CITY OF DUBLIN, OH
2012

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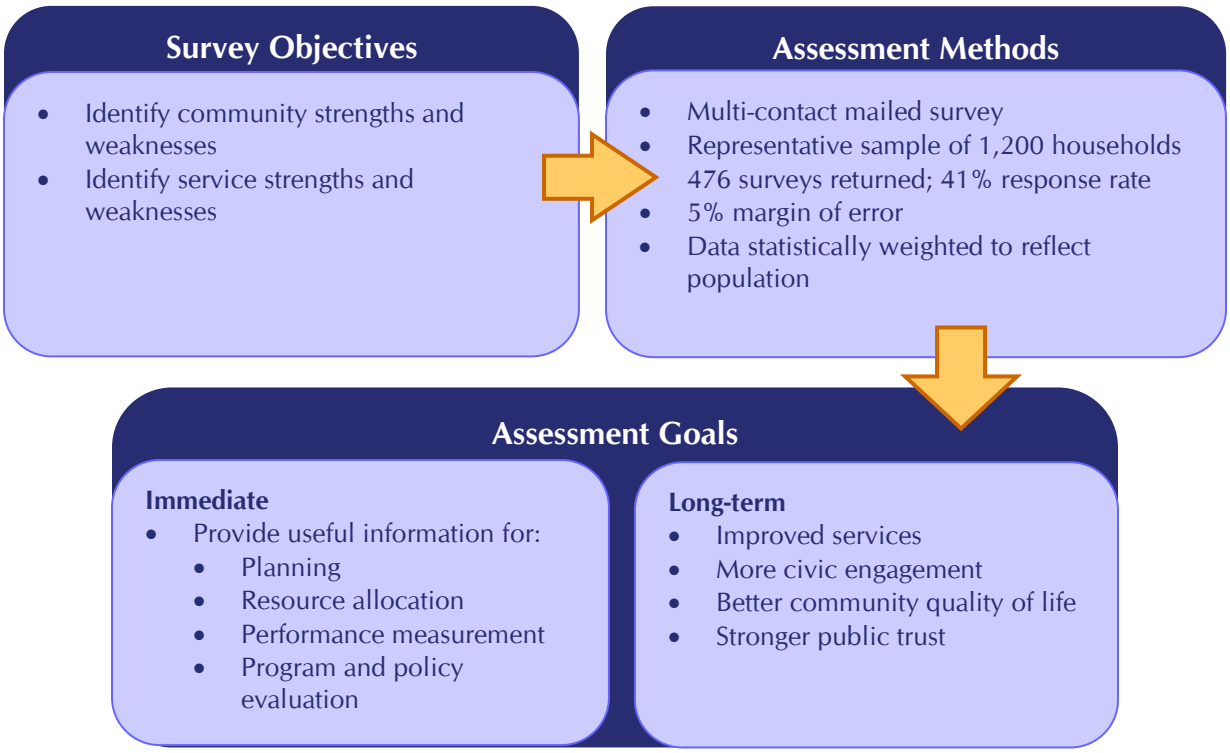
The National Citizen Survey™ by National Research Center, Inc.

Survey Background

About The National Citizen Survey™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

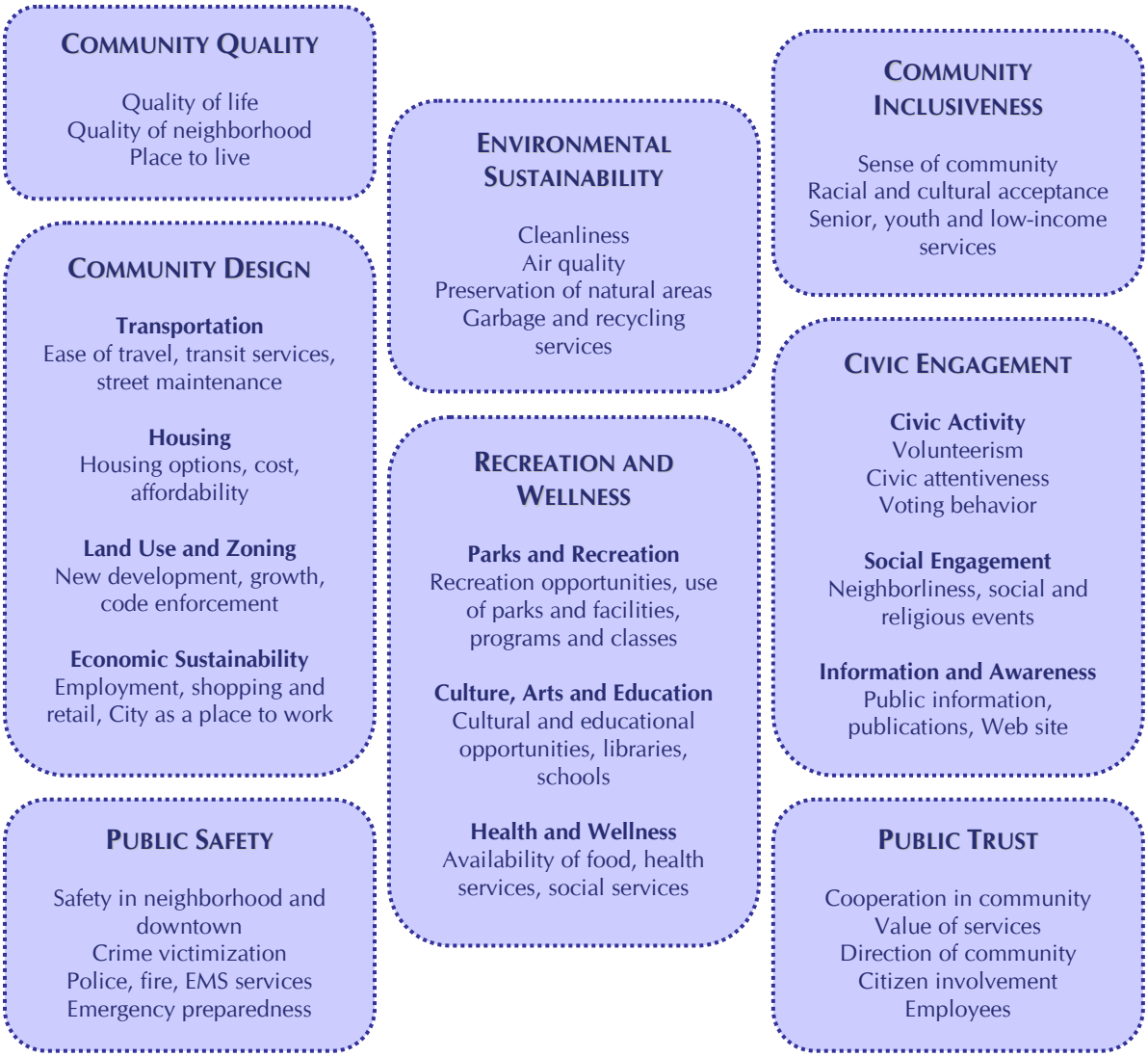
Figure 1: The National Citizen Survey™ Methods and Goals



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 476 completed surveys were obtained, providing an overall response rate of 41%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Dublin was developed in close cooperation with local jurisdiction staff. Dublin staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Dublin staff also augmented The National Citizen Survey™ basic service through a variety of options including a Web version of the survey, geographic crosstabulations of results and several custom questions.

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Understanding the Results

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Dublin Survey (476 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Dublin, but from City of Dublin services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than six percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Dublin chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Dublin survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

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Where comparisons for quality ratings were available, the City of Dublin results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Dublin's rating to the benchmark.

"Don't Know" Responses and Rounding

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

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Executive Summary

This report of the City of Dublin survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Dublin and believed the City was a good place to live. The overall quality of life in the City of Dublin was rated as "excellent" or "good" by 97% of respondents. Almost all reported they plan on staying in the City of Dublin for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were the cleanliness of Dublin, the overall appearance of Dublin and the overall image or reputation of Dublin. The two characteristics receiving the least positive ratings were the amount of public parking and the ease of bus travel.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 30 were much above the national benchmark comparison, one was similar to the national benchmark comparison and none were below.

Residents in the City of Dublin were civically engaged. While only 19% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 95% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Dublin, which was much higher than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Dublin as "good" or "excellent." This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Dublin in the previous 12 months gave high marks to those employees. Nearly all rated their overall impression of employees as "excellent" or "good."

On average, residents gave very high ratings to almost all local government services. City services rated were able to be compared to the benchmark database. Of the 38 services for which comparisons were available, 37 were much above the benchmark comparison, none were similar to the benchmark comparison and one was below.

Respondents were asked to rate how frequently they participated in various activities in Dublin. The most popular activities included providing help to a friend or neighbor and recycling; while the least popular activities were attending a meeting of local elected officials and riding a local bus. Generally, participation rates in the various activities in the community were higher than other communities.

Ratings from the 2012 survey were compared to the 2009 survey. Many ratings for civic activities changed; for example, ratings increased for those reporting to have volunteered time to a group as well as for voting in the last general election. However, ratings decreased for the number of respondents reporting to have watched a meeting of local elected officials.

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A Key Driver Analysis was conducted for the City of Dublin which examined the relationships between ratings of each service and ratings of the City of Dublin's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Dublin can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Public information services
- Public schools
- Street repair

For all services, the City of Dublin was above the benchmark and should continue to ensure high quality performance.

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Community Ratings

Overall Community Quality

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Dublin – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of Dublin. Residents were asked whether they planned to move soon or if they would recommend the City of Dublin to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Dublin offers services and amenities that work.

Almost all of the City of Dublin's residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

Figure 3: Ratings of Overall Community Quality by Year

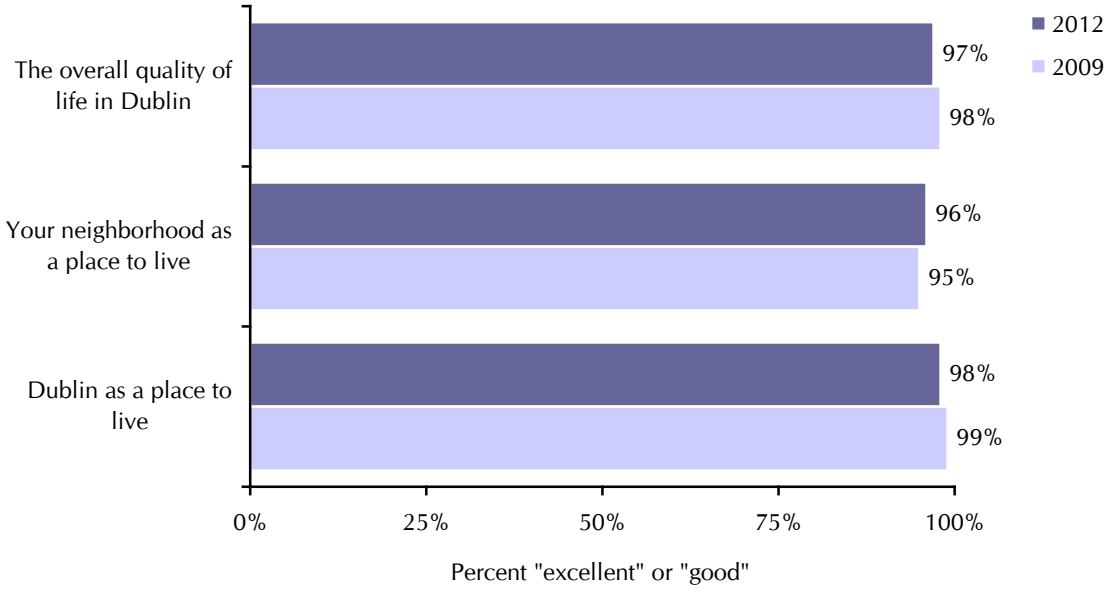

Figure 4: Likelihood of Remaining in Community and Recommending Community by Year

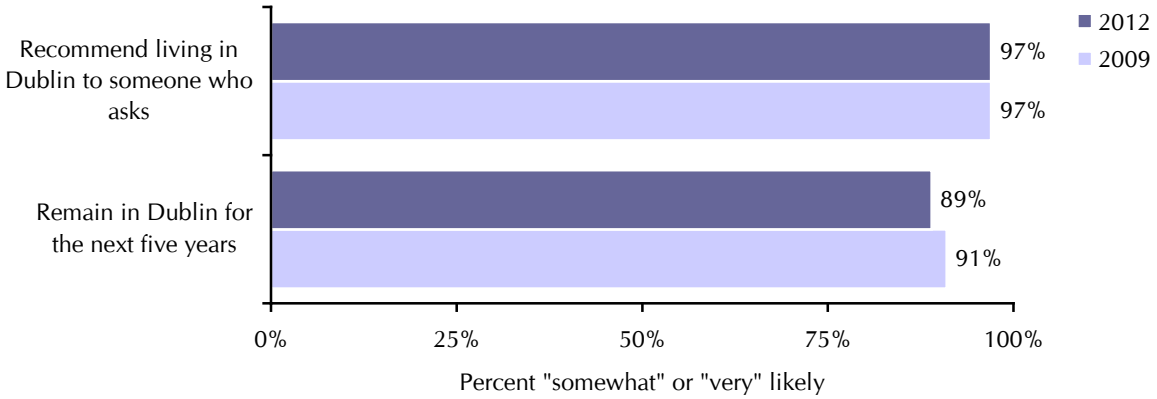

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FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Dublin	Much above
Your neighborhood as place to live	Much above
Dublin as a place to live	Much above
Recommend living in Dublin to someone who asks	Much above
Remain in Dublin for the next five years	Above

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Community Design

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." The availability of paths and walking trails was given the most positive rating, followed by ease of walking in Dublin. These ratings tended to be higher than the national benchmark and similar to the previous survey.

Figure 6: Ratings of Transportation in Community by Year

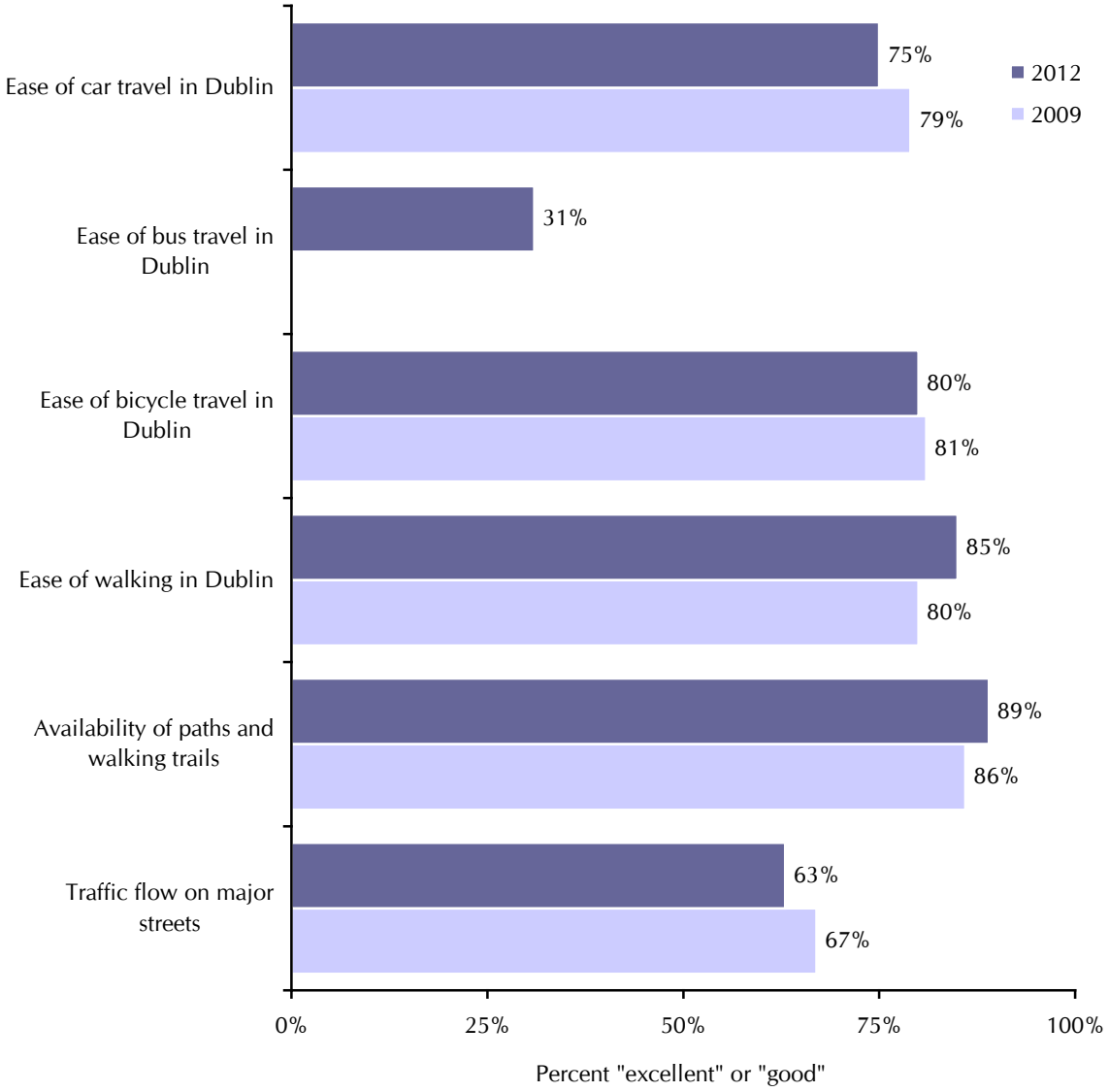

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FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Dublin	Much above
Ease of bus travel in Dublin	Much below
Ease of bicycle travel in Dublin	Much above
Ease of walking in Dublin	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much above

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Eight transportation services were rated in Dublin. Six were much above the benchmark, one was below the benchmark and one was similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

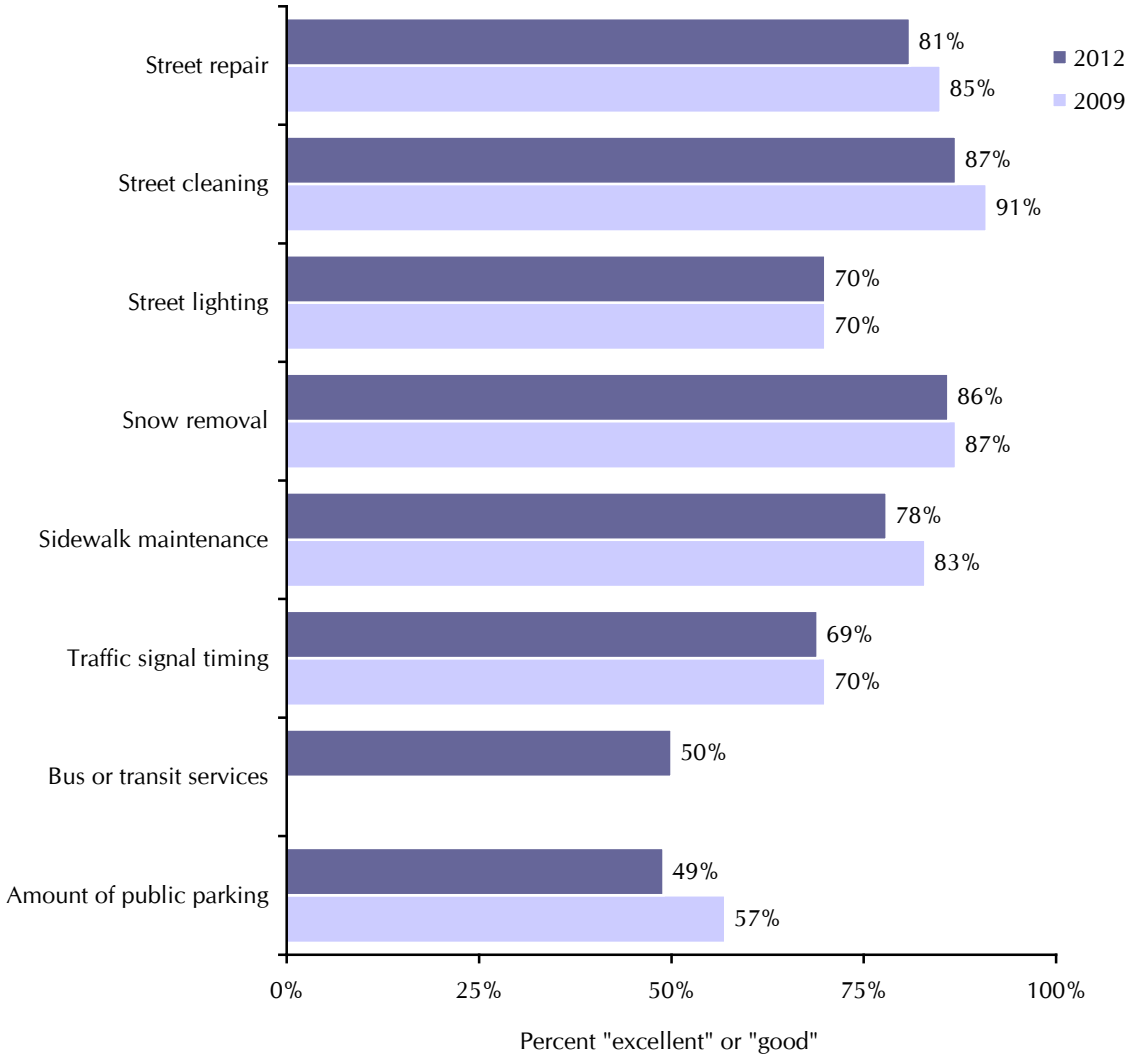

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Much above
Snow removal	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Much above
Bus or transit services	Below
Amount of public parking	Similar

The National Citizen Survey™ by National Research Center, Inc.

