

Bridge Street District: Research Review



Community Attitudes Survey, 2/13



Community Forum, 10/13



Communications Advisory Committee, 1/15



NCS™, 1/15

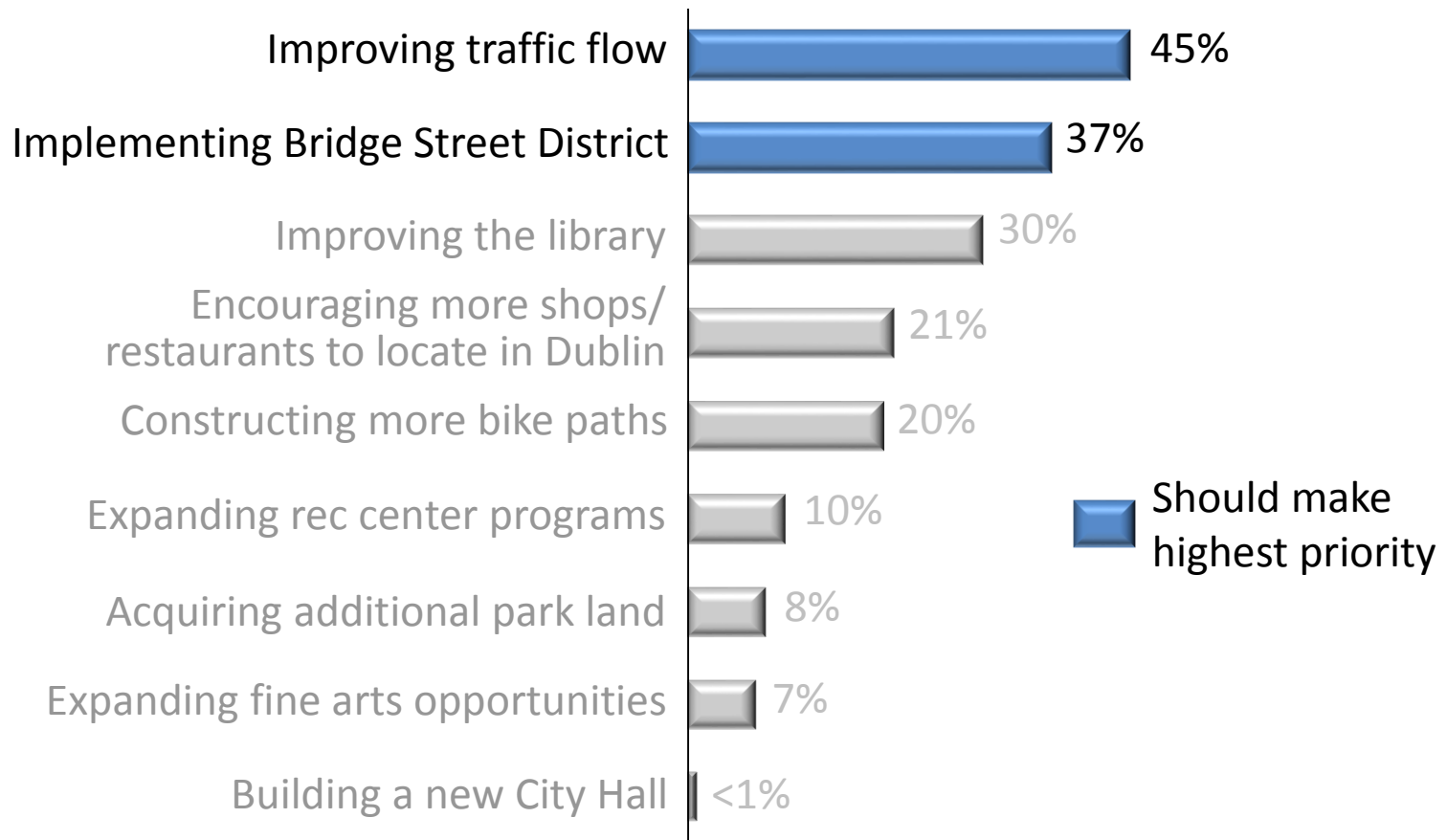


Community Attitudes Survey February 2013

**More than 400 Dublin voters were interviewed
on landlines and cell phones.**

Residents were told of nine potential community initiatives and encouraged to identify their highest priorities.

