



Greater Nogales
Santa Cruz County
PORT AUTHORITY

NOGALES DOWNTOWN REVITALIZATION

SURVEY RESULTS

GREATER NOGALES SANTA CRUZ
COUNTY PORT AUTHORITY

AUGUST 2024

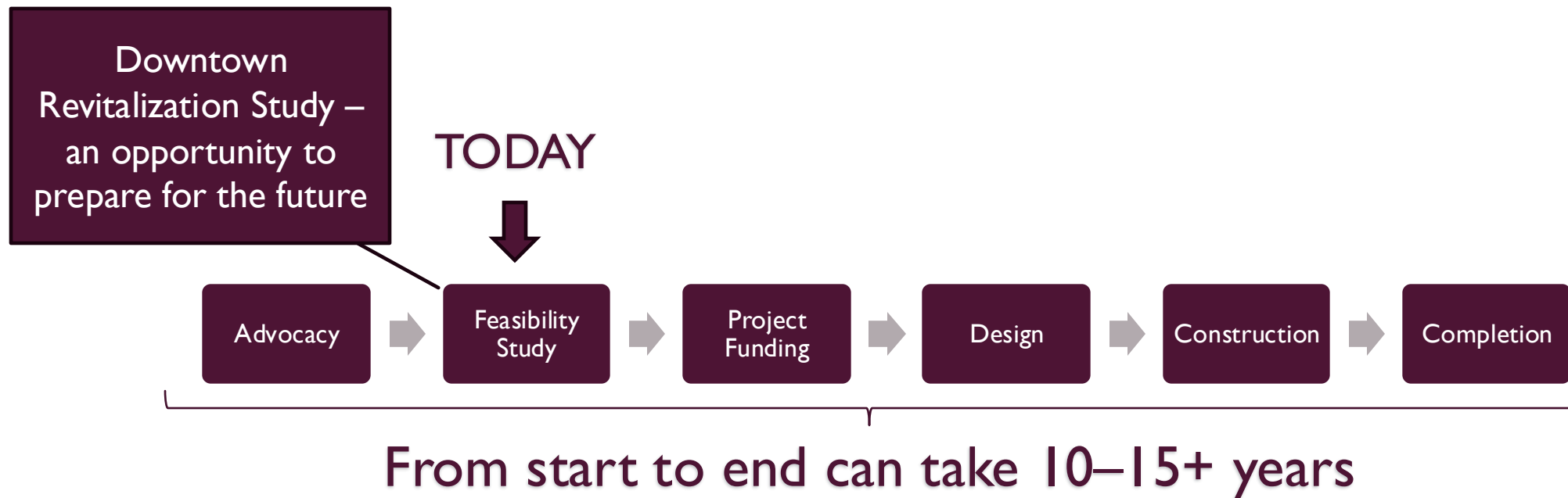


Photo(s) :Nogales Community Development

EXECUTIVE SUMMARY

- The Greater Nogales Santa Cruz County Port Authority, its board of directors, and its many stakeholder partners, have been advocating for the modernization of the DeConcini Port of Entry as it no longer meets the mission requirements for U.S. Customs and Border Protection and continues to be one of the most outdated and congested ports on the entire U.S.-Mexico border.
- After receiving a \$500,000 congressional appropriation, the U.S. General Services Administration (GSA) has initiated the multi-year process for the modernization of the port, the first step being a Project Feasibility Study. That study will provide a conceptual design, possible modification to the port's footprint and and estimated cost.
- The Greater Nogales Santa Cruz County Port Authority has partnered with the U.S. Environmental Protection Agency (EPA) to support the community outreach efforts as part of the Nogales Downtown Revitalization Study.
 - Special thanks to GSA for the critical role they played in securing the technical assistance from the EPA.
- The Downtown Revitalization Study is designed to help the community leverage the anticipated federal investment at the DeConcini Port of Entry by defining strategies to renew and improve downtown Nogales and significant sectors of the community. The study is an opportunity for the community to define a vision for the future. The vision can include future initiatives or projects that will help ensure sustainable growth and enhance quality-of-life for Nogales, AZ.
- As part of the community outreach effort, the Port Authority prepared and distributed an online public survey that was available for approximately 3 weeks.
- Survey gathered 456 responses.
- Survey questions were intended to understand the public's cross-border experience, their motivations for crossing the border, and their vision for the future of Nogales.

DeConcini Modernization



The modernization of the port of entry is a multi-year process that entails persistence, continued advocacy with full coordination with Mexico, requiring strong partnerships with key federal agencies that include GSA and CBP. But the benefits will have generational impacts and offer benefits to both the US and Mexico. The Downtown Modernization Study is an opportunity for Nogales to leverage the anticipated investment in the port to promote development of many other areas or sectors in the community.

KEY FINDINGS: 456 RESPONSES!

- Broad cross-section of the Ambos Nogales community participated in the survey.
 - 92% of respondents are from Ambos Nogales/Santa Cruz County.
- Majority of respondents use DeConcini over Morley or Mariposa.
 - But 66% of respondents report that their crossing behavior has changed from previous years.
- Wait times at border continue to be the major deterrent for cross-border travelers.
- Personal vehicles was the dominant mode of cross-border travel among respondents.
 - 60% use personal vehicles while 38% cross by foot.
- Pedestrians favor crossing at DeConcini over Morley Gate.
 - 43% stay on foot after crossing while 29% rely on a family member or friend to pick them up.
 - Must consider multimodal drop-off and pick-up locations for pedestrians

KEY FINDINGS (CONT.)

- Electric mobility is nascent, in Nogales, allows for time in planning to deploy, and market a vehicle-charging network for residents, tourists, and visitors.
 - A key marketing tool for visitors to Nogales
- Wait times for northbound traffic continues to be a major concern.
 - Far more than southbound traffic
- Need to promote greater use of the SENTRI/Global Entry program.
 - Only 45% of respondents reported being SENTRI/Global Entry users.
- Border crossers generally have a neutral or negative experience about the DeConcini POE & Morley.
- Wait times, staffing, and the number of open lanes affect the perception of border crossing experience.

KEY FINDINGS (CONT.)

- A very positive perception of Nogales but many respondents from Mexico indicated that they do not know where Santa Cruz County is located.
 - Serves as a marketing opportunity in Nogales, Sonora of destinations throughout the county.
- Clear interest in more dining, shopping, and recreation options,
 - These three categories account for 50% of total responses.
- Respondents point to what is “lacking” in Nogales, including: opportunity, business incentives, vision
 - Offers the opportunity to educate on vision for the community and communicate on projects and accomplishments
- Desire to make Nogales a destination for shopping, tourism, jobs, and business.
- Morley Avenue is not a frequent destination, but there is strong interest by all in seeing it revitalized.
 - 59% visit only on “special occasions” (40%) or “never” (19%)
 - Respondents indicated that they would prefer to see a more “welcoming” scenery upon entering Nogales,AZ.
- Respondents confirm that due to long wait times they are open to paying a fee for access to expedited crossing lanes.
 - Offers an opportunity to promote SENTRI/GLOBAL ENTRY



