

City of Dublin 2008 Public Opinion and Citizen Satisfaction Survey

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Overview

City of Dublin Community Survey 2008 Executive Summary

The City of Dublin, as part of its ongoing efforts to understand and better serve its residents, performs a biennial Public Opinion and Citizen Satisfaction Research Survey. 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 Research Survey was conducted in 2000, followed by surveys in 2002, 2004, 2006 and 2008. The information gathered by these surveys provides solid data to measure changing perceptions and for future planning. Our plan is to repeat the survey and reporting process every 24 months.

Methodology

Spearheaded by the City of Dublin Division of Community Relations and conducted by Clary Communications, the information in this report is the result from two survey sources:

- 2,500 randomly selected residents from a database provided by Dublin's Geographic Information System were mailed hard copies of the survey. Of this, the City received 730 responses by the deadline date, February 18, 2008. That represents a 29% return of completed surveys.
- 1,250 randomly selected residents from a database provided by Dublin's Geographic Information System were mailed post cards directing them to a Web address where they could respond to the survey electronically. Of this, the City received 176 responses, representing a 14% response rate.

The goal of using two tools was to determine if the responses to the hard copy surveys mirrored those of the online survey. If so, consideration could be given to performing future surveys online, expediting the process, reducing costs and still ensuring accurate and benchmarkable results.

The overall results of the hard copy survey were, in fact, very close to those of the online survey, including demographics.

The data provided in this report represents a compilation of responses from both surveys.

The high rate of response ensures a +/- 5.0 percent sampling error at a 95% confidence level.

This document includes:

- Analysis and observations
- Survey result report
- Listing of unaided responses

Because a different technology was used for the 2008 report than in previous surveys, there may be a slight variation in comparisons to previous years. This does not impact the validity of the responses.

When an asterisk appears, it means the question was not asked in the year indicated.

In the raw data reports called Survey Results, we have noted “don’t know” responses for 2004 and 2006 and included them in our tabulations.

The technology used in 2008 automatically computed data ONLY for those who answered the question, omitting “don’t know” responses. This may slightly affect comparisons to past years.

However, due to the consistency between surveys, we believe the results represent an accurate benchmark measurement.

Analysis and Observations

Overall Grading By Respondents

When asked to “grade” Dublin as a place to live, 99% of respondents rated the city as excellent or good, compared with 97.5% of respondents in 2006 and 97.8% in 2004. Response breakdown:

	2008	2006	2004
A (excellent).....	72%	67.4%	67.9%
B (good)	27%	30.1%	29.9%
C (fair).....	1%	2.3%	1.8%
D (poor).....	0%	0.1%	0.1%

These percentages exclude “don’t know” and “did not answer” responses from calculations.

City Services/Programs

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

	2008	2006	2004
Parks	97%	95.3%	94.2%
Customer Service	95%	89.1%	90.7%
Maintenance/Seasonal Serv	94%	93.1%	94.2%
Municipal Pool (South).....	95%	91.6%	na
Police	93%	89.3%	91.3%
Recreation Center	92%	91.1%	91.2%
Recreation Services	92%	91.0%	89.1%
Municipal Pool (North)	91%	86.9%	85.6%
Traffic and Roadways	87%	86.7%	82.7%
Information to Citizens	76%	79.5%	72.5%

These percentages exclude “don’t know” and “did not answer” responses from calculations.

Growth and Development

Excellent/good ratings were:

	2008	2006	2004
Well-planned community.....	89%	87.6%	80.9%
City’s Management of Growth	74%	74.7%	65.8%

Goals for Dublin

In two open-ended questions, respondents were asked:

1 - Assuming taxes remain the same, what are some of the things the City could do or provide that would leave you feeling “delighted”?

From the 906 surveys received in 2008, responses were:

Improve traffic/traffic control/roads	77
Nothing	53
More/improve bike paths	51
Reduce taxes/spending.....	30
More park/green space.....	28
Recreation/family activities	26
More restaurants/shopping/entertainment.....	25
Beautification.....	23
Control growth.....	22
Improve roundabouts	20
Better city services.....	18
Cleanliness/litter	16
DCRC Improvement.....	16
Street lights	14
Improve Historic Dublin.....	12
Environmental issues	10
Change/enforce zoning/code rules.....	9
More/improve local events	9
Dog park.....	8
Neighborhood improvements.....	8
Improve city communication	8
Maintain/improve schools.....	7
New recycling bins/more recycling	7
Police patrols.....	7
Attract business.....	6
Fill vacant buildings.....	6
Safety	6
Add/improve pools.....	5
Alternative transportation	4
Sewer/water service	4
Wireless internet	4
Dublin Farmers Market.....	3
Maintain quality of life	3
More local art.....	2
Reduce golf fees.....	2
Community involvement	2

In 2006, a significant number of the 736 respondents were already delighted (36). Others provided a wide array of suggestions for improvement. Topics that received multiple mentions include:

More park/green space - 39

Improve traffic – 37

Control growth – 25

Maintain or lower taxes – 19

More restaurants/shopping – 19

Improve Historic Dublin – 18

More bike paths – 15

Enforce speed/ more police visibility – 12

Minimize expenses – 8

More local events – 8

Street lights – 8

Fewer speed traps – 8

Improvements to DCRC (better facilities, reduced prices, longer hours) – 7

More family activities – 6

Wireless Internet – 5

Another pool (indoor) – 5

Better schools – 4

Fewer or better-designed roundabouts – 4

Plow streets – 4

Control curfew/underage drinking – 4

Reduce golf fees at Golf Club - 3

Improvements to Dublin Village Center – 3

Sewer taps – 3

New recycling bins – 3

Better street cleaning – 2

In 2004, a significant number of the 754 respondents said they were delighted (27), others mentioned in order of priority:

- Bike paths*
- Improve traffic*
- More restaurants*
- Reduce/control taxes*
- Control growth*
- Develop Historic Dublin*
- Improve roads/streets*
- Curb spending*

2 - What should be Dublin's top three goals?

In 2008 the 906 respondents listed these goals in priority order:

Safety	183
Traffic	164
Control/controlled growth.....	132
Schools.....	128
Reduce/maintain taxes/fiscal responsibility.....	120
Attract businesses.....	89
More park/green space.....	78
Community planning/development.....	77
Maintain current services.....	60
Road improvements	61
Environment.....	58
Community relations/involvement.....	56
Beautification.....	55
Historic Dublin.....	46
Recreation options	43
Quality of life.....	39
Improve city services: snow, street cleaning, trash.	35
Improve retail/dining	30
Police/fire.....	26
Bike paths.....	22
DCRC improvements.....	19
Special events.....	16
Fill vacant buildings.....	16
Children/youth/family activities	14
Increase/maintain property values	14
Affordable housing/housing options.....	11
Pool	9
Attract new residents.....	8
Control deer population	7
Technology	7
Healthcare	4
Roundabouts	4
Enforce codes.....	3
Water /sewer	2

In 2006, the 736 respondents listed these goals in priority order:

Control growth – 122
Safety – 86
Traffic control – 79
Reduce/control taxes/fiscal responsibility – 64
Schools – 36
Green space – 32
Promote business – 21
Maintain current services – 17
Historic Dublin – 17
Quality of life – 9
Increase property values – 5
Recreation options – 5
Improve retail/dining – 4
Indoor pool – 4
Special events – 3
Roundabouts – 3
Pool upgrades – 2
Youth opportunities – 2
Water – 2
Speeding – 2
Technology – 2
Tennis options – 2

The 754 respondents in 2004 identified these goals in order of priority:

- *Control growth*
- *Traffic*
- *Schools*
- *Safety*
- *Reduce/control taxes*
- *Sense of community/quality of life*
- *More businesses*
- *Green space*
- *Controlled city spending*
- *More/expanded recreational facilities/athletic fields*
- *Develop Historic Dublin*
- *Zoning consistency*

Budgetary priorities

In 2008, respondents answered this aided question by ranking the following in order as a budget priority:

- 1 – Improve roads to enhance traffic flow (42%)
- 2 – Environmental sustainability (16%)
- 3 – Relocate electrical lines underground (11%)
- 3 – Provide Wi-Fi service to residential households (11%)
- 5 – Acquire additional parkland (7%)
- 6 – Develop new indoor recreational facilities (6%)
- 6 – Construct more bike paths throughout the community (6%)
- 8 – Develop new outdoor recreational facilities (4%)
- 9 – Develop additional public art projects (1%)

Other priorities

Respondents who completed this unaided question primarily said they had no other priorities to list. Those who listed priorities mentioned, in order of frequency, schools, concern for lagging retail, animal control, Historic Dublin, lighting, bike paths and parks.

In 2006, respondents ranked the following in order as a budget priority:

- 1 – Improve roads to enhance traffic flow (39.9%)*
- 2 – Relocate electrical lines underground (13.5%)*
- 3 – Acquire additional parkland (9.0%)*
- 4 – Provide Wi-Fi service to residential households (7.6%)*
- 5 – Develop new indoor recreational facilities (7.3%)*
- 6 – Construct more bike paths throughout the community (6.9%)*
- 7 – Develop new outdoor recreational facilities (1.5%)*

In 2004, respondents rated these budget priorities:

- 1 - Improving roads to enhance traffic flow (56.4%)*
- 2 - Construct more bike paths throughout the community (12.5%)*
- 3 - Develop new recreational facilities (11.5%)*
- 4 - Develop new parks (7.0%)*
- 5 - Offer public transportation/light rail (6.2%)*
- 6 - Combine city office/build new municipal Building (3.4%)*

General Community Attributes

Excellent/good ratings were given for:

	2008	2006	2004
Bike paths	89%	87.3%	82.0%
Well planned community	89%	82.6%	78.2%
Special events.....	88%	89.4%	83.6%
Recreational opportunities	87%	86.3%	80.9%
Information to residents	85%	80.6%	75.1%
Housing options	82%	75.9%	73.1%
Historic Dublin	82%	72.7%	69.1%
Managed growth	74%	68.7%	63.9%
Entertainment options	71%	71.6%	66.7%
Arts and cultural opportunities.....	71%	69.4%	na
Public Art	64%	na	na
Professional career options	56%	47.1%	46.8%
Job opportunities	51%	43.2%	42.7%
City Council responsiveness.....	42%	36.0%	31.7%
Fast food dining out options.....	87%	84.0%	80.7%
Full service dining options	79%	75.3%	70.0%
Grocery store options	92%	87.6%	75.6%
Retail shopping options overall	77%	74.3%	67.9%
Specialty food store options	72%	66.2%	49.5%
Physician options	82%	77.0%	74.1%
Urgent care options	86%	76.3%	71.0%
Pediatric care options.....	63%	59.3%	53.6%
24-hour emergency care options	78%	42.8%	41.0%
Counseling options	36%	23.4%	31.8%
Alternative/holistic care options	22%	17.8%	18.7%

Survey Results

Staff Customer Service

Customer service quality from City staff overall

	2008	2006	2004
Excellent	32%	24.6%	22.9%
Good.....	38%	47.3%	50.5%
Fair	3%	7.7%	6.8%
Poor.....	0%	0.4%	0.3%
Very poor	0%	0.7%	0.5%
Don't know	26%	17.7%	17.0%
Did not answer	na	1.6%	2.0%

Courtesy of City employees overall

	2008	2006	2004
Excellent	36%	28.3%	25.9%
Good.....	34%	46.3%	48.7%
Fair	4%	7.6%	5.8%
Poor.....	0%	0.3%	0.5%
Very poor	0%	0.8%	0.7%
Don't know	26%	15.4%	16.3%
Did not answer	na	1.4%	2.1%

Responsiveness of City employees overall

Excellent	32%	25.8%	25.3%
Good.....	33%	43.9%	45.2%
Fair	7%	8.6%	8.1%
Poor.....	1%	1.8%	0.8%
Very poor	0%	1.4%	0.4%
Don't know	27%	17.4%	17.9%
Did not answer	na	1.2%	2.3%

Work performance of City employees overall

Excellent	31%	24.5%	22.5%
Good.....	37%	47.4%	49.5%
Fair	4%	7.3%	6.5%
Poor.....	0%	1.2%	0.5%
Very poor	0%	0.7%	0.4%
Don't know	27%	17.4%	18.0%
Did not answer	na	1.5%	2.5%

Frequency of visits to City offices

When asked how often respondents visited City offices each year, 38% (243) of the 626 respondents said “zero”; 28% (174) had visited once, twice or rarely.

