



THE **NCS**TM
The National Citizen SurveyTM

Dublin, OH

Community Livability Report

2018



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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 495 residents of the City of Dublin. The margin of error around any reported percentage is 4% for all respondents. 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

Almost all residents rated the quality of life in Dublin as excellent or good. This was higher than the national benchmark comparison (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 ratings across all facets tended to be higher than the national benchmarks. 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.

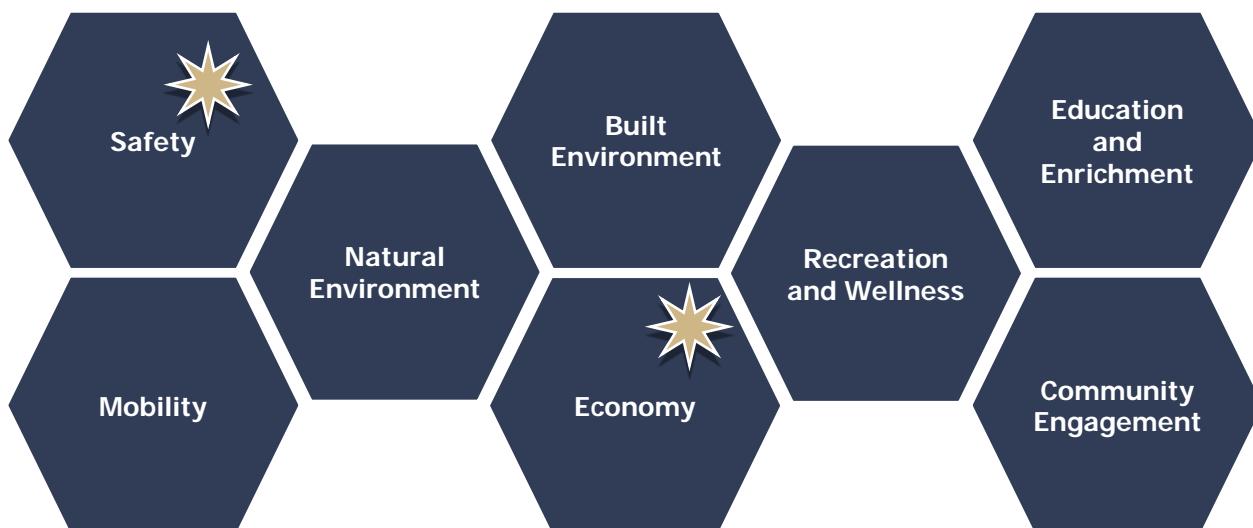
Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Dublin's unique questions.



Legend

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

- ★ Most important



Community Characteristics

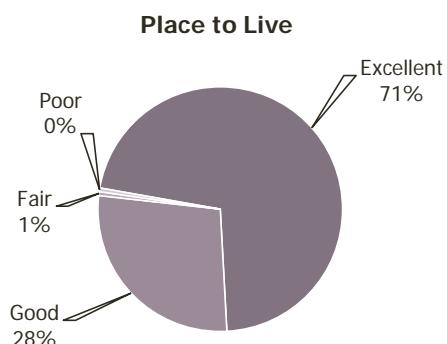
What makes a community livable, attractive and a place where people want to be?

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, 99% 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. At least 9 in 10 respondents gave high marks to the overall image of Dublin, their neighborhoods, the City as a place to raise children and the overall appearance of the City. These ratings were among the highest ratings recorded in NRC's benchmarking database. About two-thirds of respondents positively rated the City as a place to retire and this rating was similar to those observed elsewhere.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Most aspects of Community Livability were rated positively by a strong majority of respondents and ratings tended to be higher than ratings in comparison communities. While most aspects of Mobility received ratings higher than the national benchmarks, the rating for travel by public transportation was lower than the benchmark and the ratings for public parking was similar to the benchmark. All aspects of Natural Environment, Recreation and Wellness and Community Engagement were rated as excellent or

good by at least 7 in 10 respondents and were higher than ratings in comparison communities. Ratings for most Community Characteristics remained stable over time (see the *Trends over Time* report under separate cover); however, ratings decreased in 2018 compared to 2015 for the overall natural environment, affordable quality housing and housing options. Over this same time period, Dublin residents gave higher ratings to traffic flow, the overall quality of new development and employment opportunities.