Photo: Nogales Community Development

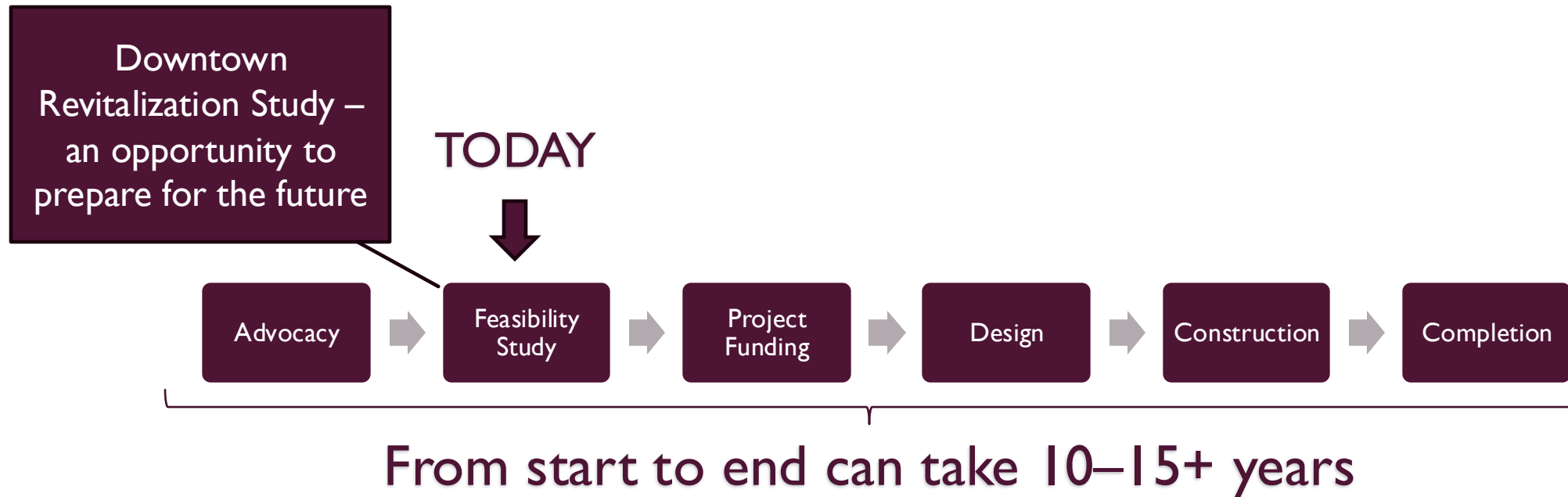
INTRODUCTION

BACKGROUND

- In partnership with the U.S. General Services Administration (GSA), the U.S. Environmental Protection Agency (EPA) awarded Technical Assistance Support to conduct a Downtown Revitalization Study as part of the broader federal process being carried out by GSA to modernize the DeConcini Port of Entry.
- The Downtown Revitalization Study is designed to help the community leverage the anticipated federal investment at the DeConcini Port of Entry by defining strategies to renew and improve downtown Nogales and significant sectors of the community. The study is an opportunity for the community to define a vision for the future. The vision can include future initiatives or projects that will help ensure sustainable growth and enhance quality-of-life for Nogales, AZ.
- The study process will also help inform GSA's strategy for the port modernization and identify federal and other resources to help fund the community implementation of its vision.
- Similar studies have been completed in San Luis and Douglas that have addressed downtown revitalization, multimodal transportation connectivity, and economic development.
- The EPA has hired Renaissance Planning to carry out the study and prepare the final report. The Greater Nogales Santa Cruz County Port Authority has partnered with the EPA and GSA to support the stakeholder outreach efforts throughout the study, which includes conducting public surveys.
 - A complete list of stakeholder partners can be found on page 8.

- ***The Downtown Revitalization Study will be one of several opportunities for the community to share their thoughts, questions, and general feedback in what will be a multi-year process for the future of Nogales and the DeConcini Port of Entry.***
- The U.S. General Services Administration is currently conducting a Feasibility Study for the modernization of the DeConcini Port of Entry that will determine any changes to the footprint of the port, provide a conceptual design for the modernized facility, and include an estimated project cost. The Feasibility Study is a federal-only process, and the final report will not be released to the public.
- After receiving a \$500,000 congressional appropriation, the U.S. General Services Administration (GSA) has initiated the multi-year process for the modernization of the port.
- The Greater Nogales Santa Cruz County Port Authority, its board of directors, and its many stakeholder partners, have been advocating for the modernization of the DeConcini Port of Entry as it no longer meets the mission requirements for U.S. Customs and Border Protection and continues to be one of the most outdated and congested ports on the entire U.S.-Mexico border.
- For updates about the Downtown Revitalization Study, please visit <https://www.nogalesport.org/downtown-revitalization-study>.

DeConcini Modernization



The modernization of the port of entry is a multi-year process that entails persistence, continued advocacy with full coordination with Mexico, requiring strong partnerships with key federal agencies that include GSA and CBP. But the benefits will have generational impacts and offer benefits to both the US and Mexico. The Downtown Modernization Study is an opportunity for Nogales to leverage the anticipated investment in the port to promote development of many other areas or sectors in the community.

A special thank you to the following stakeholder partners for their support to fund our research efforts and the studies, and for distributing the survey to as many people possible in Ambos Nogales!!

- City of Nogales, AZ
- Environmental Protection Agency – Office of Community Revitalization, and Region 9
- Fresh Produce Association of the Americas
- General Services Administration – Region 9
- INDEX Nogales
- Nogales Community Development Corporation
- Nogales U.S. Customhouse Brokers Association
- Nogales-Santa Cruz County Chamber of Commerce
- Nogales-SCC Economic Development Foundation
- Santa Cruz County, AZ
- Santa Cruz Mining Cluster

SURVEY METHODOLOGY // 456 TOTAL RESPONSES!

- *Survey questions were intended to understand the public's cross-border experience, their motivations for crossing the border, and their vision for the future of Nogales.*
- Questions were developed in consultation with the study team, and were made available in English and Spanish.
- Language of submissions: Approx. $\frac{3}{4}$ English, $\frac{1}{4}$ Spanish
- Survey available from July 11 to August 2, 2024
- Methods of distribution:
 - Port Authority's board members' networks
 - Port Authority e-blast via MailChimp (250+ subscribers)
 - Individualized email invitations
 - Social media channels (Website, X, LinkedIn)
 - Online pop-up ad (3 days) and e-blast (15,000 subscribers) via the *Nogales International*
 - Op-ed published in the *Nogales International*
- **Total responses received: 456**