In 2006, when asked on average how often respondents visited City offices each year, more than half (345) of the 632 respondents said “zero”; 175 visited once; 60 visited twice; 18 visited three times; and 13 visited four times.

Reasons for visits to City offices

In this unaided question, the primary reasons given respondents were:

- seeking general information about services
- obtaining permits
- filing or seeking information on taxes
- obtaining recycling bins
- attending meetings
- voting

Reasons for 2006 visits included zoning and permits, information, taxes, meetings and recycling and trash matters.

Reasons for visits in 2004 primarily involved taxes, permits, information, meetings, volunteering and voting.

How respondents informed the City about opinions on important issues

The most frequent response to this unaided question was that respondents did not inform the City about opinions on important issues. However, those who did, used the telephone first, followed by e-mail. Others mentioned contacting City Council, attending meetings, this survey and voting.

In 2006, respondents informed the city of their opinions on certain issues primarily by telephone (31 of 54 respondents) while other mentions included e-mails, letter, council meetings and voting.

In 2004, respondents informed the city of their opinions on certain issues by calling or e-mailing the city or council person, much the same as previous surveys.

Percentage of respondents who have contacted the City

	2008	2006	2004
Called the city to address a concern	29%	28.7%	28.8%

Excellent/good ratings were given for:

	2008	2006	2004
Ease in reporting the concern.....	59%	63.4%	50.4%
City's responsiveness.....	47%	52.1%	43.6%
Quality of the response	49%	51.4%	44.3%
Degree to which the City considers the opinions of citizens who want to be heard.....	40%	34.6%	34.0%

DCRC Staff Customer Service

Customer service quality from Recreation Center front desk staff

	2008	2006	2004
Excellent	38%	33.0%	28.2%
Good.....	29%	31.9%	33.7%
Fair	5%	6.8%	10.2%
Poor	1%	1.9%	1.7%
Very poor	0%	0.8%	1.3%
Don't know	26%	23.9%	22.0%
Did not answer	na	1.6%	2.8%

Customer service quality from Recreation Center fitness staff

	2008	2006	2004
Excellent	27%	na	na
Good.....	24%	na	na
Fair	4%	na	na
Poor	0%	na	na
Very poor	0%	na	na
Don't know	44%	na	na
Did not answer	na	na	na

Customer service quality from Community Pool employees

Excellent	25%	17.0%	13.4%
Good.....	27%	26.1%	21.2%
Fair	6%	6.5%	6.2%
Poor	0%	1.5%	0.7%
Very poor	1%	0.4%	0.5%
Don't know	41%	45.8%	54.9%
Did not answer	na	2.7%	3.1%

Parks

Overall ratings

	2008	2006	2004
Excellent	54%	46.2%	43.8%
Good.....	40%	45.7%	45.4%
Fair	3%	4.2%	4.8%
Poor.....	0%	0.3%	0.7%
Very poor	0%	0%	0.0%
Don't know	3%	3.0%	2.9%
Did not answer	na.....	0.7%	2.5%

Beautification and landscaping of City parks

Excellent	57%	49.7%	50.9%
Good.....	37%	41.2%	37.5%
Fair	3%	5.4%	5.7%
Poor.....	0%	0.4%	1.2%
Very poor	0%	0.3%	0.1%
Don't know	2%	2.3%	2.4%
Did not answer	na.....	0.7%	2.1%

Safety and security while in City parks

	2008	2006	2004
Excellent	43%	38.9%	33.0%
Good.....	40%	42.1%	41.2%
Fair	6%	4.8%	8.6%
Poor.....	0%	0.3%	0.5%
Very poor	0%	0.4%	0.3%
Don't know	10%	12.4%	14.1%
Did not answer	na.....	1.2%	2.3%

Park maintenance

Excellent	51%	43.8%	41.5%
Good.....	41%	45.7%	45.2%
Fair	4%	5.0%	5.8%
Poor.....	0%	1.0%	1.1%
Very poor	0%	0.4%	0.0%
Don't know	5%	3.5%	4.0%
Did not answer	na.....	0.7%	2.4%

Recreation Service

Overall ratings

	2008	2006	2004
Excellent	25%	24.6%	26.9%
Good.....	46%	45.7%	41.4%
Fair	5%	6.2%	7.6%
Poor	0%	0.5%	0.5%
Very poor	0%	0.1%	0.3%
Don't know	24%	21.3%	20.4%
Did not answer	na.....	1.5%	2.9%

Programs for adults

Excellent	25%	27.9%	32.0%
Good.....	39%	34.9%	34.6%
Fair	5%	6.2%	5.7%
Poor	0%	1.1%	0.3%
Very poor	0%	0.1%	0.3%
Don't know	30%	28.1%	24.3%
Did not answer	na.....	1.6%	2.9%

Programs for seniors

	2008	2006	2004
Excellent	20%	23.6%	25.2%
Good.....	20%	17.8%	18.6%
Fair	3%	2.7%	2.3%
Poor	0%	0.4%	0.1%
Very poor	0%	0%	0.4%
Don't know	57%	53.5%	50.0%
Did not answer	na.....	1.9%	3.4%

Programs for teens

Excellent	13%	17.5%	19.5%
Good.....	23%	21.1%	19.1%
Fair	5%	4.8%	6.0%
Poor	1%	0.5%	1.2%
Very poor	0%	0.1%	0.5%
Don't know	57%	52.6%	50.0%
Did not answer	na.....	3.4%	3.7%

Programs for youth

Excellent	25%	26.5%	28.5%
Good.....	29%	30.4%	27.5%
Fair	5%	3.8%	5.0%
Poor	0%	0.8%	0.5%
Very poor	0%	0%	0.4%
Don't know	40%	36.0%	34.6%
Did not answer	na	2.4%	3.4%

Diversity of programming

Excellent	24%	25.7%	28.5%
Good.....	38%	35.9%	34.0%
Fair	7%	7.5%	7.0%
Poor	1%	0.8%	1.5%
Very poor	0%	0.1%	0.3%
Don't know	30%	28.3%	26.0%
Did not answer	na	1.8%	2.8%

Online registration process

Excellent	27%	23.9%	22.3%
Good.....	24%	24.5%	20.7%
Fair	5%	5.3%	5.6%
Poor	1%	1.2%	1.1%
Very poor	1%	1.0%	0.9%
Don't know	42%	41.4%	45.9%
Did not answer	na	2.7%	3.6%

Walk-in registration process

	2008	2006	2004
Excellent	20%	21.7%	20.6%
Good.....	29%	31.5%	27.2%
Fair	4%	6.5%	10.1%
Poor	0%	0.8%	2.1%
Very poor	1%	0.7%	0.9%
Don't know	46%	36.1%	35.8%
Did not answer	na	2.6%	3.3%

Fees for programs

Excellent	17%	18.1%	17.8%
Good.....	38%	35.5%	37.5%
Fair	17%	18.3%	17.2%
Poor	2%	2.2%	3.4%
Very poor	1%	0.7%	0.7%
Don't know	25%	23.6%	20.7%
Did not answer	na	1.6%	2.7%

Community Recreation Center

Overall ratings

	2008	2006	2004
Excellent	26%	27.3%	31.3%
Good.....	45%	40.9%	37.5%
Fair	6%	5.6%	5.7%
Poor	0%	0.7%	0.5%
Very poor	0%	0.4%	0.4%
Don't know	22%	21.5%	21.8%
Did not answer	na	3.7%	2.8%

Leisure swimming pool

Excellent	29%	30.6%	35.7%
Good.....	31%	27.3%	26.5%
Fair	5%	5.2%	3.3%
Poor	1%	0.4%	1.2%
Very poor	0%	0.3%	0.5%
Don't know	34%	31.5%	29.6%
Did not answer	na	4.6%	3.2%

Competitive swimming pool

	2008	2006	2004
Excellent	23%	25.4%	29.6%
Good.....	25%	23.8%	25.2%
Fair	5%	4.1%	2.8%
Poor	1%	0.8%	0.7%
Very poor	1%	0.3%	0.7%
Don't know	45%	40.8%	37.7%
Did not answer	na	4.9%	3.4%

Locker room

Excellent	14%	17.5%	19.5%
Good.....	30%	30.6%	32.2%
Fair	17%	15.8%	13.4%
Poor	6%	2.4%	2.9%
Very poor	2%	1.0%	0.7%
Don't know	30%	28.5%	26.2%
Did not answer	na	4.2%	3.1%

Fitness floor

Excellent	19%	23.6%	28.0%
Good.....	33%	32.1%	28.8%
Fair	9%	7.9%	6.5%
Poor	1%	0.4%	0.7%
Very poor	0%	0.1%	0.5%
Don't know	36%	31.4%	32.1%
Did not answer	na	4.5%	3.4%

Senior lounge

Excellent	10%	9.9%	12.3%
Good.....	11%	10.3%	11.5%
Fair	2%	1.5%	0.5%
Poor	0%	0%	0.3%
Very poor	0%	0.1%	0.3%
Don't know	76%	72.0%	70.4%
Did not answer	na	6.1%	4.6%

Community hall

Excellent	19%	17.4%	20.2%
Good.....	25%	22.3%	23.6%
Fair	2%	2.6%	2.1%
Poor	0%	0.1%	0.4%
Very poor	0%	0.1%	0.4%
Don't know	53%	52.2%	49.2%
Did not answer	na	5.3%	4.1%

Babysitting room

	2008	2006	2004
Excellent	11%	8.7%	11.7%
Good.....	11%	13.3%	15.1%
Fair	3%	2.7%	2.7%
Poor	0%	0.4%	0.1%
Very poor	0%	0.1%	0.4%
Don't know	75%	68.6%	64.3%
Did not answer	na	6.1%	5.7%

Abbey Theater programming

Excellent	15%	14.5%	14.6%
Good.....	23%	18.5%	23.1%
Fair	5%	6.2%	5.2%
Poor	0%	0.4%	1.2%
Very poor	0%	0%	0.1%
Don't know	57%	55.7%	51.7%
Did not answer	na	4.6%	4.1%