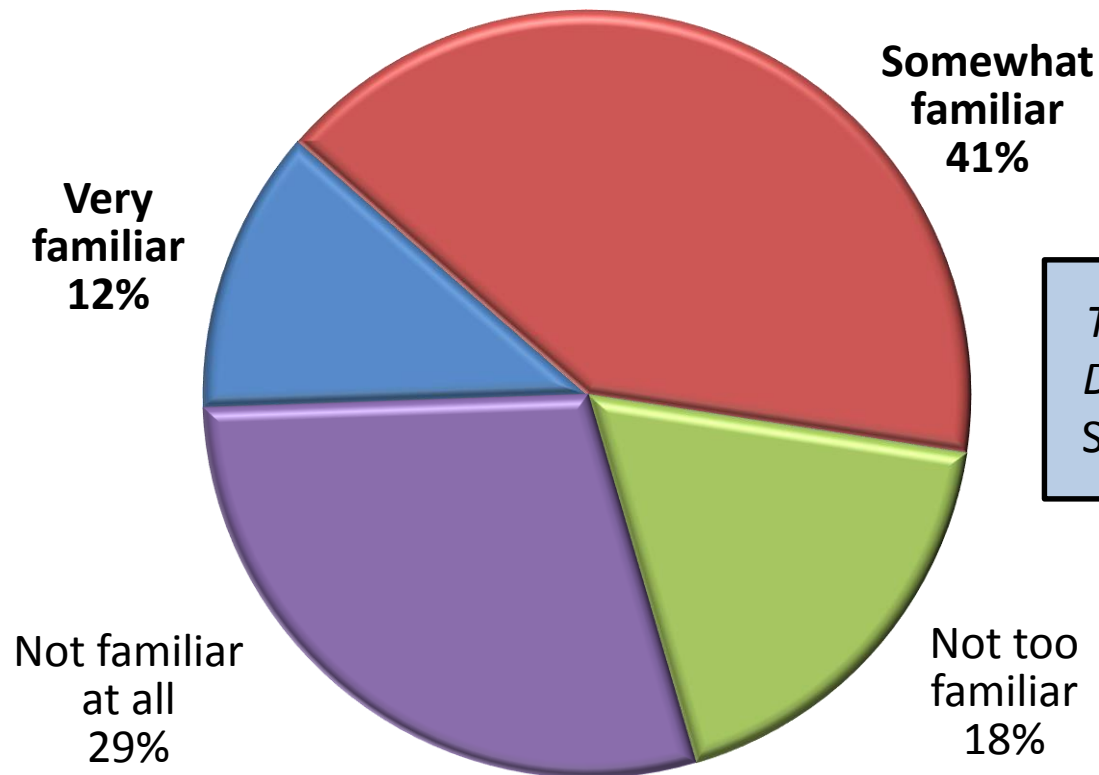
For a plurality of residents, improving the flow of traffic was a top priority – followed by projects involving the Bridge Street District.*



*Residents could identify two initiatives.

Half the residents considered themselves either very or somewhat familiar with plans for the Bridge Street District.

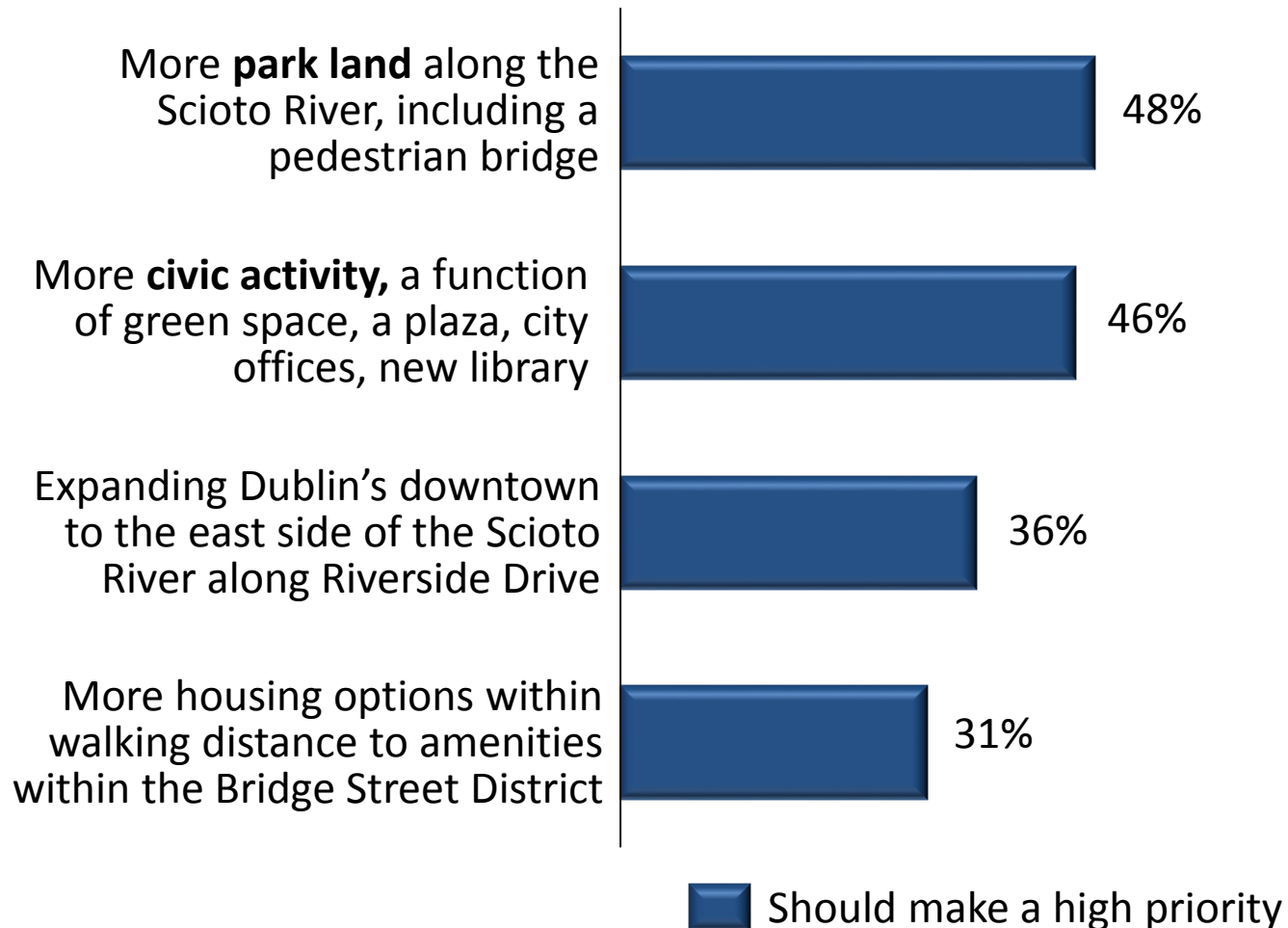
Familiarity With Plans for the Bridge Street District



