



CITY OF DUBLIN

## 2010 Resident Satisfaction Survey Executive Summary

### Overview

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The City of Dublin performs a biennial Public Opinion and Citizen Satisfaction Survey as part of its ongoing efforts to understand and better serve its residents. The goal of the program is to *gauge citizen attitudes regarding*:

- City services and attributes
- Customer service
- Citizen involvement
- Goals for Dublin

The first Public Opinion and Citizen Satisfaction Survey was conducted in 2000, followed by surveys every two years. The information gathered by these surveys provides data to measure changing perceptions, benchmark performance over time, develop priorities and improve levels of service.

*Note: In places, this document references Council and Administration priorities. Council goals can be found at <http://www.dublin.oh.us/council/goals/>. Other goals and priorities include topics and issues Council and the administration have focused on in the previous two years.*

### Methodology

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The 2010 survey was spearheaded by the City of Dublin Division of Community Relations and conducted by Clary Communications. It varies from previous surveys in several ways:

1 – For the first time ever, all residents of the City of Dublin were invited to participate in the survey with a card posted on the cover of the 2010-2011 Resident Guide. The Guide was distributed via “Dublin Life” magazine to each residential dwelling that receives individualized trash collection in the City – approximately 14,000 homes. Residents were asked to go to a Web address to complete the survey. Other communications strategies designed to encourage survey participation included media stories, inclusion in the “In Touch” ads in the Dublin Villager, e-News and social media messaging.

As a result, 668 residents – approximately 5% of all Dublin households – responded. The high rate of response ensures a +/- 5.0% sampling error at a 95 percent confidence level.

2 – The survey was conducted online only. In 2008, the City offered the survey online and via mailed versions. The response rate to the online survey was lower than the mailed survey, but responses between the surveys were statistically consistent.

3 – Many of the questions in the survey were modified from previous surveys. In some cases, this precludes exact comparisons to previous years' data. However, trends can be extrapolated over time in many important areas.

This survey had more than 350 questions and required more than a half hour to complete. Community Relations staff and Clary Communications had some concern that respondents would abandon the effort before completion. This did not turn out to be the case. There is little difference between the number of answers tabulated for early questions and answers for questions at the end of the survey.

A final note on calculations: In the executive summary and data report, percentages represent only those people who responded to a given question. If a respondent did not answer a question, it is not included in tabulations. Numbers have been rounded to the nearest percentage point, so totals may not equal 100%.

## Overall ratings

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As with past surveys, the data show that residents are pleased, overall, with our community and the level and quality of service provided by the City of Dublin.

### Grade:

98% of respondents gave the City of Dublin a grade of "A" or "B" when asked to rate the community as a place to live. **One statistically significant change from previous years is that 6% more people gave the City an excellent rating than in 2008.**

	2010	2008
A (excellent) .....	78%	72%
B (good) .....	20%	27%
C (fair) .....	1%	1%
D (poor) .....	0%	0%

### National Citizen Survey:

The Community Survey shows general consistency with results from the National Citizen Survey (NCS), which the City performed in 2009. The NCS is a survey offered through International City/County Management Association (ICMA) and allows the City to benchmark its performance against other communities.

Dublin’s Community Survey explores specific issues and levels of interest that the NCS cannot. It is valuable as a benchmark for City performance over time.

An important difference between the NCS and Community Survey is that the former reports results for each question as a ranking of how a community compares to other communities rather than as a percentage. The Community Survey results are reported as a percentage.

Where 98% of residents rate Dublin an excellent or good place to live in the Community Survey, the City ranked first<sup>1</sup> out of 206 communities in the NCS. Comparison with a sampling of other top survey responses from the NCS shows the following correlation:

	<b>City</b>	<b>NCS</b>
<b>Street repair/maintenance</b>	<b>95%</b>	<b>1/360</b>
<b>Recreation Centers</b>	<b>88%</b>	<b>2/219</b>
<b>Safety in neighborhood</b>	<b>99%</b>	<b>6/267</b>
<b>Police services</b>	<b>91%</b>	<b>3/355</b>
<b>Parks</b>	<b>97%</b>	<b>3/258</b>

**City Services/Programs:**

Most of the City of Dublin’s programs or attributes received strong ratings in the excellent/good categories, including:

	<b>2010</b>	<b>2008</b>
Parks .....	98%.....	97%
Municipal Pool (South) .....	96%.....	95%
Maintenance/Seasonal Services .....	95%.....	94%
Recreation Services .....	91%.....	92%
Police .....	91%.....	93%
Customer Service .....	90%.....	95%
Recreation Center .....	88%.....	92%
Municipal Pool (North) .....	88%.....	91%
Traffic and Roadways .....	85%.....	87%
Information to Citizens .....	79%.....	76%

These percentages exclude “don’t know” responses from calculations. It is statistically significant that customer service ratings were 5% lower in 2010 than in 2008. The rating for 2010 is consistent with the ratings in 2006 and 2004.

