

THE NCSTM
The National Citizen SurveyTM

Dublin, OH
Community Livability Report

2015



NRC
National Research Center Inc.

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

- About..... 1
- Quality of Life in Dublin..... 2
- Community Characteristics 3
- Governance 5
- Participation 7
- Special Topics..... 9
- Conclusions 14

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Dublin. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 780 residents of the City of Dublin. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Dublin

Nearly all residents (96%) rated the quality of life in Dublin as excellent or good. This rating was higher than the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



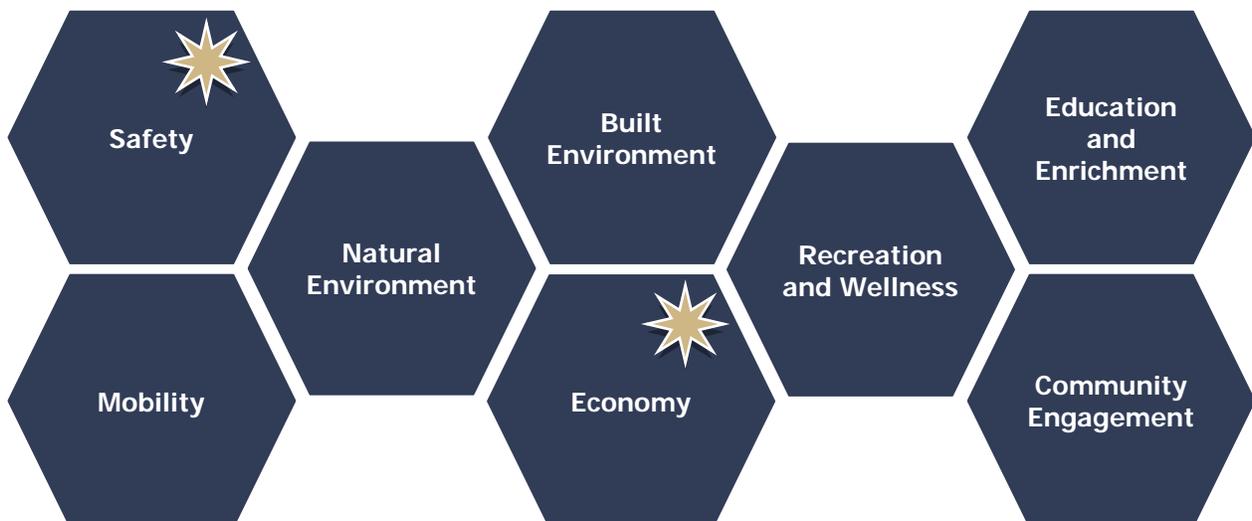
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Dublin community in the coming two years. It is noteworthy that Dublin residents gave strong ratings that were higher than the national benchmark to both of these facets as well as to the remaining facets of community livability. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Dublin’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



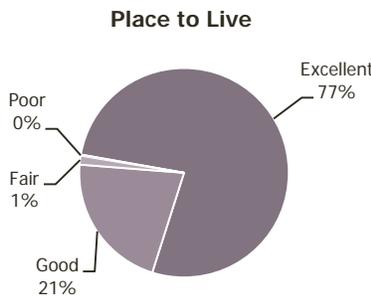
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Dublin, 98% rated the City as an excellent or good place to live. Respondents' ratings of Dublin as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Dublin as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Dublin and its overall appearance. Almost all respondents gave positive ratings for overall image, overall appearance, their neighborhood as a place to live and Dublin as a place to raise children and all of these aspects were also rated higher than the national benchmark. Dublin as a place to retire was rated positively by 3 in 5 respondents and was rated similarly to the benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. In the facets of Safety, Natural Environment, Recreation and Wellness, Education and Enrichment and Community Engagement, Dublin received positive ratings from at least three-quarters of respondents. Within Safety, all aspects were rated positively by 98% of respondents and overall feelings of safety were rated higher than the national benchmark. All aspects of Natural Environment and Recreation and Wellness were rated higher than the national benchmark and 9 in 10 respondents rated the overall quality of the natural environment, cleanliness, air quality, health and wellness opportunities, recreation



opportunities and fitness opportunities positively. Ratings varied most within Mobility, with 5 of the 8 aspects being rated higher than the national benchmark. However, only one-quarter of respondents rated travel by public transportation positively, which was a rating lower than what's reported in other communities across the nation. Public parking and traffic flow were rated positively by a majority of respondents and were similar to the national benchmark. All Built Environment ratings were higher than the benchmark, with the exception of the availability of affordable quality housing, which was rated similar to the benchmark. Within Economy, at least 8 in 10 respondents rated overall economic health, businesses and services, shopping opportunities, Dublin as a place to visit and Dublin as a place

to work positively and all of these aspects were rated higher than the national benchmark. Cost of living received the lowest rating within Economy, but was still rated similar to the benchmark. Almost all aspects of Education and Enrichment and Community Engagement were rated higher than the national benchmark, with only religious or spiritual events and or activities and volunteer opportunities being rated similar to the benchmark.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark
 ■ Higher ■ Similar ■ Lower