*ThisWeek: 1/9/13
Dispatch: 1/27/13
Survey: 2/7-17/13*

Residents were queried about four components of the Bridge Street District.

Interest was strongest in more park land along the Scioto River (with a pedestrian bridge) and additional space for civic activities.





Community Forum

October 2013

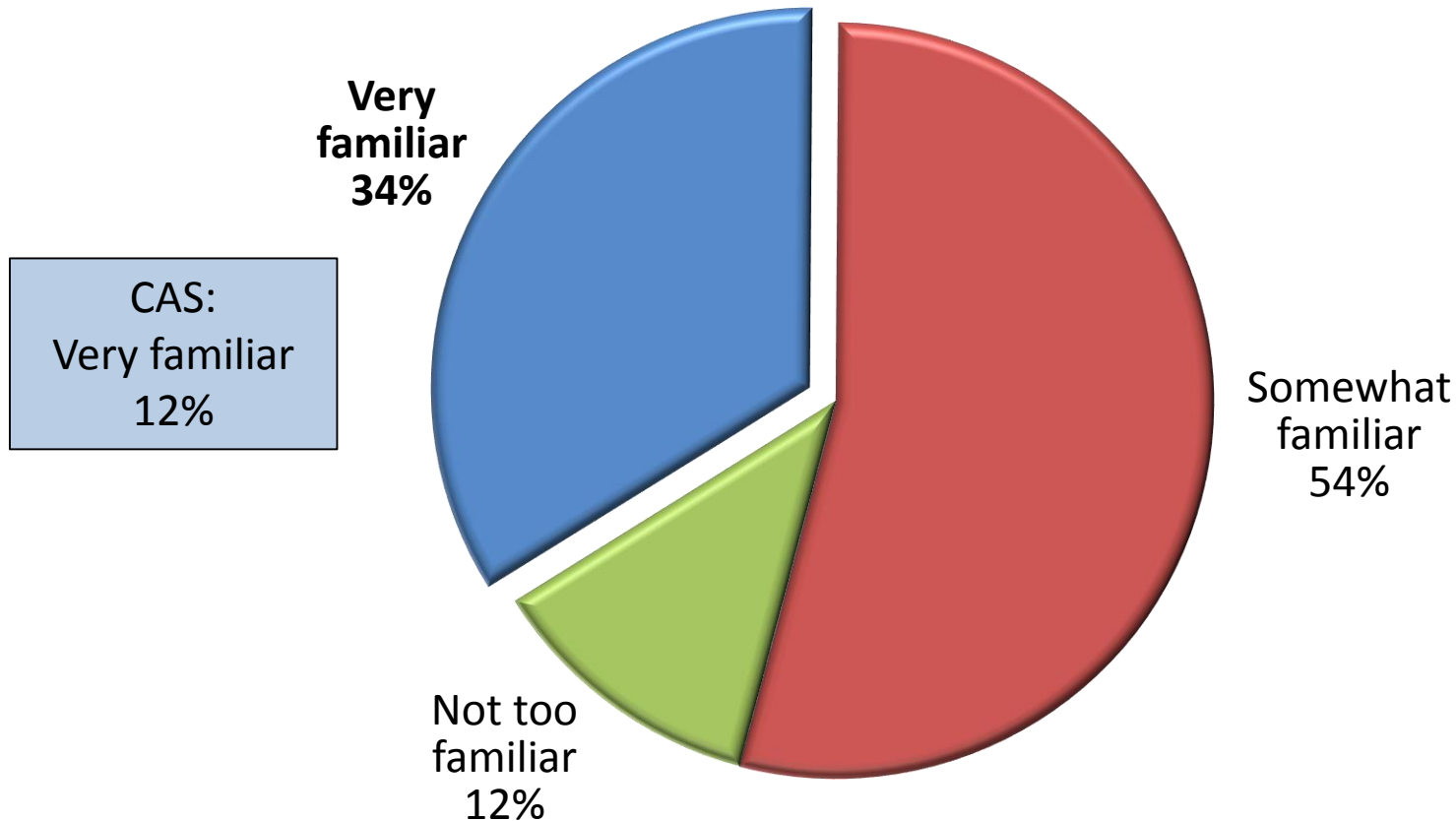
**The Scioto River Corridor Community Forum
was held on October 22, 2013, at the
OCLC Conference Center.**

Approximately 200 guests attended the event.