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 1% of work commute trips were made by transit and 1% by bicycle.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

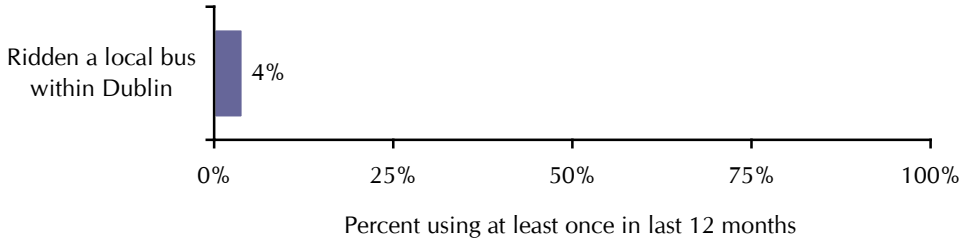

FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Dublin	Much less

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FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

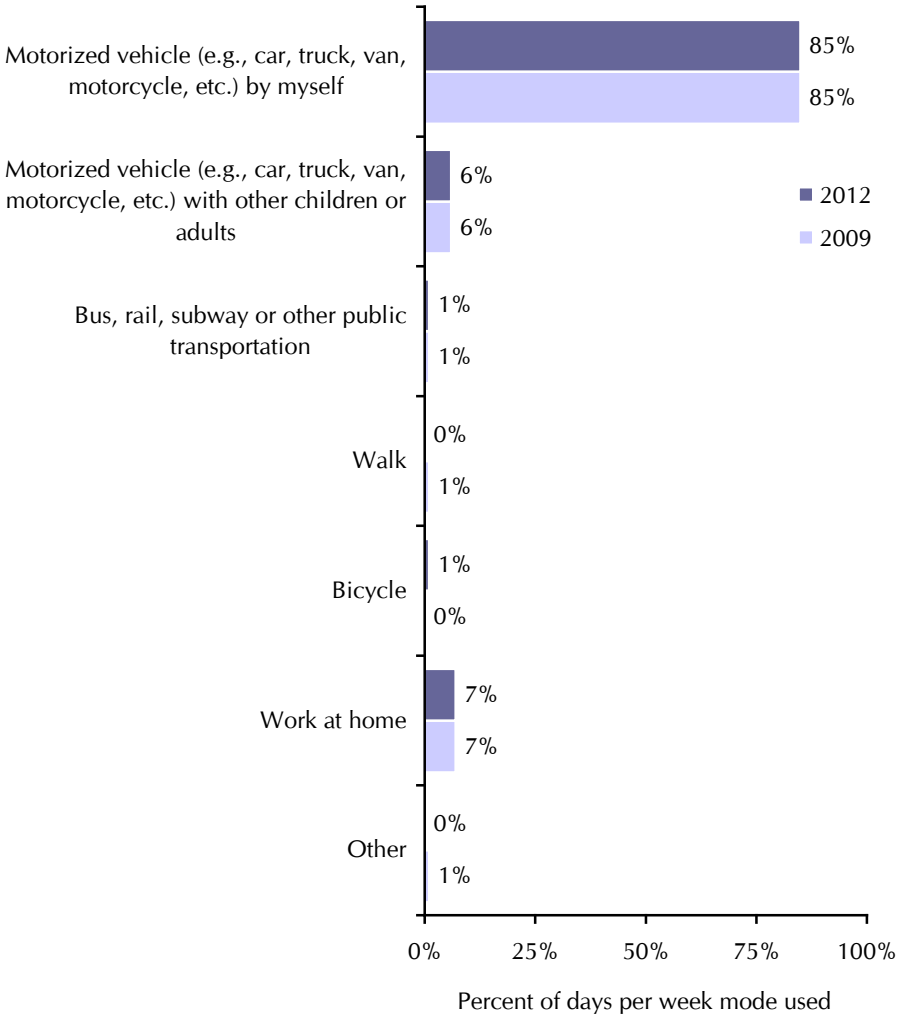

FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much more

The National Citizen Survey™ by National Research Center, Inc.

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Dublin residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 60% of respondents, while the variety of housing options was rated as "excellent" or "good" by 77% of respondents. The rating of perceived affordable housing availability was much better in the City of Dublin than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

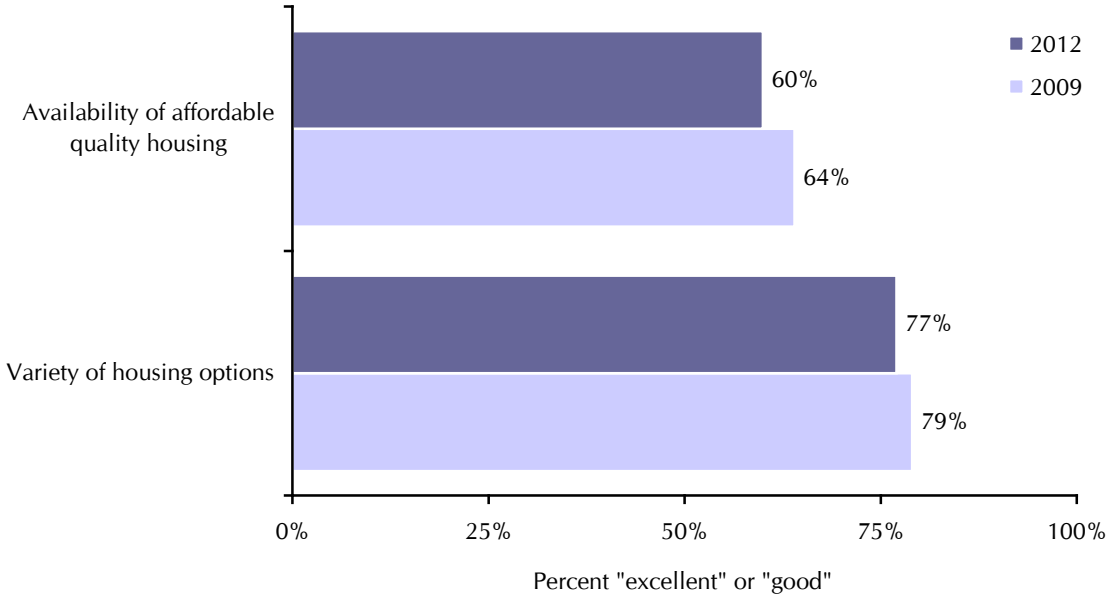

FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Much above

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To augment the perceptions of affordable housing in Dublin, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Dublin experiencing housing cost stress. About 17% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

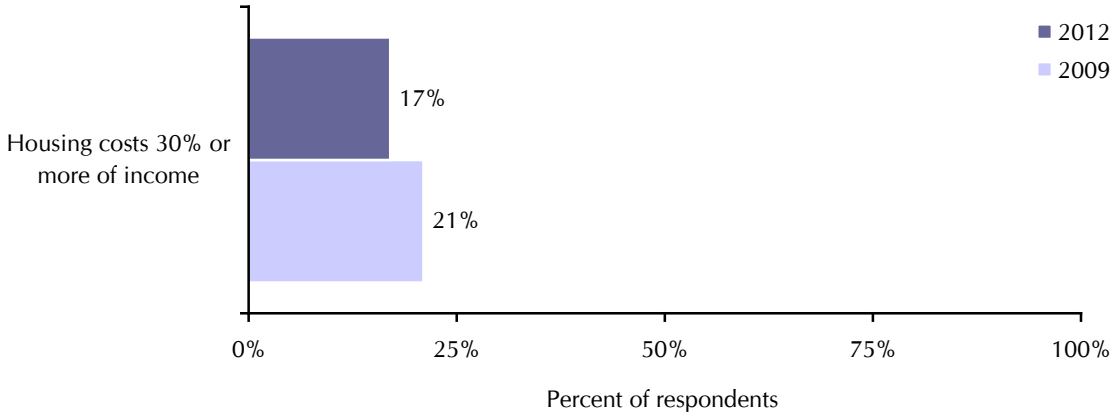

FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

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Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Dublin and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Dublin was rated as "excellent" by 40% of respondents and as "good" by an additional 50%. The overall appearance of Dublin was rated as "excellent" or "good" by 97% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Dublin, 1% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated much above the benchmark. Ratings generally remained stable over time.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

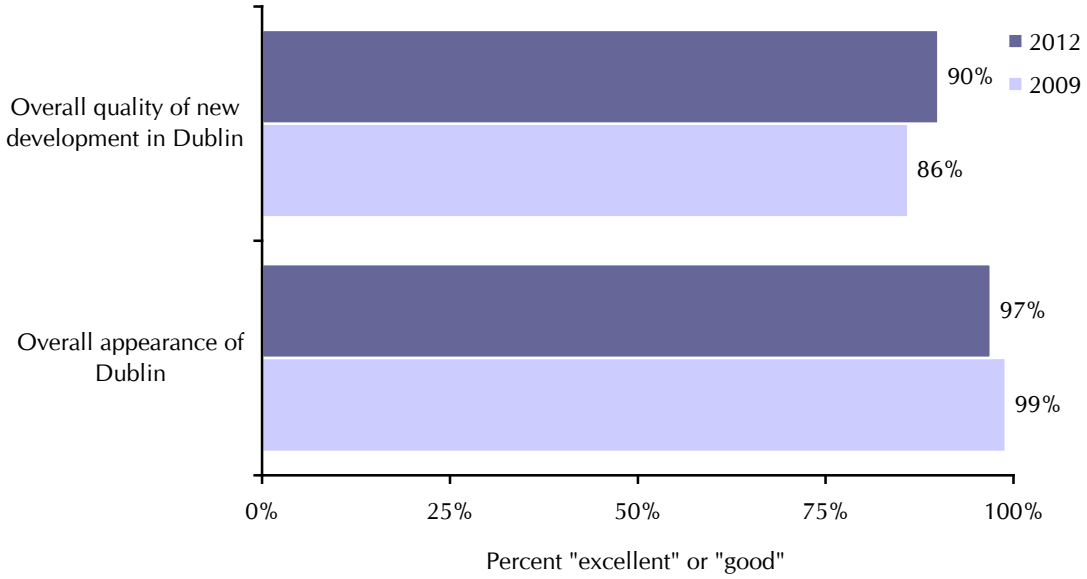

FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Dublin	Much above
Overall appearance of Dublin	Much above

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FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

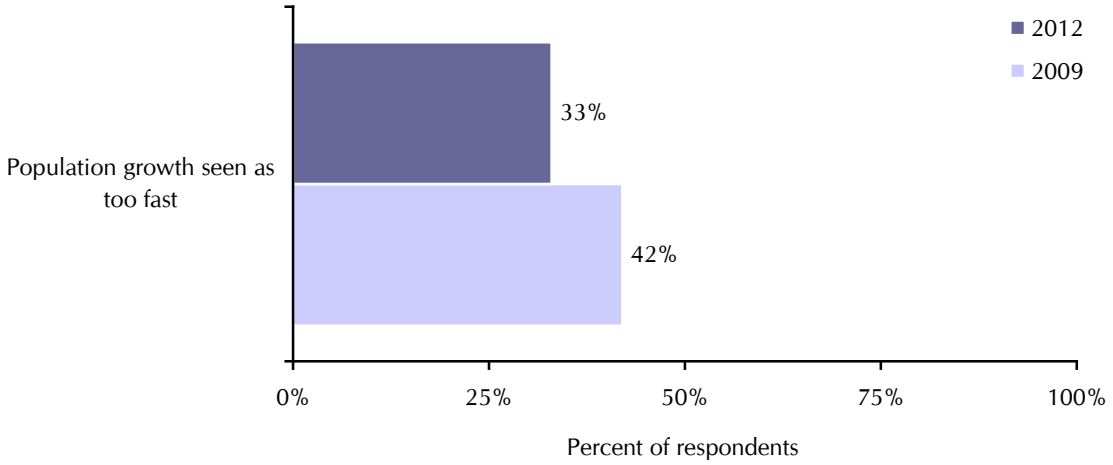

FIGURE 21: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

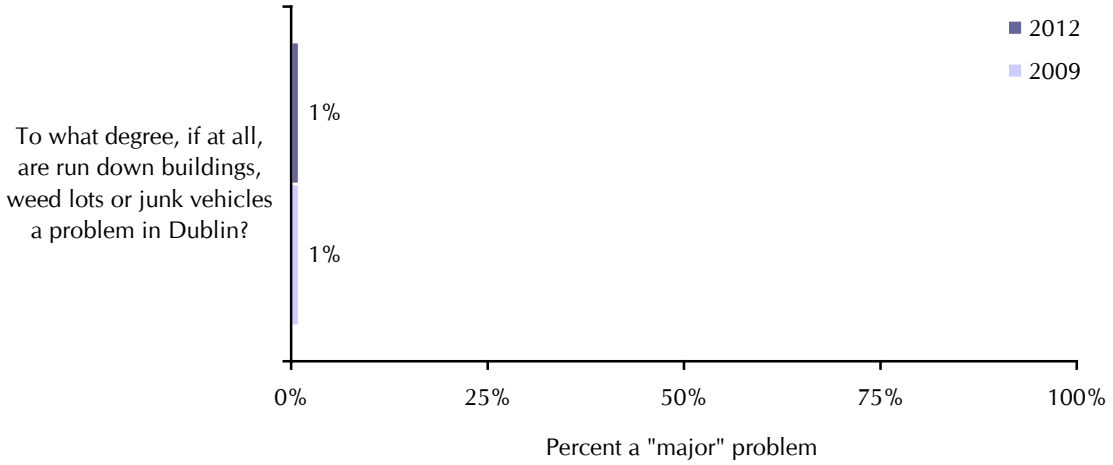

FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

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FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

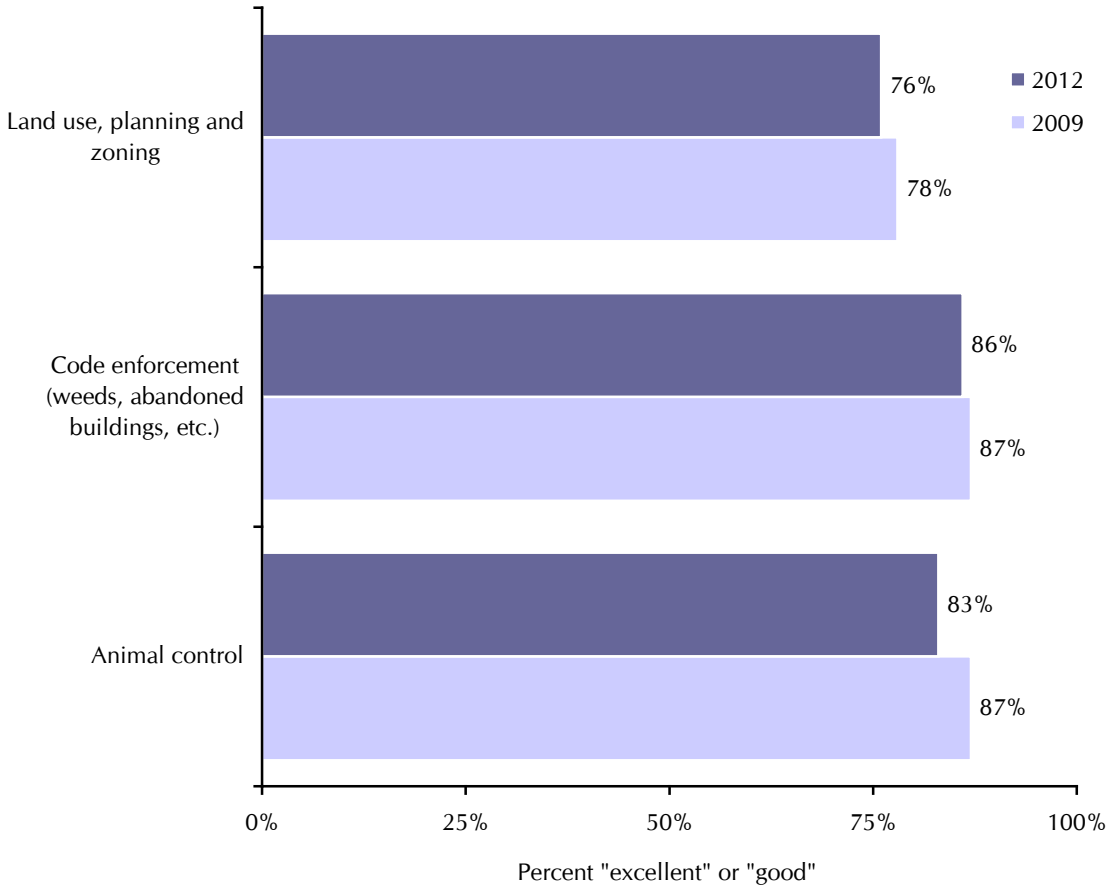

FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

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Economic Sustainability

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Dublin as a place to work and the overall quality of business and service establishments in Dublin. Ratings for employment opportunities increased compared to the 2009 survey and were rated much above the benchmark.

Figure 26: Ratings of Economic Sustainability and Opportunities by Year

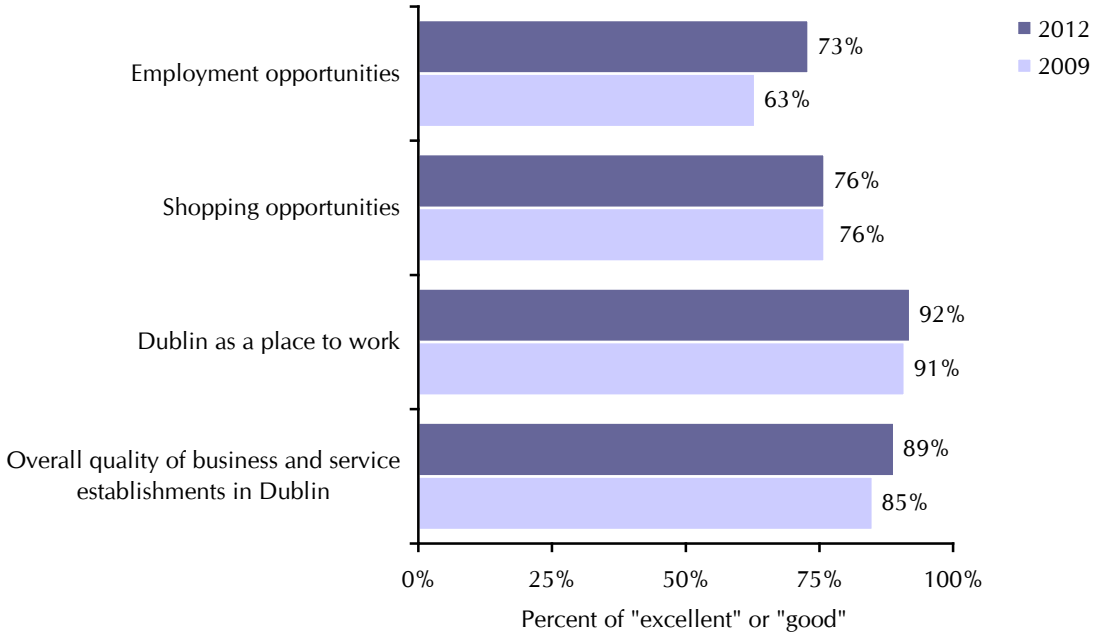

Figure 27: Economic Sustainability and Opportunities Benchmarks

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Dublin as a place to work	Much above
Overall quality of business and service establishments in Dublin	Much above

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Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Dublin, 48% responded that it was "too slow," while 26% reported retail growth as "too slow." Far fewer residents in Dublin compared to other jurisdictions believed that retail growth and jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

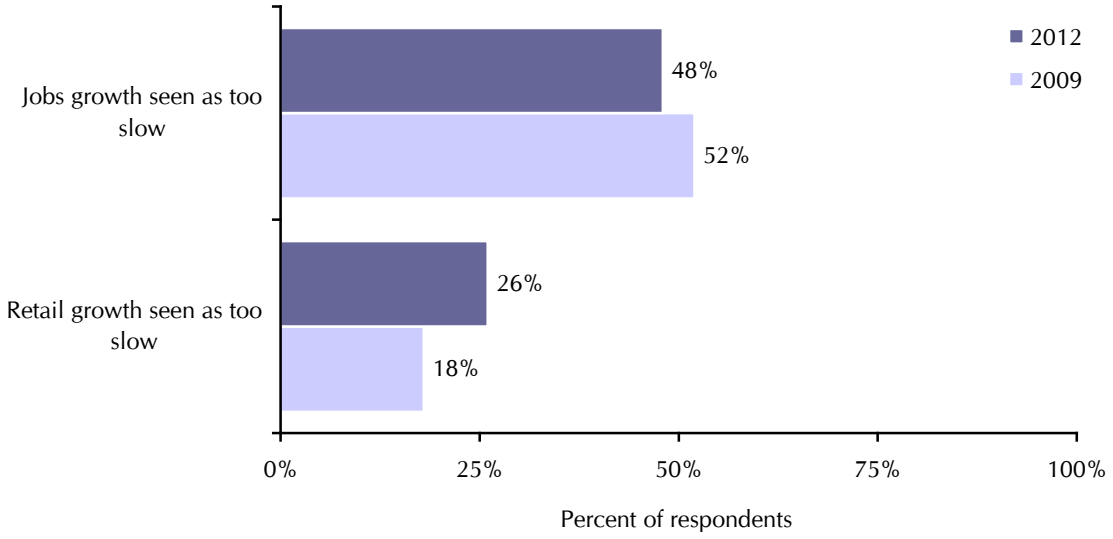

FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Much less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