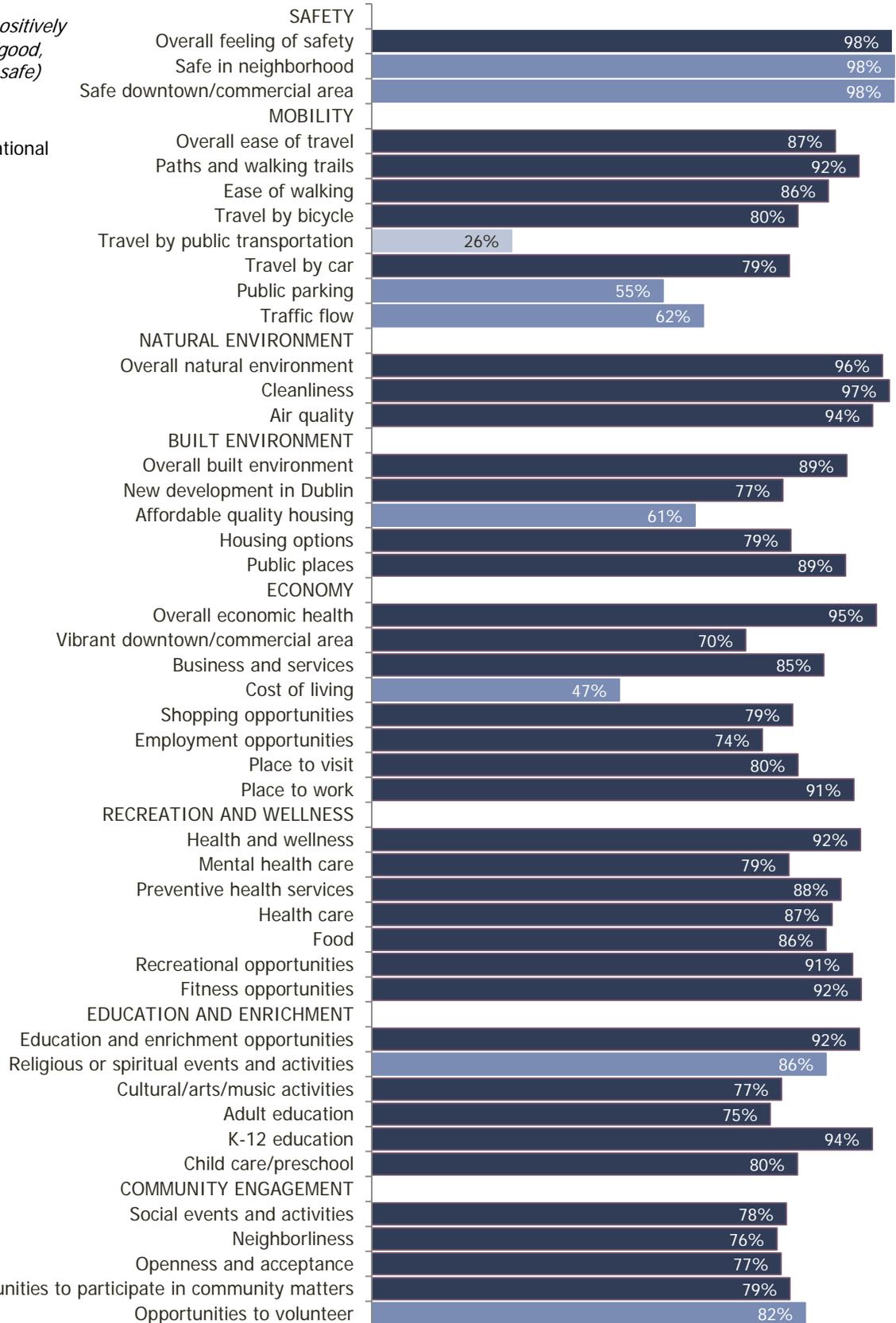
The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

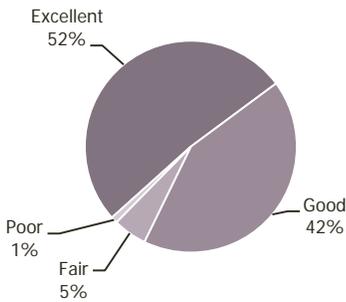
How well does the government of Dublin meet the needs and expectations of its residents?

The overall quality of the services provided by Dublin as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Overall quality of City services was rated positively by 94% of residents and was rated higher than the national benchmark. However, only one-third of respondents rated services provided by the Federal Government positively and this rating decreased compared to the previous survey (see the *Trends over Time Report* provided under separate cover).

Survey respondents also rated various aspects of Dublin’s leadership and governance. All aspects of leadership and governance were rated higher than other communities across the nation; customer service received the highest rating (89% excellent or good) and all other aspects of leadership and governance were rated positively by at least 7 in 10 respondents.