**Three presentations were featured:
Infrastructure and Parks / MKSK
Bridge Park / Crawford Hoying
North Riverview / Gerry Bird**

One guest in three was very familiar with the City's vision for the Bridge Street District prior to the presentations.

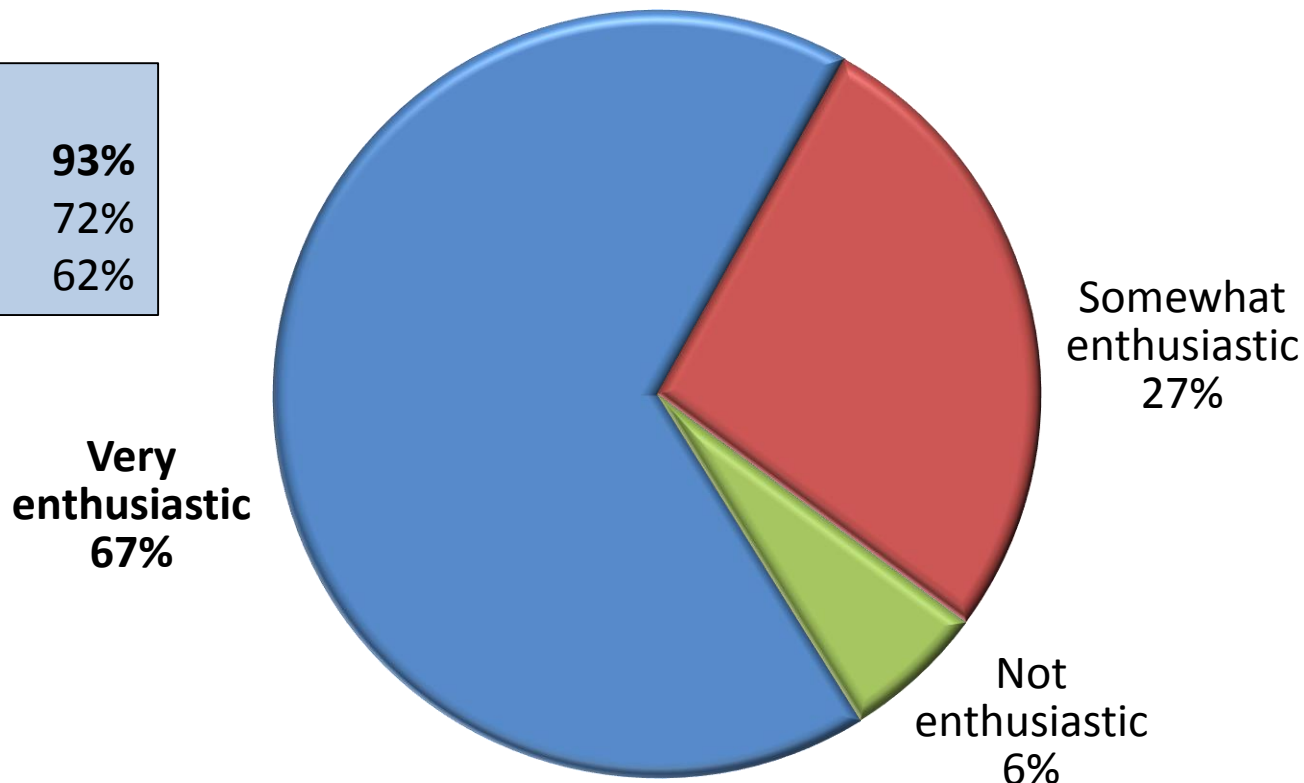
Familiar with City's Vision for the Bridge Street District



Prior to hearing the presentations, enthusiasm for the Bridge Street District was already high, especially among the younger guests.