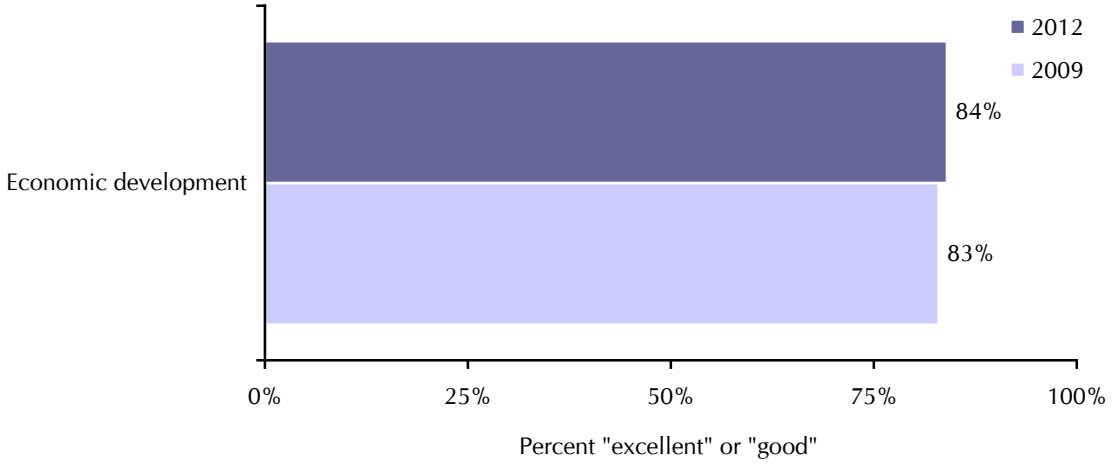

FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

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Residents were asked to reflect on their economic prospects in the near term. Twenty-six percent of the City of Dublin residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was much more than comparison jurisdictions and increased from 2009 to 2012.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

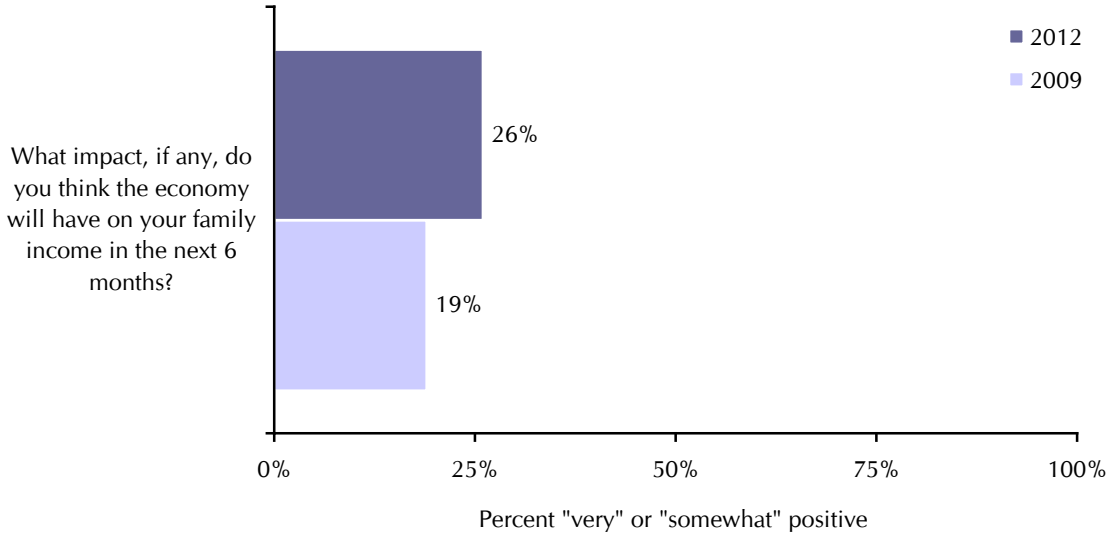

FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much above

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Public Safety

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Dublin. About 95% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 89% felt "very" or "somewhat" safe from environmental hazards. Safety ratings remained stable over time.

Figure 34: Ratings of Community and Personal Public Safety by Year

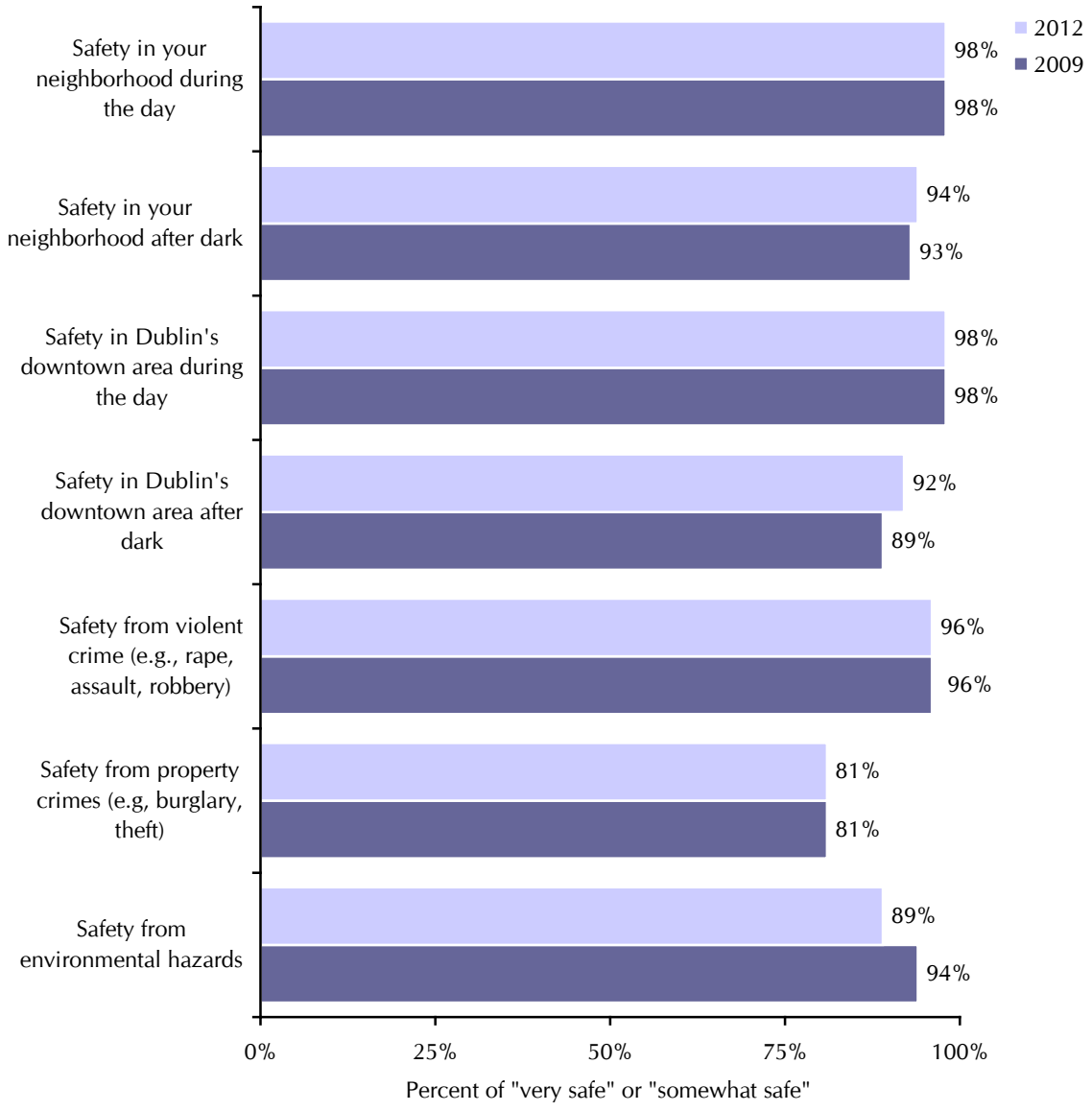

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FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Dublin's downtown area during the day	Much above
In Dublin's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 8% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 82% had reported it to police. Compared to other jurisdictions fewer Dublin residents had been victims of crime in the 12 months preceding the survey and about the same percent of Dublin residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

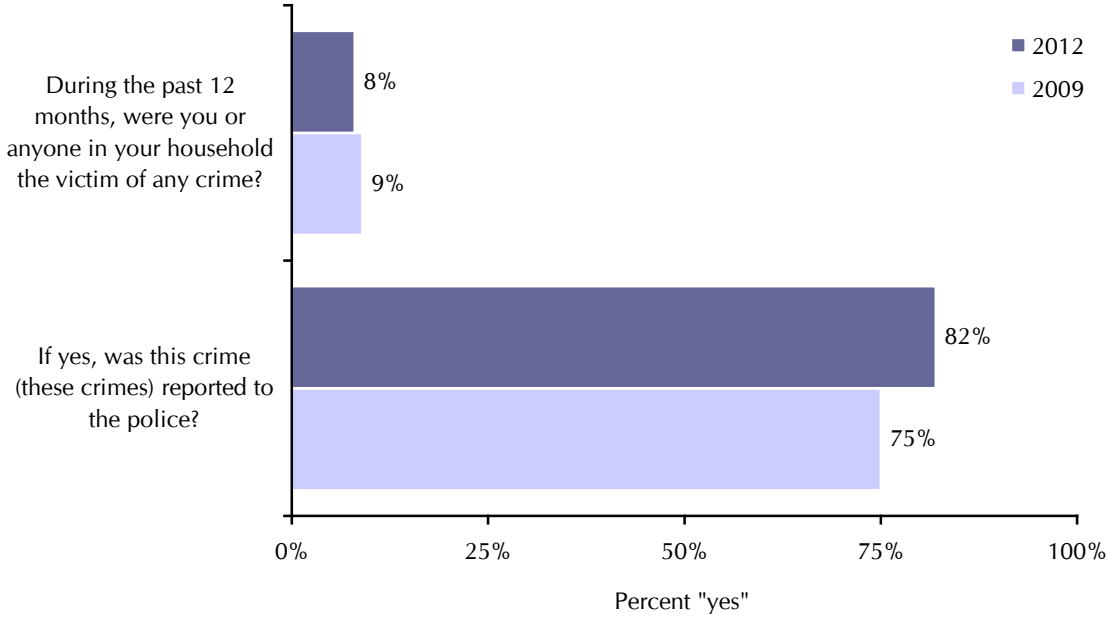


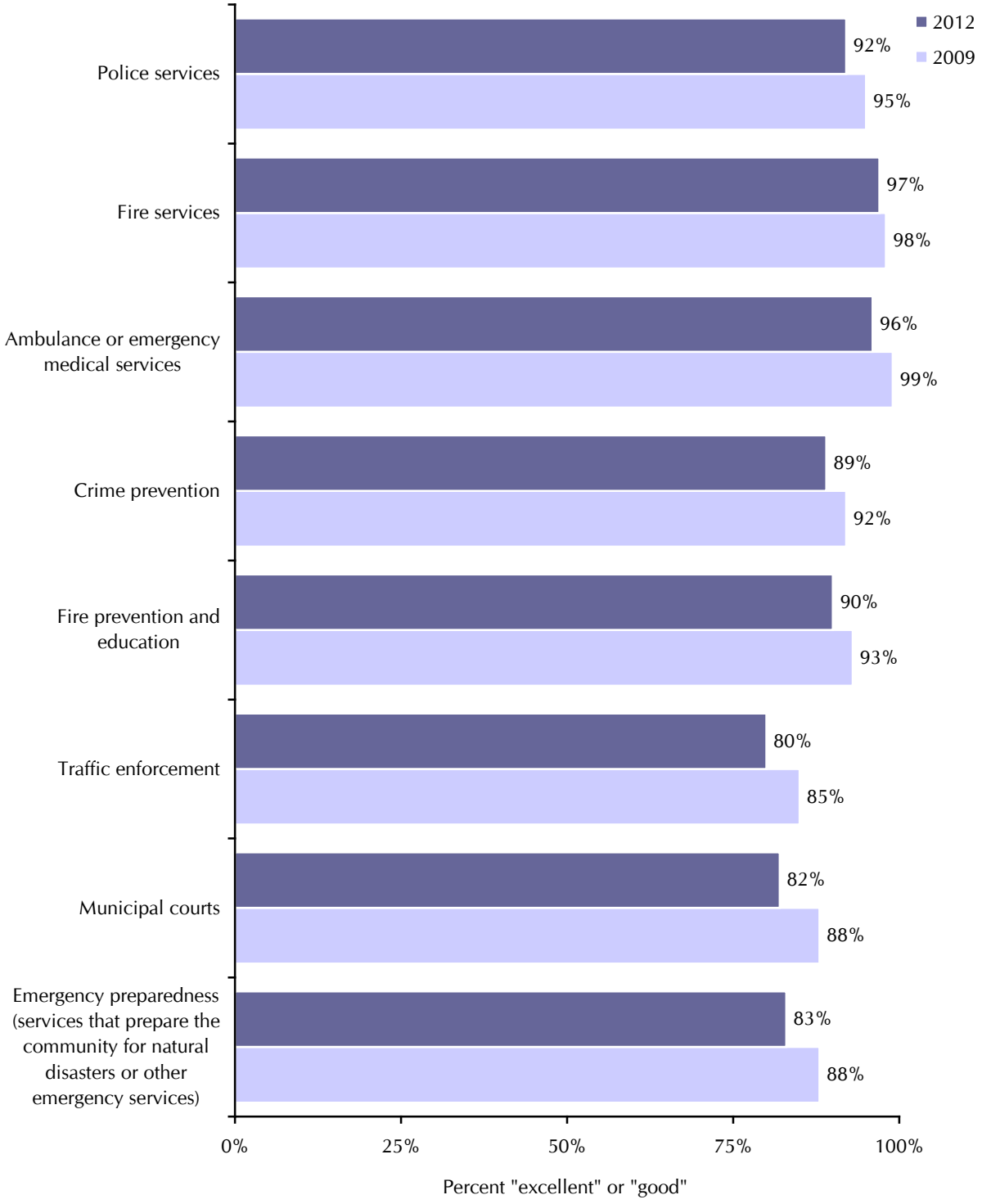
FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	Similar

The National Citizen Survey™ by National Research Center, Inc.

Residents rated eight City public safety services; of these, all eight were rated much above the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement received the lowest ratings. All were rated similar compared to the previous survey year.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

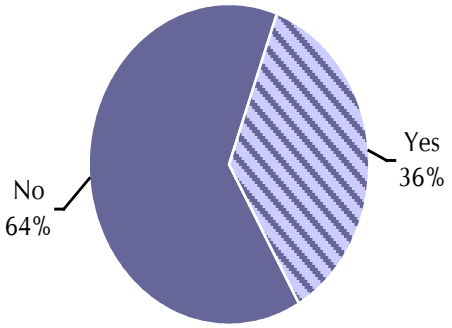
FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

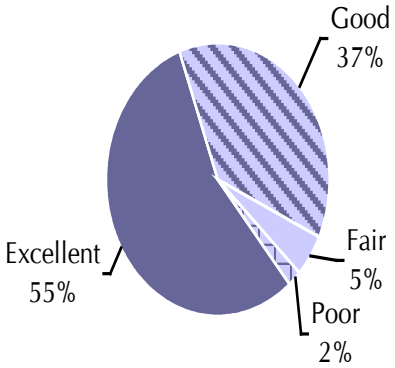
	Comparison to benchmark
Police services	Much above
Fire services	Much above
Ambulance or emergency medical services	Much above
Crime prevention	Much above
Fire prevention and education	Much above
Traffic enforcement	Much above
Courts	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

Have you had any in-person or phone contact with an employee of the City of Dublin Police Department within the last 12 months?

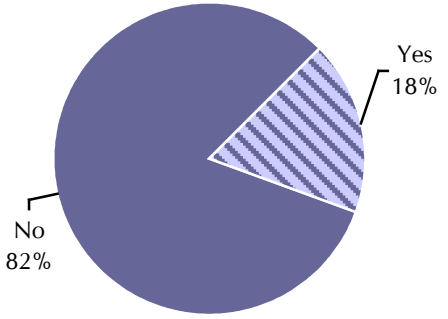


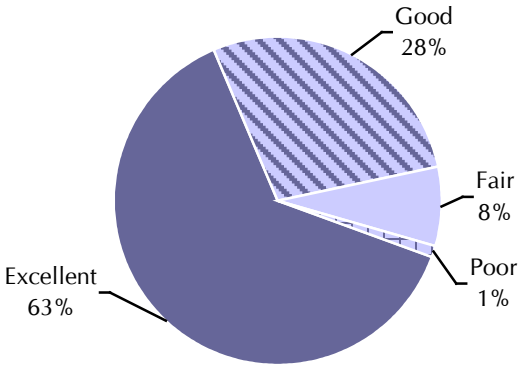


What was your overall impression of your most recent contact with the City of Dublin Police Department?

FIGURE 41: CONTACT WITH FIRE DEPARTMENT

Have you had any in-person or phone contact with an employee of the Washington Township Fire Department within the last 12 months?





What was your overall impression of your most recent contact with the Washington Township Fire Department?

FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Dublin Police Department	Similar
Overall impression of most recent contact with the City of Dublin Police Department	Much above
Had contact with the Washington Township Fire Department	More
Overall impression of most recent contact with the Washington Township Fire Department	Similar

The National Citizen Survey™ by National Research Center, Inc.

Environmental Sustainability

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Dublin were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 94% of survey respondents. The cleanliness of Dublin received the highest rating, and it was much above the benchmark.

Figure 43: Ratings of the Community's Natural Environment by Year

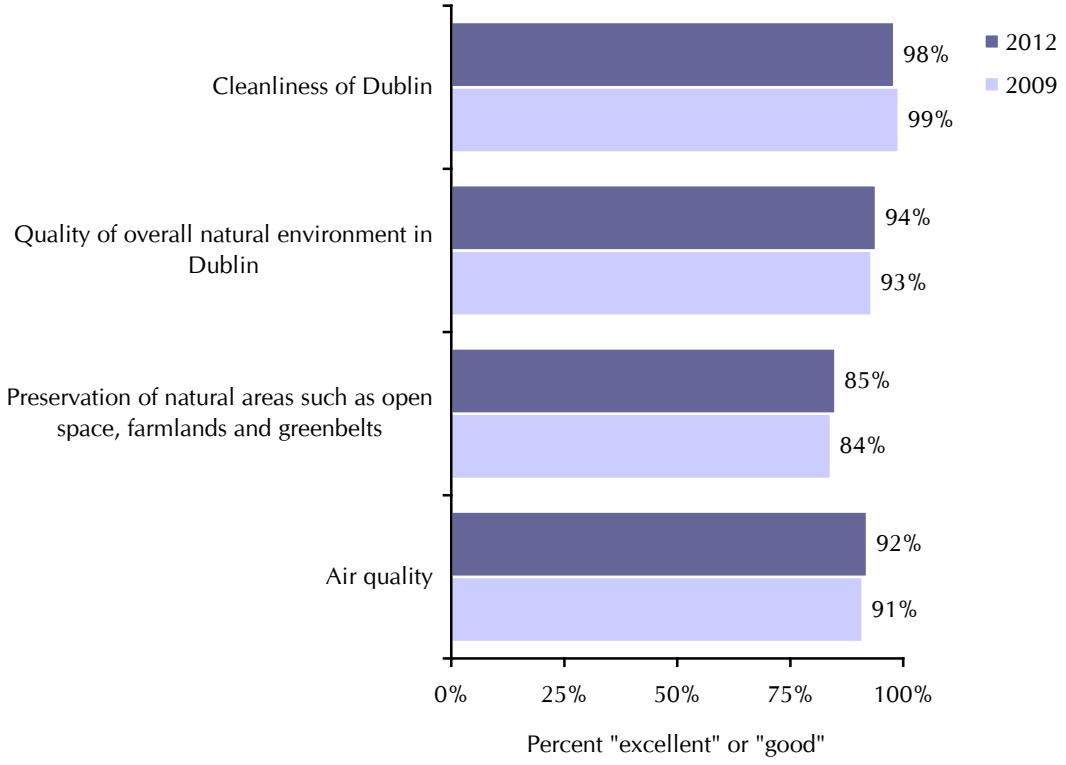


Figure 44: Community Environment Benchmarks

	Comparison to benchmark
Cleanliness of Dublin	Much above
Quality of overall natural environment in Dublin	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Much above

The National Citizen Survey™ by National Research Center, Inc.