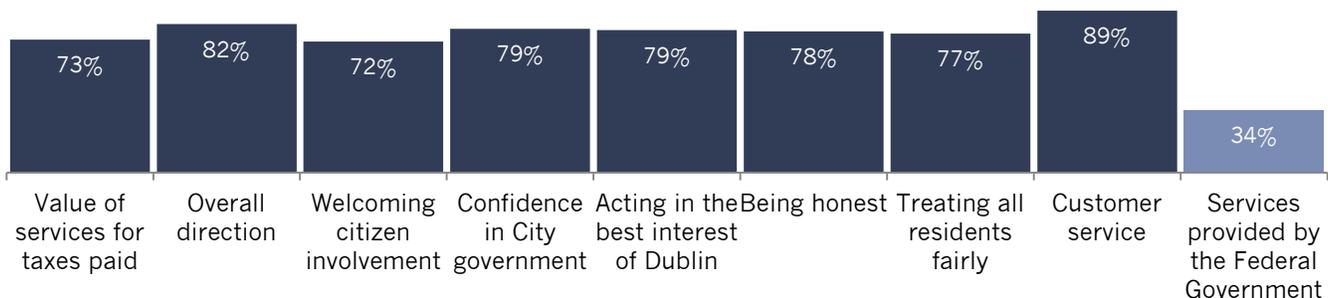
Respondents evaluated over 30 individual services and amenities available in Dublin. All aspects of Safety services were rated positively by 4 in 5 respondents and were rated higher than the national benchmark. Most aspects of Mobility were rated positively by three-quarters of respondents and were rated higher than the national benchmark; the only exception was bus or transit services, which was rated positively by 36% of respondents and was lower than the national benchmark. Within Natural Environment, the highest rated service was garbage collection (93% excellent or good) and the remaining services were rated positively by at least 8 in 10 respondents; most aspects of Natural Environment were rated higher than the national benchmark. In the facet of Built Environment, 4 of the 6 aspects were rated higher than the national benchmark and 2 were rated similarly. Sewer services were rated the highest in Built Environment, while cable television was rated the lowest and cable television ratings also decreased compared to 2012. All aspects of Economy, Recreation and Wellness, Education and Enrichment and Community Engagement received positive ratings from about 9 in 10 residents and were rated higher than the national benchmark.

Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark
 ■ Higher ■ Similar ■ Lower



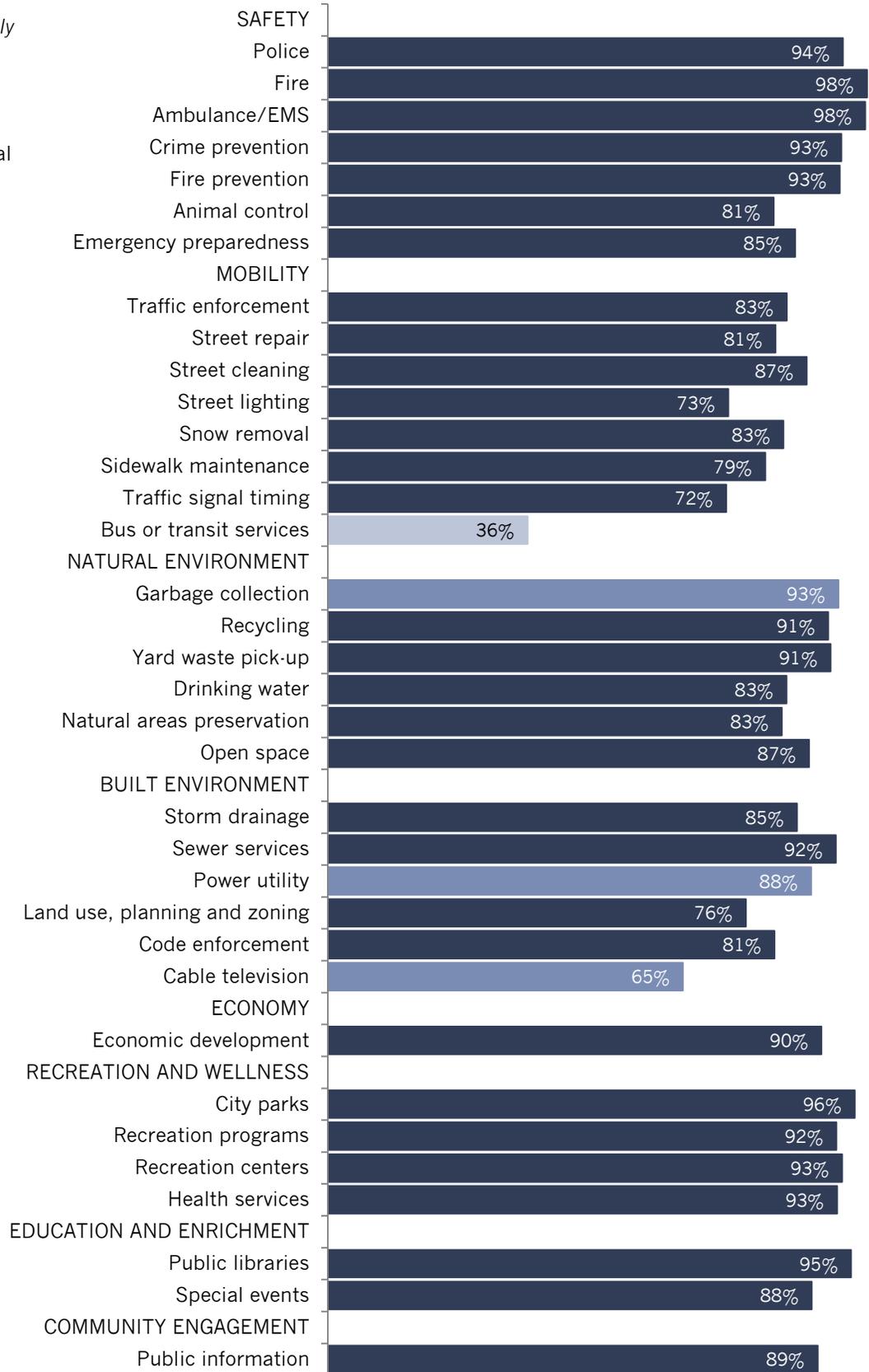
The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower

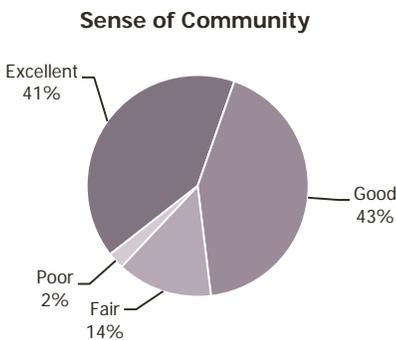


Participation

Are the residents of Dublin connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About 8 in 10 residents gave positive ratings for Dublin’s sense of community, which was a higher rating than the national benchmark. Almost all residents would recommend Dublin to others and 9 in 10 plan on remaining in Dublin over the next five years.

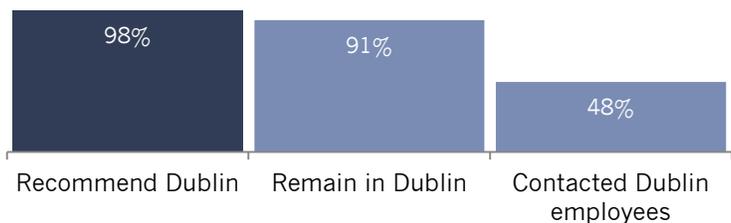
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. In the facet of Safety, most participants had NOT been the victim of a crime and had NOT reported a crime to police; about one-third had stocked supplies in case of an emergency. Very few participants had used public transportation (6%), while some (41%) had carpooled and a majority (61%) had walked or biked instead of driving. At least three-quarters of respondents had conserved water or made efforts to make their home more energy efficient and 93% of respondents reported recycling; all of these aspects of participation in the Natural Environment were similar to the national benchmark. All aspects of Built Environment were rated higher than the national benchmark. In Economy, more participants in Dublin than elsewhere across the nation reported that the economy would have a positive impact on their income and this rating also increased compared to 2012. More residents in Dublin use recreation centers than elsewhere across the nation and over 90% of respondents also reported visiting parks and participating in moderate or vigorous physical activity. Within Education and Enrichment, 77% of respondents had used a Dublin public library, which was similar to other communities in the nation and 72% had attended a City-sponsored special event which was a higher rate of participation than elsewhere across the nation. About half of respondents reported participating in a religious or spiritual activity, which was a similar rating to the national benchmark. All aspects of participation in Community Engagement activities were similar to the national benchmark.