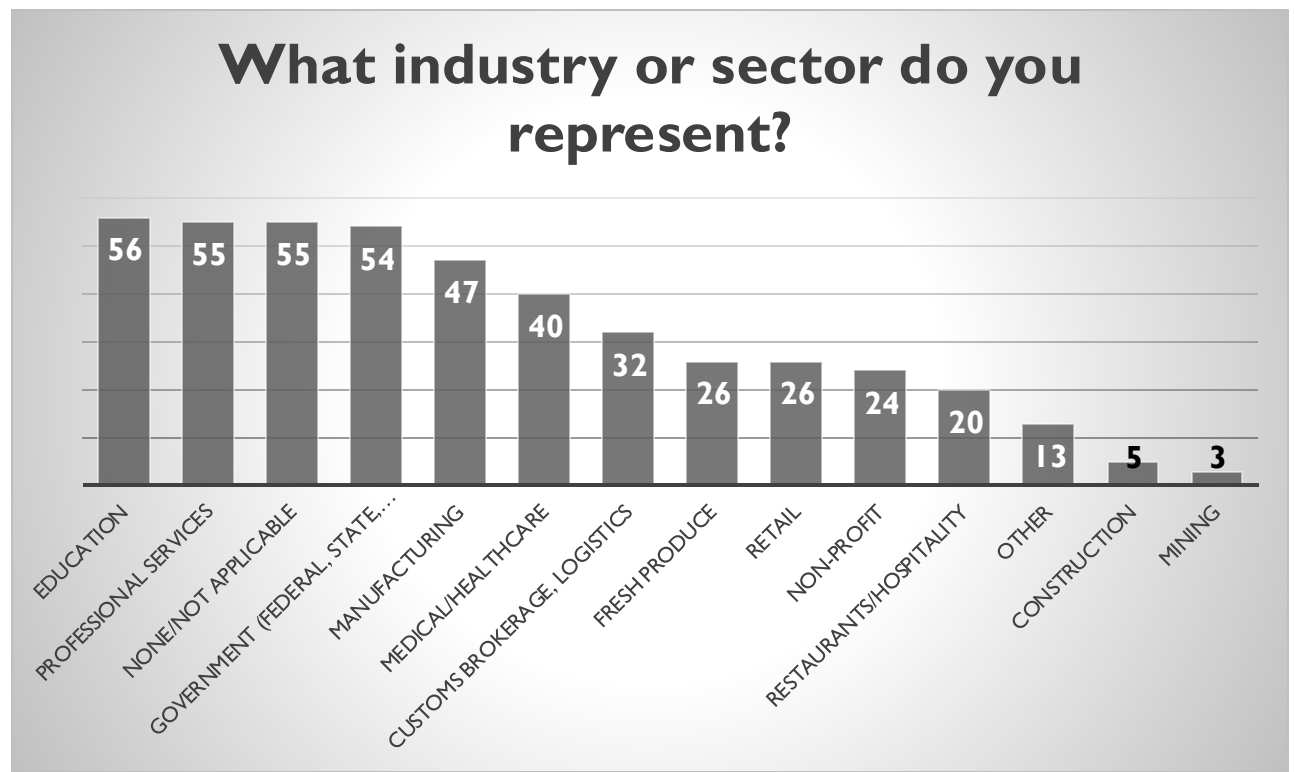
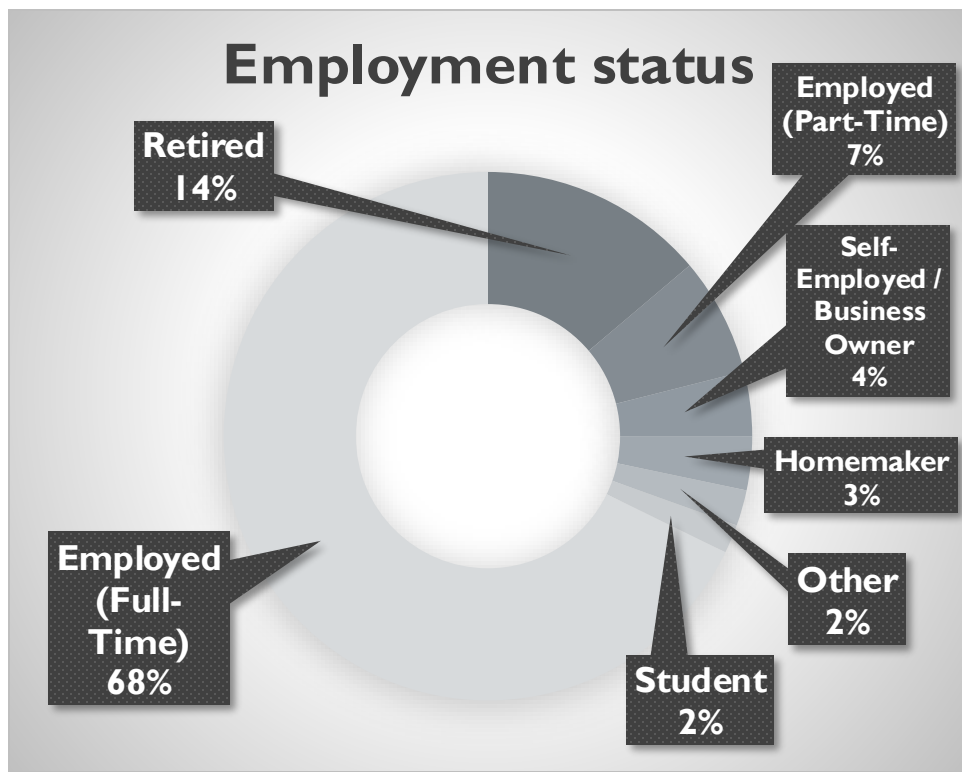
- Survey data was collected using Microsoft Forms.
- Questions were multiple choice and open-ended text responses.
- To prepare the following report, data was cleansed, reorganized, and recategorized as appropriate to better demonstrate notable trends.
 - For example, new categories were created for several questions based on quantity of similar responses reported in “Other”.
- “Word clouds” were auto-generated by Forms for open-ended text responses to highlight common keywords.
- A copy of the complete dataset is available upon request. Please note that any personal information will be removed for distribution.



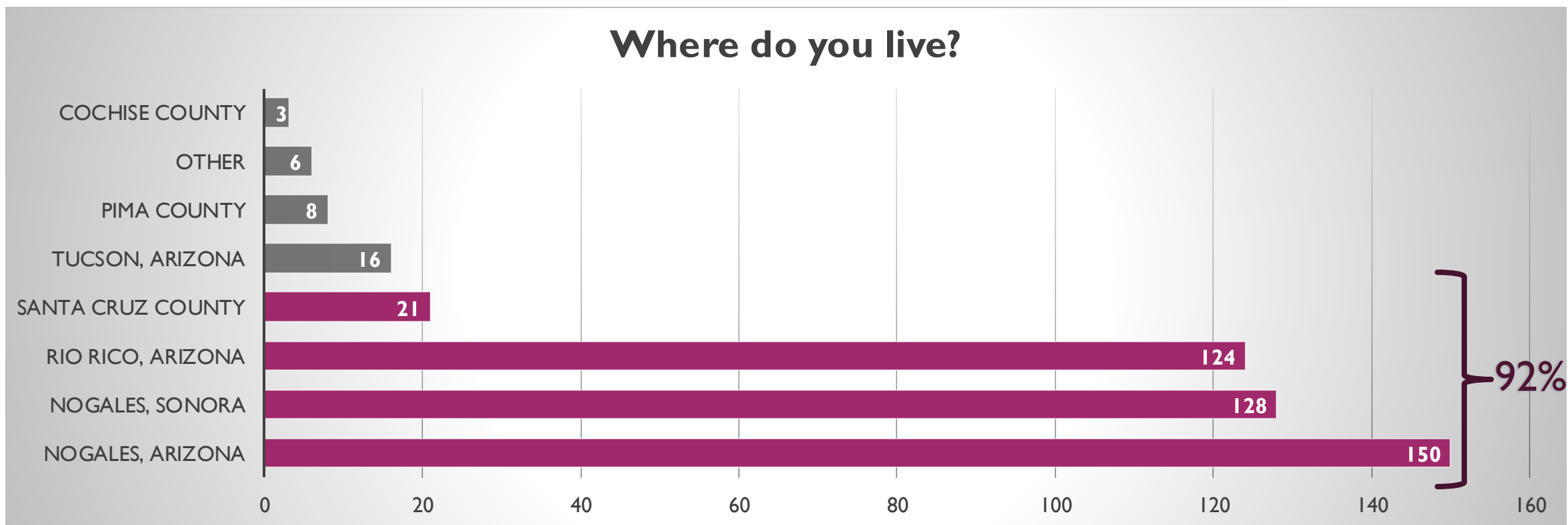
Photo: Nogales Community Development

PART I: DEMOGRAPHIC INFORMATION

BROAD CROSS-SECTION OF AMBOS NOGALES COMMUNITY PARTICIPATED IN THE SURVEY



92% OF RESPONDENTS FROM AMBOS NOGALES/SANTA CRUZ COUNTY

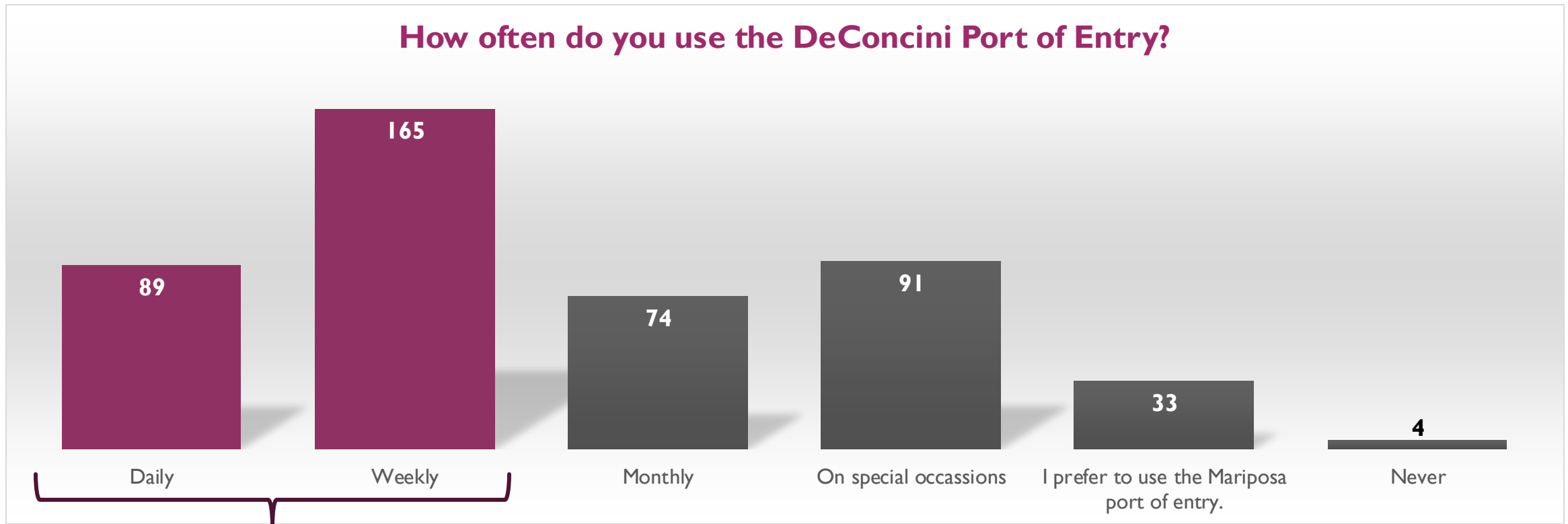




PART II: USE OF DECONCINI PORT OF ENTRY

MAJORITY OF RESPONDENTS FREQUENTLY USE DECONCINI, BUT ALSO REPORT THAT CROSSING BEHAVIOR HAS CHANGED FROM PREVIOUS YEARS.