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

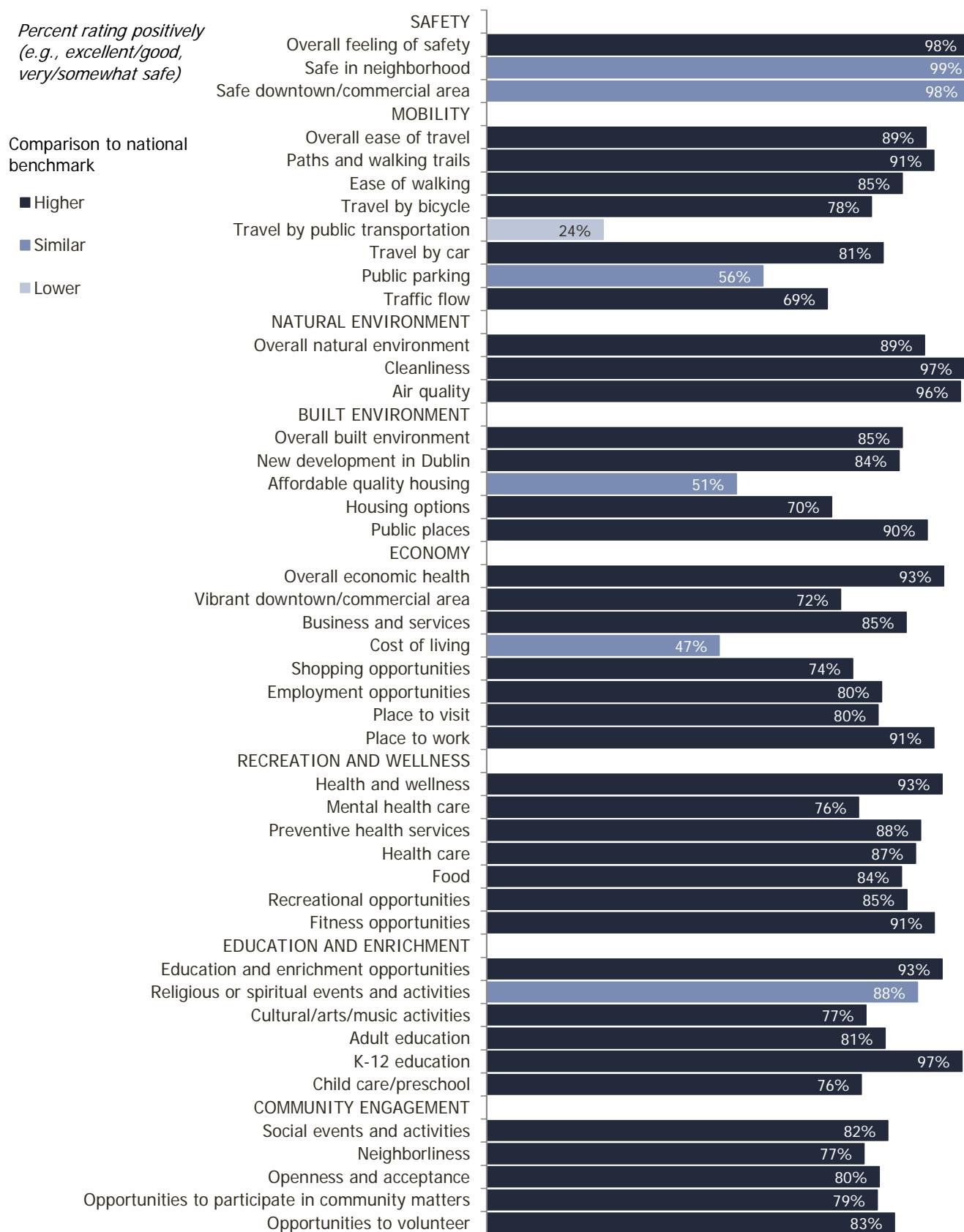
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



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Figure 1: Aspects of Community Characteristics



Governance

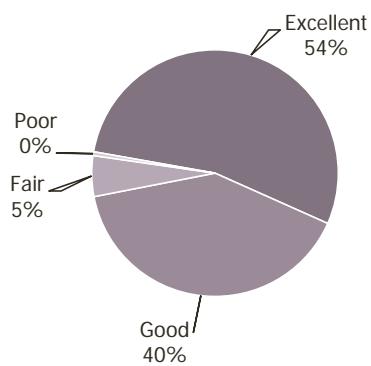
How well does the government of Dublin meet the needs and expectations of its residents?