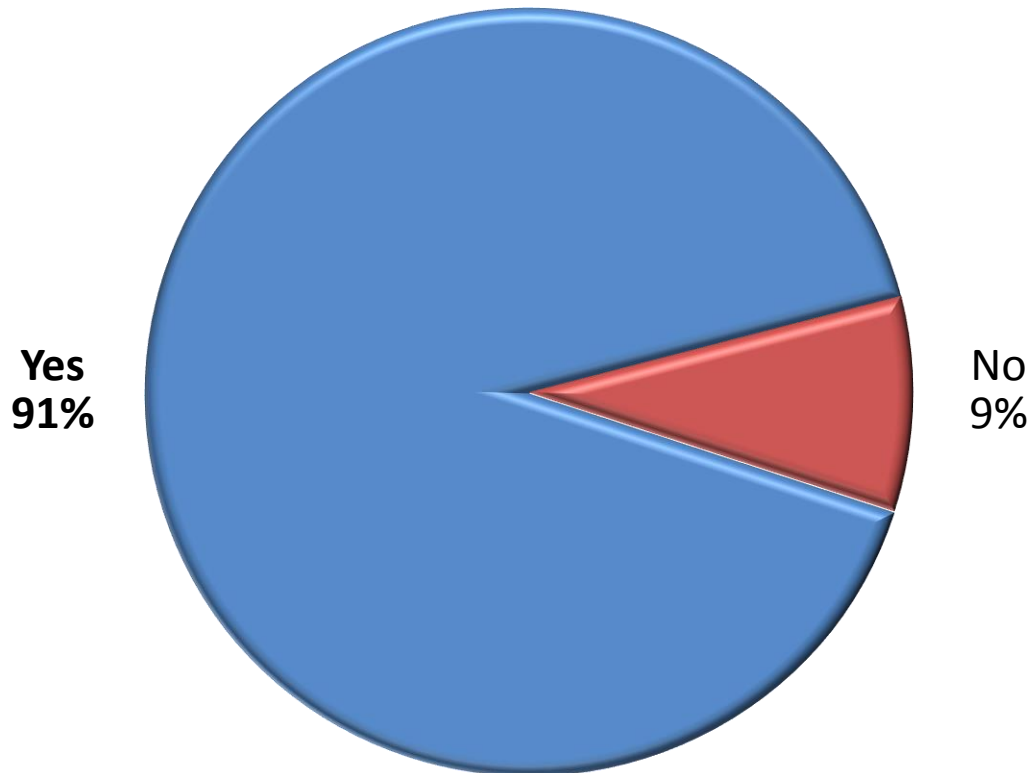
Enthusiasm About the Bridge Street District

<u>Age</u>	
<35	93%
35–54	72%
>54	62%



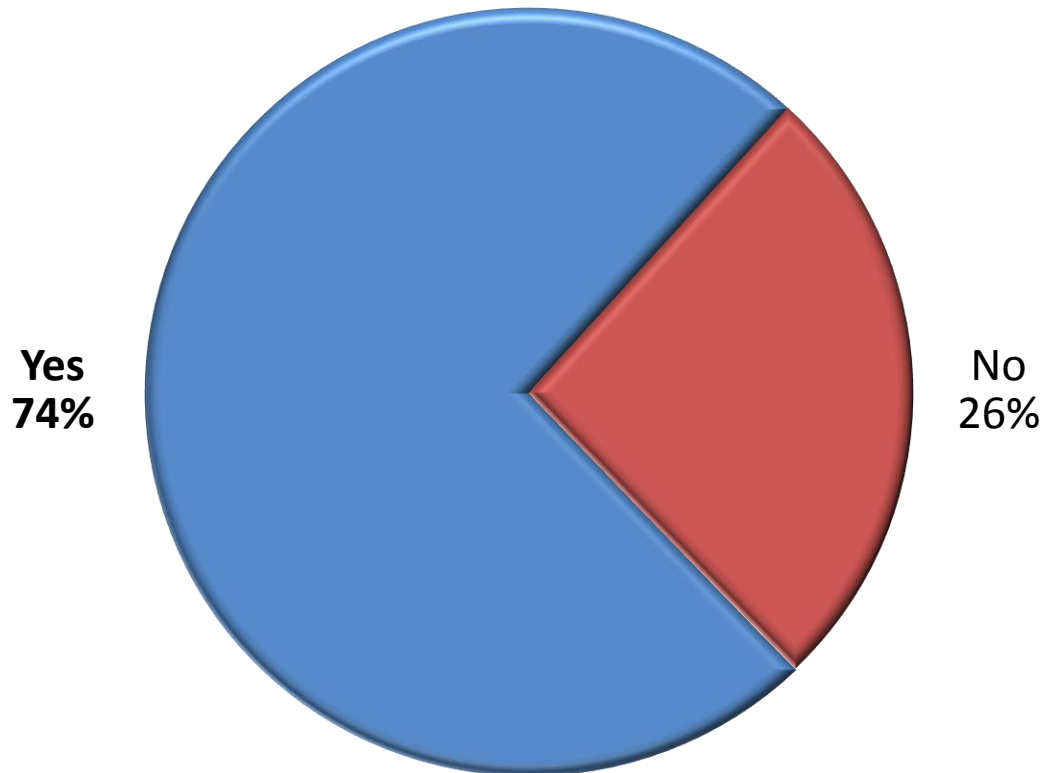
The audience agreed that the concepts discussed in the presentation about infrastructure and parks reflected the goals of the Bridge Street District.