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



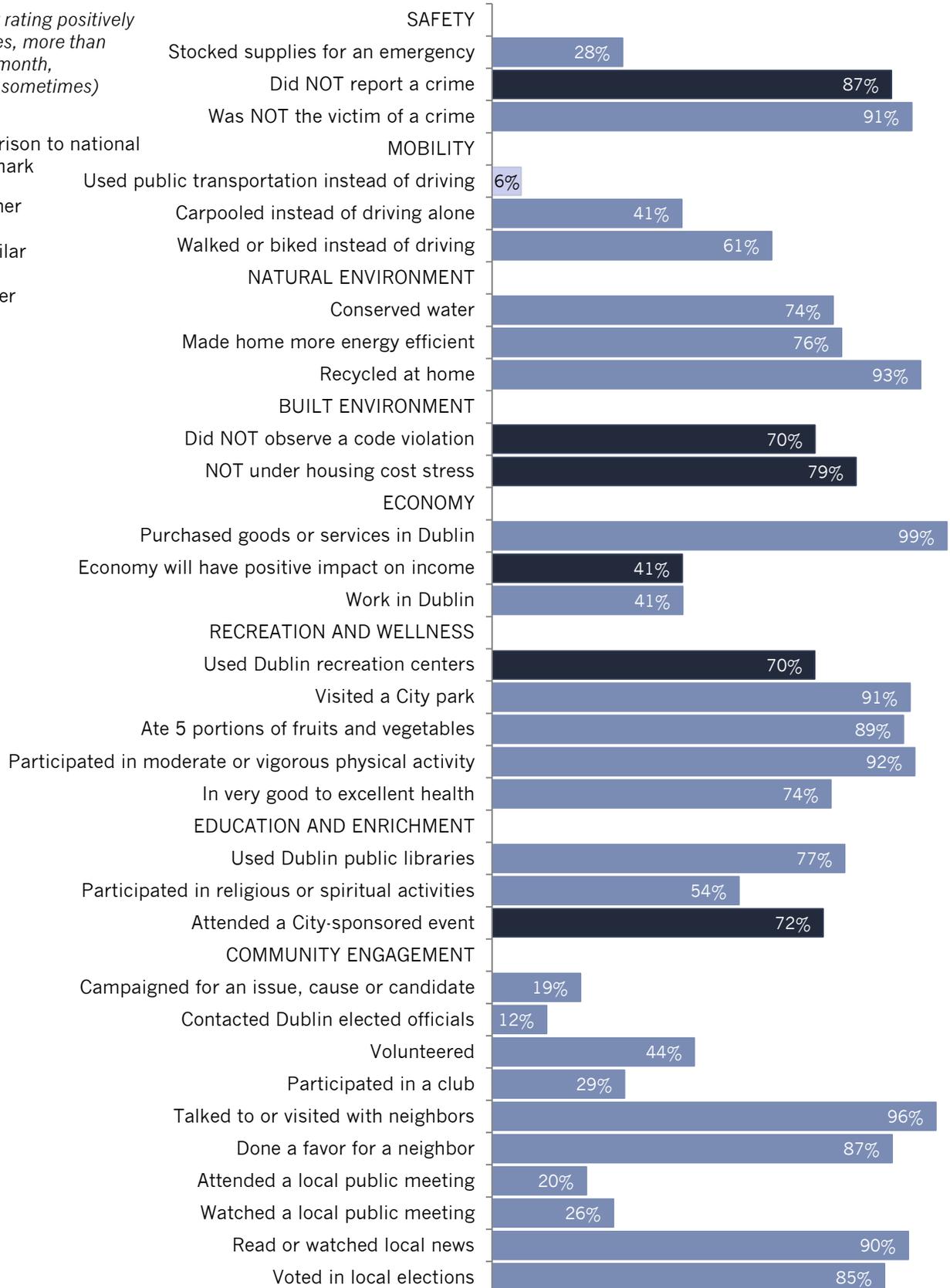
The National Citizen Survey™

Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Special Topics

The City of Dublin included eight questions of special interest on The NCS, all of which were related to the Bridge Street District. When asked how familiar they were with the Bridge Street District, about three-quarters of respondents were at least somewhat familiar with the development plan. Over 4 in 5 respondents also reported having a very favorable or somewhat favorable impression of the Bridge Street District.

Figure 4: Familiarity with Bridge Street District
How familiar are you with Dublin's development plan known as the Bridge Street District?

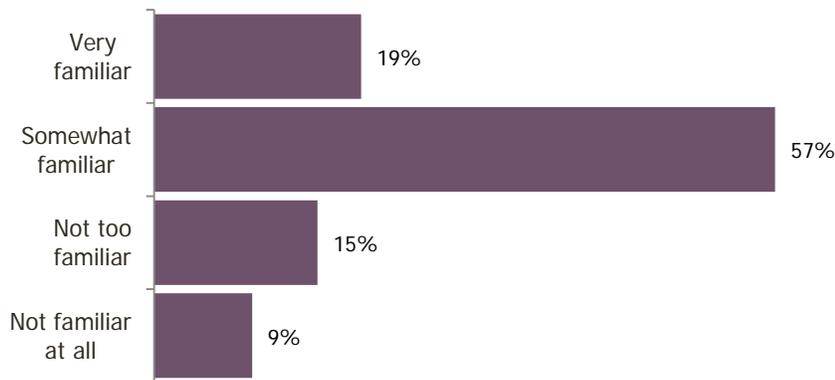
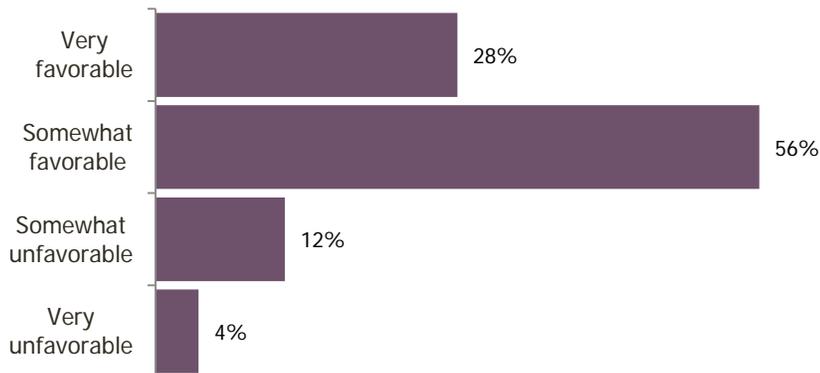