Indoor jogging/walking track

Excellent	26%	na	na
Good.....	34%	na	na
Fair	6%	na	na
Poor	1%	na	na
Very poor	0%	na	na
Don't know	34%	na	na

Scheduling of facility

Excellent	17%	14.5%	15.0%
Good.....	29%	21.7%	26.0%
Fair	8%	4.8%	5.6%
Poor	2%	0.5%	2.4%
Very poor	0%	0%	0.7%
Don't know	44%	52.2%	46.4%
Did not answer	na	5.3%	4.0%

Dublin Municipal Pool North

Overall ratings

	2008	2006	2004
Excellent	19%	16.0%	19.9%
Good.....	25%	21.1%	21.0%
Fair	4%	4.3%	5.0%
Poor	0%	1.1%	1.3%
Very poor	0%	0%	0.5%
Don't know	51%	52.0%	48.9%
Did not answer	na	5.3%	3.3%

Water attractions

Excellent	17%	15.5%	19.0%
Good.....	23%	19.3%	19.4%
Fair	5%	6.9%	4.8%
Poor	1%	0.3%	1.7%
Very poor	0%	0.1%	0.4%
Don't know	53%	52.6%	50.9%
Did not answer	na	5.3%	3.8%

Facility size relative to attendance

Excellent	14%	11.5%	na
Good.....	23%	18.5%	na
Fair	8%	8.0%	na
Poor	1%	2.0%	na
Very poor	1%	0.5%	na
Don't know	52%	53.4%	na
Did not answer	na	6.0%	na

Dublin Municipal Pool South

Overall ratings

	2008	2006	2004
Excellent	26%	21.2%	na
Good.....	21%	17.4%	na
Fair	8%	3.4%	na
Poor	2%	0%	na
Very poor	0%	0.1%	na
Don't know	50%	52.6%	na
Did not answer	na	5.3%	na

Water attractions

	2008	2006	2004
Excellent	28%	22.6%	na
Good.....	18%	16.6%	na
Fair	2%	2.6%	na
Poor	0%	0.1%	na
Very poor	0%	0.3%	na
Don't know	50%	52.7%	na
Did not answer	na	5.2%	na

Facility size relative to attendance

Excellent	16%	15.1%	na
Good.....	22%	17.9%	na
Fair	7%	5.7%	na
Poor	3%	1.0%	na
Very poor	1%	0.8%	na
Don't know	51%	54.1%	na
Did not answer	na	5.4%	na

Outdoor Recreation Priorities

In this aided question, respondents ranked these outdoor recreation programs in order of priority: (Percentage indicates those who ranked the program highest. Listed highest priority to lowest)

- 1 – Acquire more natural preserve areas (46%)
- 2 – Provide more access to the Scioto River (38%)
- 2 – Develop more parks along the Scioto River (38%)
- 4 – Develop more small, neighborhood parks (31%)
- 5 – Build/develop off-leash dog parks (21%)
- 6 – Build more outdoor swimming pools (18%)
- 7 – Build more athletic fields (10%)
- 8 – Build more outdoor tennis courts (9%)

The most suggestions, in this unaided question, involved bike paths, followed by parks, greenspace/trees, enhanced usage of the Scioto River, fishing opportunities, dog parks, improving Historic Dublin and animal control. A complete list of suggestions is included in Addendum I.

In 2006, respondents ranked these outdoor recreation programs in order of priority: (Percentage indicates those who ranked the program highest. Listed highest priority to lowest)

- 1 (tie) – Provide more access to the Scioto River (33.3%)
- 1 (tie) - Acquire more natural preserve areas (33.3%)
- 3 – Develop more parks along the Scioto River (32.7%)
- 4 – Create a public green, or park, in Historic Dublin (31.5%)
- 5 – Develop more small, neighborhood parks (23.6%)
- 6 – Build/develop off-leash dog parks (19.2%)
- 7 – Build more outdoor swimming pools (14.1%)
- 8 – Build more athletic fields (8.6%)
- 9 – Build more outdoor tennis courts (7.3%)

In 2004, respondents rated these as priorities for park programs:

- 1 – Provide more access to the Scioto River*
- 2 – Acquire more natural preserve areas*
- 3 – Develop more parks along the Scioto River*
- 4 – Create a public green or park in Historic Dublin*
- 5 – Build other outdoor swimming pools*
- 6 – Develop more small neighborhood parks*
- 7 – Build/develop other recreational facilities*
- 8 – Build more athletic fields*
- 9 – Build more tennis courts*

Indoor Recreation Priorities

In 2008, respondents answered this aided question by ranking these indoor recreation areas in order of priority:

- 1 - Indoor walking/jogging track (37%)
- 2 - More fitness space (34%)
- 3 - Additional leisure swimming pool (27%)
- 4 - Additional competitive swimming pool (19%)
- 5 - Indoor tennis courts (16%)
- 6 - More gymnasium space (15%)
- 7 - City-operated community meeting and event spaces (9%)

Additional Suggestions:

The most suggestions, in this unaided question, mentioned racquetball courts, followed by indoor basketball, general statements about enlarging recreation space, play areas for children and additional dining opportunities.

In 2006, respondents ranked these indoor recreation areas in order of priority:

- 1 - More fitness space (31.4%)*
- 2 - Indoor walking/jogging track (27.9%)*
- 3 - Additional leisure swimming pool (18.9%)*
- 4 - More gymnasium space (13.9%)*
- 5 - Indoor tennis courts (13.5%)*
- 6 - Additional competitive swimming pool (9.6%)*
- 7 - City-operated community meeting and event spaces (6.9%)*

Wildlife

Experienced damage due to wildlife

	2008	2006	2004
Yes	15%	na.....	na
No.....	82%	na.....	na
Don't know	3%	na.....	na

Traffic and Roadways

Overall ratings

	2008	2006	2004
Excellent	22%	23.0%	21.8%
Good.....	65%	63.0%	58.9%
Fair	12%	12.0%	13.9%
Poor	1%	0.7%	2.4%
Very poor	1%	0.5%	0.5%
Don't know	0%	0.1%	0.3%
Did not answer	na.....	0.7%	2.3%

Beautification and landscaping of City roadways

Excellent	62%	58.4%	59.7%
Good.....	35%	37.0%	32.8%
Fair	2%	3.7%	4.0%
Poor	0%	0.1%	0.8%
Very poor	0%	0%	0.4%
Don't know	0%	0.1%	0.3%
Did not answer	na.....	0.7%	2.1%

Ease of traffic flow on the main roadways

Excellent	18%	17.7%	15.0%
Good.....	54%	52.6%	48.8%
Fair	23%	24.2%	28.0%
Poor	3%	3.4%	4.0%
Very poor	1%	1.2%	2.0%
Don't know	0%	0.1%	0.1%
Did not answer	na.....	0.8%	2.1%

Ease of traffic flow on neighborhood streets

	2008	2006	2004
Excellent	36%	36.0%	33.6%
Good.....	52%	53.4%	50.8%
Fair	10%	7.5%	10.1%
Poor	1%	1.5%	2.3%
Very poor	1%	0.8%	0.7%
Don't know	0%	0.1%	0.4%
Did not answer	na.....	0.7%	2.3%

Dublin's Neighborhood Traffic Calming Program

Excellent	12%	13.5%	12.1%
Good.....	34%	32.5%	27.9%
Fair	17%	14.1%	9.5%
Poor	8%	4.1%	2.7%
Very poor	7%	2.9%	2.4%
Don't know	22%	30.7%	42.4%
Did not answer	na	2.3%	3.1%

Ease of traffic flow on modern roundabouts

Excellent	33%	34.8%	na
Good.....	43%	39.4%	na
Fair	16%	15.1%	na
Poor	5%	4.2%	na
Very poor	3%	2.4%	na
Don't know	1%	2.7%	na
Did not answer	na	1.4%	na

Maintenance and seasonal services

Overall ratings

	2008	2006	2004
Excellent	45%	45.8%	43.5%
Good.....	47%	44.2%	47.1%
Fair	5%	6.1%	4.9%
Poor	0%	0.4%	0.3%
Very poor	0%	0.1%	0.4%
Don't know	2%	2.2%	1.7%
Did not answer	na	1.2%	2.1%

Street cleaning

Excellent	44%	41.4%	46.3%
Good.....	44%	42.0%	42.4%
Fair	10%	9.9%	5.4%
Poor	1%	1.8%	0.7%
Very poor	0%	0.5%	0.8%
Don't know	1%	2.6%	2.0%
Did not answer	na	1.8%	2.4%

Snow plowing

	2008	2006	2004
Excellent	49%	52.0%	58.5%
Good.....	39%	33.8%	32.8%
Fair	9%	8.2%	4.6%
Poor	3%	3.1%	0.7%
Very poor	0%	1.1%	0.8%
Don't know	0%	0.4%	0.5%
Did not answer	na	1.4%	2.1%

Chipper service

Excellent	41%	41.4%	45.5%
Good.....	32%	27.3%	28.8%
Fair	5%	5.2%	5.4%
Poor	1%	0.5%	0.8%
Very poor	0%	0.4%	0.4%
Don't know	21%	22.7%	16.7%
Did not answer	na	2.4%	2.4%

Leaf pick up

Excellent	36%	43.2%	43.5%
Good.....	36%	32.3%	32.4%
Fair	12%	6.9%	7.2%
Poor	4%	1.9%	1.6%
Very poor	1%	0.4%	0.3%
Don't know	12%	13.6%	13.1%
Did not answer	na	1.6%	2.0%

Yard waste recycling

Excellent	53%	51.4%	51.3%
Good.....	34%	34.4%	31.8%
Fair	4%	3.5%	3.3%
Poor	1%	0.5%	0.8%
Very poor	0%	0.3%	0.3%
Don't know	8%	8.4%	10.3%
Did not answer	na	1.5%	2.1%

Mosquito control

Excellent	33%	31.9%	33.3%
Good.....	41%	38.7%	38.7%
Fair	9%	9.1%	12.1%
Poor	2%	1.5%	3.3%
Very poor	0%	1.1%	1.2%
Don't know	15%	15.9%	9.0%
Did not answer	na	1.8%	2.4%

Roadside litter control

	2008	2006	2004
Excellent	36%	36.1%	39.4%
Good.....	45%	42.0%	40.2%
Fair	12%	9.8%	9.4%
Poor	1%	1.2%	1.2%
Very poor	0%	1.2%	0.7%
Don't know	6%	7.9%	6.6%
Did not answer	na	1.8%	2.5%

Refuse collection

Excellent	54%	49.3%	46.8%
Good.....	36%	39.0%	36.2%
Fair	5%	4.9%	6.9%
Poor	1%	1.2%	0.8%
Very poor	0%	0.4%	0.7%
Don't know	4%	3.8%	4.6%
Did not answer	na	1.4%	2.0%

Recycling collection

Excellent	55%	49.5%	45.6%
Good.....	33%	36.5%	36.3%
Fair	5%	5.0%	6.4%
Poor	1%	2.0%	1.1%
Very poor	1%	1.0%	0.8%
Don't know	5%	4.6%	7.6%
Did not answer	na	1.4%	2.3%