The overall quality of the services provided by Dublin as well as the manner in which these services are provided is a key component of how residents rate their quality of life. Almost all respondents gave high marks to the overall quality of City services; this rating was much higher than the national average and one of the highest seen in NRC's benchmarking database. About 4 in 10 respondents positively rated the overall quality of services provided by the Federal government, this rating was similar to ratings in comparison communities.⁷

Survey respondents also rated various aspects of Dublin's leadership and governance. Dublin residents displayed high levels of public trust, with each aspect of the City's leadership and governance rated as excellent or good by 7 in 10 or more. Not only was each aspect higher than the national benchmark, all ratings were among the highest in NRC's database.

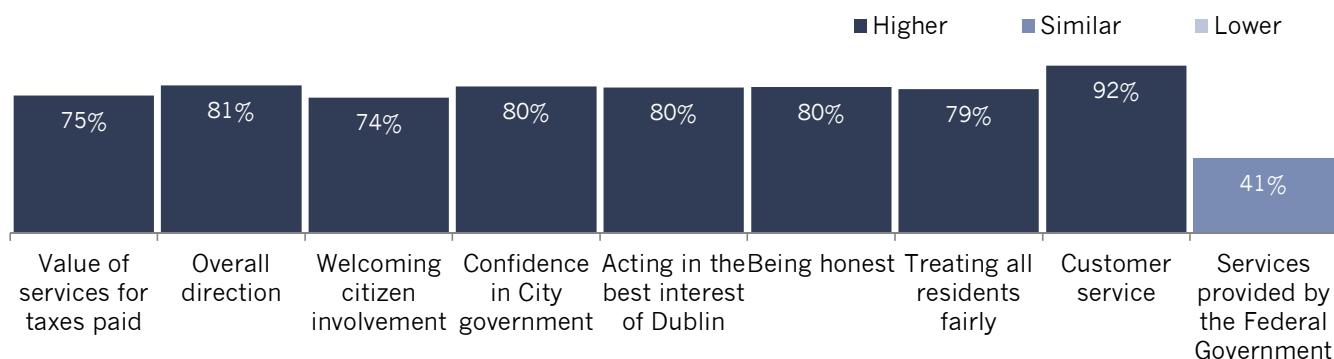
Respondents evaluated over 30 individual services and amenities available in Dublin. Dublin residents also gave extremely high marks to almost all services and amenities. All aspects were higher (or much higher) than the benchmarks, with the exception of bus or transit services, cable television and public libraries; these aspects were similar to national benchmark comparisons. Dublin's positive ratings within Governance tended to remain stable over time.