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

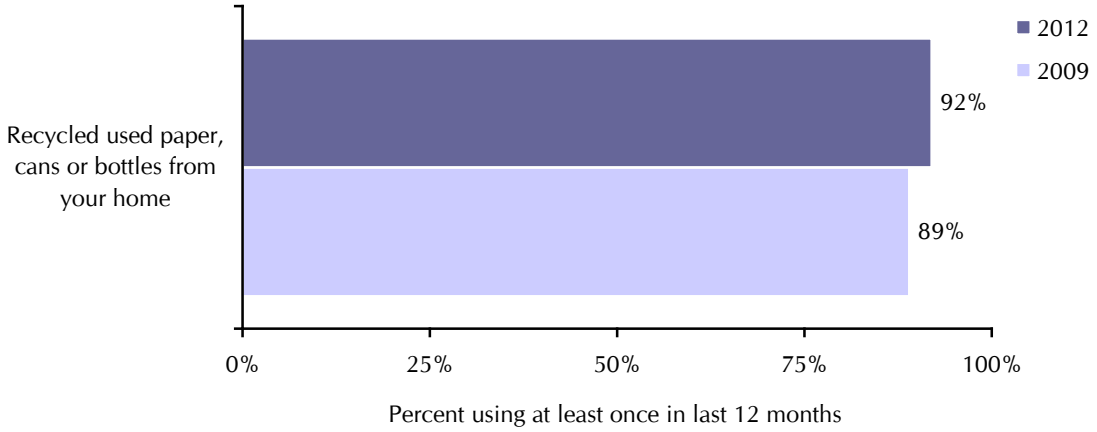


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

The National Citizen Survey™ by National Research Center, Inc.

Of the seven utility services rated by those completing the questionnaire, all seven were higher than the benchmark comparison. These service ratings trends were stable over time.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

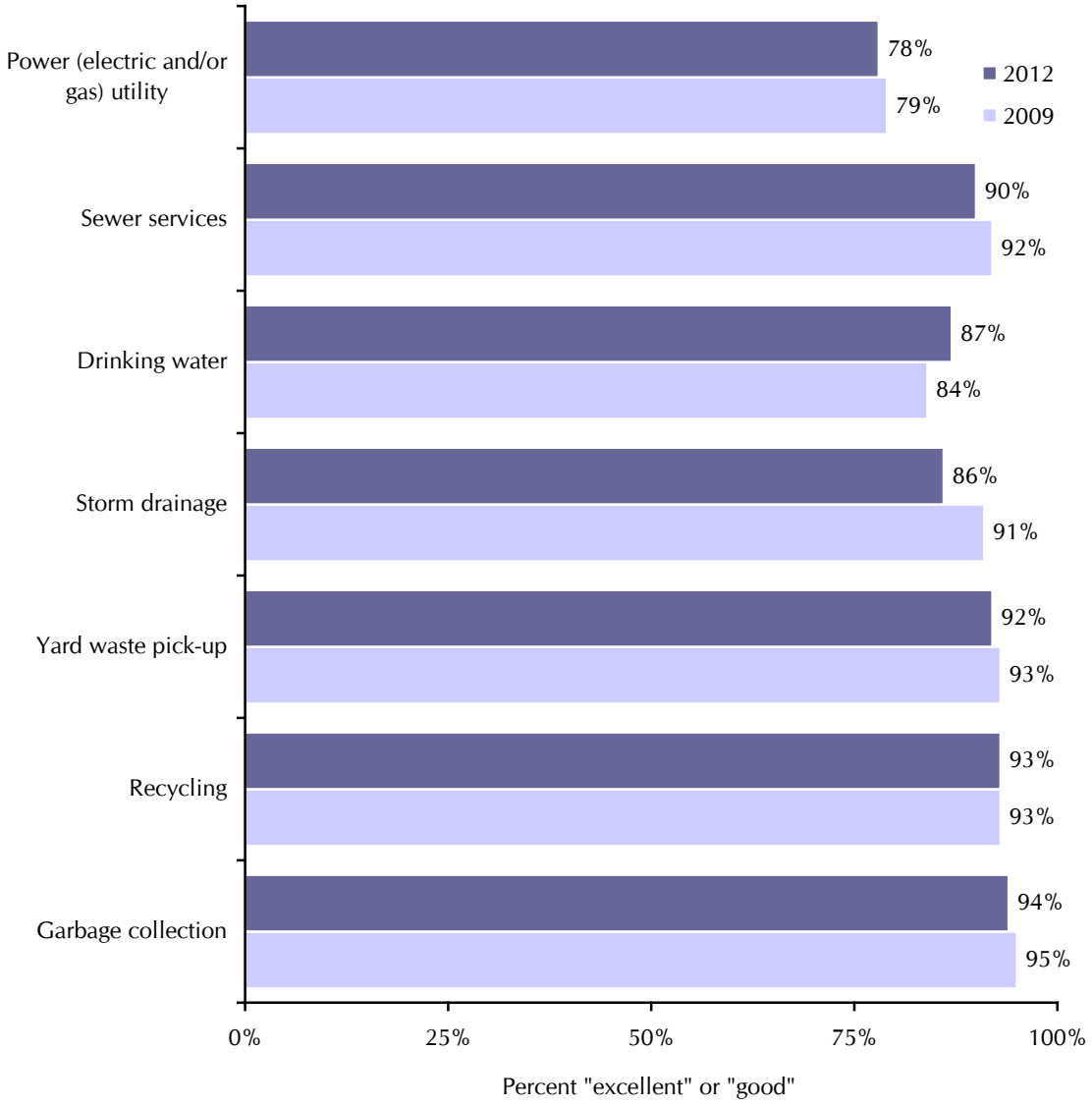


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Above
Sewer services	Much above
Drinking water	Much above
Storm drainage	Much above
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Much above

The National Citizen Survey™ by National Research Center, Inc.

Recreation and Wellness

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Dublin were rated positively as were services related to parks and recreation. City parks, recreation programs and recreation centers were all rated much higher than the benchmark. Parks and recreation ratings stayed constant over time.

Resident use of Dublin parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Dublin recreation centers was much greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Dublin was much higher than use in comparison jurisdictions.

Figure 49: Ratings of Community Recreational Opportunities by Year

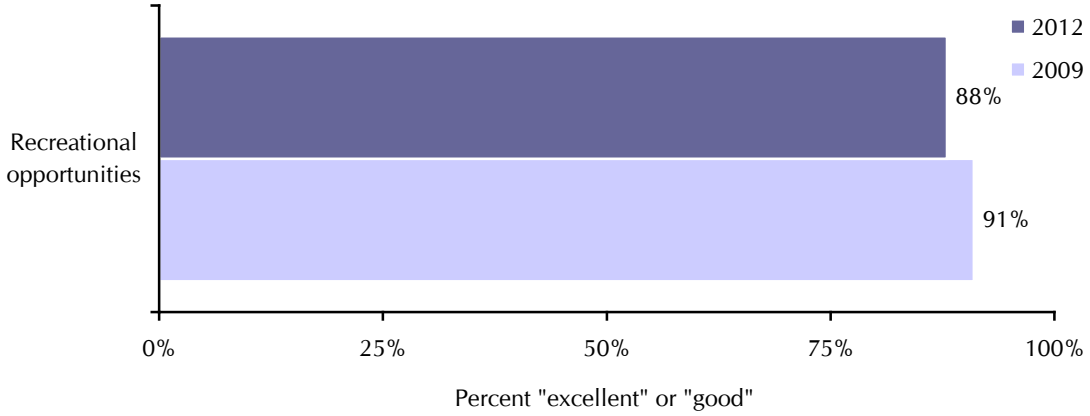


Figure 50: Community Recreational Opportunities Benchmarks

	Comparison to benchmark
Recreation opportunities	Much above

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

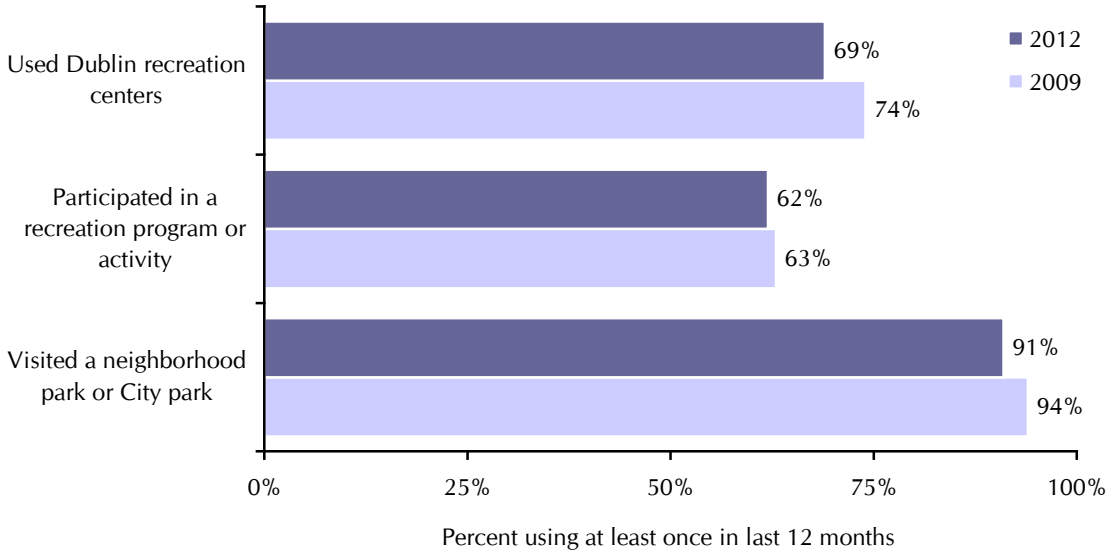


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Dublin recreation centers	Much more
Participated in a recreation program or activity	Much more
Visited a neighborhood park or City park	More

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

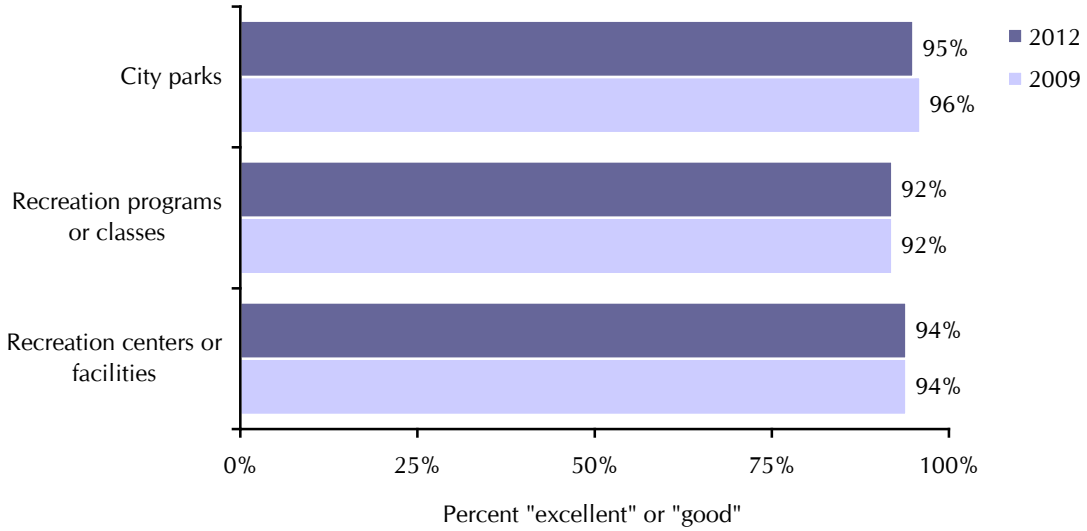


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

The National Citizen Survey™ by National Research Center, Inc.

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as "excellent" or "good" by 72% of respondents. Educational opportunities were rated as "excellent" or "good" by 86% of respondents. Educational opportunities and cultural activity opportunities were rated much above the benchmark comparison.

About 80% of Dublin residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much above comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

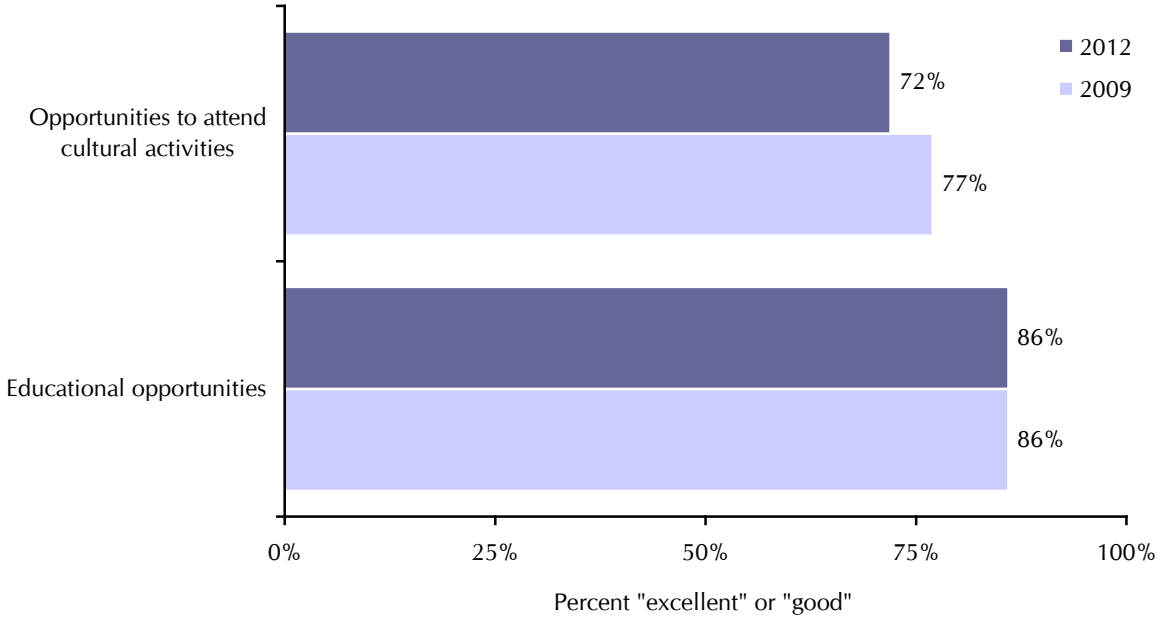


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Much above

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

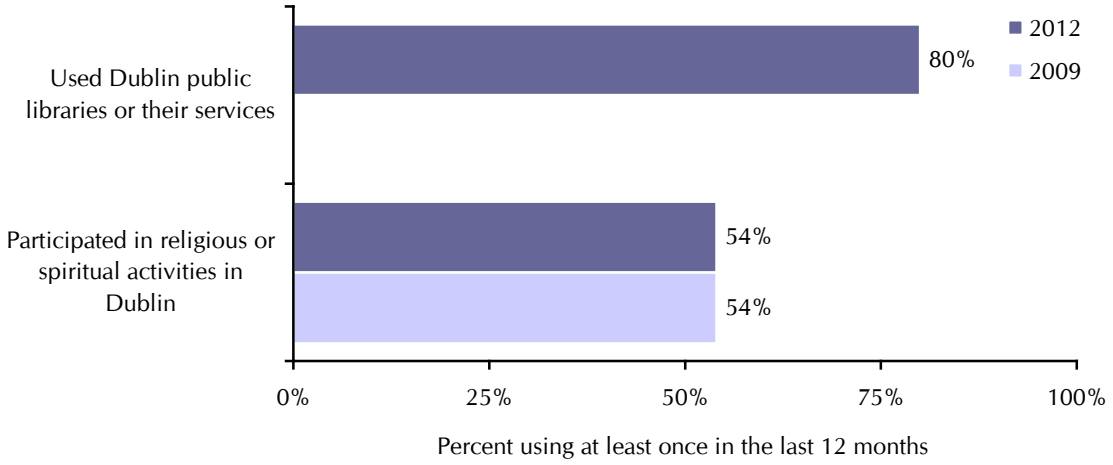


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Dublin public libraries or their services	Much more
Participated in religious or spiritual activities in Dublin	More

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

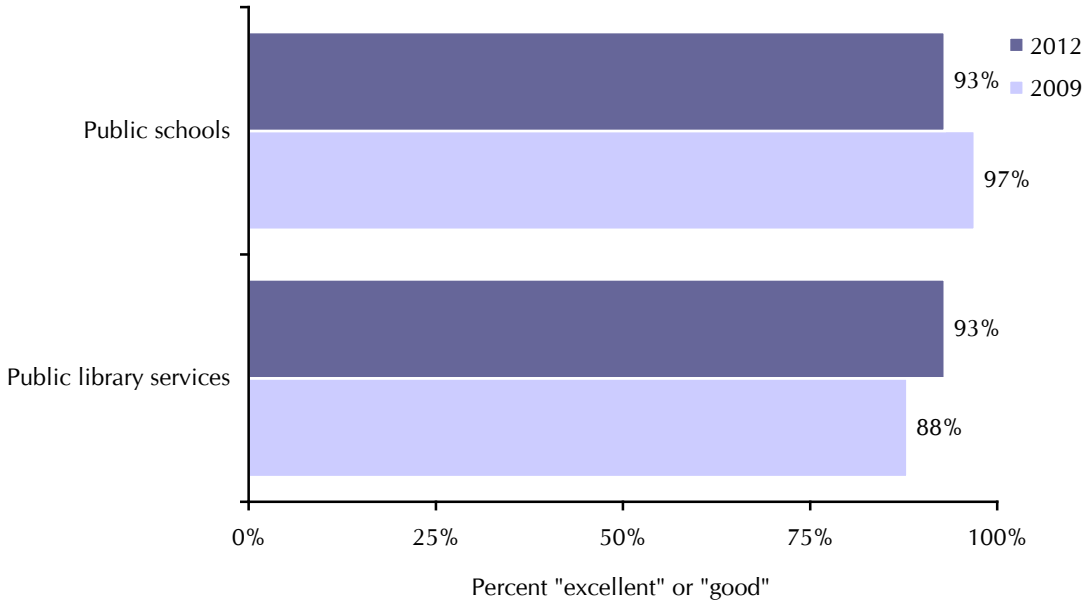


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Much above

The National Citizen Survey™ by National Research Center, Inc.

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Dublin were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food and the availability of preventive health services were rated most positively for the City of Dublin, while the availability of affordable quality health care was rated less favorably by residents.

Among Dublin residents, 81% rated affordable quality health care as "excellent" or "good." Those ratings were much above the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

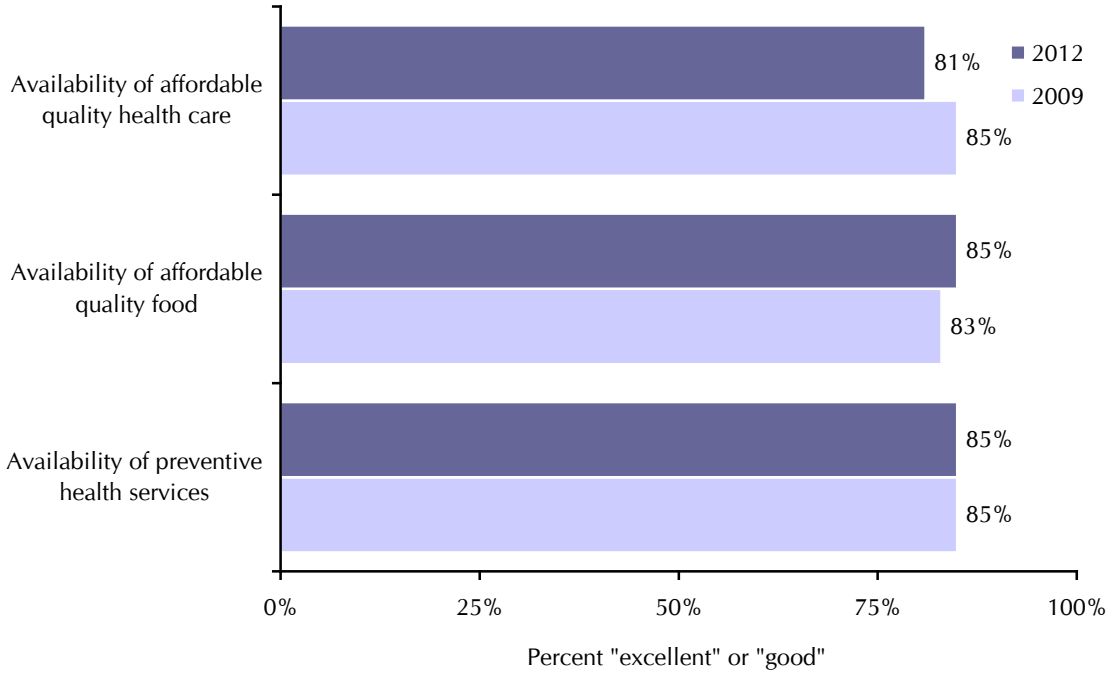


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much above
Availability of affordable quality food	Much above
Availability of preventive health services	Much above

The National Citizen Survey™ by National Research Center, Inc.