Police

Overall ratings

	2008	2006	2004
Excellent	38%	30.3%	28.0%
Good.....	49%	51.1%	49.5%
Fair	6%	7.7%	6.1%
Poor	0%	1.4%	0.8%
Very poor	0%	0.7%	0.5%
Don't know	6%	7.5%	13.0%
Did not answer	na	1.4%	2.1%

Response time to calls

Excellent	37%	30.3%	28.5%
Good.....	23%	18.9%	23.2%
Fair	2%	3.1%	2.9%
Poor	0%	0.5%	0.3%
Very poor	0%	0.3%	0.3%
Don't know	38%	44.3%	41.5%
Did not answer	na	2.7%	3.3%

D.A.R.E. program

Excellent	27%	23.2%	20.8%
Good.....	21%	18.2%	17.1%
Fair	3%	2.7%	2.9%
Poor	1%	0.4%	0.8%
Very poor	0%	0.7%	0.3%
Don't know	48%	51.6%	54.5%
Did not answer	na	3.1%	3.6%

School Resource Officer program

Excellent	22%	20.2%	16.8%
Good.....	17%	14.1%	14.3%
Fair	3%	2.3%	2.5%
Poor	1%	0.4%	0.7%
Very poor	1%	0.1%	0.4%
Don't know	55%	58.7%	61.1%
Did not answer	na	4.1%	4.1%

Education/crime prevention programs

Excellent	20%	15.1%	16.3%
Good.....	25%	18.9%	19.0%
Fair	3%	3.5%	4.2%
Poor	0%	0.8%	0.3%
Very poor	0%	0.3%	0.3%
Don't know	51%	57.9%	56.2%
Did not answer	na	3.5%	3.7%

Responsiveness to citizen concerns

	2008	2006	2004
Excellent	32%	23.0%	21.1%
Good.....	30%	26.5%	27.9%
Fair	3%	5.7%	6.0%
Poor	1%	1.2%	1.3%
Very poor	1%	0.7%	0.4%
Don't know	33%	40.6%	40.2%
Did not answer	na	2.3%	3.2%

Traffic enforcement

Excellent	35%	30.0%	29.8%
Good.....	45%	43.5%	42.4%
Fair	8%	10.6%	11.7%
Poor	1%	3.0%	2.1%
Very poor	1%	2.0%	2.4%
Don't know	9%	8.8%	9.0%
Did not answer	na	2.0%	2.5%

Visible police force

Excellent	48%	40.2%	44.4%
Good.....	39%	41.6%	39.9%
Fair	8%	10.6%	9.0%
Poor	1%	1.4%	1.3%
Very poor	1%	1.5%	0.5%
Don't know	3%	3.3%	2.7%
Did not answer	na	1.5%	2.1%

Ability to solve crime

Excellent	14%	10.6%	11.3%
Good.....	17%	16.8%	18.8%
Fair	4%	3.9%	4.6%
Poor	1%	1.0%	1.2%
Very poor	1%	1.0%	0.4%
Don't know	63%	63.2%	60.2%
Did not answer	na	3.5%	3.4%

Neighborhood House Watch program

Excellent	29%	20.5%	22.4%
Good.....	25%	22.1%	21.0%
Fair	5%	4.6%	4.2%
Poor	1%	1.4%	0.8%
Very poor	0%	0.7%	0.1%
Don't know	40%	48.1%	48.3%
Did not answer	na	2.6%	3.2%

Readiness to deal with major crimes and emergencies

	2008	2006	2004
Excellent	25%	na.....	na
Good.....	25%	na.....	na
Fair	3%	na.....	na
Poor	0%	na.....	na
Very poor	1%	na.....	na
Don't know	45%	na.....	na

In an aided question, respondents were asked to rank the following issues as the most important issues/concerns facing Dublin Police were:

- 1 - Reducing property crimes (33%)
- 2 - Readiness to deal with major crimes and emergencies. (31%)
- 3 - DUI enforcement (13%)
- 4 - Respond to and/or address crime issues in schools (7%)
- 5 - Solving crimes (6%)
- 6 - Traffic enforcement in neighborhoods (5%)
- 6 - Effectively respond to juvenile issues (curfew and underage drinking) (5%)
- 8 - Reducing traffic crashes (4%)
- 9 - Effectively respond to drug related crimes (2%)
- 10 - Providing other services, i.e. vacation house watch checks & vehicle lockouts (1%)

Unaided, respondents indicated the following additional issues or concerns:

A large number of respondents applauded the Division of Police and offered no additional concerns. Some had positive statements about speed enforcement, while an equal number thought traffic enforcements was over-zealous, to use the word of one. Other concerns were garage thefts, car vandalism and the need for greater visibility around kids. See Addendum B for a complete list of all responses.

In 2006, respondent ranked these issues and concerns:

- 1- *Reducing property crimes (43.3%)*
- 2- *DUI enforcement (12.9%)*
- 3- *Solving crimes (11.7%)*
- 4- *Traffic enforcement in neighborhoods (9.4%)*
- 5- *Reducing traffic crashes (5.7%)*
- 6- *Effectively respond to juvenile issues (curfew and underage drinking) (5.0%)*
- 7- *Effectively respond to drug related crimes (2.6%)*
- 8- *Providing other services, i.e. vacation house watch checks & vehicle lockouts (1.9%)*

In 2004, respondents ranked these issues and concerns:

- 1- *Responding quickly to calls for service (27.2%)*
- 2- *Readiness to deal with major crimes and emergencies (21.0%)*
- 3- *Reducing property crimes, such as vandalism, burglary and theft (15%)*
- 4- *Residential/routine patrol (11.7%)*
- 5- *Juvenile issues (6.5%)*
- 6- *Traffic enforcement (5.8%)*
- 7- *DUI enforcement (5.2%)*
- 8- *School-based programs (2.1%)*
- 9- *Investigation of crimes (2.0%)*
- 10- *Reducing traffic crashes (1.9%)*
- 11- *Undercover drug investigations (0.8%)*
- 12- *Problem solving with neighborhood groups (0.7%)*
- 13- *Involvement in positive PR efforts (0.5%)*
- 14- *Officer involvement in Neighborhood Watch groups (0.4%)*

Respondents have had contact with Dublin Police for the following reasons:

	2008	2006	2004
Assistance or service call	31%	26.4%	32.2%
Community program	28%	27.4%	28.5%
Victim of crime	19%	18.2%	19.2%
Arrested or cited by Dublin police.....	10%	12.5%	9.8%
No contact	36%	36.1%	34.5%

Respondents rated City of Dublin Police Officers on the following attributes:

Overall demeanor

	2008	2006	2004
Excellent	55%	na.....	na
Good.....	26%	na.....	na
Fair	4%	na.....	na
Poor	1%	na.....	na
Very poor	0%	na.....	na
Don't know	15%	na.....	na

Courtesy

Excellent	57%	na.....	na
Good.....	24%	na.....	na
Fair	4%	na.....	na
Poor	1%	na.....	na
Very poor	0%	na.....	na
Don't know	15%	na.....	na

Professionalism

	2008	2006	2004
Excellent	56%	na.....	na
Good.....	25%	na.....	na
Fair	3%	na.....	na
Poor	0%	na.....	na
Very poor	0%	na.....	na
Don't know	15%	na.....	na

In an aided question, respondents ranked the following police programs in order of greatest importance. (In 2004, the numbers referred to a ranking rather than percentage)

	2008	2006	2004
Crime reduction programs	35%	28.9%	2
Neighborhood Watch	29%	25.7%	1
Traffic enforcement unit	15%	14.8%	3
DARE	10%	11.8%	4
School Resource Officer program	9%	8.4%	5
Neighborhood speed surveys	3%	1.8%	na
Self defence classes	1%	1.6%	na
Youth Police Academy	0%	0.8%	8

How safe respondents felt in Dublin

	2008	2006	2004
Very safe	76%	na.....	na
Safe	12%	na.....	na
Somewhat safe	11%	na.....	na
Unsafe	0%	na.....	na
Don't know	0%	na.....	na

Unaided, additional services the Dublin Division of Police should provide

Many respondents again offered praise for the Division of Police. There were few repetitive responses except in the area of sustained traffic enforcement and more visibility, particularly around schools and in neighborhoods. For a complete list of responses, see Addendum C.

Dining and Shopping

Excellent/good ratings were given for:

	2008	2006	2004
Grocery store options.....	92%	86.5%	75.6%
Fast food dining out options	87%	82.6%	80.7%
Convenience of Neighborhood shopping	84%	na	na
Full service dining out options.....	79%	74.3%	79.0%
Retail shopping options in/near your neighborhood....	77%	na.....	na
Specialty food store options.....	72%	65.4%	49.5%

Health Care

Excellent/good ratings were given for:

	2008	2006	2004
Urgent care options.....	86%	75.4%	71.0%
Physician options	82%	76.1%	74.1%
24-hour emergency care options	78%	41.8%	41.0%
Pediatric care options.....	63%	57.6%	53.6%
Counseling options.....	36%	32.0%	31.8%
Alternative/holistic care options	22%	17.0%	18.7%

Transportation

Respondents ranked the following intersections for needing improvements:

1. Sawmill Road and Billingsley Road
2. Avery-Muirfield Drive Corridor between UA 33 and Perimeter Drive
3. Dublin Road and Glick Road
4. Riverside Drive and SR 161
5. Brand Road and Coffman Road
6. Avery Road and Muirfield Drive and Valley Stream and Tullymore Drive (tie)
6. Frantz Road and SR 161 (tie)

Unaided, respondents named the following other intersections that need attention.

There were numerous and varied responses to this question. But, the most repeated intersections were Post/Avery, Hyland Croy, Hyland/Post, Tara Hill, Tuttle/Emerald and Bright/Riverside. For a printout of all responses to this question, see Addendum A.

Citizen Involvement

Percent of respondents who agreed with the following statements:

	2008	2006	2004
• Had a positive image of City government	67%	62.4%	57.6%
• Would sign up for an e-newsletter from the City	58%	na	na
• Wanted to know in advance about important issues to be discussed at City Council meetings	43%	46.9%	48.3%
• Wanted to know more about local issues facing City of Dublin government	43%	40.4%	43.6%
• Felt that time prevented them from getting involved in City government	41%	42.5%	41.6%
• Felt comfortable contacting Dublin City employees and voicing their opinions	40%	40.4%	38.9%
• Felt they had a good understanding of the services City government provides.....	37%	35.5%	32.6%
• Felt they live in a neighborhood that works together to solve problems	31%	33.4%	34.0%
• Believe that city government should play a leadership role in bringing the community together	30%	35.3%	31.7%
• Felt comfortable contacting Dublin City Council and voicing their opinions	30%	32.3%	30.2%
• Have watched Council meetings on DTV	27%	na	na

- Would attend a City Council meeting if they had better information about issues27%31.0% 26.5%
- Have watched “It’s Happening in Dublin” TV Show on DTV27%na.....na
- Felt that City government was interested in what they had to say24%30.7% 27.2%
- Would participate in a community blog or community information sharing site19%na.....na
- Would like a more convenient method of communication with City government17%9.4% 7.3%
- Were willing to invest time and energy to work with city government to improve the community16%19.0% 16.7%
- Would be willing to work with the Division of Police to solve problems in their neighborhoods16%17.9% 15.1%
- Would like more input into the decisions made by city government15%16.7% 17.6%

In an unaided question, respondent suggestions for a more convenient method of communications with City government:

E-mail/e-mail newsletter was the overwhelming response to this question. Other suggestions included online solutions, such as improved Web features, blog and RSS feed. Several mentioned better access to DTV. A complete list of responses to this question is included in Addendum D.