Concepts Reflect Goals of the Bridge Street District:
Infrastructure and Parks (MKSK)



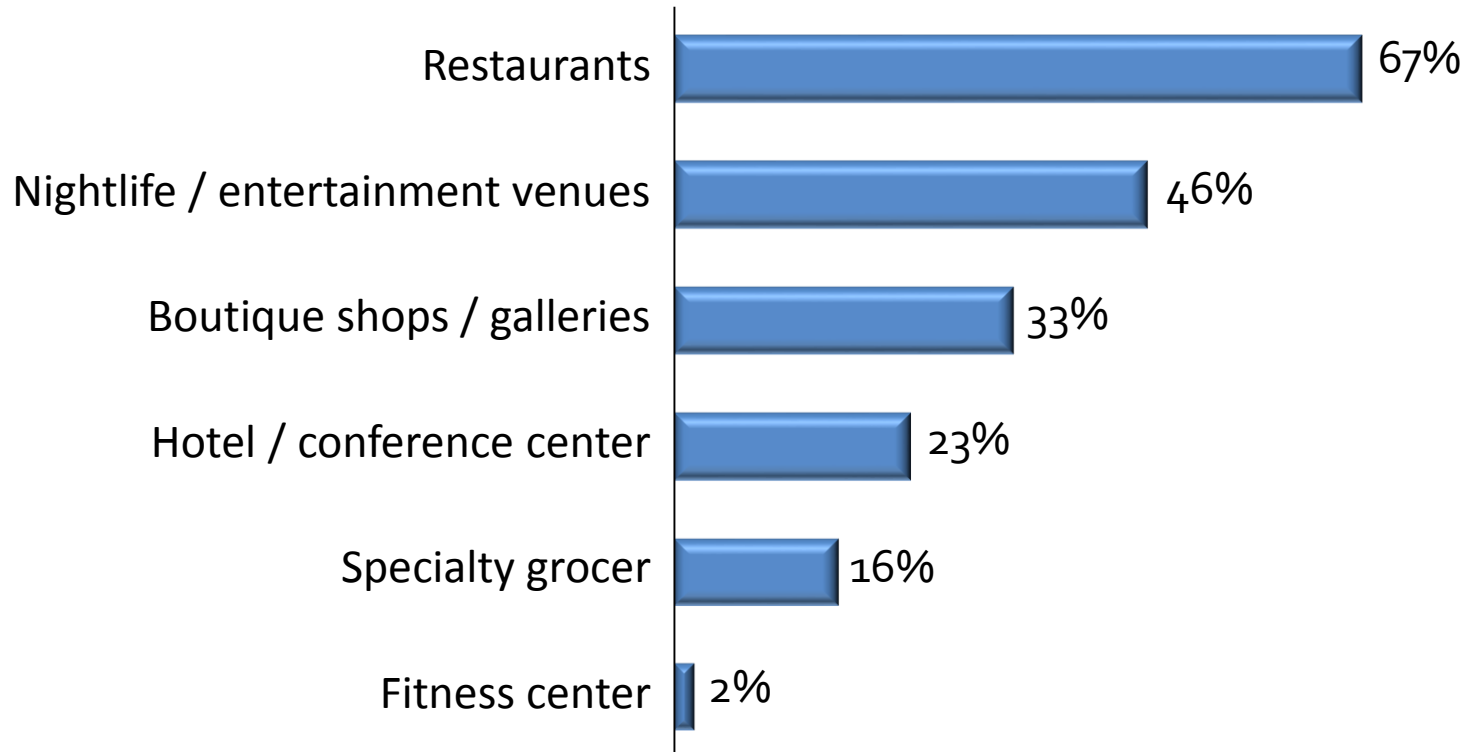
For three out of four guests, the concepts detailed for Bridge Park reflected the goals of the Bridge Street District.

Concepts Reflect Goals of the Bridge Street District:
Bridge Park (Crawford Hoying)



Among the amenities proposed for this development, interest was strongest in restaurants.