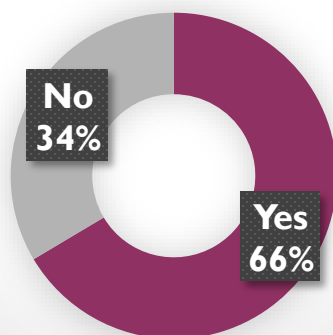
How often do you use the DeConcini Port of Entry?



56% are daily or weekly crossers

WAIT TIMES AT THE BORDER CONTINUE TO BE A DETERRENT FOR CROSS-BORDER TRAVELERS

Has the frequency which you cross at the DeConcini Port of Entry changed in the past 5 years?



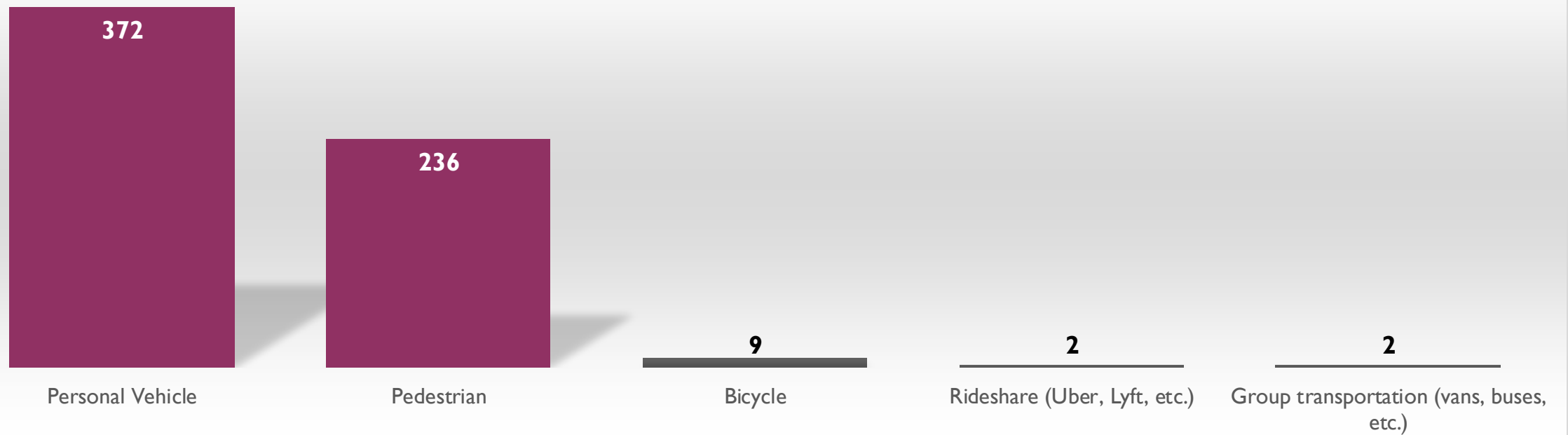
456 responses submitted

If yes, why are you crossing the border more or less?



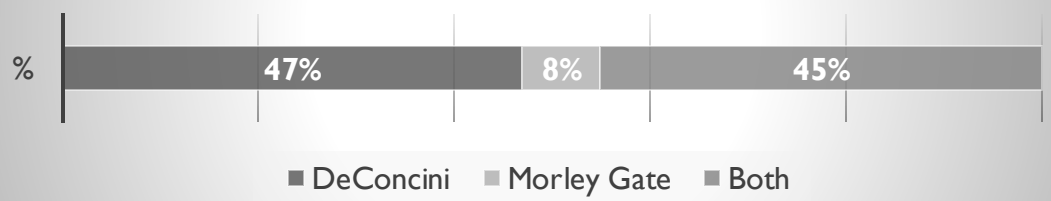
USE OF PERSONAL VEHICLES DOMINATES CROSSINGS

If you do cross at DeConcini, what mode do you use to cross the port?

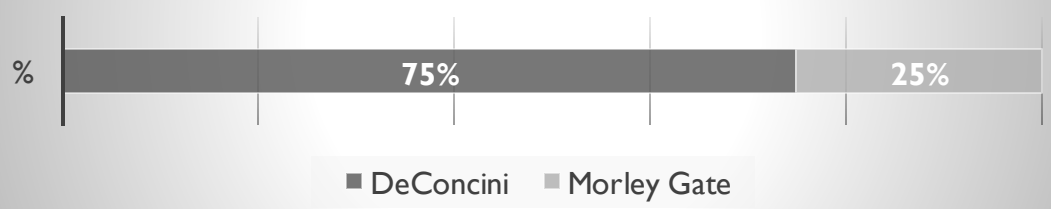


PEDESTRIANS FAVOR DECONCINI, INDICATING THAT FUTURE PLANS SHOULD INCLUDE PICK-UP/DROP-OFF

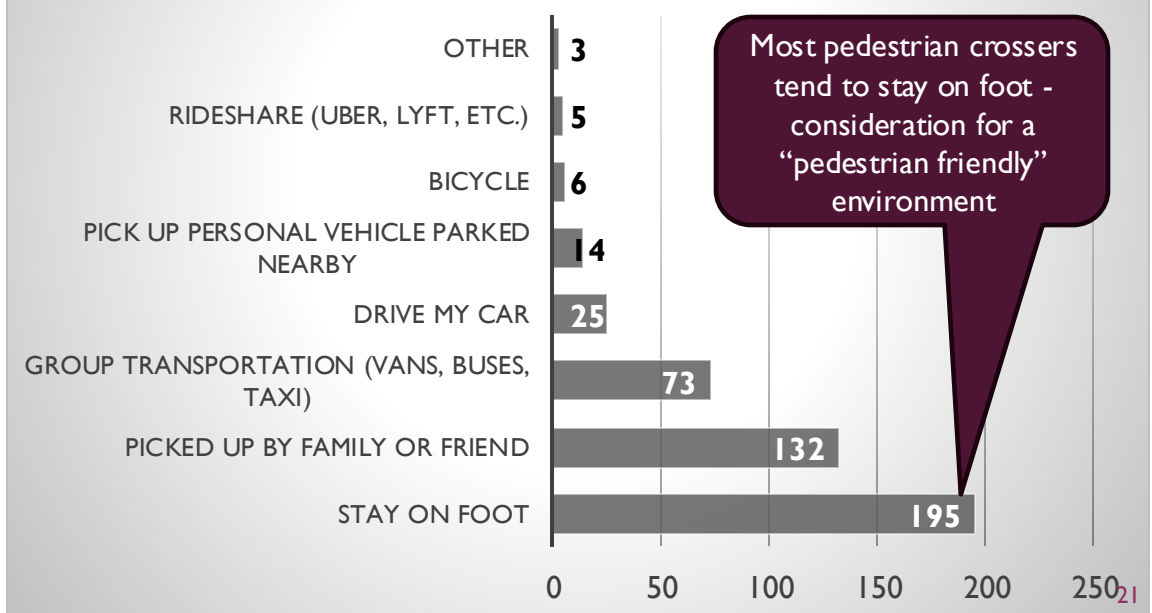
If pedestrian, which crossing do you typically use?



If both, which crossing do you use the most?