Health related services offered in the City of Dublin were much above the benchmark.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

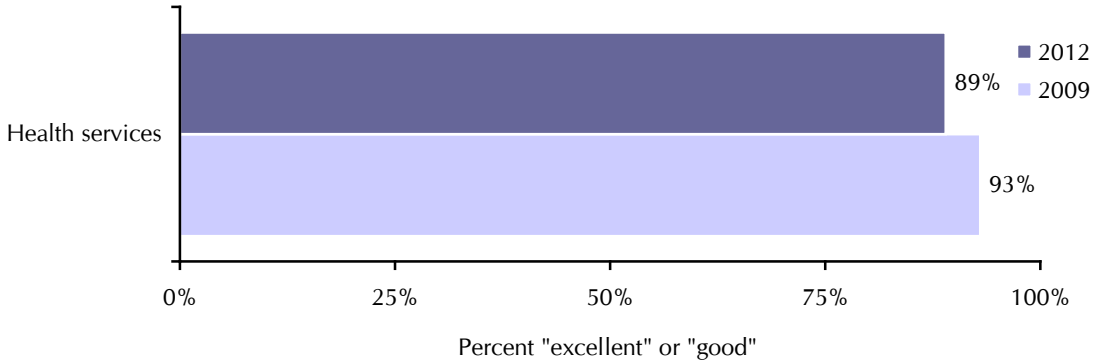


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Much above

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Community Inclusiveness

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Dublin as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the City of Dublin as an "excellent" or "good" place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." Most survey respondents felt the City of Dublin was open and accepting towards people of diverse backgrounds. Dublin as a place to retire was rated the lowest by residents and was similar to the benchmark.

Figure 65: Ratings of Community Quality and Inclusiveness by Year

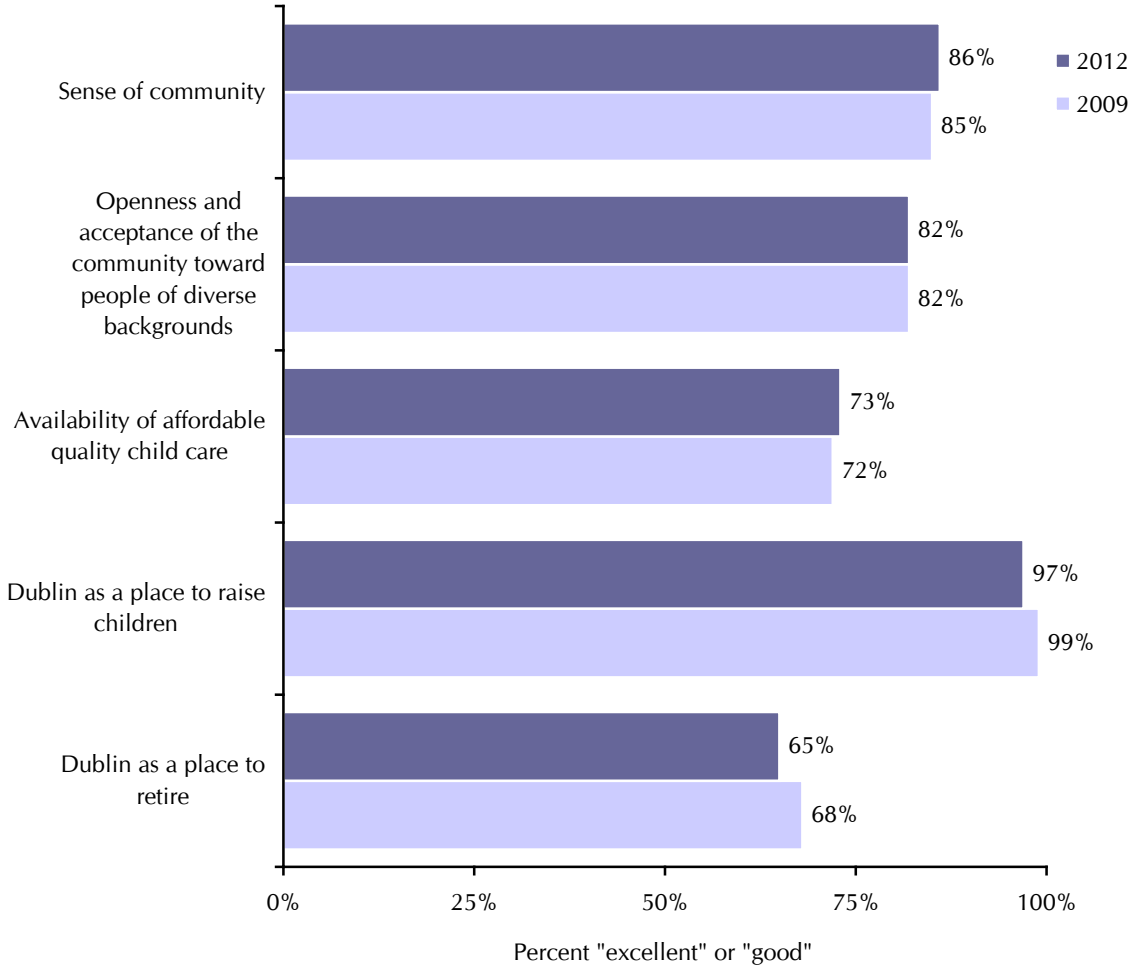

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FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Much above
Availability of affordable quality child care	Much above
Dublin as a place to raise kids	Much above
Dublin as a place to retire	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 59% to 90% with ratings of "excellent" or "good." All were much above the benchmark.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

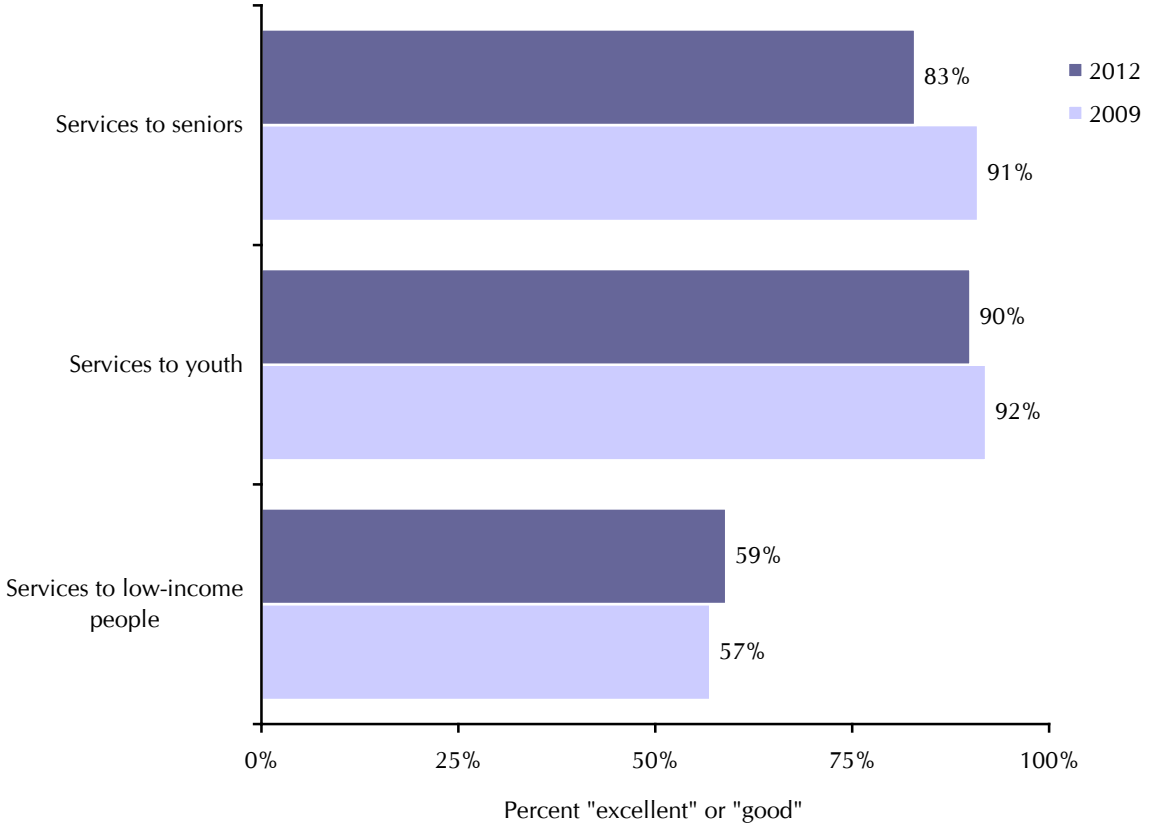

FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low income people	Much above

The National Citizen Survey™ by National Research Center, Inc.

Civic Engagement

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Dublin. Survey participants rated the volunteer opportunities in the City of Dublin favorably. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were much above ratings from comparison jurisdictions where these questions were asked.

Figure 69: Ratings of Civic Engagement Opportunities

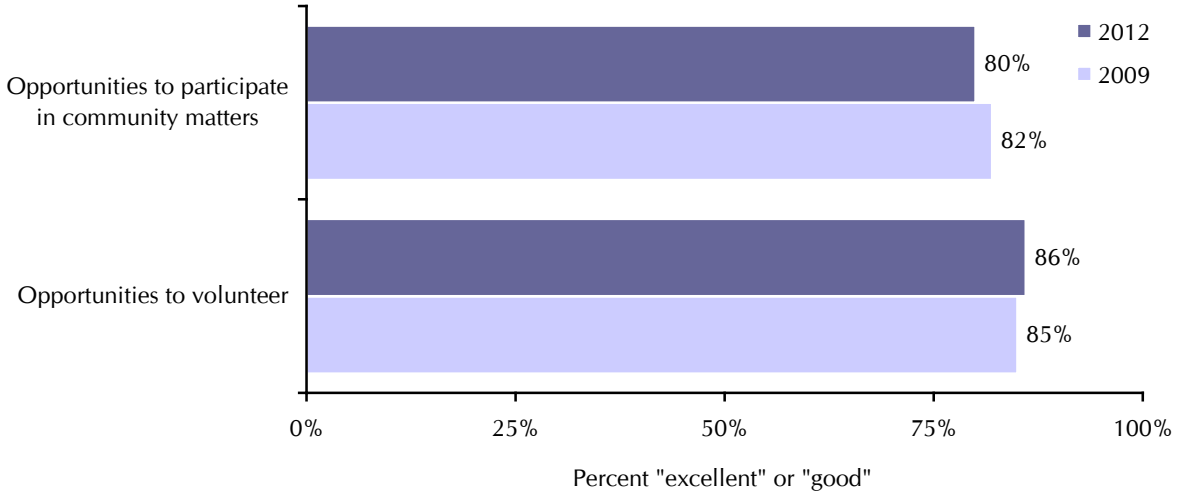

Figure 70: Civic Engagement Opportunities Benchmarks

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Much above

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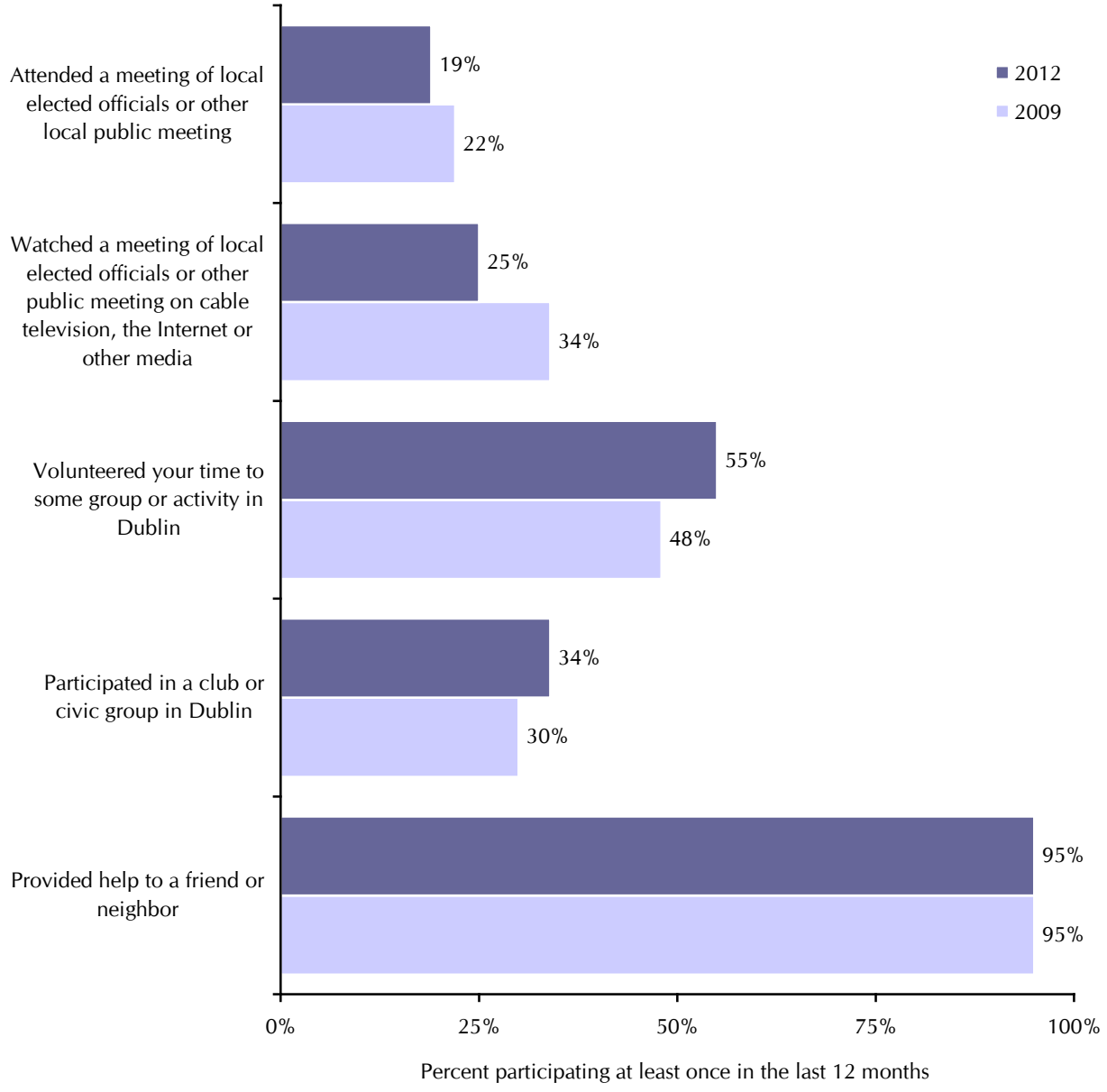
Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement; while volunteering time to a group and participating in a club showed higher rates. Attending a meeting of local elected officials and watching a meeting of local elected officials showed lower rates of community engagement.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]



[1] Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

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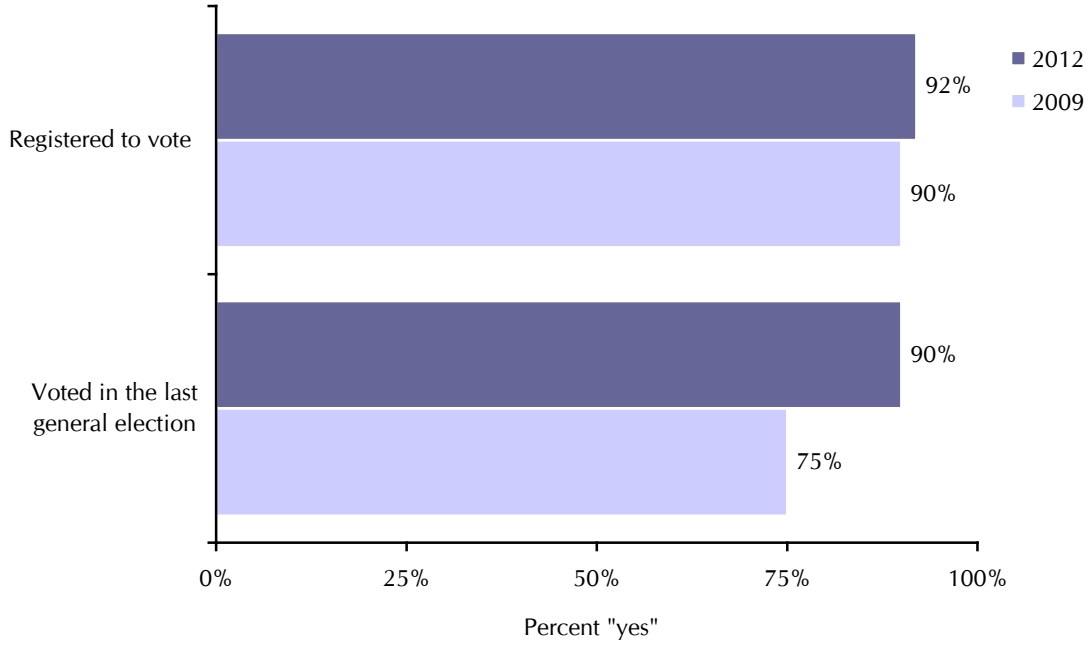
FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Dublin	Much more
Participated in a club or civic group in Dublin	More
Provided help to a friend or neighbor	Similar

City of Dublin residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-two percent reported they were registered to vote and 90% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	More
Voted in last general election	Much more

The National Citizen Survey™ by National Research Center, Inc.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Dublin Web site in the previous 12 months, 76% reported they had done so at least once. Public information services were rated very favorably compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES

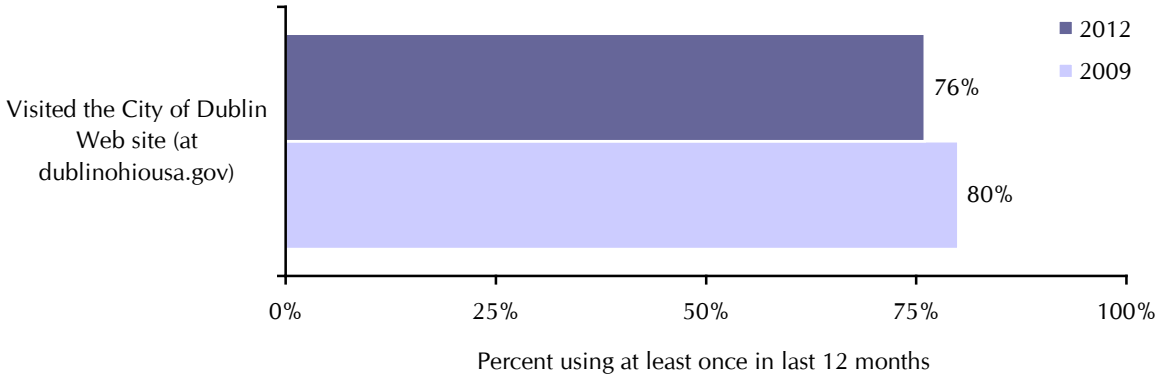


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Visited the City of Dublin Web site	Much more

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

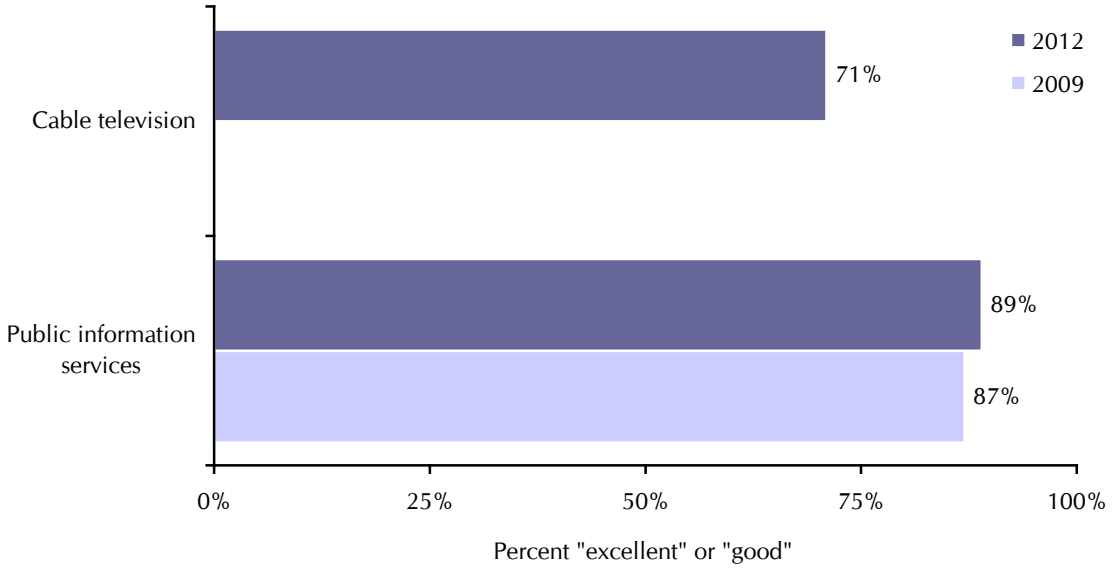


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Much above
Public information services	Much above

The National Citizen Survey™ by National Research Center, Inc.