Overall Quality of City Services



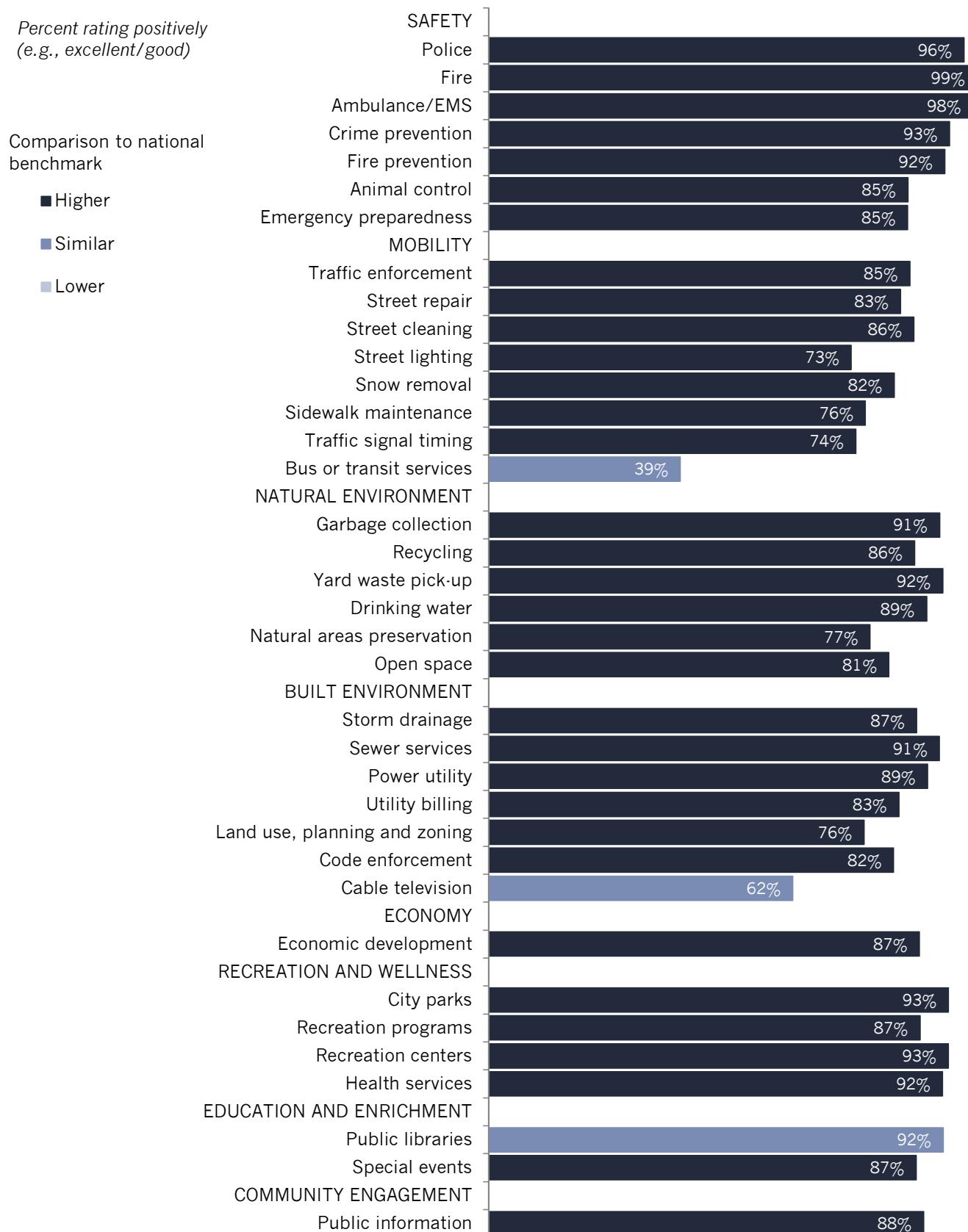
Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



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Figure 2: Aspects of Governance

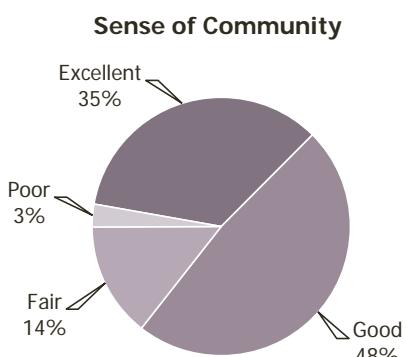


Participation

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 four in five respondents gave excellent or good marks to the overall sense of community in Dublin and this rating was higher than the national benchmark comparison. About 9 in 10 respondents were likely to recommend living in Dublin and to remain in Dublin; these rates were also higher than the national benchmarks. About 4 in 10 reported that they had contacted a Dublin employee in the last 12 months; this rate of contact was similar to rates observed elsewhere.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Most rates of Participation were similar to rates in comparison communities across the nation. Within Safety, fewer Dublin residents reported that they had stocked supplies for an emergency, while fewer had reported a crime in the last 12 months when compared to the national benchmarks. Fewer than 1 in 10 respondents had used public transportation instead of driving; this rate was lower than the national average. Further, fewer Dublin residents than residents elsewhere reported that they had conserved water in the last 12 months; this rate decreased from 2015 to 2018. More Dublin residents reported that they had attended a City-sponsored event and felt the economy would have a positive impact on their income. The proportion of residents with a positive economic outlook has been steadily increasing with each iteration of The NCS, and the 2018 optimism levels were at an all-time high.