**Community Priorities:**

In an **unaided** question, respondents were asked what things the City could do and/or provide that would leave them feeling “delighted,” assuming taxes remained the same. **Many of the responses reflect City Council and the Administration’s priorities, including bicycle transportation, Historic Dublin and Dublin Village Center.**

Primary responses included:

- More bike paths/lanes
- Nothing
- Growth – but with better parking – in Historic Dublin
- Address traffic enforcement
- Lower taxes
- More athletic fields
- More sit-down restaurants
- More street lights
- Improve Dublin Village Center

*These responses are somewhat consistent with 2008 unaided responses, which indicated the following priorities:*

- *Improve traffic*
- *Nothing*
- *More/improved bike paths*
- *Reduce taxes/spending*
- *More park/green space*
- *Recreation/family activities*
- *More restaurants/shopping, entertainment*
- *Beautification*
- *Control growth*

### **Budgetary Priorities:**

In an **aided** question about the City's budgetary priorities, respondents ranked the following highest. **The top responses reflect City Council and the Administration's priorities, including traffic, bicycle transportation, Wi-Fi service and environmental sustainability. Historic Dublin ranked highest among unaided responses to this question.**

- Improve roads to enhance traffic flow
- Increase connectivity of bike transportation
- Provide Wi-Fi service to residential houses
- Place overhead utilities underground
- Provide more bike paths
- Promote environmental sustainability
- Develop new indoor recreational facilities
- Acquire additional parkland
- Develop new outdoor recreational facilities
- Develop additional public art projects
- Construct a new City Hall
- Increase the number of community events

*Exact comparisons could not be made to 2008 survey results because the list of aided responses was different. However, responses for the categories that were repeated are consistent, except that environmental sustainability increased to 16% in 2010, compared to 8% in 2008. Other responses were comparable.*

**Unaided** suggestions to this question offered by respondents include:

- Historic Dublin traffic and parking
- Bike paths
- Water and sewer to all
- Taxes

### **Community Goals:**

When asked in an **unaided** question what Dublin's top-three goals should be, respondents mentioned the following most frequently. **The top responses reflect City Council and the Administration's priorities, including traffic, growth, safety, economic development, Historic Dublin and bike paths.**

- Work on traffic/roadways
- Keep taxes down
- Manage controlled growth
- Address safety
- Attract business
- Improve Historic Dublin
- Expand bike paths

*Responses in 2008 cited many of the same goals:*

- *Safety*
- *Traffic*
- *Controlled growth*
- *Schools*
- *Reduce/maintain taxes*
- *Attract business*
- *More parks/green space*

## **Goals and priorities**

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In the survey, the City strives to gather resident feedback on topics associated with City Council and the Administration's priorities and goals, as well as key areas the City is addressing.

### **Transportation/Traffic and Roadways:**

In an **aided** question residents gave excellent/good ratings to the following:

- Beautification and landscaping of roadways ..... 93%
- Ease of traffic flow on neighborhood streets ..... 86%
- Ease of traffic flow on roundabouts ..... 74%
- Ease of traffic flow on main roadways ..... 73%

- Neighborhood traffic calming .....46%

In an **aided** question residents ranked the following intersections as most in need of improvement:

- Avery-Muirfield Corridor - US 33 to Perimeter .....27%
- Dublin Road and Glick Road .....26%

**Bicycling:**

80% of respondents never use a bicycle to commute to work or school and 60% never bike for errands. Bicycle riding is primarily for recreation (38% daily/weekly).

When asked in an **aided** question what barriers exist to using a bicycle more frequently to commute or for errands, respondents said:

- Lack of connecting paths
- Traffic and safety
- Lack of places to park bikes
- Weather
- Crossing main highways
- No dedicated bike lanes
- Bridge at routes 33 and 161

**Community Planning:**

Respondents gave excellent/good ratings to Dublin for being a well-planned community (85%) and the City’s management of growth (76%). Both are comparable to 2008.