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 78% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

Figure 79: Ratings of Social Engagement Opportunities by Year

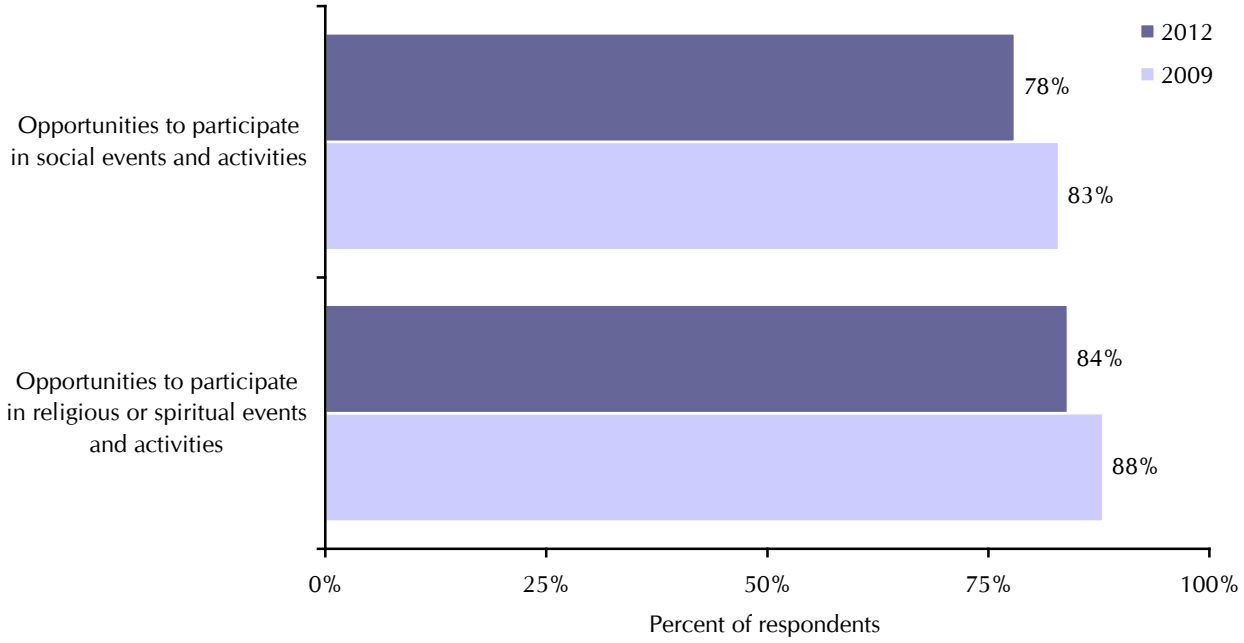


Figure 80: Social Engagement Opportunities Benchmarks

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above
Opportunities to participate in religious or spiritual events and activities	Much above

The National Citizen Survey™ by National Research Center, Inc.

Residents in Dublin reported a strong amount of neighborliness. Close to half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

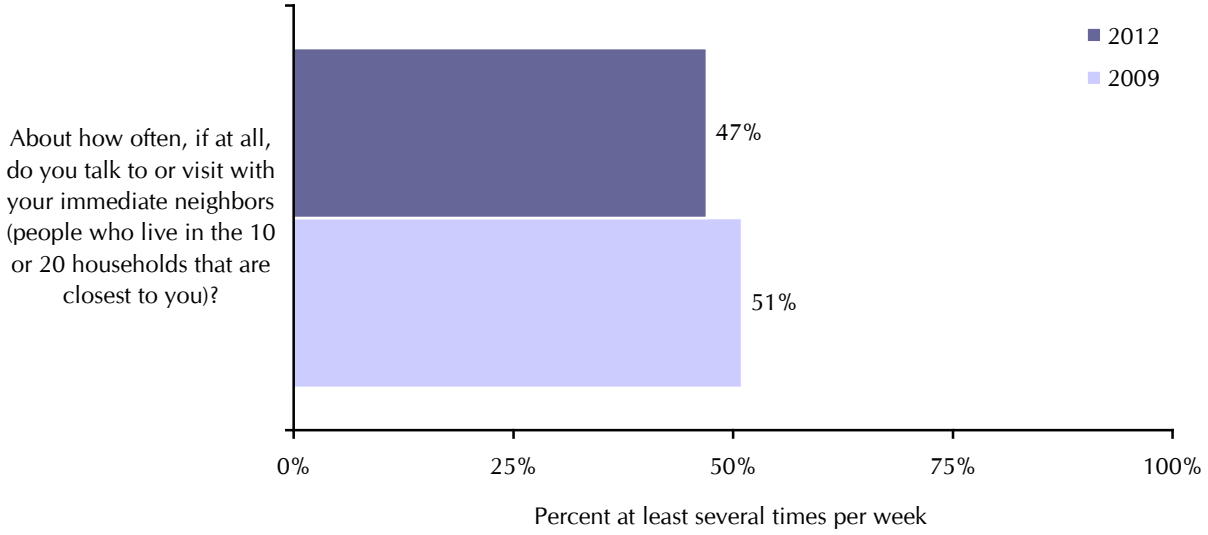


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above
Opportunities to participate in religious or spiritual events and activities	Much above

The National Citizen Survey™ by National Research Center, Inc.

Public Trust

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Dublin is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Dublin could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Dublin may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Dublin does at welcoming citizen involvement, 76% rated it as "excellent" or "good." All four ratings were much above the benchmark.

Figure 83: Public Trust Ratings by Year

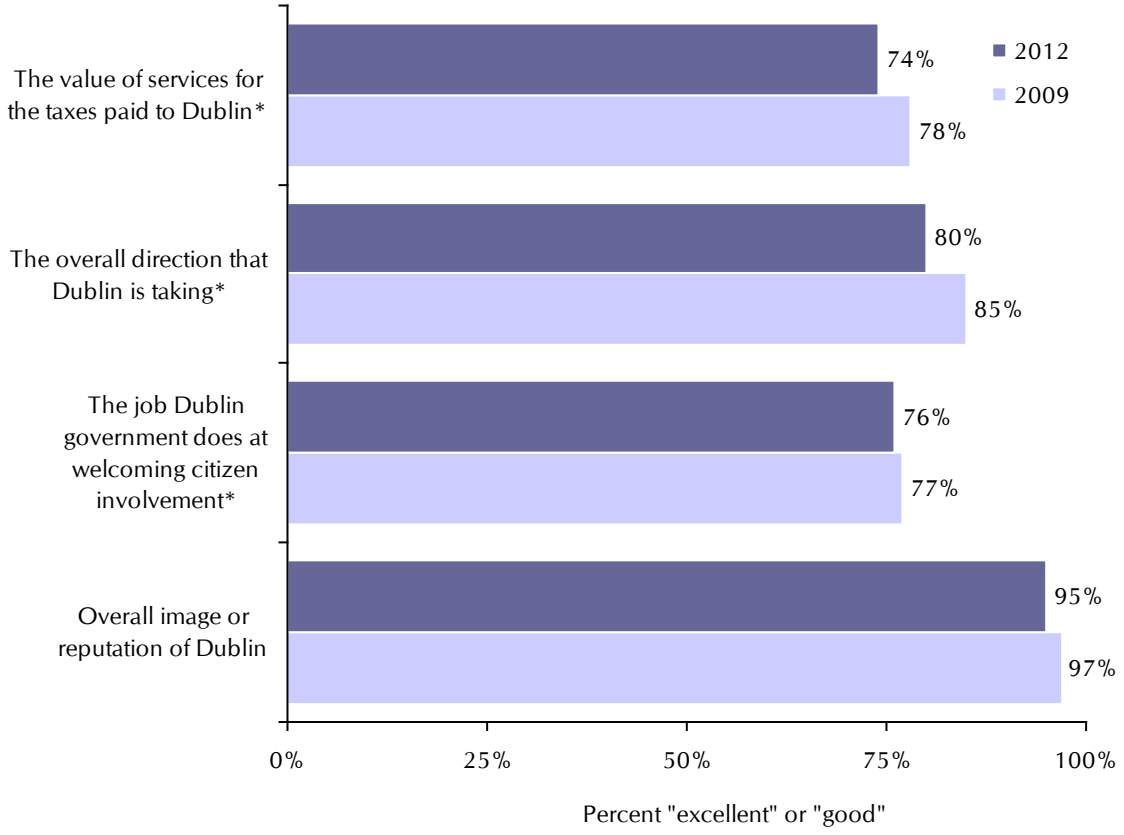


Figure 84: Public Trust Benchmarks

	Comparison to benchmark
Value of services for the taxes paid to Dublin	Much above
The overall direction that Dublin is taking	Much above
Job Dublin government does at welcoming citizen involvement	Much above
Overall image or reputation of Dublin	Much above

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On average, residents of the City of Dublin gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Dublin was rated as "excellent" or "good" by 94% of survey participants. The City of Dublin's rating was much above the benchmark when compared to other communities in the nation. Ratings of overall City services remained stable over the last three years.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

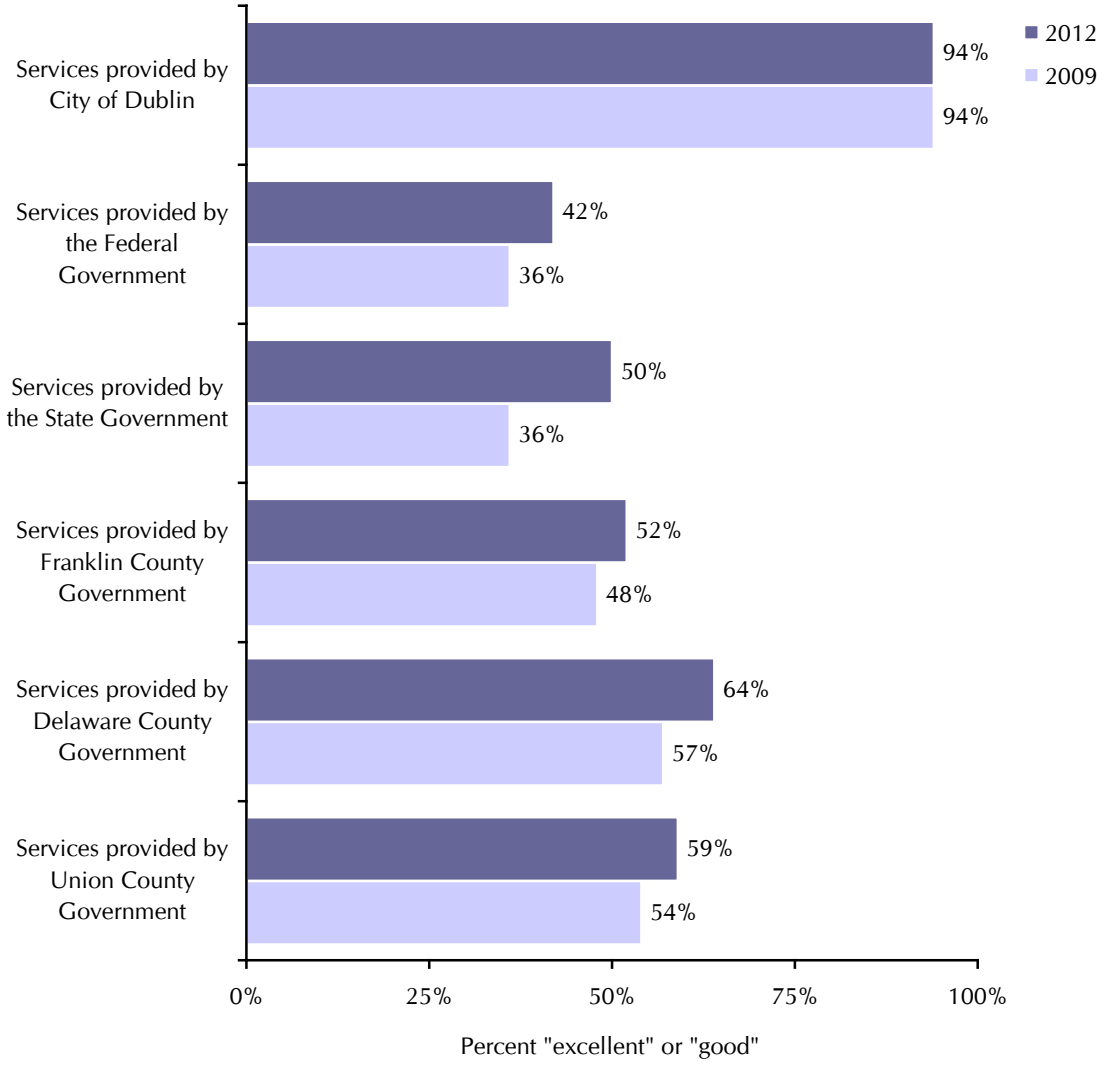

FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Dublin	Much above
Services provided by the Federal Government	Above
Services provided by the State Government	Much above
Services provided by Delaware County Government	Much above

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City of Dublin Employees

The employees of the City of Dublin who interact with the public create the first impression that most residents have of the City of Dublin. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Dublin. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Dublin staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 45% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 89% of respondents rated their overall impression as "excellent" or "good." Employees ratings were much higher than the national benchmark and were similar past survey years.

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

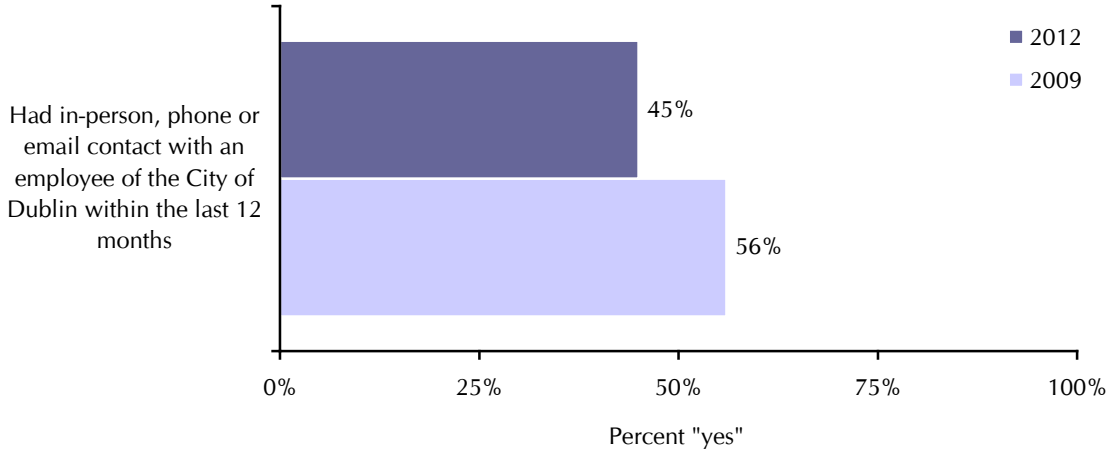

FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

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FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

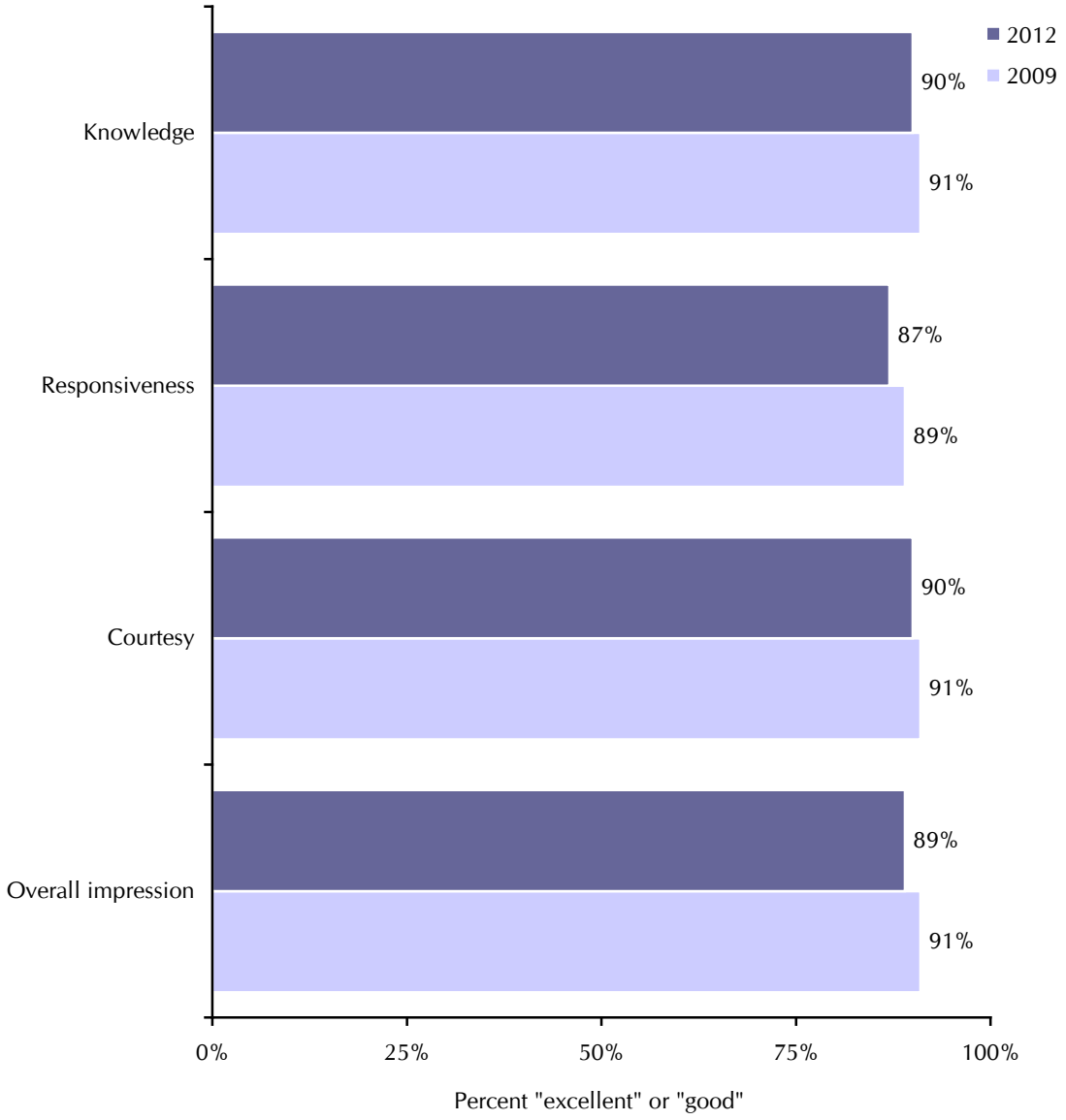

FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

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From Data to Action

Resident Priorities

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Dublin by examining the relationships between ratings of each service and ratings of the City of Dublin's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Dublin can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Dublin Key Driver Analysis were:

- Public information services
- Public schools
- Street repair

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City of Dublin Action Chart

The 2012 City of Dublin Action Chart™ on the following page combines two dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

Twenty-seven services were included in the KDA for the City of Dublin. Of these, all 27 were above the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Dublin, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

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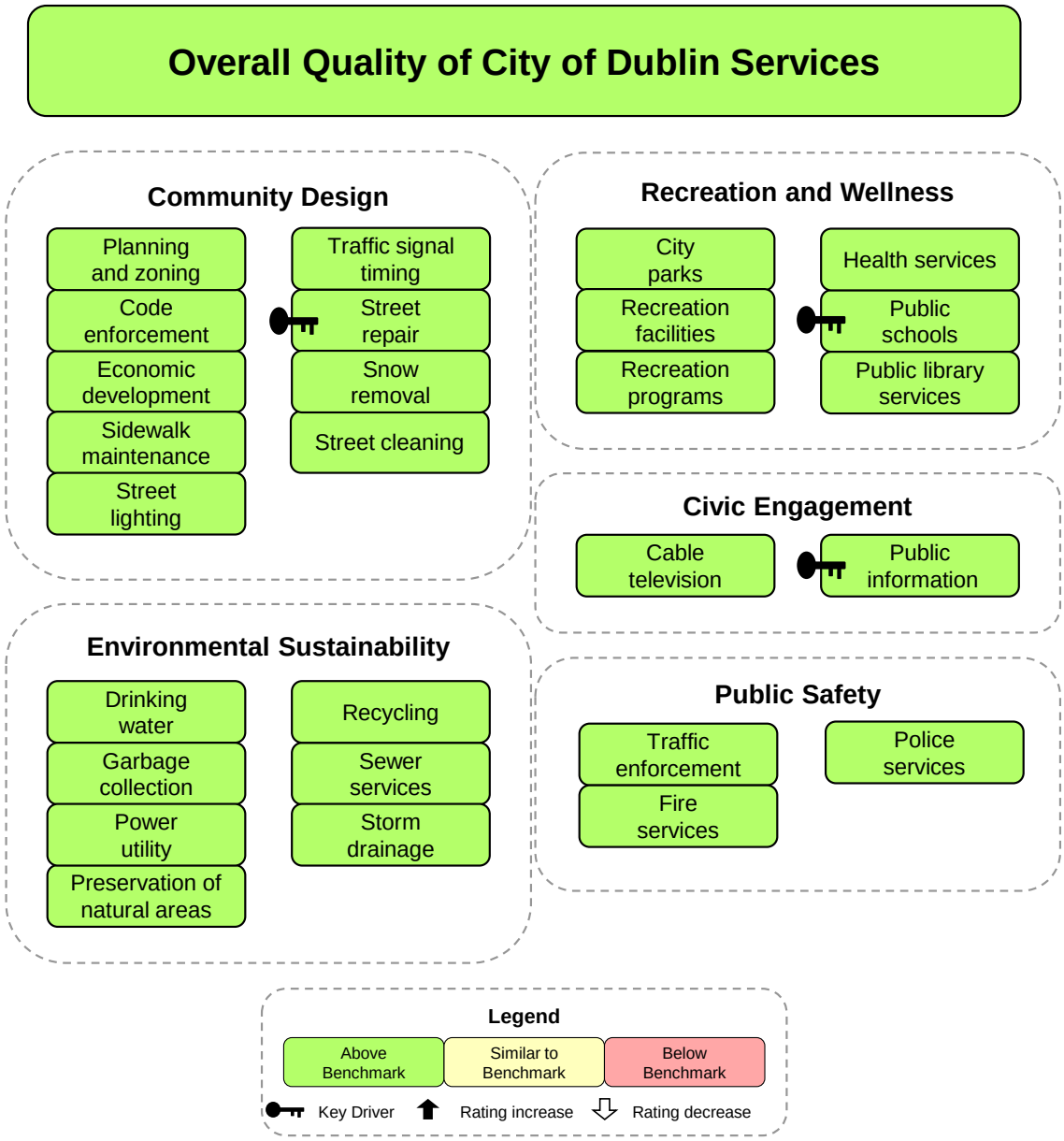
FIGURE 91: CITY OF DUBLIN ACTION CHART™



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Using Your Action Chart™

The key drivers derived for the City of Dublin provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Dublin, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Dublin, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Dublin residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Dublin key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "○") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

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FIGURE 92: KEY DRIVERS COMPARED

Service	City of Dublin Key Driver	National Key Driver	Core Service
Police services		✓	✓
Fire services			✓
° Traffic enforcement			
• Street repair	✓		✓
° Street cleaning			
° Street lighting			
° Snow removal			
° Sidewalk maintenance			
° Traffic signal timing			
Garbage collection			✓
° Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
° City parks			
° Recreation programs or classes			
° Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
Economic development		✓	
Health services			✓
° Public library			
• Public information services	✓	✓	
• Public schools	✓	✓	
° Cable television			
° Preservation of natural areas			

• Key driver overlaps with national and or core services
° Service may be targeted for reductions it is not a key driver or core service

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Custom Questions

"Don't know" responses have been removed from the following questions, when applicable.