Civic Associations

Current members of a Civic or Homeowners Association

	2008	2006	2004
Yes	75%	66.0%	na
No.....	21%	28.5%	na
Don't know	3%	2.3%	na
Did not answer	na	3.1%	na

Participated in past year in a Civic or Homeowners Association block party

Yes	29%	24.6%	na
No.....	69%	67.4%	na
Don't know	2%	2.0%	na
Did not answer	na	6.0%	na

Taken part in past year in a City parade as a member of Civic or Homeowners Association

Yes	7%	6.1%	na
No.....	91%	83.6%	na
Don't know	2%	7.9%	na
Did not answer	na	7.9%	na

Received information in past year from the City through Civic or Homeowners Association:

Yes	53%	46.9%	na
No.....	40%	42.3%	na
Don't know	7%	6.2%	na
Did not answer	na	4.6%	na

Community Plan Update

Aware that City has a Community Plan

	2008	2006	2004
Yes	53%	56.2%	na
No.....	43%	36.1%	na
Don't know	4%	5.6%	na
Did not answer	na	2.0%	na

Aware that City has finished updating its Community Plan

	2008	2006	2004
Yes	35%	29.9%	na
No.....	61%	53.9%	na
Don't know	4%	12.9%	na
Did not answer	na	3.3%	na

2006 question stated “aware that City is updating its Community Plan”

Knowledgeable about content of Community Plan

Yes	17%	na	na
No.....	78%	na	na
Don't know	4%	na	na

Involved in the Community Plan update process

Yes	5%	3.9%	na
No.....	92%	89.0%	na
Don't know	3%	3.4%	na
Did not answer	na	3.7%	na

Does Dublin require enough, too much or not enough architectural quality in residential building standards?

	2008	2006	2004
Enough	67%	na	na
Too much	14%	na	na
Not enough.....	7%	na	na
Don't know	7%	na	na
No opinion	5%	na	na

Does Dublin require enough, too much or not enough architectural quality in commercial building standards?

	2008	2006	2004
Enough	68%	na	na
Too much	11%	na	na
Not enough.....	8%	na	na
Don't know	8%	na	na
No opinion	5%	na	na

Community Activities and City Events

Respondents attended the following Dublin-sponsored events in past two years

	2008	2006	2004
Dublin Irish Festival	72%	66.7%	56.6%
Fourth of July concert and fireworks	59%	44.7%	50.3%
St. Patrick's Day parade.....	44%	36.1%	39.0%
Fourth of July parade	37%	45.8%	34.1%
Halloween Spooktacular	20%	14.1%	15.1%
St. Patrick's Day Blarney Bash.....	18%	15.6%	15.9%
Slainte Thursdays	7%	na	na
Holly Days in Dublin (Tree Lighting)	6%	7.3%	9.7%

2004 and 2006 survey asked if respondents attended these events in *past year*.

In the past 12 months, respondents or other household members have:

	2008	2006	2004
Visited a Dublin park.....	94%	90.9%	89.7%
Participated in the City's curbside recycling program.....	83%	81.1%	76.4%
Been inside the Dublin Community Recreation Center.....	81%	80.6%	80.5%
Used the Dublin bike path system.....	81%	80.6%	70.6%
Attended arts/cultural event in Dublin	57%	53.9%	na

Participated in any Volunteer program	46%	46.7%	na
Visited the Dublin Community Pool South	40%	33.4%	na
Attended a homeowner/civic association meeting or activity	37%	32.3%	27.6%
Visited the Dublin Municipal Pool – North	36%	32.2%	36.6%
Would be interested in participating in a City Volunteer program	35%	na	na
Attended adult recreation classes or activities.....	26%	25.1%	27.5%
Visited the Abbey Theater	23%	19.8%	na
Attended a City Council meeting	10%	12.4%	11.5%
Participated in the City of Dublin's volunteer program	10%	12.2%	10.2%
Attended a Planning & Zoning Commission meeting	7%	7.3%	7.0%

Historic Dublin

Frequency of shopping in Historic Dublin in past year

	2008	2006	2004
More than once a month	9%	6.1%	na
6 times or more	16%	12.8%	na
3-5 times.....	19%	16.2%	na
1-2 times.....	30%	34.4%	na
Didn't shop.....	26%	28.5%	na
Did not answer	na	2.0%	na

Frequency of visiting a restaurant, pub or coffee shop in Historic Dublin in past year

	2008	2006	2004
More than once a month	20%	13.3%	na
6 times or more	27%	23.4%	na
3-5 times.....	21%	24.7%	na
1-2 times.....	21%	24.2%	na
Didn't dine	10%	12.5%	na
Did not answer	na	1.9%	na

Parking in Historic Dublin

Felt there was sufficient parking.....	56%	50.4%	na
Felt parking was easy to locate	54%	50.8%	na
Used a bike rack	7%	na	na
Used valet parking	17%	na	na

Dublin Hotels & Hospitality Services

How respondents used an overnight stay at a Dublin hotel in the past year:

	2008	2006	2004
Accommodate visitors from out of town	20%	21.5%	26.5%
Business	8%	10.1%	11.1%
Pleasure.....	3%	5.0%	6.5%
Other	2%	2.1%	4.4%
Wedding.....	2%	4.5%	3.8%
Reunion.....	1%	1.8%	1.7%
No overnight stay.....	62%	63.7%	54.4%

Respondents who visited the Dublin Visitor and Information Center:

Yes	27%	30.4%	27.6%
No.....	71%	60.1%	68.0%
Don't know	3%	1.1%	0.4%
Did not answer	na	8.4%	4.0%

When/for what purpose?

Area event information	14%	17.4%	16.2%
Attraction information	12%	11.7%	12.6%
During Dublin special events	8%	8.3%	8.0%
Tourism information around the state	7%	6.7%	6.4%
During the Memorial Tournament	5%	2.2%	2.8%
Local hotel information.....	4%	1.9%	3.6%
Other	1%	na	na

Respondent perception of Dublin Convention and Visitors Bureau's purpose

	2008	2006	2004
Promote local events, attractions, restaurants	32%	39.1%	33.0%
Attract visitors to Dublin	31%	35.7%	26.5%
Fill Dublin's hotel rooms	8%	15.5%	6.9%
All of the above.....	53%	56.5%	54.2%
Don't know	10%	12.4%	8.4%

Heard the phrase "Irish is an Attitude"

Yes	40%	na	na
No.....	60%	na	na

Dublin Arts Council

Perception of what type of entity the Dublin Arts Council is

	2008	2006	2004
Function of the City	9%	10.3%	na
Independent non-profit.....	35%	35.9%	na
Don't know	53%	50.7%	na
Did not answer	na	3.1%	na

Percent who have ever visited the Dublin Arts Center

Yes	25%	18.6%	na
No	72%	77.7%	na
Don't know	3%	0.7%	na
Did not answer	na	3.0%	na

Percent who have participated in Dublin Arts Council programs

Visited one or more Public Art Projects	20%	15.9%	na
Sundays at Scioto Concert	18%	14.7%	na
Gallery exhibitions.....	8%	6.5%	na
Council-sponsored school activities	6%	4.5%	na
Classes, workshops or camps	4%	4.3%	na
Other Dublin Arts Council programs	4%	3.4%	na

Perceived Purpose of the Dublin Arts Council

In this unaided question, 64 of 458 respondents (14%) said, “I don’t know, while the majority of other respondents commented on arts promotion, advancement and education. A complete list of responses is in Addendum E.

In 2006, when asked the perceived purpose of the Dublin Arts Council, 38 of the 186 respondents said, “I don’t know” while the majority of other respondents, said sponsor or promote the arts.

Services/Shopping/Dining Priorities

In this unaided question, respondents offered suggestions for services, shopping and dining priorities. Most of the responses involved dining, with recommendations ranging from fine dining to Taco Bell. Several respondents mentioned enhancing shopping and dining opportunities in Historic Dublin. A complete list of responses is in Addendum K.

In 2006, while 20 respondents offered “none” as an answer, others provided suggestions for both dining and retail.

Dining responses - 2006

Full service restaurants-53

Fast food - 19

Fine dining -17

Family dining - 15

Bars/ Sports Bar, Nightlife - 9

Dining/shopping in Historic Dublin – 9

Non-chain – 9

Casual - 8

Cafeteria -3

Breakfast - 3

Ice cream – 3

Waterfront dining 3

Retail response - 2006

Specialty high-end retail – 17

Big retail (Wal-Mart, Target, Costco) – 17

Open Air complex (like Easton) - 15

Ethnic foods - 11

Health Sports/Fitness - 4

Movie theater – 8

Health Foods - 8

Better retail – 7

Gas Stations – 7

Communications

Overall ratings for public information efforts

	2008	2006	2004
Excellent	15%	19.3%	13.8%
Good.....	54%	52.4%	50.0%
Fair	19%	16.0%	21.5%
Poor	2%	2.0%	2.0%
Very poor	0%	0.4%	0.7%
Don't know	9%	5.4%	5.3%
Did not answer	na	4.3%	6.8%

Perceptions of specific communications tools

Inside Dublin

	2008	2006	2004
Excellent	25%	25.3%	23.9%
Good.....	47%	43.1%	44.7%
Fair	11%	12.0%	13.4%
Poor	1%	1.8%	1.2%
Very poor	0%	0.5%	0.5%
Don't know	16%	13.6%	11.5%
Did not answer	na	3.8%	4.8%

Dublin Life Magazine

Excellent	31%	28.7%	29.0%
Good.....	43%	43.5%	38.9%
Fair	10%	10.3%	13.7%
Poor	2%	2.3%	2.1%
Very poor	1%	0.8%	0.8%
Don't know	14%	10.5%	10.7%
Did not answer	na	3.9%	4.8%

Annual Resident Guide

Excellent	25%	29.3%	28.1%
Good.....	36%	34.0%	33.8%
Fair	5%	7.5%	8.5%
Poor	0%	1.0%	0.9%
Very poor	0%	0.4%	0.3%
Don't know	33%	22.7%	22.7%
Did not answer	na	5.2%	5.7%

Recreation Service Program Brochure

Excellent	27%	36.8%	32.1%
Good.....	41%	37.4%	36.9%
Fair	8%	6.1%	5.8%
Poor	1%	0.4%	0.9%
Very poor	0%	0.5%	0.1%
Don't know	22%	14.3%	17.8%
Did not answer	na	4.5%	6.4%

Web site

Excellent	22%	21.2%	18.2%
Good.....	49%	40.9%	33.2%
Fair	9%	9.2%	7.4%
Poor	1%	1.0%	1.1%
Very poor	0%	0.4%	0.0%
Don't know	20%	21.2%	33.2%
Did not answer	na	6.1%	7.0%