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

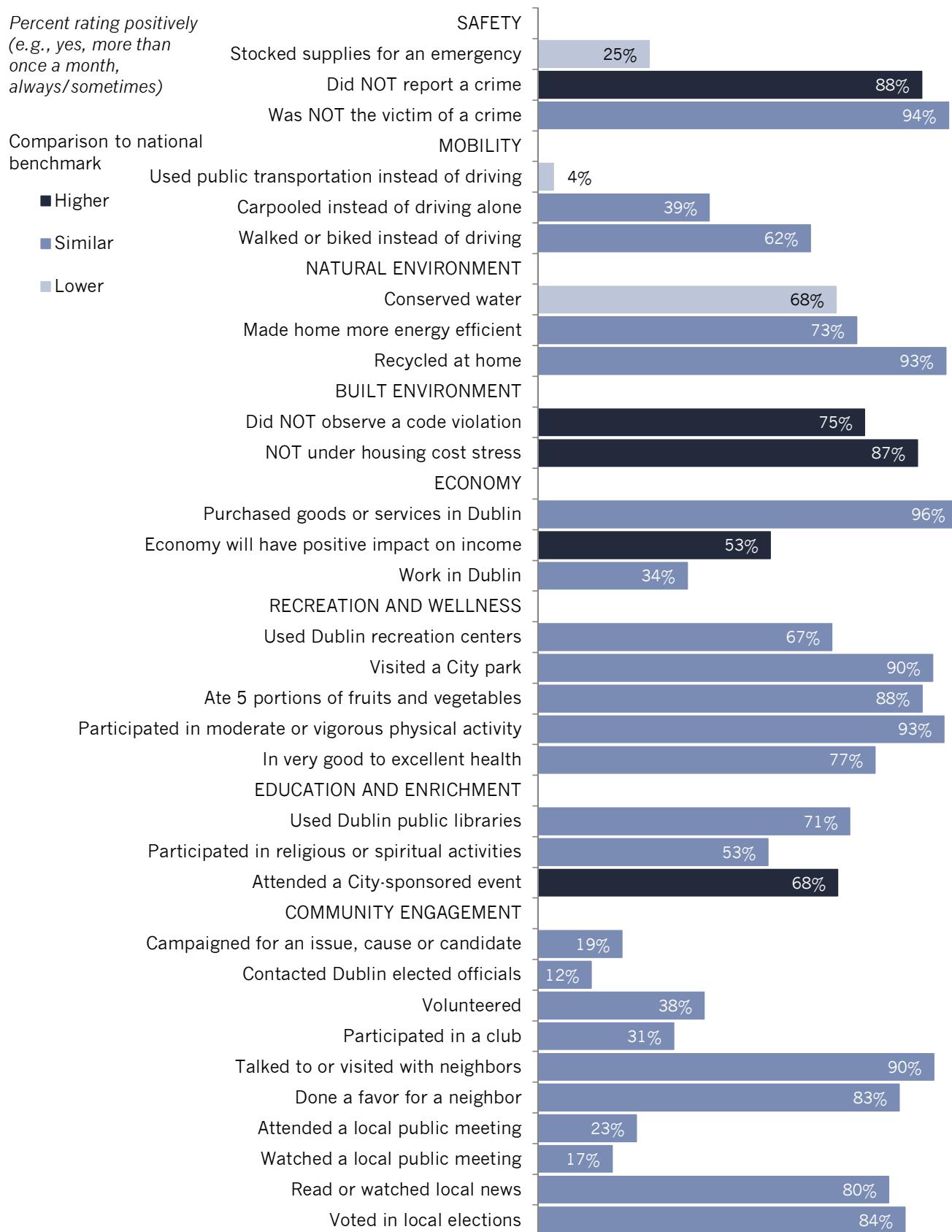
Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



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Figure 3: Aspects of Participation

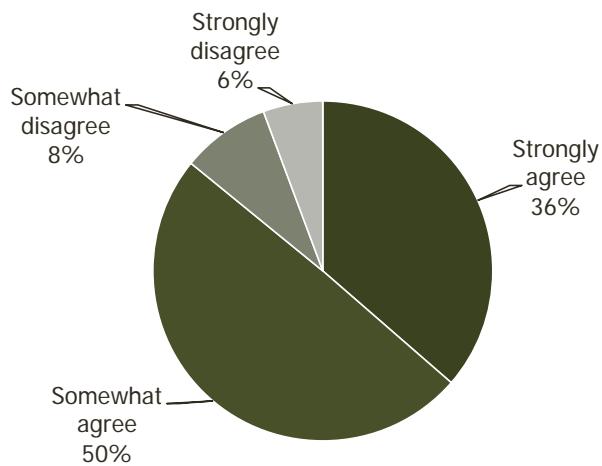


Special Topics

The City of Dublin included six questions of special interest on The NCS covering Dublin's Historic District, City priorities, home internet service providers and the City's Bridge Street District. Respondents rated their level of agreement regarding the City's effectiveness in preserving the character of Dublin's Historic District. About four in five respondents agreed that the City has been effective in preserving this historic area.

Figure 4: Preservation of Dublin's Historic District

Please indicate how much you agree or disagree with the following statement: "The City of Dublin has been effective in preserving the character of Dublin's Historic District."

