

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Dublin, OH

Comparisons by Geographic Subgroups

2015



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# Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by City Ward.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Wards are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (780 completed surveys). For each Ward (Wards 1, 2, 3, and 4), the margin of error rises to approximately plus or minus seven percentage points since sample sizes were approximately 183 for Ward 1, 201 for Ward 2, 209 for Ward 3 and 187 for Ward 4. Notable differences between Wards included the following:

- While most residents gave positive ratings to the City of Dublin for Education and Enrichment, individuals from Ward 2 were more likely to give lower ratings to K-12 education, adult educational opportunities and cultural/arts/,music activities than residents from Wards 1, 3 and 4.
- Dublin residents living in Wards 1 and 3 of the City tended to give lower ratings for the aspects of Mobility in Community Characteristics, including ease of public parking as well as the ease of travel by car, public transportation and walking in Dublin than other respondents.
- A majority of Dublin residents gave excellent or good scores to the various aspects of Governance in general; however, residents from Ward 3 were less likely to give positive ratings to the overall direction that Dublin is taking, the overall confidence in the Dublin government and the customer service provided by City employees compared to citizens from other areas.
- Respondents from the 4th Ward gave higher rankings to the sense of community in Dublin and they were more likely to report they would remain in the City for the next five years, but less likely to have contacted the City of Dublin for help or information.
- Nearly all residents of Dublin responded that they recycled at home with Wards 3 and 4 reporting the highest levels at 97% and 96% respectively. A majority of respondents also stated that they had made efforts to make their homes more energy efficient with residents in Wards 1, 2, and 3 more likely to participate in this activity than individuals living in Ward 4.
- Citizens who reside in Ward 2 and 4 of Dublin responded that they were less likely to participate in Community Engagement measures, such as having campaigned or advocated for an issue, cause or candidate, participated in a club and attended a local meeting than other residents, but those in Ward 4 were more likely to have done a favor for a neighbor than their counterparts.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The overall quality of life in Dublin	95%	95%	97%	99%	97%
Overall image or reputation of Dublin	95%	97%	96%	100%	97%
Dublin as a place to live	96%	99%	98%	100%	98%
Your neighborhood as a place to live	94%	93%	95%	97%	95%
Dublin as a place to raise children	97%	98%	99%	99%	98%
Dublin as a place to retire	66%	61%	61%	66%	63%
Overall appearance of Dublin	96%	98%	100%	99%	98%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall feeling of safety in Dublin	97%	97%	98%	99%	98%
In your neighborhood during the day	97%	98%	99%	100%	98%
In Dublin's downtown/commercial area during the day	96%	99%	99%	99%	98%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall ease of getting to the places you usually have to visit	87%	90%	87%	85%	87%
Traffic flow on major streets	59%	61%	65%	65%	62%
Ease of public parking	49%	56%	49%	65%	55%
Ease of travel by car in Dublin	74%	83%	74%	84%	79%
Ease of travel by public transportation in Dublin	30%	32%	16%	29%	26%
Ease of travel by bicycle in Dublin	78%	75%	79%	90%	80%
Ease of walking in Dublin	79%	88%	84%	92%	86%
Availability of paths and walking trails	85%	89%	96%	97%	92%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Quality of overall natural environment in Dublin	94%	98%	95%	98%	96%
Air quality	91%	94%	96%	96%	94%
Cleanliness of Dublin	96%	96%	100%	98%	97%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall "built environment" of Dublin (including overall design, buildings, parks and transportation systems)	86%	92%	86%	93%	89%
Public places where people want to spend time	91%	93%	85%	87%	89%
Variety of housing options	79%	78%	82%	77%	79%
Availability of affordable quality housing	62%	56%	65%	61%	61%
Overall quality of new development in Dublin	74%	79%	78%	78%	77%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall economic health of Dublin	95%	90%	96%	99%	95%
Dublin as a place to work	91%	91%	88%	93%	91%
Dublin as a place to visit	81%	77%	78%	86%	80%
Employment opportunities	77%	71%	72%	75%	74%
Shopping opportunities	81%	83%	73%	80%	79%
Cost of living in Dublin	44%	42%	51%	50%	47%
Overall quality of business and service establishments in Dublin	88%	85%	81%	87%	85%
Vibrant downtown/commercial area	73%	70%	62%	77%	70%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Health and wellness opportunities in Dublin	91%	88%	95%	95%	92%
Fitness opportunities (including exercise classes and paths or trails, etc.)	89%	91%	94%	96%	92%
Recreational opportunities	91%	87%	90%	95%	91%
Availability of affordable quality food	86%	84%	87%	86%	86%
Availability of affordable quality health care	87%	84%	89%	88%	87%
Availability of preventive health services	88%	86%	91%	89%	88%
Availability of affordable quality mental health care	79%	75%	79%	81%	79%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall opportunities for education and enrichment	90%	92%	92%	94%	92%
Availability of affordable quality child care/preschool	74%	83%	81%	82%	80%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
K-12 education	90%	92%	97%	97%	94%
Adult educational opportunities	77%	66%	80%	79%	75%
Opportunities to attend cultural/arts/music activities	79%	68%	78%	84%	77%
Opportunities to participate in religious or spiritual events and activities	86%	81%	87%	88%	86%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Opportunities to participate in social events and activities	80%	75%	76%	82%	78%
Opportunities to volunteer	78%	80%	83%	85%	82%
Opportunities to participate in community matters	78%	75%	78%	85%	79%
Openness and acceptance of the community toward people of diverse backgrounds	74%	79%	73%	81%	77%
Neighborliness of residents in Dublin	70%	73%	79%	82%	76%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
The City of Dublin	95%	94%	92%	95%	94%
The value of services for the taxes paid to Dublin	73%	71%	71%	79%	73%
The overall direction that Dublin is taking	82%	83%	75%	87%	82%
The job Dublin government does at welcoming citizen involvement	74%	73%	66%	76%	72%
Overall confidence in Dublin government	81%	85%	72%	80%	79%
Generally acting in the best interest of the community	75%	79%	78%	83%	79%
Being honest	80%	76%	75%	82%	78%
Treating all residents fairly	78%	75%	74%	80%	77%
Overall customer service by Dublin employees (police, receptionists, planners, etc.)	90%	86%	86%	95%	89%
The Federal Government	35%	34%	30%	40%	34%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Police/Sheriff services	93%	95%	93%	93%	94%
Fire services	97%	99%	96%	99%	98%
Ambulance or emergency medical services	96%	97%	98%	99%	98%
Crime prevention	92%	91%	94%	96%	93%