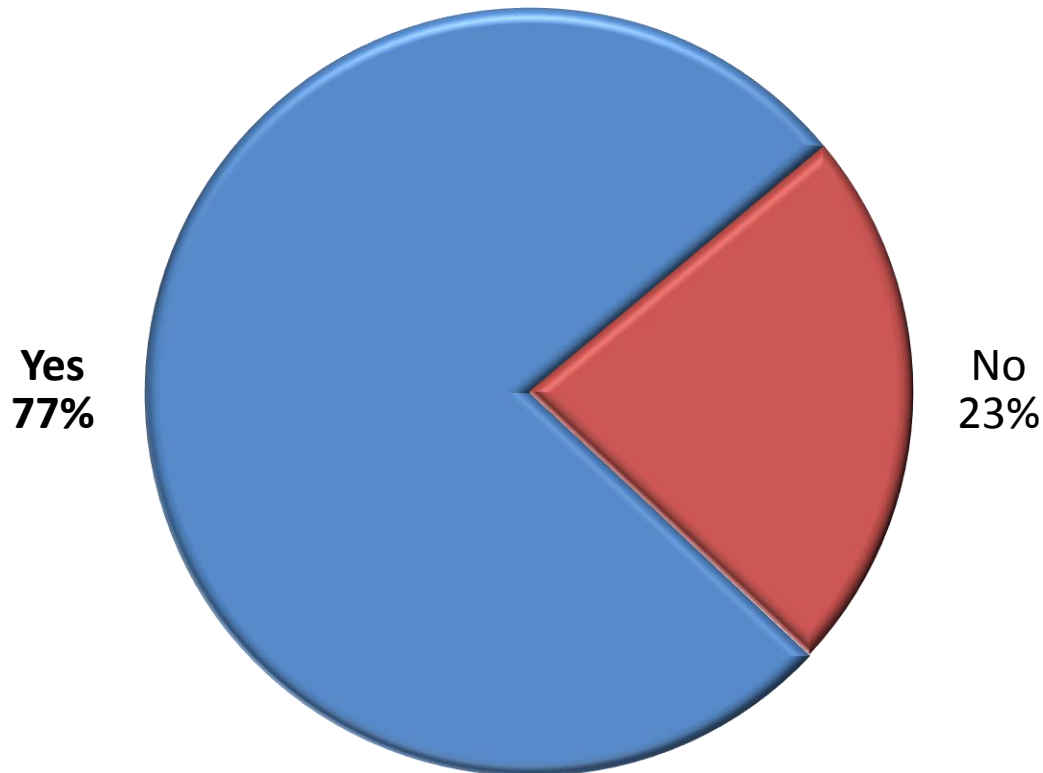
Bridge Park: **Amenities** Most Likely to Use
(Crawford Hoying)



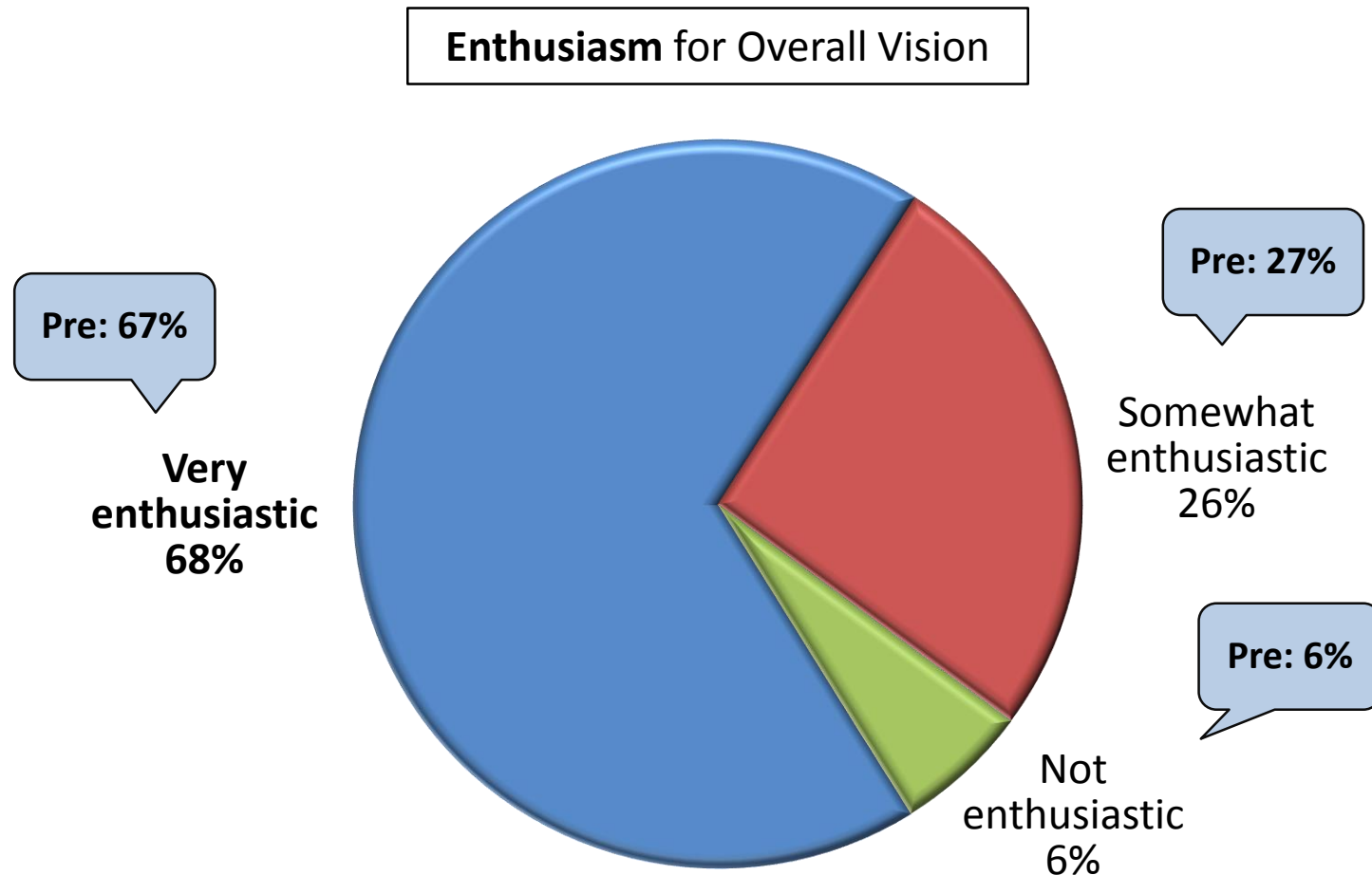
Two responses allowed

For three out of four guests, the description of North Riverview reflected the goals of the Bridge Street District.