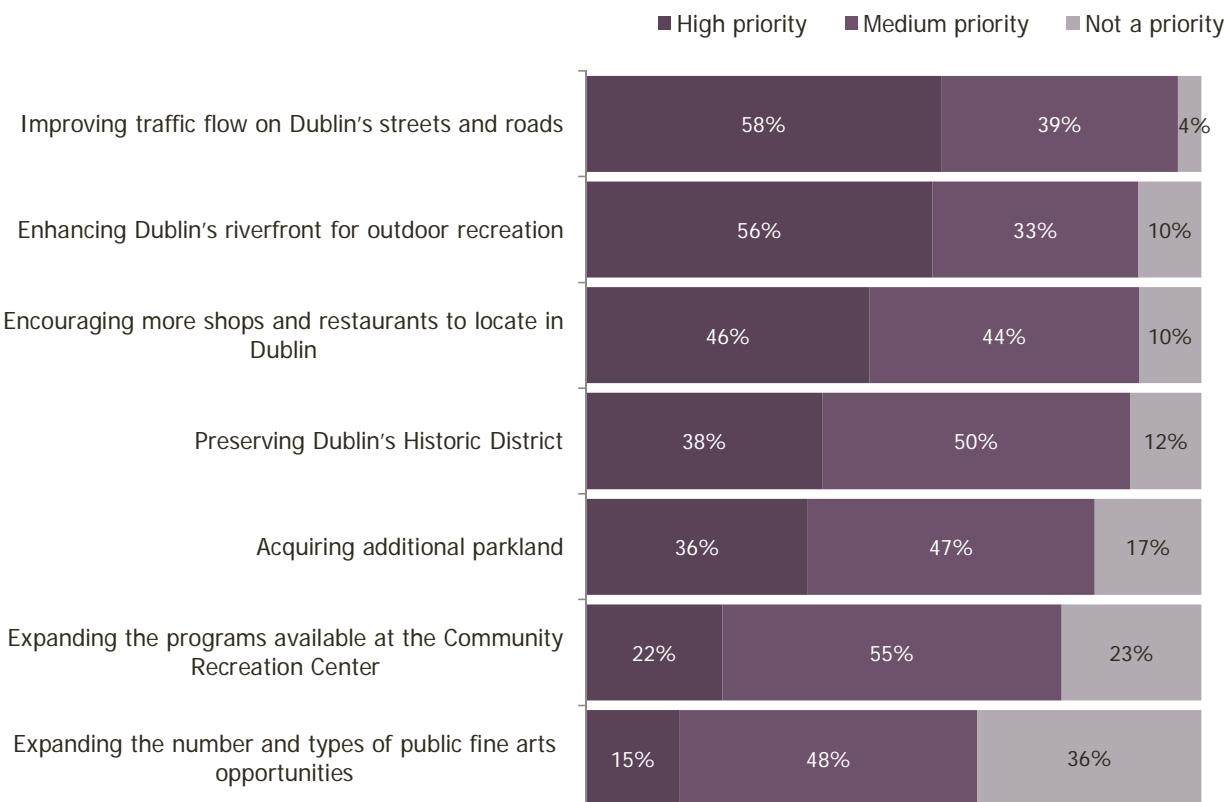


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Residents also assessed the priority level for several potential City actions. Each option was rated as at least a medium priority by a majority of residents. More than half indicated that improving traffic flow on Dublin's streets and road and enhancing Dublin's riverfront for outdoor recreation were a high priority. About one-third of respondents felt that expanding the number and types of public fine arts opportunities was not a priority.

Figure 5: Priorities for the City

How much of a priority, if at all, should each of the following be for the City of Dublin to address in the next two years?



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When asked to rate the quality of their home Internet Service Provider (ISP), about half gave excellent or good ratings to the quality of speeds for downloading and uploading and to customer service. Only about one-quarter of respondents gave positive marks to the value for the cost. Respondents were then asked what single change they would like their home ISP to make. More than half of respondents indicated they would like to see lower costs, about one-quarter indicated more speed and fewer indicated better customer service or that no change was needed.