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Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Fire prevention and education	90%	92%	94%	96%	93%
Animal control	80%	75%	84%	86%	81%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	87%	82%	81%	91%	85%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Traffic enforcement	79%	85%	83%	85%	83%
Street repair	79%	80%	81%	86%	81%
Street cleaning	82%	87%	85%	93%	87%
Street lighting	78%	74%	70%	69%	73%
Snow removal	79%	87%	79%	85%	83%
Sidewalk maintenance	80%	75%	82%	81%	79%
Traffic signal timing	67%	65%	76%	82%	72%
Bus or transit services	39%	35%	32%	40%	36%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Garbage collection	89%	92%	96%	94%	93%
Recycling	86%	88%	94%	96%	91%
Yard waste pick-up	88%	90%	92%	95%	91%
Drinking water	81%	82%	84%	86%	83%
Preservation of natural areas such as open space, farmlands and greenbelts	79%	81%	83%	86%	83%
Dublin open space	84%	89%	87%	89%	87%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Storm drainage	82%	81%	88%	91%	85%
Sewer services	91%	94%	91%	92%	92%
Power (electric and/or gas) utility	88%	87%	88%	89%	88%
Land use, planning and zoning	71%	76%	74%	83%	76%
Code enforcement (weeds, abandoned buildings, etc.)	83%	77%	81%	85%	81%
Cable television	69%	61%	65%	65%	65%