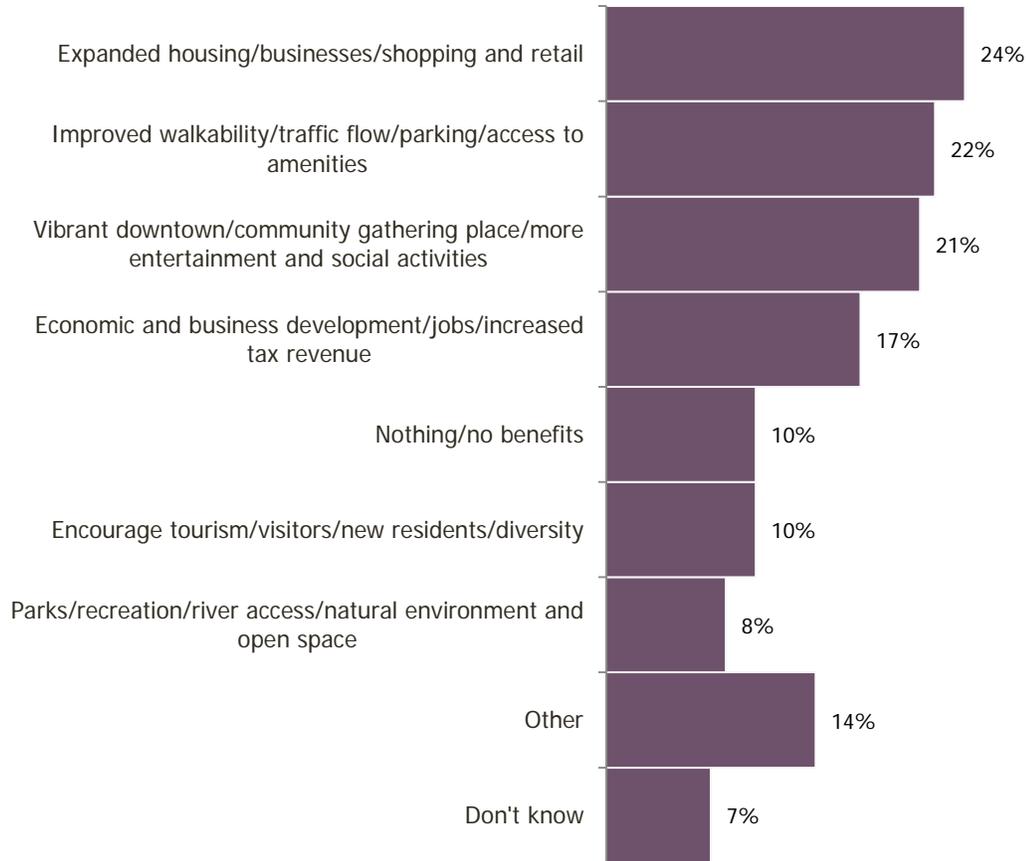
Figure 5: Overall Impression of Bridge Street District
Which of the following best describes your overall impressions of the Bridge Street District?



Residents were asked to record what the potential benefits of Bridge Street District would be. Between 21-24% indicated that expanded housing and businesses, improved walkability and access and a vibrant community gathering place were potential benefits.

Figure 6: Potential Benefits of Bridge Street District

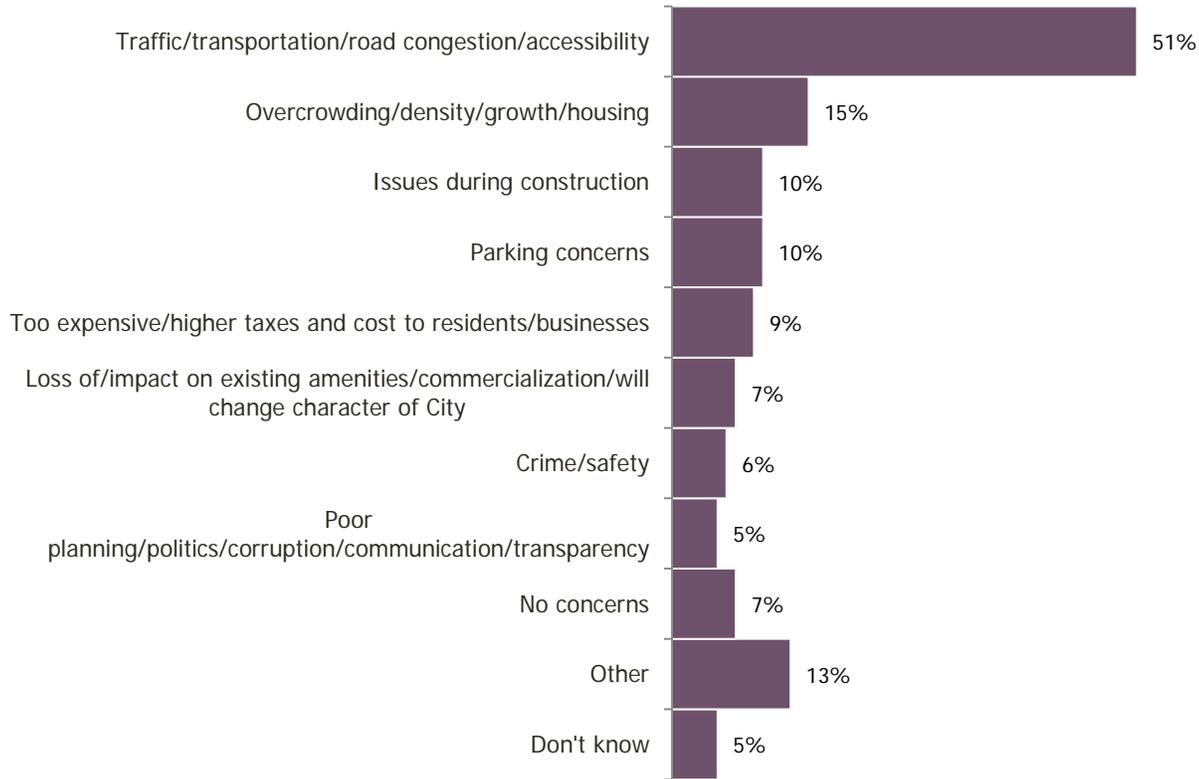
When you think of Dublin as a place to live, what do you see as potential benefits of the Bridge Street District?