City Bulletin Board on Cable TV

Excellent	6%	7.3%	4.6%
Good.....	18%	19.3%	16.3%
Fair	11%	12.0%	12.7%
Poor	1%	2.9%	2.7%
Very poor	1%	1.5%	2.4%
Don't know	64%	50.5%	53.7%
Did not answer	na	6.5%	7.6%

City Council Meetings on DTV

Excellent	5%	7.3%	4.6%
Good.....	18%	19.3%	16.3%
Fair	11%	12.0%	12.7%
Poor	1%	2.9%	2.7%
Very poor	1%	1.5%	2.4%
Don't know	63%	50.5%	53.7%
Did not answer	na	6.5%	7.6%

It's Happening in Dublin on DTV

Excellent	6%	7.3%	4.6%
Good.....	19%	19.3%	16.3%
Fair	9%	12.0%	12.7%
Poor	1%	2.9%	2.7%
Very poor	1%	1.5%	2.4%
Don't know	64%	50.5%	53.7%
Did not answer	na	6.5%	7.6%

City Manager Column in Dublin News

Excellent	9%	8.2%	9.0%
Good.....	35%	30.3%	31.0%
Fair	13%	14.8%	15.1%
Poor	2%	1.8%	2.0%
Very poor	1%	0.7%	0.3%
Don't know	41%	38.2%	36.2%
Did not answer	na	6.1%	6.4%

Weekly In Touch Ads in Dublin Villager

Excellent	9%	9.0%	6.4%
Good.....	31%	31.4%	19.8%
Fair	12%	11.7%	8.6%
Poor	1%	1.0%	1.5%
Very poor	1%	1.0%	0.3%
Don't know	46%	39.8%	47.2%
Did not answer	na	6.2%	16.3%

Information from Civic Associations

Excellent	7%	na	na
Good.....	19%	na	na
Fair	15%	na	na
Poor	4%	na	na
Very poor	3%	na	na
Don't know	52%	na	na

Web Usage

Frequency that respondents visited the Dublin Web site

	2008	2006	2004
Weekly	4%	3.9%	1.3%
Monthly.....	19%	12.1%	12.2%
Quarterly	33%	33.2%	25.5%
Annually.....	21%	24.7%	23.5%
Never.....	19%	21.3%	31.3%
Don't know	3%	1.4%	2.5%
Did not answer	na	3.4%	3.7%

Degree to which respondents agreed with these questions

	2008	2006	2004
Web is easy to use/understand	74%	63.3%	56.2%
Uses Web to access City maps.....	25%	41.2%	30.9%
In 2007, purchased Irish Festival tickets online	13%	10.5%	na
In 2007, used City Web for City income tax filing	24%	18.3%	na
If yes, found tax information easy to use	40%	45.8%	na
Would watch Council meetings online	14%	na	na
Would watch "It's Happening In Dublin" online	24%	na	na

Primary Reason for Using the Web site

In this unaided question, most visitors to the Web site said they wanted general information about what is happening in Dublin. Those who mentioned specific needs listed events and recreation center information. Others mentioned school information and taxes as topics of interest. A complete list of responses is in Addendum L.

Suggestions for Web site

The vast majority of respondents had no suggestions for improvement to the Web site. The few respondents who offered comments mentioned ease of navigation and making information (like DCRC registration) easier to access. A complete list of responses is in Addendum M.

Respondents' preferences for receiving information

Overall

	2008	2006	2004
Dublin Weekly Newspapers	1 - 70%	na	na
Don't know	2 - 43%	9	na
E-mail/e-newsletter from City	3 - 37%	2	5
Web site	4 - 30%	4	4
Columbus Dispatch	5 - 16%	na	na
City publications	6 - 14%	5	2
Bi-monthly city newsletter.....	7 - 13%	3	3
Local network TV	7 - 13%	7	6
From civic association	9 - 11%	8	na
Local government cable (DTV).....	10 - 10%	6	7
Attend City Council meetings.....	11 - 6%	11	9
Blog from the City Manager	12 - 3%	na	na
1610AM	13 - 2%	10	na

Would participate in Community Blog or discussion page

	2008	2006	2004
Yes	9%	na	na
No.....	53%	na	na
Sometimes.....	20%	na	na
Don't know	19%	na	na

Newspapers/Magazines read by respondents

	2008	2006	2004
Dublin News	66%	66.3%	66.3%
Dublin Villager	61%	62.2%	60.1%
Columbus Dispatch.....	68%	66.2%	n/a
Dublin Life magazine	66%	61.3%	62.7%

Local TV news respondents are most likely to watch

	2008	2006	2004
WBNS (Channel 10)/ CBS	41%	26.9%	na
WCMH (Channel 4)/NBC	39%	31.2%	na
WSYX (Channel 6)/ABC	11%	10.6%	na
WTTE(Channel 8)/FOX	9%	6.4%	na

Local Radio Stations

In this unaided question, respondents said they listened to: WNCI (10%), WTVN (10%), WSNY (10%) and WBNS (9%), followed by WBNS-AM (5%), WLWQ (5%), WCOL (4%), WCBE (4%), WOSU (3%) and WCVO (3%)

Demographics

Length of residency in City of Dublin

	2008	2006	2004
Less than one year.....	6%	6.8%	7.7%
1 to 5 years.....	25%	26.6%	27.9%
5 to 10 years.....	22%	21.3%	22.3%
10 to 20 years.....	31%	31.2%	28.2%
More than 20 years.....	15%	11.4%	10.9%

Reason for moving to Dublin

	2008	2006	2004
Quality of life.....	69%	69.4%	69.9%
Location.....	65%	62.5%	64.6%
Schools.....	62%	59.0%	56.8%
Housing options.....	51%	56.4%	52.9%
Safety.....	50%	47.0%	45.9%
Image/Reputation.....	47%	na	na
Good planning.....	46%	46.9%	45.6%
Proximity to work.....	38%	34.9%	37.1%
Community spirit.....	15%	19.3%	17.6%
Family and Friends.....	15%	17.0%	15.8%

Employment status

	2008	2006	2004
Employed full-time..... (or self employed)	68%	66.2%	66.0%
Employed part-time..... (or self employed)	8%	9.0%	7.2%
Retired.....	13%	10.6%	12.6%
Full time homemaker.....	10%	9.5%	10.7%
Full time student.....	0%	3%	0.1%
Unemployed.....	1%	1.5%	1.3%

Work ZIP codes

The largest percentage of respondents worked in Dublin's 43017 (31%) and Dublin's 43016 (14%). Other clusters included downtown's 43215 (11%), OSU/s 43210 (4%) and smaller clusters working in 43040, 43085, 43214, 43220, 43228, 43235 and 43240 (each with approximately 2%).

Housing

	2008	2006	2004
Own.....	93%	90.9%	88.2%
Rent.....	7%	6.7%	9.8%

Occupation

	2008	2006	2004
Executive/Administration	28%	30.2%	26.4%
Sales	7%	7.7%	6.4%
Farming/Forestry/Fishing	0%	0.0%	0.3%
Technical	6%	3.1%	4.2%
Self Employed	6%	4.8%	6.2%
Professional Specialties	21%	21.5%	19.2%
Administrative Support	4%	3.1%	3.1%
Service	1%	1.5%	0.9%
Operations/Fabrication/Laborer	0%	0.4%	0.1%
Retired	12%	8.0%	10.6%
Unemployed	2%	2.0%	1.2%

Children under age 18 living at home

	2008	2006	2004
Yes	52%	53.7%	50.7%
No.....	48%	6.7%	47.1%

Marital status

	2008	2006	2004
Single	8%	8.3%	8.0%
Married.....	84%	81.5%	80.4%
Widowed.....	2%	2.2%	2.3%
Divorced.....	7%	5.6%	6.5%

Respondent Age

	2008	2006	2004
18 to 24 years	1%	1.5%	0.9%
25 to 34 years	12%	11.5%	14.3%
35 to 44 years	29%	29.3%	31.4%
45 to 54 years	31%	32.2%	26.0%
55 to 64 years	17%	15.6%	15.3%
65 to 74	7%	5.3%	6.0%
75 or older	3%	1.6%	3.3%

Race or ethnic group

	2008	2006	2004
White or Caucasian	92%	89.5%	89.7%
Black/African American	1%	0.7%	0.5%
Hispanic	1%	1%	7%
Asian	6%	3.9%	4.1%
Other	1%	0.4%	0.3%

Gender

	2008	2006	2004
Male	46%	47.3%	50.8%
Female.....	54%	49.7%	46.3%

Highest level of education

	2008	2006	2004
High school or less	2%	3.1%	3.8%
Some college.....	9%	10.3%	12.6%
Associate's degree	4%	3.7%	4.4%
Bachelor's degree.....	40%	40.2%	39.8%
Some graduate school	6%	3.9%	4.5%
Graduate/professional degree.....	38%	36.1%	32.4%

Registered to vote in Dublin

	2008	2006	2004
Yes	90%	88.9%	84.6%
No.....	10%	8.7%	13.0%

Voted in previous November City Council election

	2008	2005	2003
Yes	49%	56.9%	48.9%
No	51%	40.4%	48.3%

Total household annual income (before taxes)

	2008	2006	2004
Less than \$40,000	3%	3.8%	3.8%
\$40,000 to \$59,999	6%	7.1%	6.0%
\$60,000 to \$79,999	10%	7.1%	7.4%
\$80,000 to \$99,999	13%	9.2%	14.7%
\$100,000 to \$149,999	30%	25.5%	24.5%
\$150,000 or \$199,999	21%	16.3%	12.5%
\$200,000 or more	17%	10.2%	8.6%
Did not answer	na	20.8%	18.7%

Residential zip code

	2008	2006	2004
43016	30%	27.6%	22.1%
43017	70%	69.8%	74.3%
43065	0%	0.1%	0.1%

Ward

1	16%
2	24%
3	28%
4	32%

**City of Dublin
2008 Community Survey**

Using the scale below, please rate the following City services:

1-Excellent	2 - Good	3 - Fair	4 - Poor	5 - Very Poor	6 - Don't know
-------------	----------	----------	----------	---------------	----------------

1. TRAFFIC AND ROADWAYS

- _____ Beautification and landscaping of city roadways
- _____ Ease of traffic flow on the main roadways
- _____ Ease of traffic flow on neighborhood streets
- _____ Traffic and roadways overall
- _____ Dublin's Neighborhood Traffic Calming Program
- _____ Ease of traffic flow on modern roundabouts

2. STAFF CUSTOMER SERVICE

- _____ Overall customer service quality from city staff
- _____ Overall courtesy of city staff
- _____ Overall responsiveness of city staff
- _____ Overall work performance of city staff

3. DCRC STAFF CUSTOMER SERVICE

- _____ Customer service quality from Dublin Community Recreation Center front desk staff
- _____ Customer service quality from Dublin Community Recreation Center fitness staff
- _____ Customer service quality from Dublin Community Pools staff

4. PARKS

- _____ Beautification and landscaping of city parks
- _____ Safety and security while in city parks
- _____ Park maintenance
- _____ City parks overall