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Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Economic development	86%	87%	93%	93%	90%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
City parks	93%	96%	96%	98%	96%
Recreation programs or classes	90%	91%	94%	95%	92%
Recreation centers or facilities	90%	93%	96%	94%	93%
Health services	92%	93%	90%	95%	93%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Public library services	94%	94%	96%	97%	95%
City-sponsored special events	83%	88%	88%	92%	88%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Public information services	88%	83%	89%	96%	89%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Sense of community	82%	83%	79%	90%	84%
Recommend living in Dublin to someone who asks	96%	97%	98%	98%	98%
Remain in Dublin for the next five years	86%	92%	90%	95%	91%
Contacted the City of Dublin (in-person, phone, email or web) for help or information	59%	44%	47%	44%	48%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Was NOT the victim of a crime	88%	92%	95%	90%	91%
Did NOT report a crime	84%	88%	91%	83%	87%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Stocked supplies in preparation for an emergency	29%	28%	27%	30%	28%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Walked or biked instead of driving	59%	58%	57%	69%	61%
Carpooled with other adults or children instead of driving alone	40%	36%	46%	44%	41%
Used bus, rail, subway or other public transportation instead of driving	5%	7%	5%	8%	6%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Recycle at home	90%	90%	97%	96%	93%
Made efforts to make your home more energy efficient	77%	79%	79%	68%	76%
Made efforts to conserve water	74%	78%	76%	68%	74%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
NOT under housing cost stress	80%	82%	77%	77%	79%
Did NOT observe a code violation	72%	68%	71%	70%	70%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Purchase goods or services from a business located in Dublin	99%	100%	98%	98%	99%
Economy will have positive impact on income	41%	38%	47%	40%	41%
Work in Dublin	51%	41%	37%	37%	41%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Used Dublin recreation centers or their services	64%	69%	69%	78%	70%
Visited a neighborhood park or City park	87%	93%	87%	96%	91%
Eat at least 5 portions of fruits and vegetables a day	89%	90%	88%	92%	89%



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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Participate in moderate or vigorous physical activity	93%	87%	96%	92%	92%
Reported being in "very good" or "excellent" health	77%	66%	79%	73%	74%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Used Dublin public libraries or their services	70%	73%	79%	85%	77%
Participated in religious or spiritual activities in Dublin	47%	52%	60%	55%	54%
Attended a City-sponsored event	74%	69%	72%	74%	72%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Campaigned or advocated for an issue, cause or candidate	24%	13%	23%	17%	19%
Contacted Dublin elected officials (in-person, phone, email or web) to express your opinion	13%	11%	15%	9%	12%
Volunteered your time to some group/activity in Dublin	47%	39%	45%	47%	44%
Participated in a club	31%	23%	36%	26%	29%
Talked to or visited with your immediate neighbors	96%	96%	96%	97%	96%
Done a favor for a neighbor	86%	81%	88%	93%	87%
Attended a local public meeting	17%	27%	21%	16%	20%
Watched (online or on television) a local public meeting	28%	28%	29%	21%	26%
Read or watch local news (via television, paper, computer, etc.)	95%	84%	94%	90%	90%
Vote in local elections	88%	81%	83%	89%	85%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Ward				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Overall feeling of safety in Dublin	99%	94%	91%	93%	94%
Overall ease of getting to the places you usually have to visit	93%	87%	86%	85%	88%
Quality of overall natural environment in Dublin	88%	90%	86%	93%	89%
Overall "built environment" of Dublin (including overall design, buildings, parks and transportation systems)	81%	87%	89%	85%	86%
Health and wellness opportunities in Dublin	74%	82%	78%	86%	80%
Overall opportunities for education and enrichment	75%	83%	78%	87%	81%
Overall economic health of Dublin	92%	97%	95%	96%	95%
Sense of community	87%	85%	84%	82%	85%

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Table 29: Familiarity with Bridge Street District

How familiar are you with Dublin's development plan known as the Bridge Street District?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Very familiar	26%	18%	19%	12%	19%
Somewhat familiar	54%	51%	59%	58%	55%
Not too familiar	15%	13%	14%	18%	15%
Not familiar at all	5%	12%	8%	9%	9%
Not sure	0%	6%	1%	2%	2%