Total may exceed 100% as respondents could select more than one option.

Vice versa, residents were asked what concerns they may have about the Bridge Street District. About 50% indicated that they had concerns about traffic and transportation related issues. Around 15% were concerned with overcrowding and density while 1 in 10 were worried about issues during construction, parking and the cost of the project.

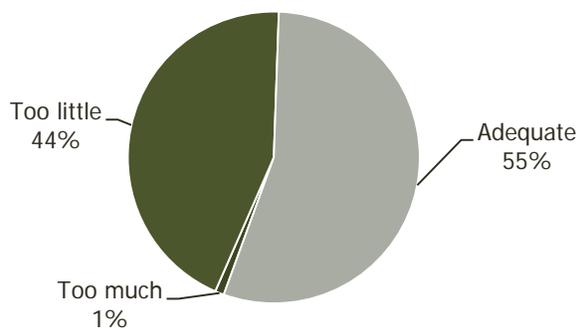
Figure 7: Concerns about Bridge Street District
When you think of Dublin as a place to live, what concerns you about the Bridge Street District?



Total may exceed 100% as respondents could select more than one option.

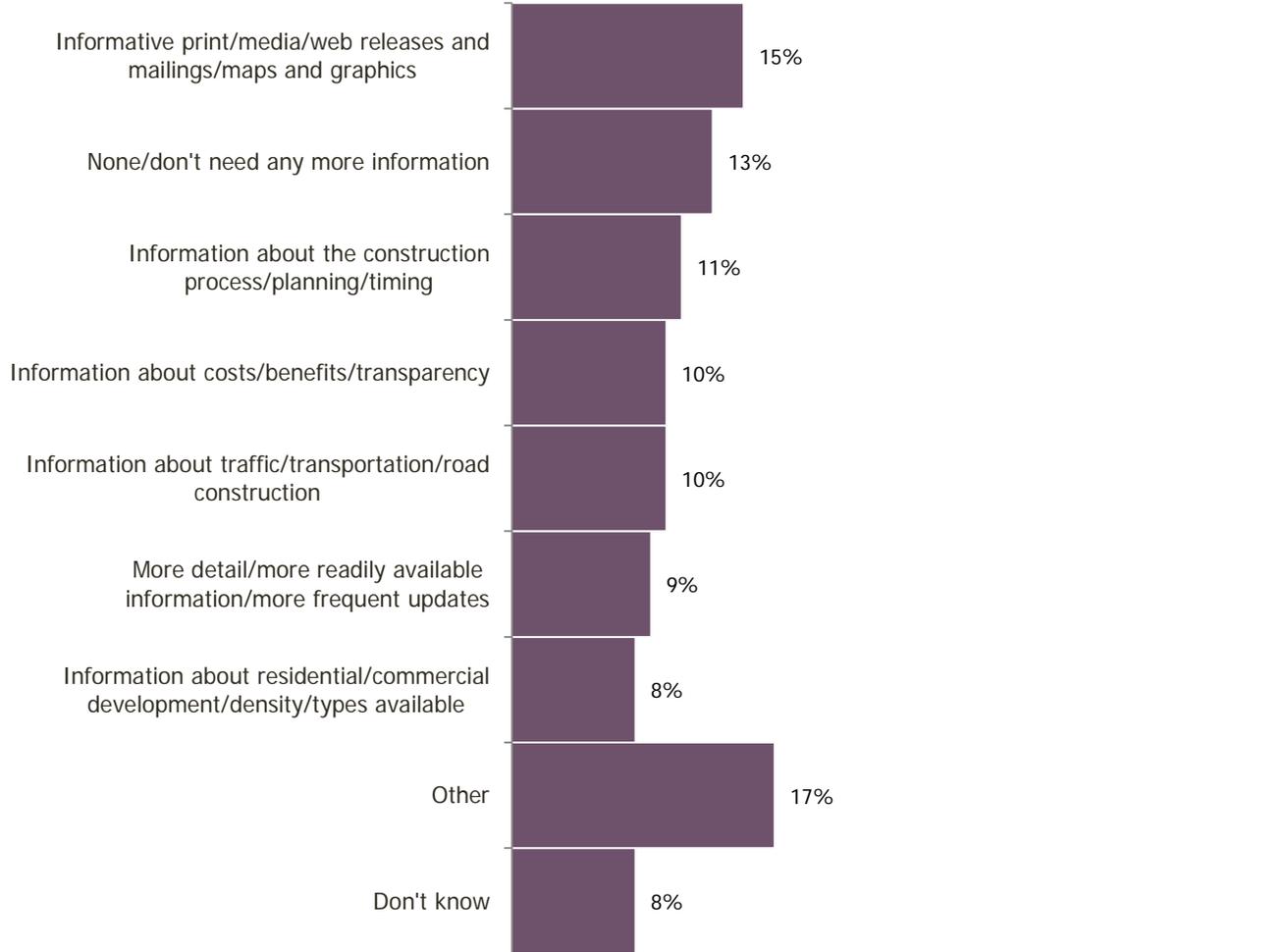
Respondents were also asked to rate the availability of information about the Bridge Street District. Only 1% reported there being too much information available, while 55% reported their being an adequate amount and 44% listed there being too little information available.