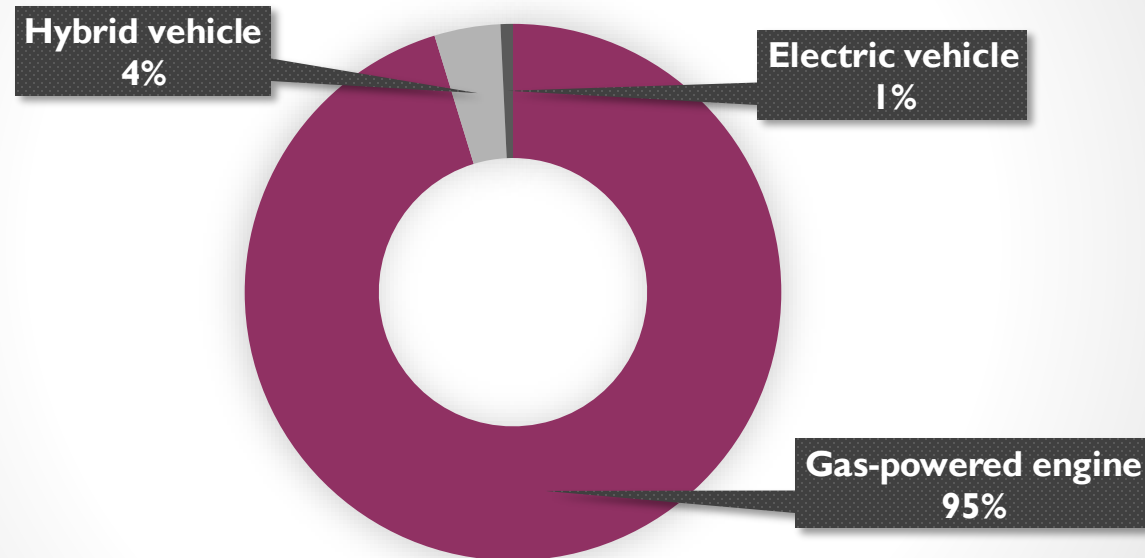


If pedestrian, what mode of transportation do you use after crossing the border?



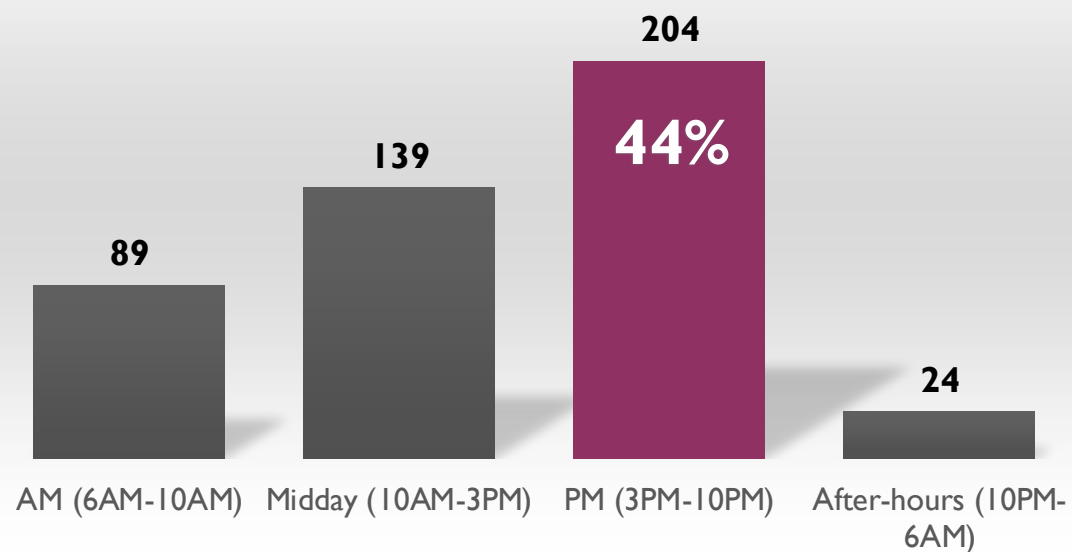
ELECTRIC MOBILITY IS NASCENT, GIVES TIME TO PLAN/DEPLOY/MARKET CHARGING NETWORK FOR RESIDENTS, TOURISTS, AND VISITORS

If personal vehicle, which type of vehicle do you typically use?

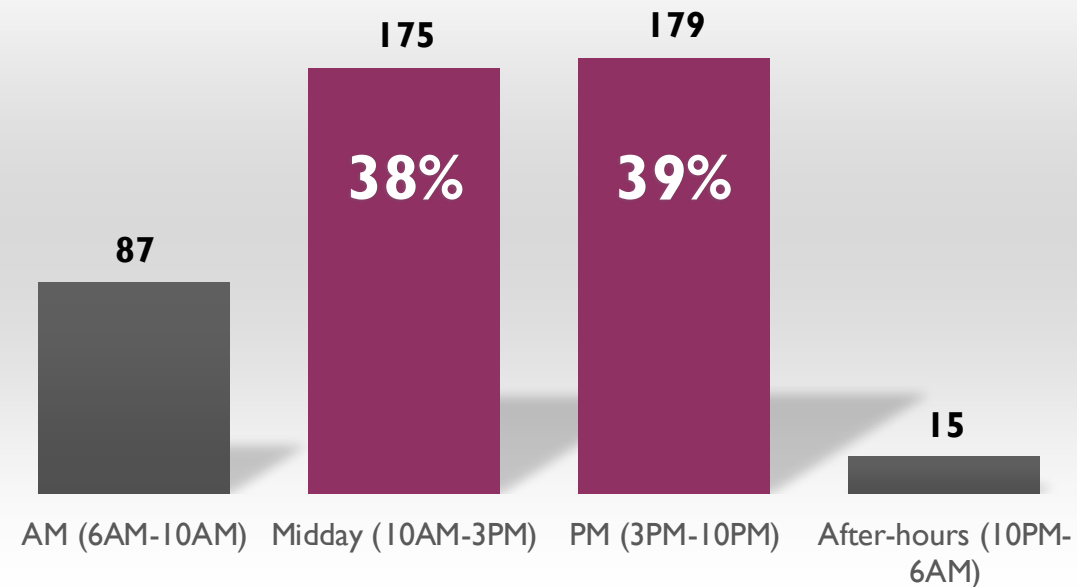


NB/SB CROSSING TIMES REFLECT DAILY EXPERIENCE

What time of day do you typically cross the border northbound?

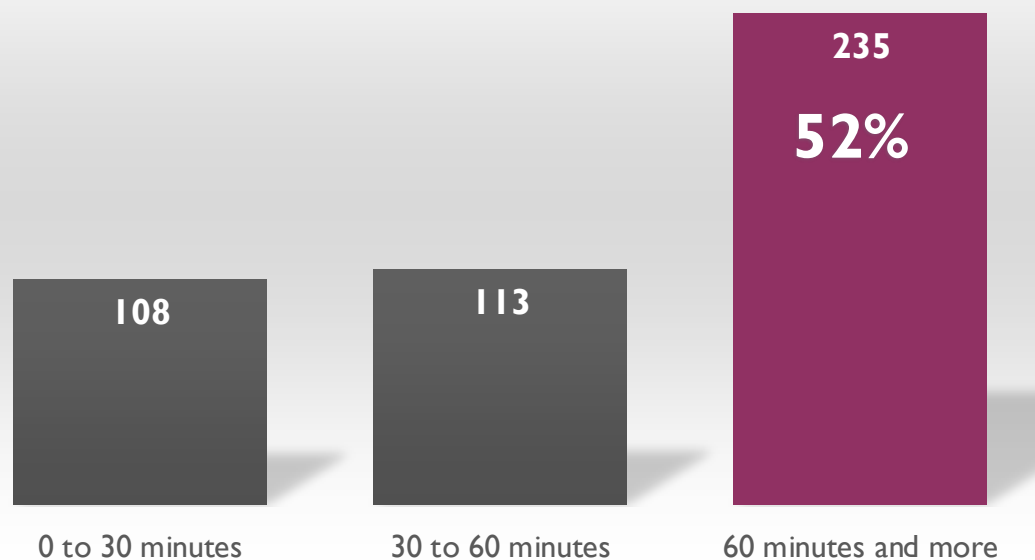


What time of day do you typically cross the border southbound?