Table 30: Overall Impression of Bridge Street District

Which of the following best describes your overall impressions of the Bridge Street District?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Very favorable	24%	26%	19%	25%	23%
Somewhat favorable	52%	39%	52%	47%	47%
Somewhat unfavorable	8%	11%	14%	6%	10%
Very unfavorable	5%	3%	4%	2%	4%
Not sure	11%	21%	11%	20%	16%

Table 31: 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?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Improved walkability/traffic flow/parking/access to amenities	37%	15%	24%	15%	22%
Vibrant downtown/community gathering place/more entertainment and social activities	22%	18%	17%	28%	21%
Encourage tourism/visitors/new residents/diversity	7%	11%	10%	13%	10%
Expanded housing/businesses/shopping and retail	18%	20%	27%	32%	24%
Parks/recreation/river access/natural environment and open space	9%	9%	9%	6%	8%
Economic and business development/jobs/increased tax revenue	15%	20%	13%	20%	17%
Nothing/no benefits	11%	11%	11%	5%	10%
Other	15%	14%	16%	13%	14%
Don't know/nothing	4%	12%	5%	7%	7%

Note: These frequencies represent the write-in responses from respondents as categorized by topic area. The total may exceed 100% as some respondents may have mentioned more than one theme and have been counted in multiple categories. Statistical significance not tested.

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Table 32: Concerns about Bridge Street District

When you think of Dublin as a place to live, what concerns you about the Bridge Street District?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Traffic/transportation/road congestion/accessibility	57%	50%	49%	47%	51%
Crime/safety	8%	8%	6%	4%	6%
Poor planning/politics/corruption/communication/transparency	5%	4%	7%	5%	5%
Parking concerns	10%	10%	9%	12%	10%
Overcrowding/density/growth/housing	18%	12%	16%	14%	15%
Too expensive/higher taxes and cost to residents/businesses	10%	5%	11%	11%	9%
Issues during construction	7%	12%	4%	16%	10%
Nothing/no concerns	4%	5%	10%	7%	7%
Loss of/impact on existing amenities/commercialization/will change character of city	4%	13%	6%	3%	7%
Other	12%	15%	14%	13%	13%
Don't know/nothing	2%	6%	5%	8%	5%

Note: These frequencies represent the write-in responses from respondents as categorized by topic area. The total may exceed 100% as some respondents may have mentioned more than one theme and have been counted in multiple categories. Statistical significance not tested.

Table 33: 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?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Too much	2%	0%	1%	1%	1%
Too little	33%	35%	44%	30%	36%
Adequate	49%	44%	42%	45%	45%
Not sure	16%	21%	13%	24%	19%

Table 34: Additional Information about Bridge Street District

What additional information about the Bridge Street District, if any, would you find helpful?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Information about traffic/transportation/road construction	9%	12%	8%	10%	10%
Informative print/media/web releases and mailings/maps and graphics	12%	11%	13%	28%	15%
Information about residential/commercial development/density/types available	12%	5%	11%	6%	8%
Information about the construction process/planning/timing	12%	17%	8%	3%	11%
Information about costs/benefits/transparency	11%	9%	11%	8%	10%
More detail/more readily available information/more frequent updates	9%	3%	14%	10%	9%
None/don't need any more information	15%	11%	14%	13%	13%
Other	16%	17%	19%	13%	17%

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What additional information about the Bridge Street District, if any, would you find helpful?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Don't know	3%	15%	3%	10%	8%

Table 35: 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?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Too quickly	15%	13%	19%	7%	14%
Not quickly enough	10%	12%	11%	13%	11%
At an appropriate pace	36%	34%	39%	37%	36%
Not sure	39%	41%	31%	44%	39%

Table 36: Opportunities to Participate in Bridge Street District Decision Making

Is the City of Dublin providing adequate opportunities for citizen participation in decisions involving the Bridge Street District?	Wards				Overall
	Ward 1	Ward 2	Ward 3	Ward 4	
Yes	19%	18%	19%	25%	20%
No	20%	17%	26%	13%	19%
Not sure	61%	65%	55%	62%	61%