



CITY OF DUBLIN

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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DUBLIN RESIDENTS HIGHLY SATISFIED WITH CITY SERVICES, WANT QUALITY OF LIFE MAINTAINED AND PROTECTED

Residents Particularly Concerned About Impacts of Sacramento Takeaways on City Budget

DUBLIN, Calif., February 2, 2010 – According to a recent public opinion survey, residents of the City of Dublin strongly value their city services and are highly satisfied with Dublin’s quality of life. The survey, conducted in early December 2009 by the polling firm Fairbank, Maslin, Maullin, Metz & Associates with 400 residents across the community, assessed the Dublin community’s perspectives on budget needs and priorities for essential city services. Eighty-six percent of respondents rate the quality of life in Dublin as “excellent” or “good” and 79 percent believe the City is doing an “excellent” or “good” job in providing services.

“This high level of satisfaction is truly a testament to good policies set forth by the City Council and the hard work of our City staff, especially the public safety personnel,” said Dublin City Manager Joni Pattillo. “We are pleased that Dublin citizens value their city services.”

However, voter attitudes were much harsher when asked about Sacramento and the State budget deficit. Almost 90 percent of respondents view the State budget deficit as an “extremely” or “very” serious problem, and 59 percent of voters rate the impact of state budget cuts on funding for local services as an extremely/very serious problem.

“Sacramento’s tendency in a budget crisis is to take from local government,” said Pattillo. “With the State looking at a \$21.7 billion budget deficit, they have already knocked on our door and plan to take \$2

million from Dublin this year. Residents in Dublin are angry over Sacramento politics, and we must educate them on what effect continued State takeaways will have on Dublin's city services."

Residents want to protect city services, particularly public safety services. Two-thirds of respondents rate "protecting and maintaining essential city services" as extremely/very important, and at least 70 percent of respondents said that it is extremely/very important to keep local fire stations open, maintain current levels of police protection, maintain and improve 9-1-1 emergency and medical response times, and prevent decreases in the number of sworn police officers.

Additionally, Dublin residents are fiscally prudent; 71 percent rate maintaining the long-term financial viability of the city as extremely/very important. When asked about City budget shortfalls and emergency reserves, eighty-three percent of respondents do not want the City entirely depleting its emergency reserves to address budget deficits. Respondents would consider a potential local revenue solution to protect City funds from being taken by Sacramento and provide more security for the City's financial future.

"We are encouraged that residents want to protect and maintain city services and the City's financial health," said Pattillo. "As the City prepares for upcoming budget shortfalls, we will continue to dialogue with the community about these issues."

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TO: Interested Parties

FROM: Fairbank, Maslin, Maullin, Metz & Associates

DATE: February 2, 2010

RE: City of Dublin Community Survey – Summary of Results

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently conducted a survey of 400 respondents in the City of Dublin to assess attitudes toward local government, the City's quality of life and City budget priorities.¹ **The survey results show high levels of resident satisfaction with Dublin's quality of life and a desire to protect essential City services, as well as the City's long-term financial viability, in the midst of challenging economic times.** In fact, one of the most pressing concerns for Dublin respondents is the state budget deficit and the impact of state budget cuts on funding for local services. The survey results indicate that respondents favor a number of approaches the City might take to address budget shortfalls, including a local, voter-approved funding option in order to protect the services they value and maintain the city's long-term fiscal health.

The balance of this memorandum details these and other key findings from the survey.

Dublin respondents express high levels of satisfaction with the City's quality of life and the job being done by City government in providing services to the City's residents. Eighty-six percent of respondents rate the quality of life in Dublin as "excellent" or "good," including slightly more than one quarter (27%) who rate the quality of life as "excellent." In comparison, only 12 percent of respondents rate the City's quality of life as "only fair," and only two percent say it is "poor." Satisfaction with the City's quality of life may be attributed in part to the quality of public services available to City residents. In fact, nearly four in five respondents (79%) rate the job being done by City government in providing services to residents as "excellent" or "good." In comparison, only one in five respondents (18%) rate local government's job performance in this area as "only fair" or "poor."

¹ **FM3 Survey Methodology** From November 30–December 6, 2009, FM3 conducted a poll of 400 registered voters in the City of Dublin. The margin of error for the full sample is +/- 4.9 percent; the margin of error for subgroups within the sample will be higher.

Dublin respondents express high levels of concern over the state budget deficit and the impact of state budget cuts on funding for local services. When asked about a variety of local issues, respondents rated the state budget deficit and the threat it poses to local services as the most serious issue facing Dublin. Nearly nine in ten respondents (89%) point to the state budget deficit as an “extremely” or “very serious problem,” including 58 percent who say it is an “extremely serious problem.” Nearly three in five respondents (59%) express similarly high levels of overall concern about the impact of state budget cuts on funding for local services. Respondents rate these two issues as more serious than any other local issue tested, including the loss of local businesses (53% “extremely”/“very serious problem”), the condition of the local economy (51% “extremely”/“very serious problem”), the lack of funding for local schools (50% “extremely”/“very serious problem”) and the amount people pay in local taxes (41% “extremely”/“very serious problem”).

Respondents place a high priority on protecting and maintaining essential Dublin City services—particularly those related to public safety. After being presented with a list of potential budget priorities, slightly more than two-thirds of Dublin respondents identify protecting and maintaining essential City services as an “extremely” or “very important” funding priority. In this regard, the survey results show that respondents place a particular priority on public safety services, including:

- Keeping local fire stations open (85% “extremely”/“very important”);
- Maintaining the current level of police protection (75% “extremely”/“very important”);
- Maintaining and improving 911 emergency and medical response times (71% “extremely”/“very serious problem”); and
- Preventing decreases in the number of sworn police officers (70% “extremely”/“very serious problem”).

Few respondents would support depleting the City’s emergency reserves entirely to use as operating revenue, as 85% of respondents do not want the City of Dublin to entirely deplete its emergency reserves.

The results also show that a majority of Dublin respondents are supportive to identifying additional revenue to protect essential City services, provide more security for the City’s financial future, and preserve Dublin’s quality of life. Consistent with communities throughout California, Dublin respondents are interested in budget solutions that will protect the services they value in a fiscally responsible manner. Respondents trust the city’s fiscal management of additional revenue and would be willing to support a local revenue solution to protect funds from being taken by Sacramento and protect the City’s long term financial viability.