77% of respondents were aware that the City has a Community Plan. In 2008, 53% were aware of the Community Plan.

However, fewer felt very knowledgeable about the content of the plan. Half were somewhat knowledgeable and 43% felt they were not knowledgeable.

Respondents felt that Dublin requires enough architectural quality in its residential buildings (66%) and commercial buildings (65%).

63% felt that the building code was excellent/good, with 24% “don’t knows.”

**Environmental Sustainability:**

66% of respondents felt they were recycling more/much more than in 2008.

66% felt that the larger blue recycling bin had increased the amount of recycling in their household.

71% did not feel that their neighbors left their bin at the curb too long after collection.

66% felt that residents should be required to store receptacles in an enclosed structure, such as a garage, when they are not being put out for collection.

88% supported an increased emphasis on environmental sustainability programs by the City.

When asked what the City can do to increase the amount of recycling, respondents said:

- Education
- More blue bins
- Expand the recyclable list
- Accept plastic bags
- Include apartments and condos
- Eliminate blue bins
- Use smaller recycle bins

When asked what the City should do to increase its environmental sustainability practices, respondents said:

- Education/workshops
- More blue bins
- Encourage composting
- Keep green space
- Hazardous waste drop-off

### **Historic Dublin:**

12% of respondents shop in Historic Dublin more than once a month, while 15% didn't shop there in the past two years. The remaining 73% shopped there from 1 to 6 times or more in the past two years.

23% dine in Historic Dublin more than once a month and 4% didn't dine there at all in the past two years. 41% have dined 6 or more times in the past two years.

Both shopping and dining numbers improved from 2008.

The majority of respondents felt that parking was sufficient often or sometimes (78%) and felt parking was easy to locate (75%). Few (13%) used a bike rack and even fewer (10%) used valet parking.

## **Other key data**

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### **Customer service:**

In terms of overall customer service from the City, 90% of respondents rated City staff as excellent/good and 92% rated overall courtesy of City staff as excellent/good.

66% of City of Dublin residents surveyed had contacted the City to address a concern or need in the past two years.

- The majority (86%) did so by telephone, followed by e-mail (36%).
- Respondents most frequently contacted the City regarding police issues, followed by utility issues, building permits, grounds and maintenance issues, chipper service and neighborhood code violations.

### Recreation services:

In **aided** questions residents rated the following parks and recreation facilities as most important in satisfying household recreation needs in the summer months:

- Walking/hiking/biking trails
- Naturally preserved areas
- Community Recreation Center
- Outdoor swimming pools
- Playgrounds

In **aided** questions residents rated the most important parks and recreation facilities in satisfying household recreation needs in the winter months:

- Walking/hiking/biking trails
- Community Recreation Center
- Naturally preserved areas
- Sledding areas
- Indoor swimming pools

In **aided** questions residents rated the following ecological/natural resources as most important for preservation and conservation:

- Wooded lots/forests
- Scenic views
- Streams
- Water quality
- Bird/mammal/reptile/amphibian habitat
- Followed closely by grassland/prairie/wildflower meadows and unique geological features

When asked to select an age group that recreational programs should focus on, there were almost equal responses regarding all age groups – from preschool to seniors. In **aided** questions residents rated the following as the most important recreational programs:

- Fairs/festivals
- Fitness/wellness programs
- Holiday events
- Aquatic
- Athletic sports leagues/camps

With the exception of the use of outdoor athletic fields, courts and playgrounds, residents surveyed rarely rely on school-district facilities during non-school hours to fulfill recreational needs. Slightly more respondents rely on private recreational facilities such as private fitness clubs and private golf clubs.

Upon rating availability of parks, respondents most often cited insufficient availability for:

- Walking access points to the Scioto River
- Indoor walking/jogging track space
- Parks along the Scioto River

Respondents felt they were sufficiently aware of the availability of Dublin recreation areas, programs and opportunities (73%).

Respondents overwhelmingly believed that parks, natural areas and proximity to trail and bike-path access increased property values.

43% rated the size of the Community Recreation Center as excellent/good relative to its attendance.

#### **Taxation:**

In **aided** questions, half of all respondents rated ease of finding and using online income-tax filing as excellent/good.