Figure 6: Quality of Home Internet Service Provider

Please rate the quality of your home Internet Service Provider (ISP):

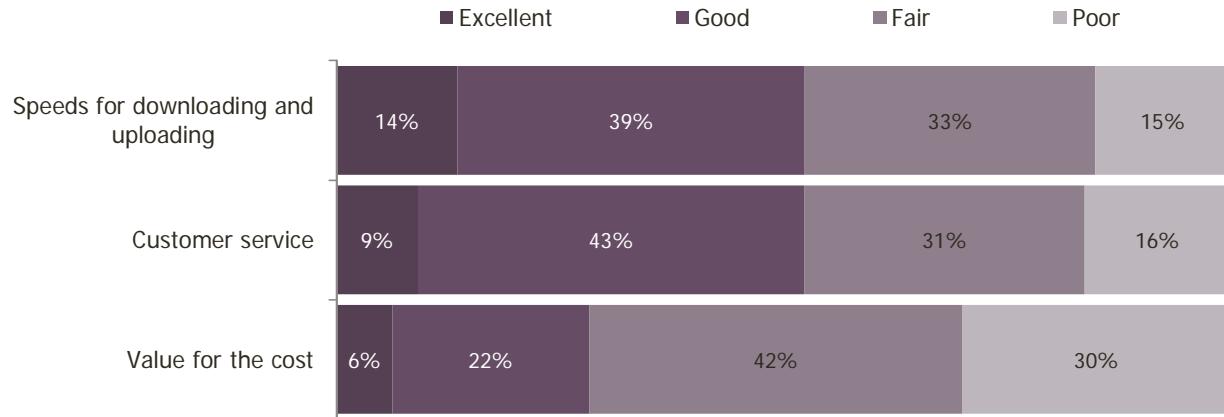
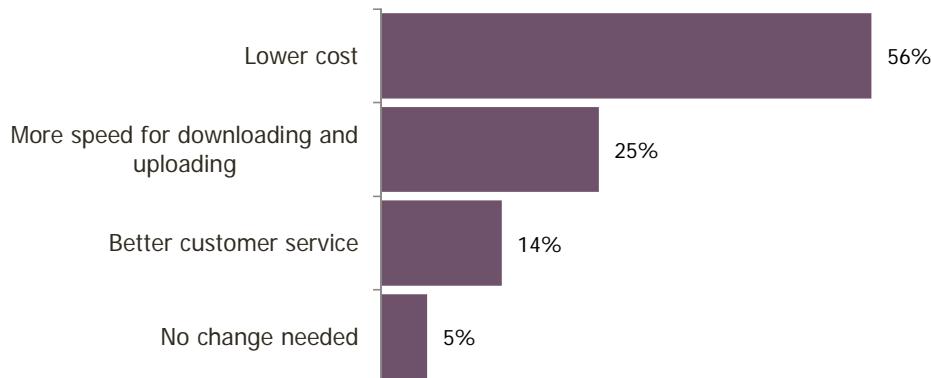


Figure 7: Preferred Change to Home ISP

What change, if any, would you most like your home ISP to make? Choose one:



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The final set of questions was about impressions of the Bridge Street District. About four in five respondents reported that they had a very or somewhat favorable overall impression of the Bridge Street District. Respondents then had the opportunity to explain in their own words why they had a favorable or unfavorable impression of the District (see the *Open-end Report* under separate cover). These broad themes were coded by the respondents' sentiment, whether they held favorable, unfavorable, mixed or neutral impressions about these aspects of the District. A respondent's comment could have multiple themes. When respondents mentioned attractions, they indicated excitement over the number available with some criticisms of the variety. The overall design of the District has polarized residents, where half liked the design while the other half disliked the design. Mentions of access tended to skew unfavorable, with many respondents citing concerns about increased traffic and lack of parking as the area becomes more popular with residents. The round-about is a particular source of scorn for residents.

Figure 8: Impression of the Bridge Street District

Which of the following best describes your overall impression of the Bridge Street District?