5. RECREATION SERVICES

- _____ Programs for adults
- _____ Programs for seniors
- _____ Programs for teens
- _____ Programs for youths
- _____ Diversity of programming
- _____ Online registration process
- _____ Walk-in registration process
- _____ Fees for programs
- _____ Recreation programming overall

6. DUBLIN COMMUNITY RECREATION CENTER

- _____ Leisure swimming pool
- _____ Competitive swimming pool
- _____ Locker rooms
- _____ Fitness floor
- _____ Senior lounge
- _____ Community hall
- _____ Babysitting room
- _____ Abbey Theater programming
- _____ Indoor jogging/walking track
- _____ Scheduling of the facility
- _____ Dublin Community Recreation Center overall

7. DUBLIN OUTDOOR COMMUNITY POOL NORTH

- _____ Water attractions
- _____ Overall facility
- _____ Facility size relative to attendance

8. DUBLIN OUTDOOR COMMUNITY POOL SOUTH

- _____ Water attractions
- _____ Overall facility
- _____ Facility size relative to attendance

9. MAINTENANCE AND SEASONAL SERVICES

- _____ Street cleaning
- _____ Snow plowing
- _____ Chipper service
- _____ Leaf pick-up
- _____ Yard waste recycling
- _____ Mosquito control
- _____ Roadside litter control
- _____ Refuse collection
- _____ Recycling collection
- _____ Maintenance and seasonal services overall

10. COMMUNITY ATTRIBUTES

- _____ Historic Dublin
- _____ Well-planned community
- _____ Special events
- _____ Bike paths
- _____ Managed growth
- _____ Information to residents
- _____ Housing options
- _____ Professional career options
- _____ Job opportunities
- _____ City Council responsiveness
- _____ Recreational opportunities
- _____ Entertainment options
- _____ Art and cultural opportunities
- _____ Public art

11. DINING AND SHOPPING

- _____ Full-service dining options
- _____ Fast-food dining options
- _____ Overall retail shopping options
- _____ Retail shopping options in/near your neighborhood
- _____ Grocery store options
- _____ Specialty food store options
- _____ Convenience of neighborhood shopping

12. HEALTH CARE

- _____ Physician options
- _____ Counseling options
- _____ Alternative/holistic care options
- _____ Pediatric care options
- _____ Urgent care facilities
- _____ 24-hour emergency care options

13. TRANSPORTATION

Rank the following intersections from 1 (being most important) to 6 (being least important) for needed improvements:

- _____ Sawmill Road and Billingsley Road; Dublin Road and Glick Road
- _____ Frantz Road and SR 161
- _____ Riverside Drive and SR 161
- _____ Avery-Muirfield Drive corridor between US 33 and Perimeter Drive
- _____ Avery Road and Muirfield Drive and Valley Stream and Tullymore Drive
- _____ Brand Road and Coffman Road

14. TRANSPORTATION

Are there other street intersections that need attention? If so, what are they? How would they rank in the group above?

15. POLICE SERVICE

Using the scale below, please rate the following:

1-Excellent	2 - Good	3 - Fair	4 - Poor	5 - Very Poor	6 - Don't know
-------------	----------	----------	----------	---------------	----------------

- _____ Response time to calls
- _____ D.A.R.E. program
- _____ School Resource Officer program
- _____ Education/Crime prevention programs
- _____ Responsiveness to citizen concerns
- _____ Traffic enforcement
- _____ Visible police patrol

- _____ Ability to solve crime
- _____ Neighborhood House Watch program
- _____ Readiness to deal with major crimes and emergencies
- _____ Police overall

16. POLICE SERVICE

City of Dublin, Division of Police focuses on numerous issues and concerns. Which are the most important to you? Please rank in order of most important (1) to least important (10).

- _____ Effectively responding to juvenile issues (curfew and underage drinking)
- _____ Neighborhood traffic enforcement
- _____ Driving under the influence (DUI) enforcement
- _____ Reducing property crimes, such as vandalism, burglary and theft
- _____ Reducing traffic crashes
- _____ Solving crimes
- _____ Effectively responding to drug related crimes
- _____ Providing other services, such as vacation house watch checks and vehicle lockouts
- _____ Readiness to deal with major crimes and emergencies
- _____ Responding to and/or address crime issues in schools

17. POLICE SERVICE

Are there other police protection issues or concerns that are important to you? If so, what are they? How would they rank in the group above?

18. POLICE SERVICE

Please identify the contact you have had with the Division of Police? (check all that apply)

- _____ Crime victim
- _____ Arrested or cited by the Dublin Police
- _____ Community program (D.A.R.E., Neighborhood Watch, etc.)
- _____ Assistance or service call (lockout, stranded motorist, etc.)
- _____ No contact

19. POLICE SERVICE

Based on any personal interactions you may have had, please rate City of Dublin police officers on:

- _____ Courtesy
- _____ Professionalism
- _____ Overall demeanor

20. POLICE SERVICE

The Division of Police provides numerous programs/services. Which are the most important to you? Please rank the following in order from most important (1) to least important (8).

- _____ Neighborhood Watch
- _____ School Resource Officer program
- _____ Traffic Enforcement Unit
- _____ Youth Police Academy
- _____ Drug Abuse Resistance Education (DARE)
- _____ Crime reduction programs (open garage door notifications and anti-theft notices)
- _____ Self-defense classes
- _____ Neighborhood speed surveys

21. POLICE SERVICE

How safe do you feel in Dublin?

- _____ Very safe
- _____ Unsafe
- _____ Somewhat safe
- _____ Don't know
- _____ Safe

22. POLICE SERVICE

Are there any services that Dublin Division of Police does not provide that you believe it should? _____

23. CITIZEN INVOLVEMENT

Please check statements with which you agree:

- I would like to know more about local issues facing City of Dublin government.
- I would like to know in advance about important issues to be discussed at the City Council meetings.
- 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, Dublin's government access channel.
- I have watched "It's Happening in Dublin" TV show on DTV.
- I would sign up for an e-newsletter from the City.
- I would participate in a community blog or community information-sharing site.
- City government is interested in what I have to say.
- I have a good understanding of the services city government provides.
- I have a positive image of Dublin's city government.
- I would like to have more input into the decisions made by Dublin's city government.
- I feel comfortable contacting Dublin City Council and voicing my opinions.
- I feel comfortable contacting city staff and voicing my opinions.
- Time prevents me from getting involved in city government.
- I am willing to invest my time and energy to work with city government to improve the community.
- I live in a neighborhood that works together to solve problems.
- I think City of Dublin government should play a leadership role in bringing community together.
- 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.

24. CITIZEN INVOLVEMENT

If you'd like a more convenient method of communication with city government, what might that be:

25. CIVIC AND HOMEOWNERS ASSOCIATIONS

I am a member of a Civic or Homeowners Association.

- Yes No Don't know

In the past year, I have taken part in a block party sponsored by my civic or homeowners association.

- Yes No Don't know

In the past year, I have taken part in a City parade as a member of my civic or homeowners association.

- Yes No Don't know

In the past year, I have received information from the City through my civic or homeowners association, (via e-mail, civic association newsletter, etc.)

- Yes No Don't know

26. COMMUNITY PLANNING

Are you aware the City has a Community Plan defining the long-term vision for Dublin through 2030?

- Yes No Don't know

Are you aware the City finished updating its Community Plan in 2007?

- Yes No Don't know

Are you knowledgeable about the content of the Community Plan?

- Yes No Don't know

Were you involved in the Community Plan update process?

- Yes No Don't know

27. COMMUNITY PLANNING

Does Dublin require enough, too much or not enough architectural quality in its building appearance standards for residential projects?

- Enough Too much Not enough Don't know No opinion

Does Dublin require enough, too much or not enough architectural quality in its building appearance standards for commercial projects?

- Enough Too much Not enough Don't know No opinion

28. CITY ACTIVITIES

Which events have you attended in the last two years? (Check all that apply)

- St. Patrick's Day parade
- Independence Day concert and fireworks
- Dublin Irish Festival
- Halloween Spooktacular
- Other, please specify _____
- St. Patrick's Day Blarney Bash
- Independence Day parade
- Christmas tree-lighting ceremony
- Sláinte Thursdays in Historic Dublin

29. CITY ACTIVITIES

In the past 12 months, have you or other members of your household:

	Yes	No	Don't Know
Visited a Dublin park?	___	___	___
Used the Dublin bike path system?	___	___	___
Been inside the Dublin Community Recreation Center?	___	___	___
Attended adult recreation classes or activities?	___	___	___
Visited the Dublin Community Pool North?	___	___	___
Visited the Dublin Community Pool South?	___	___	___
Participated in the City's curbside recycling program?	___	___	___
Attended a City Council meeting?	___	___	___
Attended a Planning & Zoning Commission meeting?	___	___	___
Attended a homeowner/civic association meeting or activity?	___	___	___
Attended arts and/or cultural events in Dublin	___	___	___
Visited the Abbey Theater of Dublin	___	___	___
Participated in the City of Dublin's volunteer program?	___	___	___
Participated in any volunteer program	___	___	___
I would be interested in participating in a city volunteer program.	___	___	___

30. HISTORIC DUBLIN

How frequently have you shopped in Historic Dublin in the past year?

- More than once a month 6 times or more 3-5 times 1-2 times Didn't shop

How frequently have you visited a restaurant, pub or coffee shop in Historic Dublin in the past year?

- More than once a month 6 times or more 3-5 times 1-2 times Didn't dine

31. HISTORIC DUBLIN

When visiting Historic Dublin, what was your experience with parking?

- There was sufficient available parking Yes ___ No ___
- Parking was easy to locate Yes ___ No ___
- I used a bike rack Yes ___ No ___
- I used valet parking Yes ___ No ___

32. DUBLIN HOTELS & HOSPITALITY SERVICES (Check all that apply)

Identify how you have used an overnight stay at a Dublin hotel in the past 12 months?

- Wedding
- Reunion
- Business
- Accommodate visitors from out of town
- Pleasure
- No overnight stay
- Other, please specify _____

33. DUBLIN HOTELS & HOSPITALITY SERVICES

Have you ever visited the Dublin Visitor and Information Center in Historic Dublin?

- Yes No Don't know

34. DUBLIN HOTELS & HOSPITALITY SERVICES

If yes, when or for what purpose? (Check all that apply)

- Local hotel information
- Attraction information
- Tourism information around the state
- Area event information
- During Dublin special events (St. Patrick's Day, Independence Day, Dublin Irish Festival)
- During the Memorial Tournament

35. DUBLIN HOTELS & HOSPITALITY SERVICES

What do you perceive as the purpose of the Dublin Convention & Visitors Bureau? (Check all that apply)

- Attract visitors to Dublin
- Fill Dublin's hotel rooms
- Promote local events, attractions, restaurants
- All of the above
- Don't know

36. DUBLIN HOTELS & HOSPITALITY SERVICES

Have you heard the slogan "Irish is an Attitude"?