79% of respondents said they believe the majority of their local income taxes pay for City of Dublin services, while 21% felt that they paid for Dublin City Schools.

Conversely, 83% of respondents said they believe their local property taxes pay for Dublin City Schools and 17% felt they pay for City of Dublin services.

When asked if local income taxes were paid by people living in Dublin or people working in Dublin, the responses were equally divided (49% to 51%).

#### **Police:**

In **aided** questions 100% of respondents said they feel safe in the City of Dublin.

Nearly one half of all respondents had no contact with the Division of Police in the past two years. Those who did were involved with a community program, such as DARE or Neighborhood Watch, or an assistance or service call, such as a lockout or stranded motorist.

Those who had an experience with the Division of Police during the past two years rated those experiences high. Lowest ranking were traffic enforcement (17% fair to very poor) and visible police patrol (16% fair to very poor). Both of these rated better than in 2008.

Respondents felt that reducing property crimes, such as vandalism, burglary and theft, and readiness to deal with major crimes and emergencies were the most important issues to be addressed by the Division of Police.

Of the numerous programs/services the Division of Police provides, respondents felt that crime-reduction programs (open garage door notifications and anti-theft notices) and neighborhood watch programs were the most important.

**Communications:**

In **aided** questions residents said their preference is to receive information from the City via the following (in order of preference):

- Dublin’s weekly newspapers
- e-mail/newsletter from the City
- Website
- Inside Dublin
- City publications

In **aided** questions residents gave excellent/good ratings for the following communications tools:

- Website .....85%
- Resident Guide .....81%
- Recreation Program Brochure.....78%
- City Newsletter in Dublin Life .....72%
- City Manager Column in Dublin News .....61%

Large numbers of respondents responded “don’t know” regarding:

- City’s Twitter .....87%
- City’s Facebook .....82%
- City Council meetings online .....60%
- City bulletin board on Time Warner .....57%
- Council meetings on Time Warner .....55%
- “It’s Happening in Dublin” .....53%
- Information from Civic Associations .....47%
- E-News from Dublin .....47%

Approximately half of respondents read *The Dispatch*, *The Dublin News* and *the Dublin Villager* weekly. 94% read *Dublin Life* magazine. Respondents prefer WCMH-TV and WBNS-TV for TV news.

**Web Usage:**

In **aided** questions 82% of respondents said they visit the City of Dublin website quarterly or more frequently, compared to 56% in 2008.

- Fewer watch Council meetings (19%) or “It’s Happening in Dublin” online (23%) or have used the online auction (5%).
- 35% used the online mapping tools on the website.
- 37% of respondents would participate in a community blog or discussion page.

- 9% have followed the City of Dublin on a social-networking site, such as Facebook or Twitter.

Respondents use the City of Dublin website for:

- Information about events
- Information about recreational services
- Tax filing
- Information on general services
- Council and Zoning Commission agendas

### Facilities and Infrastructure of Dublin Parks:

Most Dublin Community Recreation Center facilities rated very high in excellent/good categories.

The only facilities with fair-to-poor ratings higher than 10% were:

- Fitness floor
- Indoor jogging/walking track
- Scheduling of the facility
- Locker rooms

### Quality of Life, Events, Activities and Civic Engagement:

In **aided** questions residents reported doing the following in the previous two years:

- Visited a Dublin park .....98%
- Participated in curbside recycling .....95%
- Visited the Dublin Community Center .....92%
- Used the Dublin bike path system .....84%
- Attended the Dublin Irish Festival .....80%
- Attended arts/culture events in Dublin .....77%
- Attended Independence Day activities .....70%

Most responses were comparable to 2008, with the exception of curbside recycling (up 12%), been inside the Dublin Community Recreation Center (up 11%), and attended arts/culture events in Dublin (up 21%).