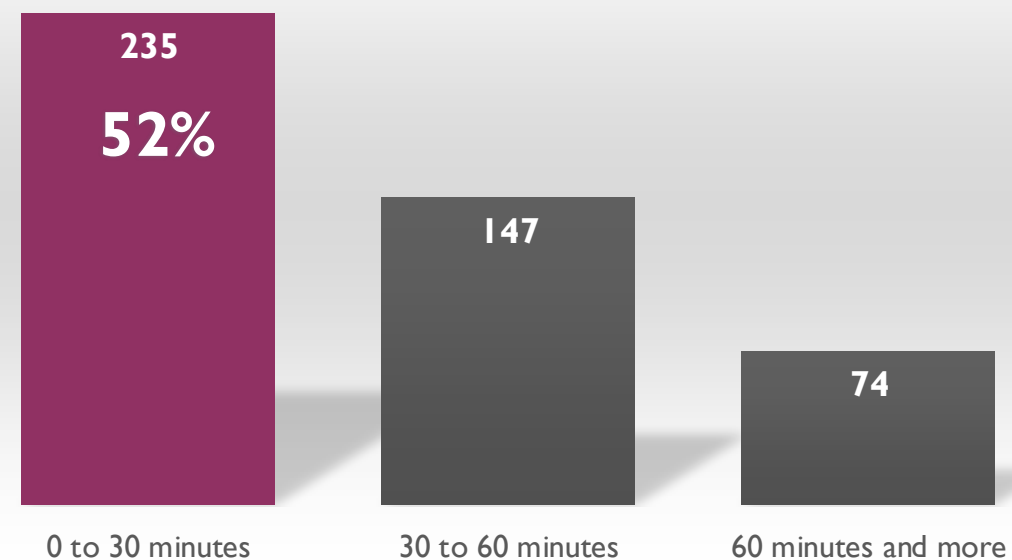


SUBJECTIVE ESTIMATES ON WAIT TIMES: NORTH-BOUND IS MUCH LONGER

How long do you estimate that it takes to cross the border into the U.S. (northbound)?

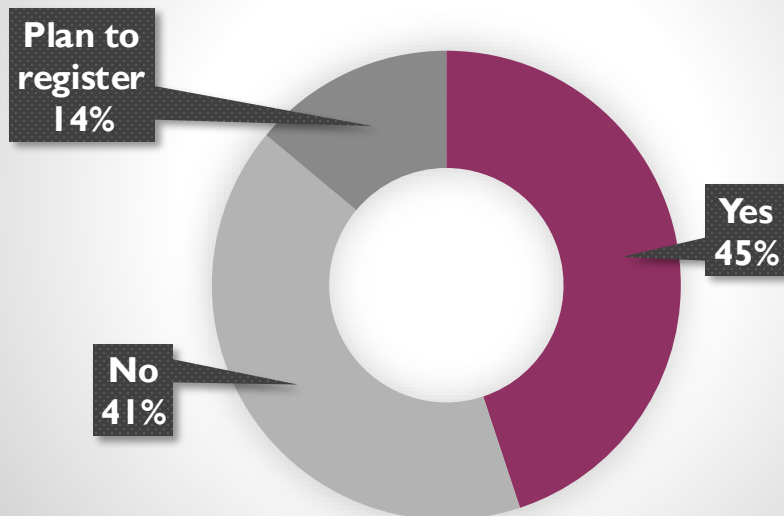


How long do you estimate that it takes to cross the border into Mexico (southbound)?



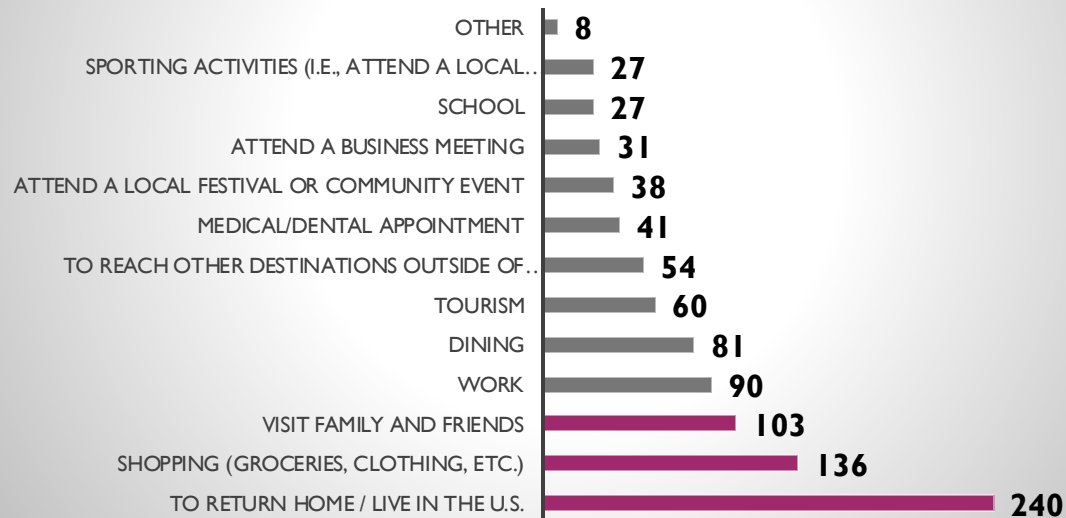
NEED TO PROMOTE GREATER USE OF THE SENTRI/GLOBAL ENTRY PROGRAM

Are you a SENTRI or GLOBAL ENTRY participant?



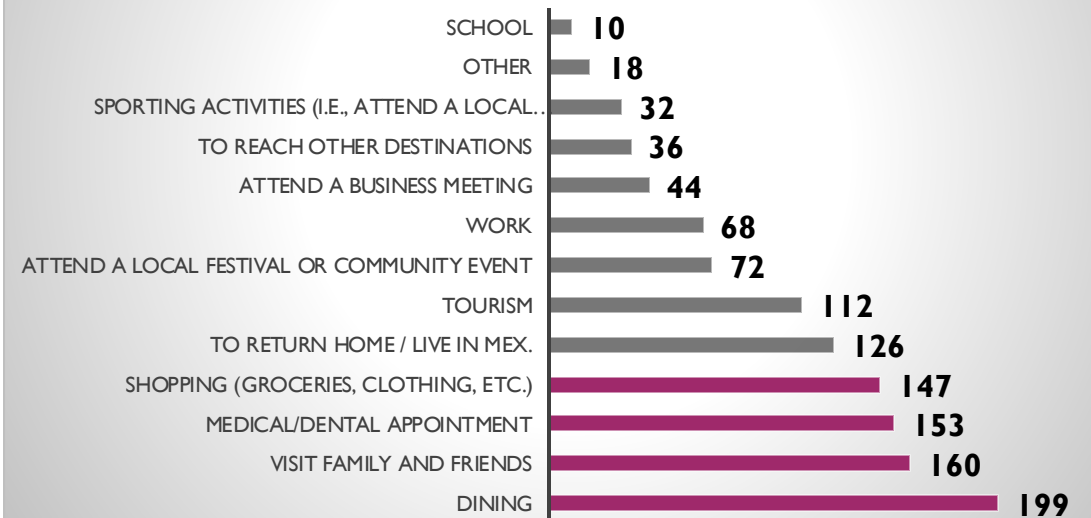
- Opportunity to work with stakeholders to develop and implement a strategy to promote SENTRI/GLOBAL ENTRY on both sides of the border as people will be able to cross the border faster helping to address one of the biggest deterrents for crossing.
- Must coordinate with deployment of access lanes from Mexican side.

In the last 60 days, what reasons have you crossed into the U.S. (northbound) for?



