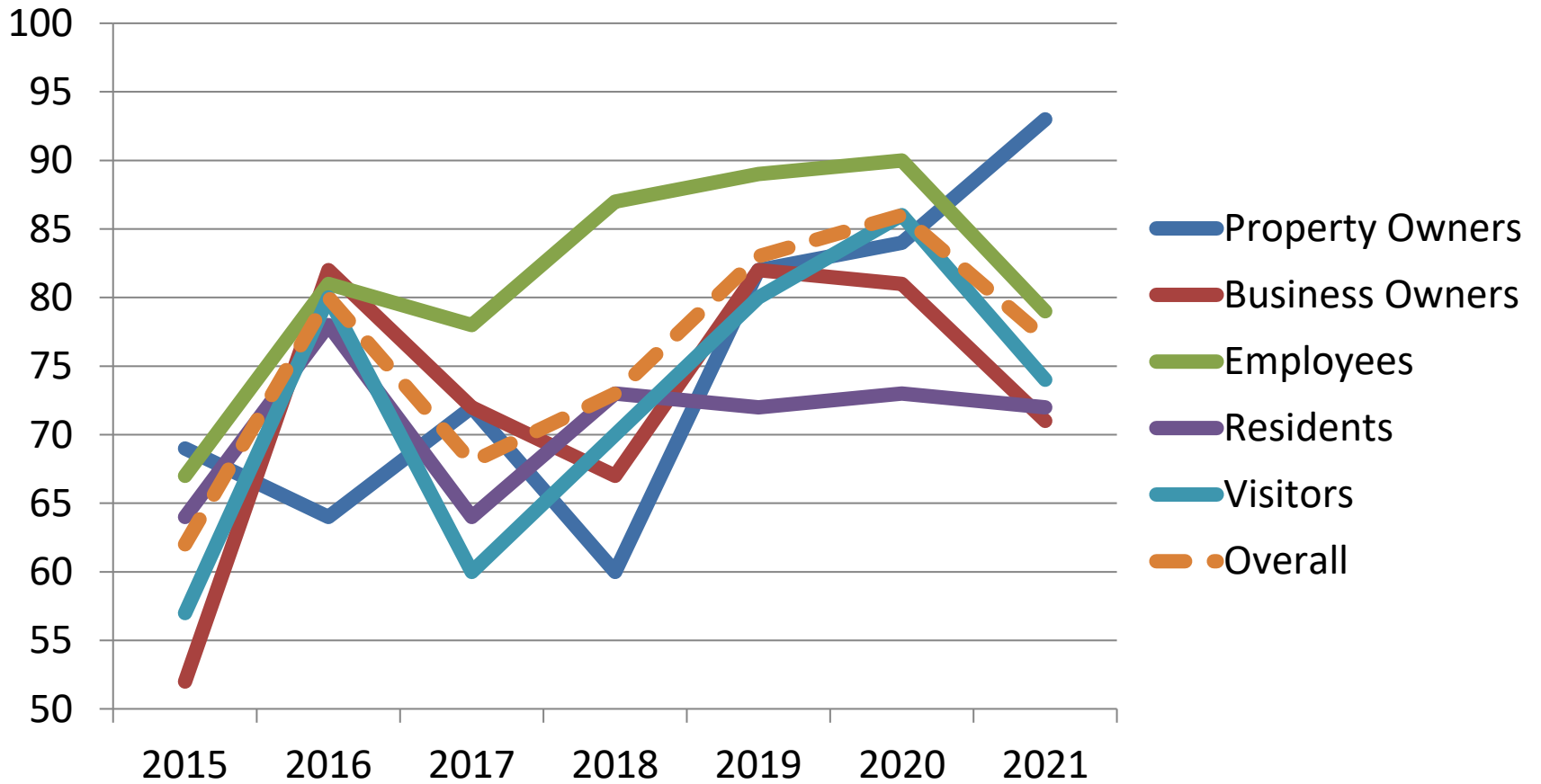
DMD Familiarity & Grade

	Overall						
	2015	2016	2017	2018	2019	2020	2021
“A” – Great Job	12%	22%	18%	20%	24%	33%	30%
“B” – Doing Well, Room to Improve	50%	58%	50%	53%	59%	53%	46%
“C” – Average, More Can Be Done	24%	16%	22%	19%	12%	8%	17%
“D” – Poor Performance	5%	0%	5%	2%	1%	1%	4%
“F” – Failing	5%	1%	4%	2%	1%	1%	2%
Other	4%	3%	2%	4%	2%	4%	1%



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	2020	2021
Sanitation Services	50%	48%	45%	45%	39%	35%	27%
Pedestrian Amenities	52%	42%	39%	38%	34%	29%	26%
Advocacy & Planning	51%	50%	62%	60%	56%	48%	34%
Downtown Services	39%	42%	39%	37%	36%	32%	26%
Marketing & Promotions	48%	51%	48%	54%	44%	41%	30%
Economic Development & Façade Grants	NA	54%	57%	56%	50%	48%	33%
Events	NA	NA	50%	46%	38%	37%	32%