Activities with 50% to 69% participation included:

- Attended St. Patrick’s Day Parade (55%)
- Attended Independence Day Parade (58%)

Activities with less than 50% participation included:

- Attended adult recreation classes or activities:
- Visited the Dublin Community Pool North and South (39% and 41%)

- Visited the Abbey Theater (41%)
- Attended a City Council meeting (18%)
- Attended a Planning & Zoning Commission meeting (13%)
- Attended a homeowner/civic association meeting or activity (43%)
- Attended the Halloween Spooktacular (27%)
- Attended the City Christmas tree lighting in Historic Dublin (15%)
- Participated in the City's volunteer program (21%)
- Participated in any community volunteer program (43%)

In **aided** questions residents agreed with the following statements:

- I have a positive image of Dublin's City government (79%)
- I feel comfortable contacting City staff and voicing my opinions (53%)
- I have a good understanding of the services City government provides (52%)
- I would like to know more about local issues facing City government (49%)
- I believe City government is interested in what I have to say (48%)
- I live in a neighborhood that works together to solve problems (47%)
- I would like to know in advance about important issues to be discussed at City Council (45%)
- I feel comfortable contacting City Council and voicing my opinions (40%)
- Time prevents me from getting involved in City government (37%)
- I think City of Dublin government should play a leadership role in bringing community together (34%)

All 2010 responses increased from 2008 responses, with the exception of "Time prevents me from getting involved in City government," which decreased slightly.

Statements where fewer than 30% of respondents agreed:

- If I had better information about issues before City Council, I'd be more likely to attend Council meetings
- I have watched council meetings broadcast on DTV
- I have watched "It's Happening in Dublin" TV show
- I would participate in a community blog or information-sharing site
- I would like to have more input into the decisions made by Dublin's City government
- I am willing to invest my time and energy to work with City government to improve the community
- I would like to work with the Police to solve problems in my neighborhood
- I would like a more convenient method of communication with City government

When asked in an unaided question for suggestions for more convenient methods of communication with City government, respondents said e-mail.

### Community Attributes:

In **aided** questions residents rated these excellent/good:

- Recreational Opportunities .....91%
- Dublin Irish Festival .....85%

- Bike paths ..... 82%
- Information to residents ..... 79%
- Historic Dublin ..... 78%
- Independence Day parade ..... 77%
- Arts and cultural opportunities ..... 75%
- Entertainment options ..... 74%
- Independence Day evening ..... 73%
- Public art ..... 72%
- Availability of housing..... 70%
- St. Patrick's Day parade ..... 66%
- Post-secondary educational options ..... 37%
- Halloween Spooktacular ..... 36%
- City Council responsiveness ..... 35%
- Christmas tree lighting ..... 30%
- Career training/skill advancement ..... 23%

## Demographics

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Most demographic data was comparable to 2008. Of those responding, the breakdown by wards was:

- Ward 1 ..... 19%
- Ward 2 ..... 28%
- Ward 3 ..... 26%
- Ward 4 ..... 27%

Respondents have lived in the City of Dublin for the following length of time:

	<b>2010</b>	<b>2000</b>
• Less than one year .....	3%	5.3%
• 1 – 5 years.....	22%	29.7%
• 6 –10 years.....	26%	28.1%
• 11 – 20 years .....	29%	28%
• More than 20 years .....	21%	7.3%

Respondents moved to Dublin for the following reasons:

	<b>2010</b>	<b>2000</b>
• Quality of life.....	76%	69.4%
• Location .....	66%	61.8%
• Schools .....	62%	56.4%
• Housing options .....	57%	48.9%
• Image/reputation .....	53%	n/a
• Good planning/aesthetic appeal .....	49%	21.1%
• Safety .....	48%	n/a
• Proximity to work .....	34%	31.7%

- Community spirit .....21% 15.2%
- Family and friends ..... 19% n/a

Other demographic data was highly consistent with previous surveys:

- 62% of respondents are employed full-time or self-employed, followed by employed part-time (13%) and retired (13%) and full time homemaker (9%).
- More respondents (25%) work in executive/administrative or managerial positions, followed by a professional specialty (21%).
- Most residents in respondent’s households were between the age of 35 and 64.
- 97% own their own home.
- 86% are married.
- 38% hold a graduate or professional degree and 38% hold a bachelor’s degree.
- The majority of respondents work in zip code 43017, followed by 43016, 43215, 43040, 43026 and 43210.
- 94% are registered to vote in Dublin and 73% voted in the November 2009 election.
- 96% are white or Caucasian, 4% are Asian or other and 1% are Hispanic. There were no black or African-American respondents.
- 96% speak English as their native language. (This is the first time we have asked this question.)
- 33% earn between \$100,000 and \$149,999 annually before taxes, followed by 20% who earn \$150,000 to \$199,999. These figures are statistically consistent.