Custom Question 1	
Please indicate to what extent you support or oppose efforts to improve the Interstate 270 and U.S. 33 interchange:	Percent of respondents
Strongly support	55%
Somewhat support	36%
Somewhat oppose	7%
Strongly oppose	2%
Total	100%

Custom Question 2	
How much of a funding priority, if any, should it be for the City of Dublin, Union and Franklin Counties, Marysville and the Ohio Department of Transportation to make the improvements to the Interstate 270 and U.S. 33 interchange?	Percent of respondents
High funding priority	30%
Medium funding priority	43%
Low funding priority	22%
Not a funding priority	5%
Total	100%

Custom Question 3	
Do you have Internet access at home?	Percent of respondents
Yes, high speed Internet on a computer	96%
Yes, dial-up Internet on a computer	1%
Yes, on a smart phone	1%
No	2%
Total	100%

Custom Question 4					
Please rate each of the following aspects of your Internet access at home:	Excellent	Good	Fair	Poor	Total
Internet data upload and download speeds	19%	56%	21%	3%	100%
Internet provider options	17%	44%	25%	14%	100%
Availability of other telecommunications services/packages	17%	44%	25%	15%	100%
Cost of Internet access and other telecommunications services/packages	5%	27%	44%	24%	100%

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Appendix A: Complete Survey Frequencies

Frequencies Excluding "Don't Know" Responses

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Dublin:	Excellent	Good	Fair	Poor	Total
Dublin as a place to live	69%	30%	2%	0%	100%
Your neighborhood as a place to live	59%	37%	3%	1%	100%
Dublin as a place to raise children	68%	29%	2%	1%	100%
Dublin as a place to work	52%	40%	6%	1%	100%
Dublin as a place to retire	27%	38%	25%	10%	100%
The overall quality of life in Dublin	57%	40%	3%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Dublin as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	36%	50%	13%	2%	100%
Openness and acceptance of the community toward people of diverse backgrounds	33%	49%	15%	4%	100%
Overall appearance of Dublin	66%	31%	3%	0%	100%
Cleanliness of Dublin	68%	30%	2%	0%	100%
Overall quality of new development in Dublin	40%	50%	8%	2%	100%
Variety of housing options	25%	53%	18%	5%	100%
Overall quality of business and service establishments in Dublin	36%	53%	10%	1%	100%
Shopping opportunities	31%	45%	21%	3%	100%
Opportunities to attend cultural activities	24%	48%	24%	3%	100%
Recreational opportunities	46%	41%	11%	1%	100%
Employment opportunities	21%	52%	24%	3%	100%
Educational opportunities	43%	42%	14%	0%	100%
Opportunities to participate in social events and activities	30%	48%	19%	2%	100%
Opportunities to participate in religious or spiritual events and activities	36%	48%	14%	2%	100%
Opportunities to volunteer	40%	46%	13%	1%	100%
Opportunities to participate in community matters	31%	49%	17%	3%	100%
Ease of car travel in Dublin	31%	44%	20%	5%	100%
Ease of bus travel in Dublin	11%	19%	29%	40%	100%
Ease of bicycle travel in Dublin	40%	41%	15%	5%	100%
Ease of walking in Dublin	49%	35%	13%	2%	100%
Availability of paths and walking trails	54%	35%	8%	2%	100%

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Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Dublin as a whole:	Excellent	Good	Fair	Poor	Total
Traffic flow on major streets	13%	51%	30%	7%	100%
Amount of public parking	10%	39%	39%	12%	100%
Availability of affordable quality housing	12%	48%	34%	6%	100%
Availability of affordable quality child care	19%	54%	21%	6%	100%
Availability of affordable quality health care	31%	50%	17%	2%	100%
Availability of affordable quality food	36%	50%	14%	1%	100%
Availability of preventive health services	34%	51%	14%	2%	100%
Air quality	38%	55%	7%	0%	100%
Quality of overall natural environment in Dublin	48%	46%	6%	0%	100%
Overall image or reputation of Dublin	59%	37%	5%	0%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Dublin over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	2%	65%	25%	7%	100%
Retail growth (stores, restaurants, etc.)	3%	23%	59%	13%	2%	100%
Jobs growth	4%	44%	52%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dublin?	Percent of respondents
Not a problem	51%
Minor problem	43%
Moderate problem	6%
Major problem	1%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Dublin:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	60%	36%	2%	1%	1%	100%
Property crimes (e.g., burglary, theft)	24%	57%	12%	5%	1%	100%
Environmental hazards, including toxic waste	62%	27%	9%	0%	1%	100%

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Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	80%	18%	2%	0%	0%	100%
In your neighborhood after dark	49%	44%	4%	2%	1%	100%
In Dublin's downtown area during the day	81%	17%	2%	0%	0%	100%
In Dublin's downtown area after dark	47%	44%	6%	2%	0%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Dublin Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Dublin Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Dublin Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Dublin Police Department?	55%	37%	5%	2%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	18%
Yes	82%
Total	100%

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Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Dublin?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Dublin public libraries or their services	20%	18%	28%	17%	18%	100%
Used Dublin recreation centers	31%	17%	21%	12%	19%	100%
Participated in a recreation program or activity	38%	25%	20%	7%	10%	100%
Visited a neighborhood park or City park	9%	16%	31%	22%	23%	100%
Ridden a local bus within Dublin	96%	2%	1%	0%	2%	100%
Attended a meeting of local elected officials or other local public meeting	81%	15%	3%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	75%	17%	7%	1%	0%	100%
Visited the City of Dublin Web site (at dublinohiousa.gov)	24%	29%	35%	7%	5%	100%
Recycled used paper, cans or bottles from your home	8%	6%	5%	6%	74%	100%
Volunteered your time to some group or activity in Dublin	45%	27%	17%	6%	6%	100%
Participated in religious or spiritual activities in Dublin	46%	13%	12%	7%	23%	100%
Participated in a club or civic group in Dublin	66%	16%	10%	4%	4%	100%
Provided help to a friend or neighbor	5%	22%	44%	18%	11%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	15%
Several times a week	32%
Several times a month	29%
Less than several times a month	24%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Dublin:	Excellent	Good	Fair	Poor	Total
Police services	55%	37%	7%	1%	100%
Fire services	65%	32%	3%	0%	100%
Ambulance or emergency medical services	62%	34%	4%	0%	100%
Crime prevention	41%	48%	9%	2%	100%

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Question 13: Service Quality					
Please rate the quality of each of the following services in Dublin:	Excellent	Good	Fair	Poor	Total
Fire prevention and education	45%	45%	8%	2%	100%
Municipal courts	34%	47%	17%	1%	100%
Traffic enforcement	28%	52%	17%	3%	100%
Street repair	31%	51%	15%	3%	100%
Street cleaning	40%	47%	13%	1%	100%
Street lighting	28%	42%	22%	8%	100%
Snow removal	46%	40%	12%	2%	100%
Sidewalk maintenance	33%	44%	19%	4%	100%
Traffic signal timing	22%	47%	24%	7%	100%
Bus or transit services	23%	27%	16%	34%	100%
Garbage collection	52%	41%	6%	1%	100%
Recycling	58%	35%	4%	2%	100%
Yard waste pick-up	54%	38%	7%	1%	100%
Storm drainage	37%	49%	13%	1%	100%
Drinking water	37%	50%	11%	3%	100%
Sewer services	40%	50%	9%	1%	100%
Power (electric and/or gas) utility	33%	46%	19%	3%	100%
City parks	62%	33%	5%	1%	100%
Recreation programs or classes	51%	41%	7%	1%	100%
Recreation centers or facilities	58%	36%	5%	1%	100%
Land use, planning and zoning	34%	42%	19%	5%	100%
Code enforcement (weeds, abandoned buildings, etc.)	36%	49%	12%	2%	100%
Animal control	34%	49%	12%	5%	100%
Economic development	33%	51%	14%	2%	100%
Health services	39%	50%	11%	0%	100%
Services to seniors	34%	49%	15%	2%	100%
Services to youth	45%	45%	9%	1%	100%
Services to low-income people	27%	33%	31%	9%	100%
Public library services	53%	40%	6%	1%	100%
Public information services	39%	50%	11%	0%	100%
Public schools	59%	34%	6%	1%	100%
Cable television	23%	48%	24%	6%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	35%	48%	15%	2%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	37%	48%	12%	3%	100%

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Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Dublin	51%	42%	6%	0%	100%
The Federal Government	7%	35%	42%	16%	100%
The State Government	7%	43%	45%	5%	100%
Franklin County Government	9%	43%	43%	6%	100%
Delaware County Government	13%	52%	33%	2%	100%
Union County Government	8%	51%	34%	7%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Dublin to someone who asks	74%	22%	3%	1%	100%
Remain in Dublin for the next five years	63%	26%	5%	6%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	5%
Somewhat positive	19%
Neutral	44%
Somewhat negative	25%
Very negative	7%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the Washington Township Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Washington Township Fire Department within the last 12 months?	82%	18%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the Washington Township Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Washington Township Fire Department?	63%	28%	8%	1%	100%

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Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Dublin within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	55%
Yes	45%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Dublin in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	52%	38%	9%	1%	100%
Responsiveness	57%	30%	8%	4%	100%
Courtesy	63%	27%	6%	4%	100%
Overall impression	58%	31%	8%	3%	100%

Question 21: Government Performance					
Please rate the following categories of Dublin government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Dublin	24%	49%	21%	5%	100%
The overall direction that Dublin is taking	28%	52%	17%	4%	100%
The job Dublin government does at welcoming citizen involvement	25%	51%	19%	5%	100%

Question 22a: Custom Question 1	
Please indicate to what extent you support or oppose efforts to improve the Interstate 270 and U.S. 33 interchange:	Percent of respondents
Strongly support	55%
Somewhat support	36%
Somewhat oppose	7%
Strongly oppose	2%
Total	100%

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Question 22b: Custom Question 2	
How much of a funding priority, if any, should it be for the City of Dublin, Union and Franklin Counties, Marysville and the Ohio Department of Transportation to make the improvements to the Interstate 270 and U.S. 33 interchange?	Percent of respondents
High funding priority	30%
Medium funding priority	43%
Low funding priority	22%
Not a funding priority	5%
Total	100%

Question 22c: Custom Question 3	
Do you have Internet access at home?	Percent of respondents
Yes, high speed Internet on a computer	96%
Yes, dial-up Internet on a computer	1%
Yes, on a smart phone	1%
No	2%
Total	100%

Question 22d: Custom Question 4					
Please rate each of the following aspects of your Internet access at home:	Excellent	Good	Fair	Poor	Total
Internet data upload and download speeds	19%	56%	21%	3%	100%
Internet provider options	17%	44%	25%	14%	100%
Availability of other telecommunications services/packages	17%	44%	25%	15%	100%
Cost of Internet access and other telecommunications services/packages	5%	27%	44%	24%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	22%
Yes, full-time	69%
Yes, part-time	9%
Total	100%

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Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%
Bus, rail, subway or other public transportation	1%
Walk	0%
Bicycle	1%
Work at home	7%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Dublin?	Percent of respondents
Less than 2 years	13%
2 to 5 years	19%
6 to 10 years	19%
11 to 20 years	29%
More than 20 years	21%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	70%
House attached to one or more houses (e.g., a duplex or townhome)	9%
Building with two or more apartments or condominiums	20%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	21%
Owned by you or someone in this house with a mortgage or free and clear	79%
Total	100%

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Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than $300 per month	0%
$300 to $599 per month	4%
$600 to $999 per month	15%
$1,000 to $1,499 per month	21%
$1,500 to $2,499 per month	37%
$2,500 or more per month	23%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	55%
Yes	45%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	82%
Yes	18%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than $24,999	2%
$25,000 to $49,999	10%
$50,000 to $99,999	24%
$100,000 to $149,999	25%
$150,000 or more	39%
Total	100%

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Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	99%
Yes, I consider myself to be Spanish, Hispanic or Latino	1%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	14%
Black or African American	2%
White	83%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	1%
25 to 34 years	19%
35 to 44 years	22%
45 to 54 years	28%
55 to 64 years	16%
65 to 74 years	9%
75 years or older	5%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	7%
Yes	89%
Ineligible to vote	4%
Total	100%

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Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	10%
Yes	86%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	2%
Yes	98%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	33%
Yes	67%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	32%
Land line	45%
Both	23%
Total	100%

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Frequencies Including "Don't Know" Responses

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Dublin:	Excellent		Good		Fair		Poor		Don't know		Total	
Dublin as a place to live	69%	326	30%	141	2%	8	0%	0	0%	0	100%	474
Your neighborhood as a place to live	59%	281	36%	173	3%	14	1%	5	0%	1	100%	474
Dublin as a place to raise children	64%	301	28%	130	2%	10	0%	2	6%	27	100%	471
Dublin as a place to work	37%	176	29%	135	5%	22	1%	4	29%	136	100%	472
Dublin as a place to retire	20%	94	29%	135	19%	88	7%	34	25%	120	100%	472
The overall quality of life in Dublin	57%	271	40%	191	3%	12	0%	0	0%	0	100%	475

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Dublin as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	35%	161	48%	225	12%	57	2%	8	3%	13	100%	464
Openness and acceptance of the community toward people of diverse backgrounds	31%	146	46%	217	14%	66	3%	16	5%	24	100%	469
Overall appearance of Dublin	66%	310	31%	144	3%	16	0%	0	0%	0	100%	470
Cleanliness of Dublin	68%	320	30%	142	2%	8	0%	0	0%	0	100%	470
Overall quality of new development in Dublin	39%	182	49%	229	8%	36	2%	8	3%	15	100%	470
Variety of housing options	24%	112	51%	238	17%	81	5%	22	3%	14	100%	468
Overall quality of business and service establishments in Dublin	36%	169	52%	246	10%	45	1%	6	1%	4	100%	469
Shopping opportunities	31%	148	44%	210	21%	97	3%	16	0%	1	100%	472
Opportunities to attend cultural activities	22%	106	44%	209	22%	105	3%	15	8%	38	100%	472
Recreational opportunities	46%	214	41%	190	11%	50	1%	6	2%	8	100%	469
Employment opportunities	15%	70	37%	172	17%	80	2%	9	29%	137	100%	468
Educational opportunities	37%	175	36%	171	12%	56	0%	2	14%	66	100%	470

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Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Dublin as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in social events and activities	29%	134	45%	213	18%	85	2%	11	6%	26	100%	469
Opportunities to participate in religious or spiritual events and activities	30%	138	40%	185	12%	55	2%	8	17%	80	100%	466
Opportunities to volunteer	34%	159	39%	182	11%	53	1%	3	15%	69	100%	466
Opportunities to participate in community matters	27%	124	43%	198	15%	68	3%	12	13%	61	100%	464
Ease of car travel in Dublin	31%	143	43%	200	19%	90	5%	24	2%	7	100%	464
Ease of bus travel in Dublin	6%	26	10%	45	15%	68	20%	93	50%	232	100%	464
Ease of bicycle travel in Dublin	35%	161	36%	165	13%	59	5%	22	12%	57	100%	464
Ease of walking in Dublin	48%	225	35%	161	13%	59	2%	10	2%	11	100%	467
Availability of paths and walking trails	53%	252	35%	165	8%	39	2%	10	1%	4	100%	471
Traffic flow on major streets	13%	59	50%	236	30%	139	7%	33	0%	2	100%	468
Amount of public parking	10%	46	38%	178	38%	176	12%	55	2%	11	100%	465
Availability of affordable quality housing	11%	52	45%	209	31%	147	5%	25	8%	37	100%	471
Availability of affordable quality child care	9%	43	27%	126	11%	50	3%	14	50%	234	100%	467
Availability of affordable quality health care	26%	123	44%	203	15%	70	1%	7	14%	63	100%	466
Availability of affordable quality food	35%	166	49%	230	13%	63	1%	6	1%	5	100%	470
Availability of preventive health services	29%	135	43%	203	12%	54	2%	7	15%	68	100%	467
Air quality	36%	169	52%	245	7%	33	0%	1	5%	22	100%	470
Quality of overall natural environment in Dublin	48%	224	45%	214	6%	30	0%	0	1%	3	100%	471
Overall image or reputation of Dublin	59%	275	37%	171	5%	21	0%	0	0%	1	100%	468

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Question 3: Growth														
Please rate the speed of growth in the following categories in Dublin over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	0%	1	1%	7	53%	247	21%	96	6%	27	19%	89	100%	467
Retail growth (stores, restaurants, etc.)	3%	14	21%	98	54%	252	12%	56	2%	9	8%	39	100%	469
Jobs growth	2%	11	24%	111	28%	132	0%	0	0%	0	46%	215	100%	469

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dublin?	Percent of respondents	Count
Not a problem	48%	226
Minor problem	41%	191
Moderate problem	5%	24
Major problem	0%	2
Don't know	6%	28
Total	100%	471

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Dublin:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	59%	277	35%	165	2%	11	1%	2	1%	5	2%	9	100%	469
Property crimes (e.g., burglary, theft)	24%	111	56%	265	12%	55	5%	25	1%	6	2%	8	100%	470
Environmental hazards, including toxic waste	58%	272	25%	118	8%	39	0%	2	1%	6	7%	33	100%	469

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Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	80%	376	18%	84	2%	7	0%	1	0%	1	0%	1	100%	470
In your neighborhood after dark	49%	230	44%	208	4%	18	2%	7	1%	5	0%	1	100%	470
In Dublin's downtown area during the day	79%	370	16%	76	2%	10	0%	1	0%	0	3%	13	100%	469
In Dublin's downtown area after dark	44%	208	41%	194	6%	26	2%	9	0%	1	6%	30	100%	469

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Dublin Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Dublin Police Department within the last 12 months?	63%	295	36%	169	1%	4	100%	468

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Dublin Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Dublin Police Department?	55%	93	37%	62	5%	9	2%	4	1%	1	100%	169

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	92%	427
Yes	7%	35
Don't know	1%	4
Total	100%	466

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Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	18%	6
Yes	80%	28
Don't know	2%	1
Total	100%	35

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Dublin?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Dublin public libraries or their services	20%	93	18%	83	28%	130	17%	78	18%	84	100%	468
Used Dublin recreation centers	31%	147	17%	80	21%	98	12%	55	19%	90	100%	470
Participated in a recreation program or activity	38%	177	25%	116	20%	95	7%	32	10%	47	100%	467
Visited a neighborhood park or City park	9%	40	16%	73	31%	145	22%	102	23%	105	100%	463
Ridden a local bus within Dublin	96%	443	2%	8	1%	3	0%	2	2%	7	100%	463
Attended a meeting of local elected officials or other local public meeting	81%	378	15%	68	3%	13	1%	5	0%	1	100%	465
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	75%	351	17%	80	7%	33	1%	3	0%	1	100%	468
Visited the City of Dublin Web site (at dublinohiousa.gov)	24%	110	29%	136	35%	162	7%	33	5%	25	100%	466
Recycled used paper, cans or bottles from your home	8%	39	6%	27	5%	24	6%	30	74%	349	100%	469
Volunteered your time to some group or activity in Dublin	45%	208	27%	125	17%	80	6%	27	6%	26	100%	466
Participated in religious or spiritual activities in Dublin	46%	212	13%	61	12%	55	7%	32	23%	105	100%	466
Participated in a club or civic group in Dublin	66%	307	16%	74	10%	47	4%	19	4%	20	100%	468
Provided help to a friend or neighbor	5%	25	22%	104	44%	203	18%	83	11%	52	100%	467

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Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	15%	69
Several times a week	32%	150
Several times a month	29%	136
Less than several times a month	24%	115
Total	100%	471