Figure 8: Availability of Information about Bridge Street District
Which of the following best describes the information available about the Bridge Street District from the City of Dublin?



Residents could write-in comments about any additional information they would find helpful about Bridge Street District. At least 10% of respondents thought informative media, information about construction, information about costs/benefits and information about transportation would be helpful. Conversely, 13% indicated that there was no need for additional information.

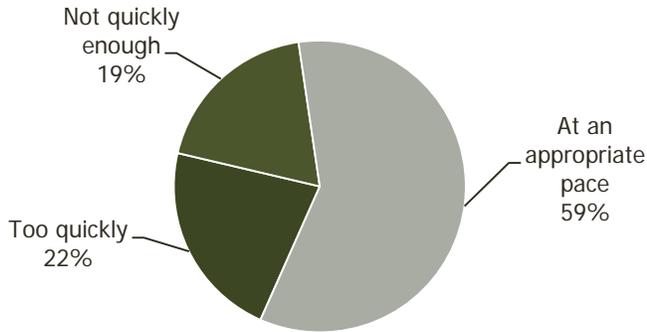
Figure 9: Additional Information about Bridge Street District Residents Would Find Helpful
What additional information about the Bridge Street District, if any, would you find helpful?



About two-thirds of respondents thought that the implementation of the Bridge Street District was at an appropriate pace, while roughly 2 in 10 respondents thought it was either not quick enough or too quick.

Figure 10: Speed of Implementation of Bridge Street District

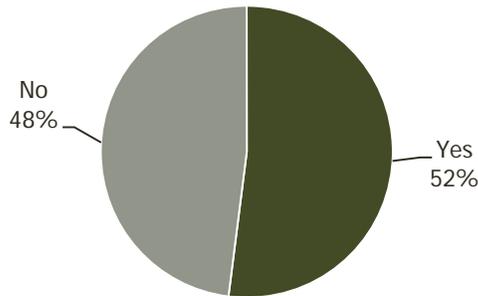
In your opinion, are plans for the Bridge Street District being implemented too quickly, not quickly enough, or at an appropriate pace?



When asked whether or not there were adequate opportunities for citizen participation, respondents were split between responding “Yes” or “No.”

Figure 11: Opportunities for Citizen Participation with Bridge Street District Decision Making

Is the City of Dublin providing adequate opportunities for citizen participation in decisions involving the Bridge Street District?



Conclusions

Dublin is a great place to live!

Across all eight facets of community livability, ratings tended to be higher in Dublin than in other communities across the nation. Almost every single respondent gave positive ratings for their overall quality of life and Dublin as a place to live, both of which were rated higher than the national benchmark. Almost all respondents also gave positive ratings for the overall quality of City services and all aspects of trust and leadership (such as overall direction, being honest, treating all residents fairly, etc.) were rated positively by 7 in 10 respondents and were higher than the benchmark. About 9 in 10 respondents plan on remaining in Dublin for the next five years and 98% of respondents would recommend Dublin to others. Over 9 in 10 residents are pleased with Dublin's overall image and overall appearance as well as their neighborhood and Dublin as a place to raise children.

Local Economy is thriving and remains a priority for residents.

Most aspects of Economy were rated higher in Dublin than elsewhere across the nation and residents indicated that this would be an important focus area for the City over the next two years. Almost all Community Characteristics related to Economy were rated higher than the national benchmark; these characteristics included Dublin as a place to work, Dublin as a place to visit, employment opportunities, shopping opportunities, businesses and services, vibrant downtown/commercial area and overall economic health. Cost of living received the lowest rating compared to the other community characteristics, but was still similar to the national benchmark. Economic development services were rated positively by 90% of respondents and were rated higher than the national benchmark. More residents in Dublin than in other communities believe the economy will have a positive impact on their income and the number of residents in Dublin with this belief increased compared to 2012.

Residents feel safe in Dublin.

Safety was an important feature of the community for residents and most residents want the City to continue to provide excellent safety services and amenities. Almost all respondents feel safe overall and in their neighborhoods and in downtown/commercial areas. Residents rate safety services highly and most participants were not a victim of a crime or did not report a crime. A little over one-quarter of residents had stocked supplies for an emergency, which was a similar number compared to other communities.