Yes No Don't know

If "yes," how and where was it used? _____

37. DUBLIN ARTS COUNCIL

To your knowledge, what type of entity is the Dublin Arts Council? (Check all that apply)

- Function of the City
- Independent non-profit organization
- Don't know

38. DUBLIN ARTS COUNCIL

Have you ever visited the Dublin Arts Center at 7125 Riverside Drive?

Yes No Don't know

39. DUBLIN ARTS COUNCIL

Have you or your child participated in any of the following Dublin Arts Council Programs in the past year? (Check all that apply)

- Gallery exhibitions at the Dublin Arts Center Gallery
- Classes, workshops or camps at the Dublin Arts Center
- Dublin Arts Council sponsored school activities
- Sundays at Scioto Concerts in Scioto Park
- Visited one or more Public Art Projects in Dublin
- Other Dublin Arts Council programs

40. DUBLIN ARTS COUNCIL

What do you perceive as the purpose of the Dublin Arts Council? _____

41. CUSTOMER SERVICE

How often do you visit the City of Dublin offices each year? _____

42. CUSTOMER SERVICE

What are the reasons for your visit(s)? _____

43. CUSTOMER SERVICE

How do you inform the City about your opinion on important issues?

44. CUSTOMER SERVICE

Over the last year, have you called the City to address a concern? Yes No

45. CUSTOMER SERVICE

If you answered "Yes" above, please answer each statement using the scale below:

1-Excellent	2 - Good	3 - Fair	4 - Poor	5 - Very Poor	6 - Don't know
-------------	----------	----------	----------	---------------	----------------

- Ease in reporting the concern? _____
- City's responsiveness addressing the concern? _____
- Overall quality of the response to the concern? _____
- The degree to which the City considers the opinions of citizens who want to be heard before making major decisions? _____

46. QUALITY OF LIFE

The City of Dublin wants citizens to be more than just "satisfied." Assuming taxes remain the same, what are some of the things the City could do or provide that would leave you feeling "delighted"? _____

47. QUALITY OF LIFE

If A means excellent, B good, C fair, D poor, and F failing, how would you grade the City of Dublin as a place to live, all things considered? _____

48. QUALITY OF LIFE

Suppose for a moment that you were establishing priorities for the City's budget over the next five years. Please rank them from most important (1) to least important (9).

- _____ Improve roads to enhance traffic flow
- _____ Develop new indoor recreational facilities
- _____ Develop new outdoor recreational facilities
- _____ Acquire additional parkland
- _____ Construct more bike paths throughout the community
- _____ Provide Wi-Fi service to residential households
- _____ Relocate electric lines underground
- _____ Develop additional public art projects
- _____ Environmental sustainability

49. QUALITY OF LIFE

For the question above, are there other priorities that should be included. If so, how important are they? _____

50. QUALITY OF LIFE

This next list contains several projects involving outdoor recreation areas. In your opinion, rate the projects according to low, medium or high priority.

	Low	Med	High
Build more athletic fields	_____	_____	_____
Build more outdoor tennis courts	_____	_____	_____
Build/develop off-leash dog parks	_____	_____	_____
Build more outdoor swimming pools	_____	_____	_____
Develop more parks along the Scioto River	_____	_____	_____
Provide more access to the Scioto River	_____	_____	_____
Acquire more natural preserve areas	_____	_____	_____
Develop more small, neighborhood parks	_____	_____	_____

51. QUALITY OF LIFE

For question 50 on page 8, are there other outdoor projects that should be included? If so, how important are they? _____

52. QUALITY OF LIFE

This next list contains several projects involving indoor recreation areas. In your opinion, rate the projects according to low, medium or high priority.

	Low	Med	High
More gymnasium space	_____	_____	_____
More fitness space	_____	_____	_____
Indoor walking/jogging track	_____	_____	_____
Indoor tennis courts	_____	_____	_____
City-operated community meeting and event spaces	_____	_____	_____
Additional leisure swimming pool	_____	_____	_____
Additional competitive swimming pool	_____	_____	_____

53. QUALITY OF LIFE

For the question above, are there other indoor projects that should be included? If so, how important are they? _____

54. QUALITY OF LIFE

What services/shopping/dining options would you like to see in Dublin that currently are not represented within city limits? _____

55. QUALITY OF LIFE

In the past year, has your property experienced significant damage by deer or other wildlife?

- ___ Yes ___ No ___ Don't know

56. WEB USAGE

How often do you visit the City of Dublin Web site www.dublin.oh.us?

- ___ Weekly ___ Monthly ___ Quarterly ___ Annually ___ Never ___ Don't know

57. WEB USAGE

	Yes	No	Don't Know
The City's Web site is easy to use and understand.	_____	_____	_____
I have used the online mapping tools (GIS) on the City's Web site.	_____	_____	_____
In 2007 I purchased Dublin Irish Festival tickets online.	_____	_____	_____
In 2007 I used the city Web site for my city income tax filing.	_____	_____	_____
If "yes," did you find the tax information easy to use & understand?	_____	_____	_____
Would you watch Dublin City Council meetings online?	_____	_____	_____
Would you watch "It's Happening in Dublin" online?	_____	_____	_____

58. WEB USAGE

What is the primary reason you use the City of Dublin Web site?

59. WEB USAGE

Do you have suggestions for the City of Dublin Web site?

60. CITY COMMUNICATIONS Please answer each statement using the scale below:

1-Excellent	2 - Good	3 - Fair	4 - Poor	5 - Very Poor	6 - Don't know
-------------	----------	----------	----------	---------------	----------------

- _____ Inside Dublin, (Dublin's newsletter inside Dublin Life Magazine)
- _____ Dublin Life Magazine
- _____ Resident Guide
- _____ Recreation Service Program Brochure
- _____ City's Web site (www.dublin.oh.us)
- _____ City bulletin board on DTV (Ch. 6 or 9)
- _____ City Council meetings on DTV (Ch. 6 or 9)
- _____ "It's Happening in Dublin" on DTV (Ch. 6 or 9)
- _____ City Manager Column in the *Dublin News*
- _____ Weekly In Touch ad in the *Dublin Villager*
- _____ City of Dublin information disseminated by Civic Associations
- _____ Overall, rate the City's public information efforts listed above.

61. CITY COMMUNICATIONS

Please rank your first, second and third ways to receive information on Dublin services, activities and city government?

- _____ Dublin weekly newspapers
- _____ Local network TV
- _____ Columbus Dispatch
- _____ City publications
- _____ Attend City Council meetings
- _____ DTV (government access TV)
- _____ Web site
- _____ Bi-monthly city newsletter (Inside Dublin)
- _____ E-mail/e-newsletter from City
- _____ Blog from the city manager
- _____ From your civic association
- _____ 1610 Radio
- _____ Don't know

62. CITY COMMUNICATIONS

Would you participate in a community blog or discussion page?

- _____ Yes
- _____ No
- _____ Sometimes
- _____ Don't Know

Do you read the local Suburban News weekly newspaper, *The Dublin News*?

- _____ Yes
- _____ No
- _____ Sometimes
- _____ Don't Know

Do you read the local *ThisWeek* weekly newspaper, *The Dublin Villager*?

- _____ Yes
- _____ No
- _____ Sometimes
- _____ Don't Know

Do you read the bi-monthly publication, Dublin Life Magazine?

- _____ Yes
- _____ No
- _____ Sometimes
- _____ Don't Know

Do you read the *Columbus Dispatch*?

- _____ Yes
- _____ No
- _____ Sometimes
- _____ Don't Know

63. CITY COMMUNICATIONS

Which local TV news are you most likely to watch?

- _____ WBNS (Channel 10)/CBS
- _____ WCMH (Channel 4)/NBC
- _____ WSYX (Channel 6)/ABC
- _____ WTTE (Channel 28)/FOX

64. CITY COMMUNICATIONS

Which three local radio stations are you most likely to listen to?

65. PRIORITY GOALS FOR DUBLIN

What should Dublin's top three goals be?

66. DEMOGRAPHIC INFORMATION

How long have you lived in the City of Dublin? (Check only one)

- Less than one year
- 1 to 5 years
- 5 to 10 years
- 10 to 20 years
- More than 20 years

67. DEMOGRAPHIC INFORMATION

Why did you move to Dublin? (Check all that apply)

- Location
- Quality of life
- Housing option
- Proximity to work
- Family and friends
- Schools
- Good planning/aesthetic appeal
- Community spirit
- Safety
- Image/reputation
- Other, please specify

68. DEMOGRAPHIC INFORMATION

What is your employment status?

- Employed (or self employed) FT
- Retired
- Full-time homemaker
- Employed (or self-employed) PT
- Full-time student
- Unemployed

69. DEMOGRAPHIC INFORMATION

What is the ZIP code where you work? _____

70. DEMOGRAPHIC INFORMATION

What is your occupation?

- Executive/Administrative/Manager
- Sales
- Farming/Forestry/Fishing
- Technical/Related Support
- Precision Production/Craft/Repair
- Self-employed
- Professional Specialty
- Administrative Support (including clerical)
- Service Occupation
- Operations/Fabricator/Laborer
- Retired
- Unemployed
- Other _____

71. DEMOGRAPHIC INFORMATION

Do you own or rent your home?

- Own
- Rent

72. DEMOGRAPHIC INFORMATION

Do you have children under age 18 living at home?

- Yes
- No

73. DEMOGRAPHIC INFORMATION

What is your marital status:

- Single
- Married
- Widowed
- Divorced

74. DEMOGRAPHIC INFORMATION

What is your age?

- 18 to 24 years
- 25 to 34 years
- 35 to 44 years
- 45 to 54 years
- 55 to 64 years
- 65 to 74 years
- 75 or older

75. DEMOGRAPHIC INFORMATION

What is the highest level of education you have completed?

- High school or less
- Associate's degree
- Some graduate school
- Some college
- Bachelor's degree
- Graduate or professional degree

76. DEMOGRAPHIC INFORMATION

Are you registered to vote in Dublin?

- Yes
- No

77. DEMOGRAPHIC INFORMATION

Did you vote in the last City Council election held in November 2007?

- Yes
- No

78. DEMOGRAPHIC INFORMATION

What is your race or ethnic group?

- Black or African American
- Asian
- White or Caucasian
- Other (specify) _____

79. DEMOGRAPHIC INFORMATION

Are you of Hispanic origin?

- Yes
- No

80. DEMOGRAPHIC INFORMATION

What is your total household annual income before taxes?

- Less than \$40,000
- \$40,000 to \$59,999
- \$60,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

81. DEMOGRAPHIC INFORMATION

What is your gender? Male Female

82. DEMOGRAPHIC INFORMATION

What is your residential zip code? _____

83. VOTING WARD: Please choose the voting ward where you live.

**City of Dublin
2008 Community Survey**

Thank you very much for taking the time to answer these questions.

Your opinions and answers will be *very* helpful to the City of Dublin.

In appreciation, the City of Dublin would like to send you **one** of the following sets of event tickets. Supplies are limited in each category. Information must be completed for you to receive tickets.

Please choose one:

- Two one-day passes to the 2008 Dublin Irish Festival — August 1, 2 and 3, 2008.
- Two one-day passes to the Dublin Community Recreation Center.

Please provide your name and address so we may send your incentives to you:

Name: _____

Street Address: _____

Zip Code: _____

E-mail: (optional) _____