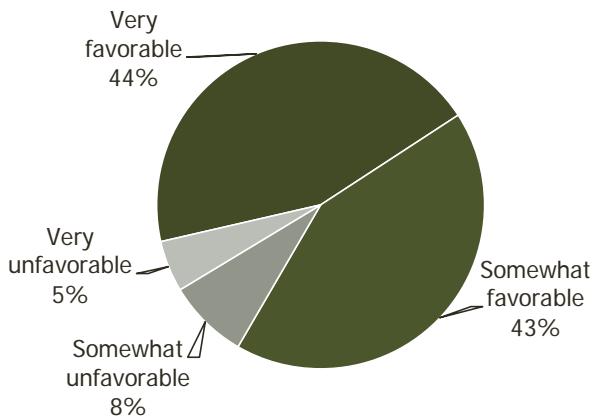
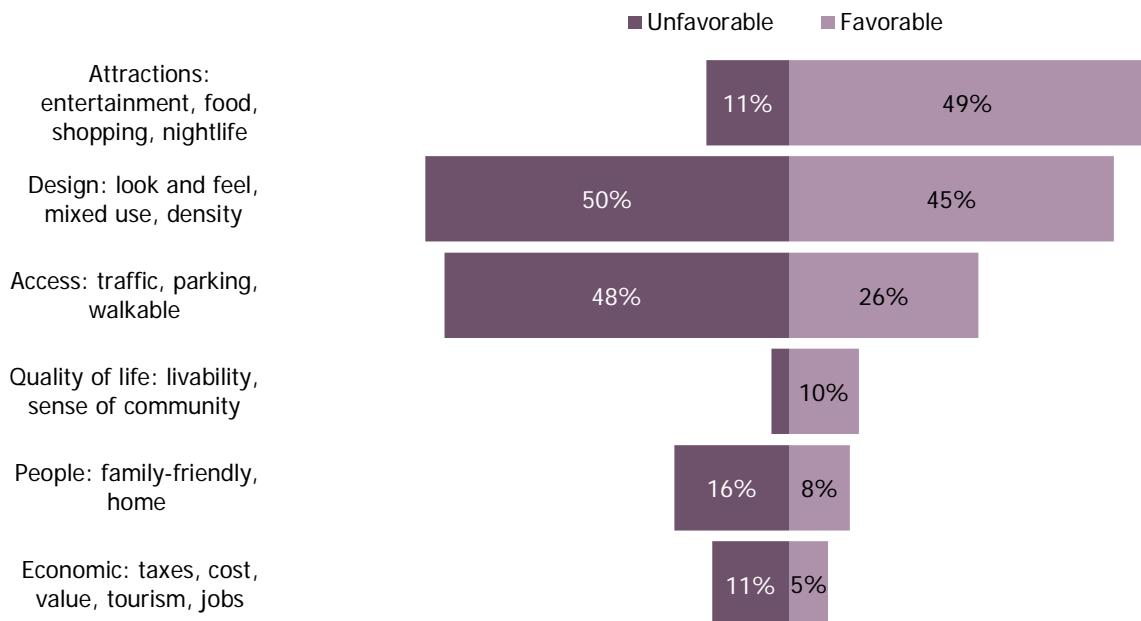


Figure 9: Impressions of Bridge Street District by Sentiment

Please explain why you have a favorable or unfavorable impression of the Bridge Street District.



Total may exceed 100% as respondents could write in more than one reason.

Conclusions

Dublin continues to be an extremely desirable community.

At least 9 in 10 respondents gave excellent or good ratings to the overall quality of life in Dublin, the overall image or reputation of Dublin, the city as a place to live, their neighborhoods, the city as a place to raise children and to the overall appearance of Dublin. These ratings were all higher or much higher than the national benchmarks and were among some of the highest ratings in NRC's benchmarking database. These strong ratings have remained stable over time. When asked if they were likely to recommend living in Dublin or if they were likely to remain in Dublin for the next 5 years, almost all respondents indicated that they were; these rates were also higher than those observed in comparison communities.

Residents display strong trust in local government and applaud City services.

Dublin residents rated all aspects of the local leadership and governance higher than the national benchmarks. These ratings also were among the highest ratings in NRC's entire database. Not only did residents feel positively about the leadership of the City, almost all services provided by the City garnered extremely high marks and ratings tended to be similar to past survey years. Respondents' evaluations of City services generally were higher or much higher than those given by their national peers, which is a noteworthy achievement.

Residents value Dublin's Economy and emphasize its continued focus.

When asked to indicate the importance of potential community focus areas for the coming two years, Economy came out on top. Ratings within the facet of Economy tended to be higher than the national benchmarks. Within Community Characteristics, the only aspect of Economy that was not higher than the benchmark was cost of living, and this rating was similar. At least four in five respondents gave high marks to other aspects of Dublin's Economy such as the city a place to work, employment opportunities and the overall economic health of the city. Additionally, ratings for employment opportunities increased from 2015 to 2018 while ratings for most other aspects remained stable. When asked to rate their own economic futures, more Dublin residents displayed high levels of optimism than residents elsewhere and this rating has steadily increased since it was first asked in 2009. Although the overall quality of businesses and services was felt to be excellent or good by most respondents and was higher than the national benchmark, about 9 in 10 respondents felt that it was a priority for the City to encourage more shops and restaurants to locate in Dublin in the next two years.