Question 13: Service Quality												
Please rate the quality of each of the following services in Dublin:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	51%	236	34%	159	6%	29	1%	5	7%	33	100%	462
Fire services	52%	242	25%	118	3%	13	0%	0	20%	91	100%	464
Ambulance or emergency medical services	42%	196	23%	108	3%	14	0%	0	31%	145	100%	462
Crime prevention	35%	161	40%	187	8%	35	1%	7	15%	71	100%	461
Fire prevention and education	31%	145	31%	146	6%	26	1%	6	30%	140	100%	463
Municipal courts	12%	53	16%	74	6%	27	0%	2	66%	302	100%	459
Traffic enforcement	25%	113	45%	205	14%	66	2%	11	14%	63	100%	459
Street repair	30%	138	50%	229	15%	69	3%	15	2%	10	100%	462
Street cleaning	39%	179	46%	211	12%	56	1%	4	3%	14	100%	463
Street lighting	27%	127	42%	192	22%	100	8%	37	1%	6	100%	461
Snow removal	43%	196	37%	172	11%	52	2%	9	7%	30	100%	460
Sidewalk maintenance	31%	145	42%	192	18%	82	3%	16	6%	27	100%	461
Traffic signal timing	21%	98	46%	215	23%	109	7%	32	2%	11	100%	464
Bus or transit services	7%	33	9%	39	5%	24	11%	48	69%	314	100%	458
Garbage collection	51%	235	40%	185	5%	25	1%	4	3%	14	100%	462
Recycling	55%	255	33%	152	4%	20	2%	10	6%	27	100%	464
Yard waste pick-up	49%	225	35%	161	7%	30	0%	2	9%	41	100%	460
Storm drainage	32%	150	44%	202	12%	55	1%	4	12%	53	100%	463

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Question 13: Service Quality												
Please rate the quality of each of the following services in Dublin:	Excellent		Good		Fair		Poor		Don't know		Total	
Drinking water	36%	165	48%	223	11%	49	2%	11	3%	15	100%	464
Sewer services	36%	165	44%	204	8%	36	1%	3	12%	53	100%	462
Power (electric and/or gas) utility	32%	147	45%	206	18%	85	3%	12	3%	13	100%	463
City parks	60%	277	31%	146	4%	21	1%	3	4%	18	100%	464
Recreation programs or classes	38%	175	31%	141	5%	25	1%	4	25%	115	100%	460
Recreation centers or facilities	50%	229	31%	142	4%	19	1%	3	14%	65	100%	457
Land use, planning and zoning	29%	132	36%	164	17%	76	4%	20	15%	68	100%	461
Code enforcement (weeds, abandoned buildings, etc.)	29%	135	40%	184	10%	46	2%	8	19%	87	100%	461
Animal control	23%	105	33%	153	8%	38	3%	15	33%	151	100%	461
Economic development	28%	128	42%	195	12%	55	1%	7	17%	76	100%	461
Health services	31%	141	40%	182	9%	40	0%	1	21%	97	100%	461
Services to seniors	14%	64	20%	92	6%	29	1%	4	59%	272	100%	462
Services to youth	28%	130	28%	131	6%	27	0%	2	37%	171	100%	461
Services to low-income people	8%	38	10%	47	10%	44	3%	13	69%	316	100%	458
Public library services	46%	212	35%	162	5%	24	1%	5	12%	57	100%	461
Public information services	31%	141	39%	180	9%	39	0%	1	21%	97	100%	458
Public schools	52%	239	30%	136	5%	25	1%	3	12%	56	100%	459
Cable television	20%	93	42%	191	21%	95	5%	23	12%	57	100%	459
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	23%	107	31%	145	10%	45	1%	7	34%	158	100%	461
Preservation of natural areas such as open space, farmlands and greenbelts	34%	157	44%	204	11%	52	3%	13	8%	36	100%	463

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Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Dublin	50%	233	41%	191	6%	28	0%	1	2%	9	100%	462
The Federal Government	7%	30	31%	144	38%	173	14%	66	10%	48	100%	461
The State Government	6%	28	39%	177	40%	184	4%	20	11%	52	100%	461
Franklin County Government	7%	33	34%	157	34%	157	5%	21	19%	88	100%	456
Delaware County Government	4%	18	16%	71	10%	46	1%	3	70%	316	100%	454
Union County Government	3%	12	15%	69	10%	46	2%	9	70%	317	100%	453

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Dublin to someone who asks	74%	328	22%	99	3%	13	1%	3	1%	3	100%	444
Remain in Dublin for the next five years	61%	273	25%	114	5%	23	6%	25	3%	12	100%	446

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	5%	23
Somewhat positive	19%	89
Neutral	44%	204
Somewhat negative	25%	118
Very negative	7%	31
Total	100%	466

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Question 17: Contact with Fire Department										
Have you had any in-person or phone contact with an employee of the Washington Township Fire Department within the last 12 months?	No		Yes		Don't know		4		Total	
Have you had any in-person or phone contact with an employee of the Washington Township Fire Department within the last 12 months?	81%	376	18%	82	2%	8	0%	1	100%	467

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the Washington Township Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Washington Township Fire Department?	56%	46	25%	20	7%	6	1%	1	11%	9	100%	82

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Dublin within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	55%	256
Yes	45%	209
Total	100%	464

Question 20: City Employees												
What was your impression of the employee(s) of the City of Dublin in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	52%	107	38%	79	9%	18	1%	2	0%	1	100%	206
Responsiveness	57%	117	30%	62	8%	17	4%	9	1%	2	100%	207
Courtesy	63%	131	27%	56	6%	12	4%	8	0%	0	100%	206
Overall impression	58%	115	31%	62	8%	17	3%	5	0%	0	100%	198

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Question 21: Government Performance												
Please rate the following categories of Dublin government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Dublin	23%	108	47%	218	20%	94	5%	22	5%	21	100%	464
The overall direction that Dublin is taking	26%	117	49%	218	16%	69	4%	16	5%	24	100%	444
The job Dublin government does at welcoming citizen involvement	19%	86	40%	178	15%	65	4%	18	22%	98	100%	444

Question 22a: Custom Question 1		
Please indicate to what extent you support or oppose efforts to improve the Interstate 270 and U.S. 33 interchange:	Percent of respondents	Count
Strongly support	48%	221
Somewhat support	31%	145
Somewhat oppose	6%	26
Strongly oppose	1%	7
Don't know	14%	62
Total	100%	461

Question 22b: Custom Question 2		
How much of a funding priority, if any, should it be for the City of Dublin, Union and Franklin Counties, Marysville and the Ohio Department of Transportation to make the improvements to the Interstate 270 and U.S. 33 interchange?	Percent of respondents	Count
High funding priority	30%	133
Medium funding priority	43%	196
Low funding priority	22%	97
Not a funding priority	5%	24
Total	100%	450

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Question 22c: Custom Question 3		
Do you have Internet access at home?	Percent of respondents	Count
Yes, high speed Internet on a computer	96%	444
Yes, dial-up Internet on a computer	1%	3
Yes, on a smart phone	1%	6
No	2%	9
Don't know	0%	2
Total	100%	464

Question 22d: Custom Question 4												
Please rate each of the following aspects of your Internet access at home:	Excellent		Good		Fair		Poor		Don't know		Total	
Internet data upload and download speeds	19%	85	56%	251	21%	93	3%	15	0%	1	100%	446
Internet provider options	16%	73	43%	189	25%	110	13%	60	3%	12	100%	444
Availability of other telecommunications services/packages	15%	67	41%	180	22%	100	13%	60	8%	37	100%	445
Cost of Internet access and other telecommunications services/packages	5%	22	26%	118	43%	192	24%	107	1%	6	100%	445

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	22%	102
Yes, full-time	69%	319
Yes, part-time	9%	44
Total	100%	464

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Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	85%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%
Bus, rail, subway or other public transportation	1%
Walk	0%
Bicycle	1%
Work at home	7%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Dublin?	Percent of respondents	Count
Less than 2 years	13%	59
2 to 5 years	19%	89
6 to 10 years	19%	88
11 to 20 years	29%	136
More than 20 years	21%	97
Total	100%	469

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	70%	330
House attached to one or more houses (e.g., a duplex or townhome)	9%	40
Building with two or more apartments or condominiums	20%	94
Mobile home	0%	1
Other	1%	2
Total	100%	468

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Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	21%	96
Owned by you or someone in this house with a mortgage or free and clear	79%	360
Total	100%	456

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than $300 per month	0%	2
$300 to $599 per month	4%	17
$600 to $999 per month	15%	67
$1,000 to $1,499 per month	21%	94
$1,500 to $2,499 per month	37%	171
$2,500 or more per month	23%	107
Total	100%	458

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	55%	255
Yes	45%	212
Total	100%	468

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Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	82%	386
Yes	18%	85
Total	100%	471

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than $24,999	2%	10
$25,000 to $49,999	10%	43
$50,000 to $99,999	24%	107
$100,000 to $149,999	25%	112
$150,000 or more	39%	177
Total	100%	449

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	459
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	6
Total	100%	464

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Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	8
Asian, Asian Indian or Pacific Islander	14%	67
Black or African American	2%	9
White	83%	385
Other	2%	9
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	1%	7
25 to 34 years	19%	88
35 to 44 years	22%	105
45 to 54 years	28%	130
55 to 64 years	16%	75
65 to 74 years	9%	42
75 years or older	5%	23
Total	100%	471

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	243
Male	48%	226
Total	100%	469

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Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	34
Yes	88%	411
Ineligible to vote	4%	18
Don't know	1%	5
Total	100%	469

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	10%	46
Yes	85%	400
Ineligible to vote	4%	20
Don't know	1%	5
Total	100%	471

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	2%	8
Yes	98%	462
Total	100%	470

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	33%	156
Yes	67%	314
Total	100%	470

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Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	32%	98
Land line	45%	138
Both	23%	70
Total	100%	306

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Appendix B: Survey Methodology

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Survey Validity

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

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service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

"Sampling" refers to the method by which survey recipients were chosen. All households within the City of Dublin were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Dublin boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Dublin households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Dublin boundaries were removed from consideration.

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To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Dublin. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 93: LOCATION OF SURVEY RECIPIENTS

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

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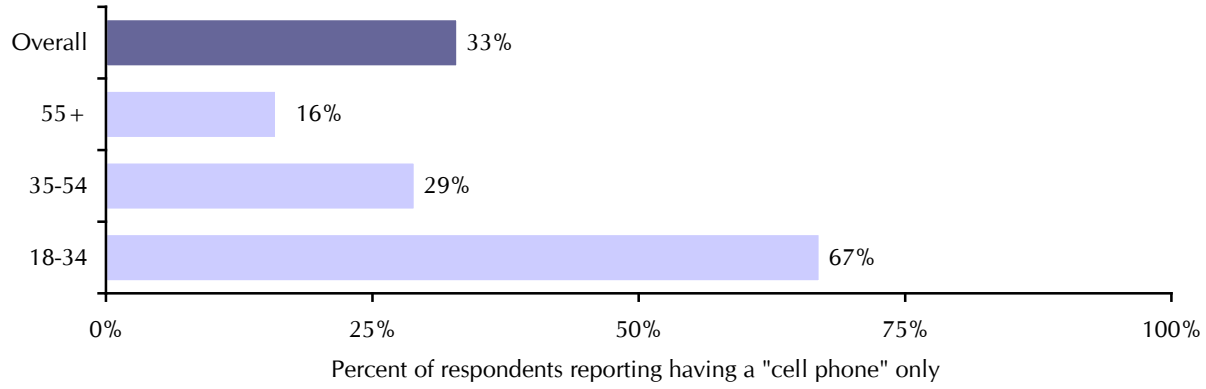
In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[2] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Dublin has a "cord cutter" population greater than the nationwide 2010 estimates

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN DUBLIN



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 5, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

The survey cover letters also included an invitation to participate using a Web link to an online survey.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Dublin survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (476 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as

[2] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

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"excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

Survey Processing (Data Entry)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of "key and verify," in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

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Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and the 2005-2009 American Community Survey and other population norms for adults in the City of Dublin. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

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Dublin, OH 2012 Citizen Survey Weighting Table			
Characteristic	Population Norm[1]	Unweighted Data	Weighted Data
Housing			
Rent home	21%	10%	21%
Own home	79%	90%	79%
Detached unit	71%	77%	71%
Attached unit	29%	23%	29%
Race and Ethnicity			
White	82%	84%	81%
Not white	18%	16%	19%
Not Hispanic	98%	99%	99%
Hispanic	2%	1%	1%
White alone, not Hispanic	81%	84%	80%
Hispanic and/or other race	19%	16%	20%
Sex and Age			
Female	52%	56%	52%
Male	48%	44%	48%
18-34 years of age	21%	9%	20%
35-54 years of age	51%	50%	50%
55+ years of age	28%	41%	30%
Females 18-34	11%	5%	11%
Females 35-54	26%	30%	26%
Females 55+	15%	21%	15%
Males 18-34	10%	4%	10%
Males 35-54	25%	20%	24%
Males 55+	14%	20%	14%

[1] Source: 2010 Census/2005-2009 ACS

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Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called "In Search of Standards." "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review*, *Journal of Policy Analysis* and *Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

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Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Dublin to the Benchmark Database

The City of Dublin chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

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asked) has been provided when a similar question on the City of Dublin Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Dublin's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Dublin's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

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Appendix C: Survey Materials

The following pages contain copies of the survey materials sent to randomly selected households within the City of Dublin.

The National Citizen Survey™ by National Research Center, Inc.

Dear Dublin Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Dublin. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Marsha Grigsby
City Manager

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Your household has been selected at random to participate in an anonymous citizen survey about the City of Dublin. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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City Manager

City of Dublin

OFFICE OF THE
CITY MANAGER
5200 Emerald Parkway
Dublin, Ohio 43017

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City of Dublin

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City of Dublin

OFFICE OF THE CITY MANAGER
5200 Emerald Parkway
Dublin, Ohio 43017

phone 614.410.4400
fax 614.410.4490

www.dublinohiousa.gov

November 2012

Dear City of Dublin Resident:

The City of Dublin wants to know what you think about our community and municipal government. You have been randomly selected to participate in Dublin's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Dublin residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:
www.n-r-c.com/survey/dublinoh.htm

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 614-410-4446.

Please help us shape the future of Dublin. Thank you for your time and participation.

Sincerely,

Marsha Grigsby
City Manager

City of Dublin

OFFICE OF THE CITY MANAGER
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Dublin, Ohio 43017

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Please help us shape the future of Dublin. Thank you for your time and participation.

Sincerely,

Marsha Grigsby
City Manager

City of Dublin

OFFICE OF THE CITY MANAGER
5200 Emerald Parkway
Dublin, Ohio 43017

phone 614.410.4400
fax 614.410.4490

www.dublinohiousa.gov

November 2012

Dear City of Dublin Resident:

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The City of Dublin 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Dublin:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Dublin as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Dublin as a place to raise children	1	2	3	4	5
Dublin as a place to work	1	2	3	4	5
Dublin as a place to retire	1	2	3	4	5
The overall quality of life in Dublin	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Dublin as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Dublin	1	2	3	4	5
Cleanliness of Dublin	1	2	3	4	5
Overall quality of new development in Dublin	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Dublin	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Dublin	1	2	3	4	5
Ease of bus travel in Dublin	1	2	3	4	5
Ease of bicycle travel in Dublin	1	2	3	4	5
Ease of walking in Dublin	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Dublin	1	2	3	4	5
Overall image or reputation of Dublin	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Dublin over the past 2 years:

	Much too slow	*Somewhat too slow*	*Right amount*	*Somewhat too fast*	*Much too fast*	*Don't know*
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dublin?
❍ Not a problem ❍ Minor problem ❍ Moderate problem ❍ Major problem ❍ Don't know

5. Please rate how safe or unsafe you feel from the following in Dublin:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Environmental hazards, including toxic waste	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Dublin's downtown area during the day	1	2	3	4	5	6
In Dublin's downtown area after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Dublin Police Department within the last 12 months?
❍ No ➔ Go to Question 9 ❍ Yes ➔ Go to Question 8 ❍ Don't know ➔ Go to Question 9

8. What was your overall impression of your most recent contact with the City of Dublin Police Department?
❍ Excellent ❍ Good ❍ Fair ❍ Poor ❍ Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?
❍ No ➔ Go to Question 11 ❍ Yes ➔ Go to Question 10 ❍ Don't know ➔ Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?
❍ No ❍ Yes ❍ Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Dublin?

	Never	*Once or twice*	*3 to 12 times*	*13 to 26 times*	*More than 26 times*
Used Dublin public libraries or their services	1	2	3	4	5
Used Dublin recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park	1	2	3	4	5
Ridden a local bus within Dublin	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Visited the City of Dublin Web site (at dublinohiousa.gov)	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group or activity in Dublin	1	2	3	4	5
Participated in religious or spiritual activities in Dublin	1	2	3	4	5
Participated in a club or civic group in Dublin	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?
❍ Just about every day
❍ Several times a week
❍ Several times a month
❍ Less than several times a month

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13. Please rate the quality of each of the following services in Dublin:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The City of Dublin	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Franklin County Government	1	2	3	4	5
Delaware County Government	1	2	3	4	5
Union County Government	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	*Somewhat likely*	*Somewhat unlikely*	*Very unlikely*	*Don't know*
Recommend living in Dublin to someone who asks	1	2	3	4	5
Remain in Dublin for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

17. Have you had any in-person or phone contact with an employee of the Washington Township Fire Department within the last 12 months?
❍ No ➔ Go to Question 19 ❍ Yes ➔ Go to Question 18 ❍ Don't know ➔ Go to Question 19

18. What was your overall impression of your most recent contact with the Washington Township Fire Department?
❍ Excellent ❍ Good ❍ Fair ❍ Poor ❍ Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Dublin within the last 12 months (including police, receptionists, planners or any others)?
❍ No ➔ Go to Question 21 ❍ Yes ➔ Go to Question 20

20. What was your impression of the employee(s) of the City of Dublin in your most recent contact? (Rate each characteristic below.)

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

21. Please rate the following categories of Dublin government performance:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The value of services for the taxes paid to Dublin	1	2	3	4	5
The overall direction that Dublin is taking	1	2	3	4	5
The job Dublin government does at welcoming citizen involvement	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. Please indicate to what extent you support or oppose efforts to improve the Interstate 270 and U.S. 33 interchange:
❍ Strongly support ❍ Somewhat support ❍ Somewhat oppose ❍ Strongly oppose ❍ Don't know

b. How much of a funding priority, if any, should it be for the City of Dublin, Union and Franklin Counties, Marysville and the Ohio Department of Transportation to make the improvements to the Interstate 270 and U.S. 33 interchange?
❍ High funding priority ❍ Medium funding priority ❍ Low funding priority ❍ Not a funding priority

c. Do you have Internet access at home?
❍ Yes, high speed Internet on a computer ➔ Go to Question 22d
❍ Yes, dial-up Internet on a computer ➔ Go to Question 22d
❍ Yes, on a smart phone ➔ Go to Question 22d
❍ No ➔ Go to Question D1
❍ Don't know ➔ Go to Question D1

d. Please rate each of the following aspects of your Internet access at home:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Internet data upload and download speeds	1	2	3	4	5
Internet provider options	1	2	3	4	5
Availability of other telecommunications services/packages	1	2	3	4	5
Cost of Internet access and other telecommunications services/packages	1	2	3	4	5

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Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?
- ❍ No ➔ Go to Question D3
- ❍ Yes, full time ➔ Go to Question D2
- ❍ Yes, part time ➔ Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	_____ days
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	_____ days
Bus, rail, subway or other public transportation	_____ days
Walk	_____ days
Bicycle	_____ days
Work at home	_____ days
Other	_____ days

D3. How many years have you lived in Dublin?
- ❍ Less than 2 years
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
- ❍ More than 20 years

D4. Which best describes the building you live in?
- ❍ One family house detached from any other houses
- ❍ House attached to one or more houses (e.g., a duplex or townhome)
- ❍ Building with two or more apartments or condominiums
- ❍ Mobile home
- ❍ Other

D5. Is this house, apartment or mobile home...
- ❍ Rented for cash or occupied without cash payment?
- ❍ Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
- ❍ Less than $300 per month
- ❍ $300 to $599 per month
- ❍ $600 to $999 per month
- ❍ $1,000 to $1,499 per month
- ❍ $1,500 to $2,499 per month
- ❍ $2,500 or more per month

D7. Do any children 17 or under live in your household?
- ❍ No
- ❍ Yes

D8. Are you or any other members of your household aged 65 or older?
- ❍ No
- ❍ Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
- ❍ Less than $24,999
- ❍ $25,000 to $49,999
- ❍ $50,000 to $99,999
- ❍ $100,000 to $149,999
- ❍ $150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?
- ❍ No, not Spanish, Hispanic or Latino
- ❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
- ❍ American Indian or Alaskan Native
- ❍ Asian, Asian Indian or Pacific Islander
- ❍ Black or African American
- ❍ White
- ❍ Other

D12. In which category is your age?
- ❍ 18-24 years
- ❍ 25-34 years
- ❍ 35-44 years
- ❍ 45-54 years
- ❍ 55-64 years
- ❍ 65-74 years
- ❍ 75 years or older

D13. What is your sex?
- ❍ Female
- ❍ Male

D14. Are you registered to vote in your jurisdiction?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D16. Do you have a cell phone?
- ❍ No
- ❍ Yes

D17. Do you have a land line at home?
- ❍ No
- ❍ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?
- ❍ Cell
- ❍ Land line
- ❍ Both

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