Majority live in the U.S. and work in Mexico

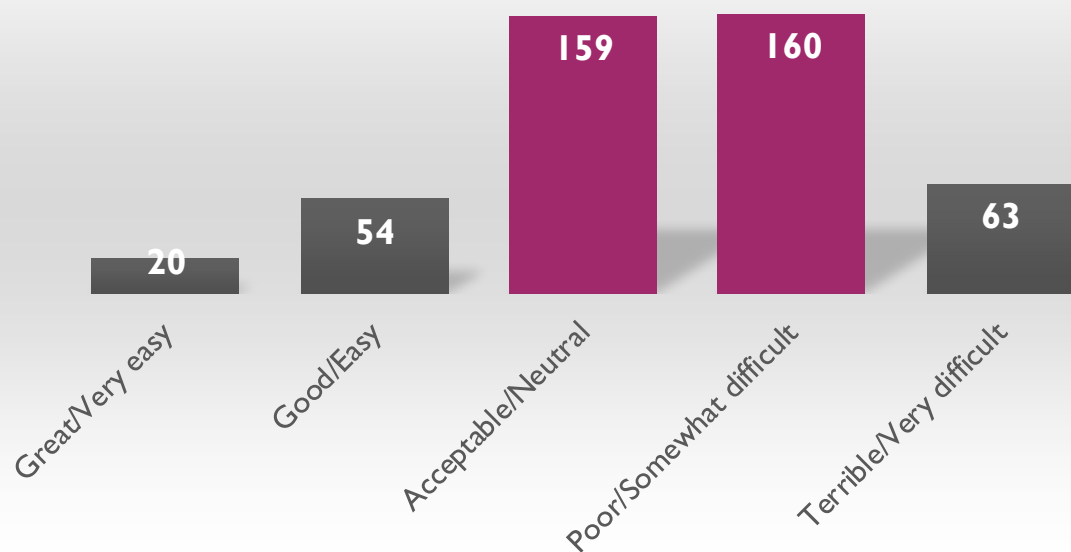
In the last 60 days, what reasons have you crossed into Mexico (southbound) for?



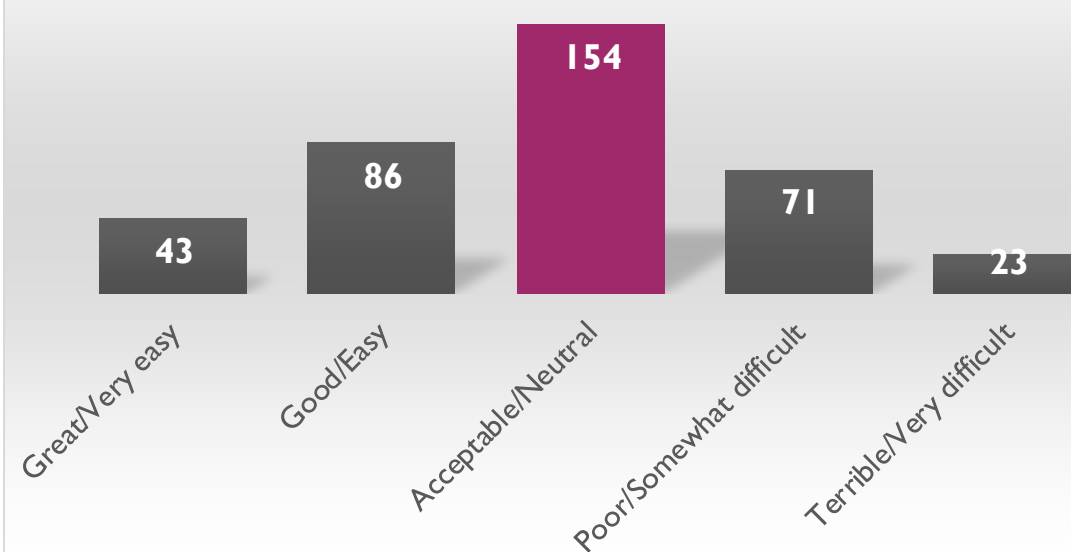
Dining, visiting family, and medical are principal reasons for crossing into Mexico

BORDER CROSSERS GENERALLY HAVE A NEUTRAL OR NEGATIVE EXPERIENCE ABOUT THE DECONCINI POE & MORLEY

How would you describe your experience using the DeConcini Port of Entry?



How would you describe your experience using Morley Gate?



WAIT TIMES, STAFFING, AND THE NUMBER OF OPEN LANES SHAPE PERCEPTION OF BORDER CROSSING EXPERIENCE

Please describe your experience or provide an example that illustrates your experience using the DeConcini Port of Entry:

A word cloud visualization of survey responses. The most prominent word is "CROSS" in large, bold, black letters. Other significant words include "officers", "lines open", "wait time", "wait a long", "time too long", "longer wait", "Long lines", "Sentri Lane", "wait lines", "sentri line", "lanes are open", "times the lines", "long time", "takes too long", "long to cross", "pedestrian lines", "line is too long", "Lines are sometimes very slow", and "CROSS THE BORDER". The words are arranged in a circular pattern, with "CROSS" at the center.

- One observation, particularly from Mexican respondents: when primary lanes are closed, it is difficult for cars to merge to the remaining open lanes, creating additional congestion.
- Possible opportunity for Intelligent Transportation Signage on the Mexican side that indicates open or closed lanes.



Photo: Nogales Community Development

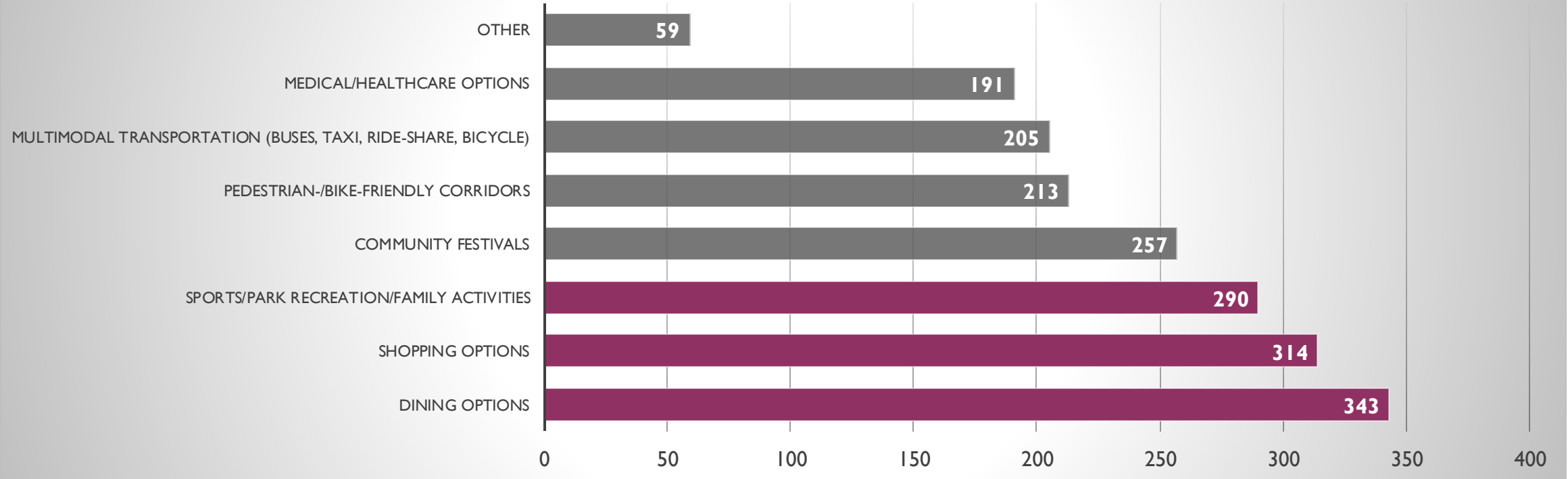
PART III: VISION FOR NOGALES

OVERALL POSITIVE PERCEPTION OF NOGALES, BUT MANY RESPONDENTS FROM MX INDICATED THEY DIDN'T KNOW WHERE SANTA CRUZ COUNTY IS LOCATED...MARKETING OPPORTUNITY?



CLEAR INTEREST IN MORE DINING, SHOPPING, AND RECREATION OPTIONS

What amenities would you like to see offered in Nogales, AZ?



“LACKING” DEFINES CHALLENGES... LACKING OPPORTUNITY, INCENTIVES, VISION... OPPORTUNITY TO EDUCATE ON VISION FOR COMMUNITY

What 3 challenges do you see for growth/economic development in Nogales, AZ?

A word cloud of responses to the question 'What 3 challenges do you see for growth/economic development in Nogales, AZ?'. The most prominent words are 'Lacking', 'People', 'businesses', 'city', 'local businesses', 'Lack of opportunity', 'Lack of incentives', 'Lack of jobs', 'Lack of vision', 'Lack of leadership', 'NOGALES', 'city or county', 'lack of employment', 'Local government', 'lack of interest', 'need', 'small business', 'lack of housing', 'new business', and 'lack of investment'.

“Lacking...”
Opportunity
Business
Incentives
Vision
Leadership

OPPORTUNITY AROUND MAKING NOGALES A DESTINATION FOR SHOPPING, TOURISM, JOBS, BUSINESS...

What 3 opportunities do you see for growth/economic development in Nogales, AZ?



Opportunity to promote

Tourism

Shopping

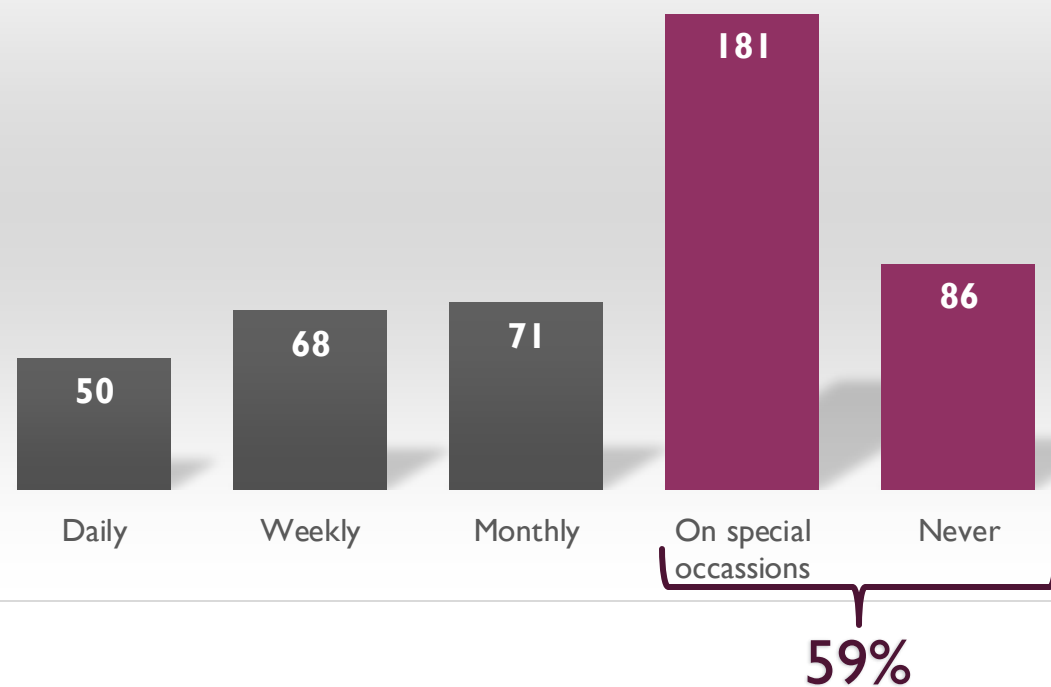
Proximity to the border

Job Opportunities

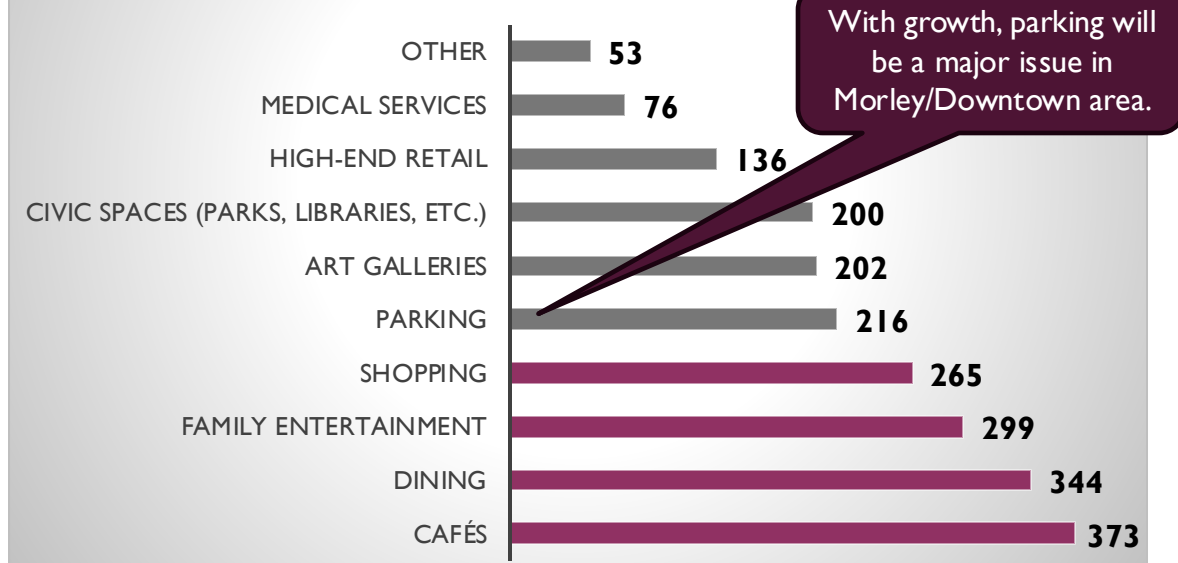
New Business

RESPONDENTS CONFIRM THAT MORLEY IS NOT A FREQUENT DESTINATION, BUT INTEREST BY ALL IN SEEING IT REVITALIZED

How often do you visit the Historic Downtown/Morley Avenue?



What amenities would you like to see offered in Historic Downtown/Morley Avenue?



NEED TO HAVE MORE WELCOMING SCENERY AS PEOPLE ENTER NOGALES, AZ

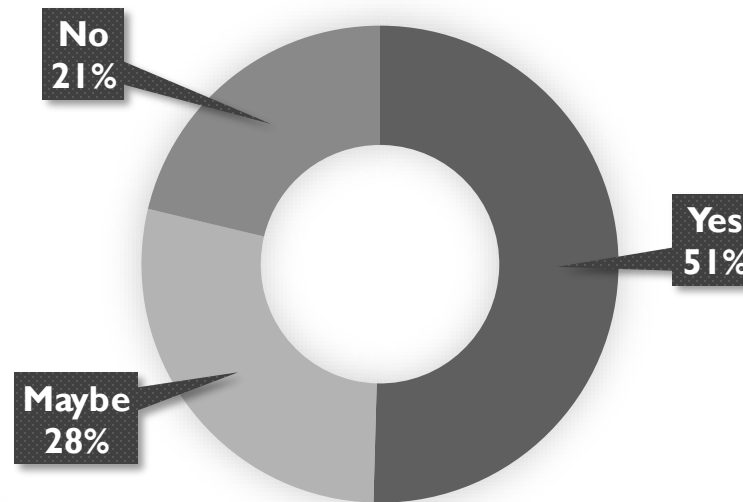
We welcome ideas to make our community more welcoming for visitors from Mexico and tourists in general:



Better Stores
Tourism
Business
Public Transportation

LONG WAIT TIMES OPEN OPPORTUNITY FOR EXPEDITED LANES TO CROSS FASTER, POSSIBLE REVENUE STREAM

Would you consider paying a fee to use a dedicated lane for faster crossing at the port of entry?



Willingness to pay re-enforces opportunity to promote SENTRI/GLOBAL ENTRY

NEXT STEPS

- Survey results to be shared with the Environmental Protection Agency to be integrated with the final report of the Downtown Revitalization Study.
- The Port Authority will be distributing the findings of the study via its website, social media channels, and work with *The Nogales International* to publish it in the local newspaper.
- The Port Authority will support the organizing of the Community Workshops that will be held in Nogales in late October.
 - Survey findings will help shape the discussions that will be moderated by the EPA's planning consultant.
- Other community outreach meetings may be scheduled as deemed appropriate, which may include presentations to industry and non-profit organizations in Ambos Nogales.
- Consideration may be given on creating follow-up surveys, particularly focused on amenities that should be offered in the community.

THANK YOU!

WWW.NOGALESPORT.ORG

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