Concepts Reflect Goals of the Bridge Street District:
North Riverview (Gerry Bird)



After the presentations, enthusiasm for the Bridge Street District remained high.





Communications Advisory Committee, January 2015

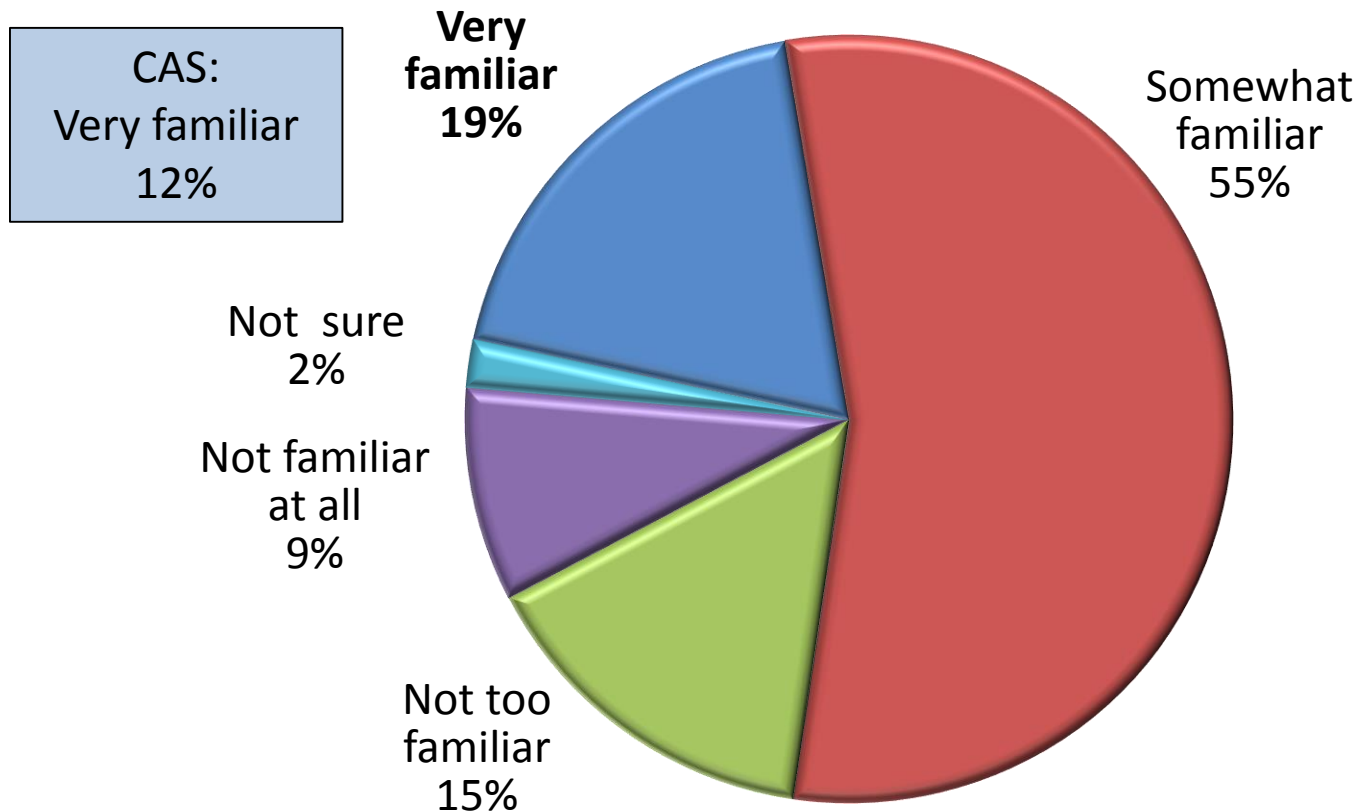
- **Though every member was aware of the Bridge Street District, very few could articulate the vision or describe elements composing it. Information was scarce!**
- **Most consider the Bridge Street District and the transportation projects two intertwined elements of the same narrative.**
- **Members tend to be focused on the short-term impact, not the long-term benefits.**

- **Members reported that business owners in Historic Dublin see the approaching wave of development as an existential threat: traffic, detours, and construction will drive away customers – permanently, as will the “shiny new pennies.”**
- **Nonetheless, members’ impressions of the Bridge Street District were positive, albeit moderately.**
- **Members want the City to be proactive in communicating, especially with information that may help to mitigate the short-term impact.**



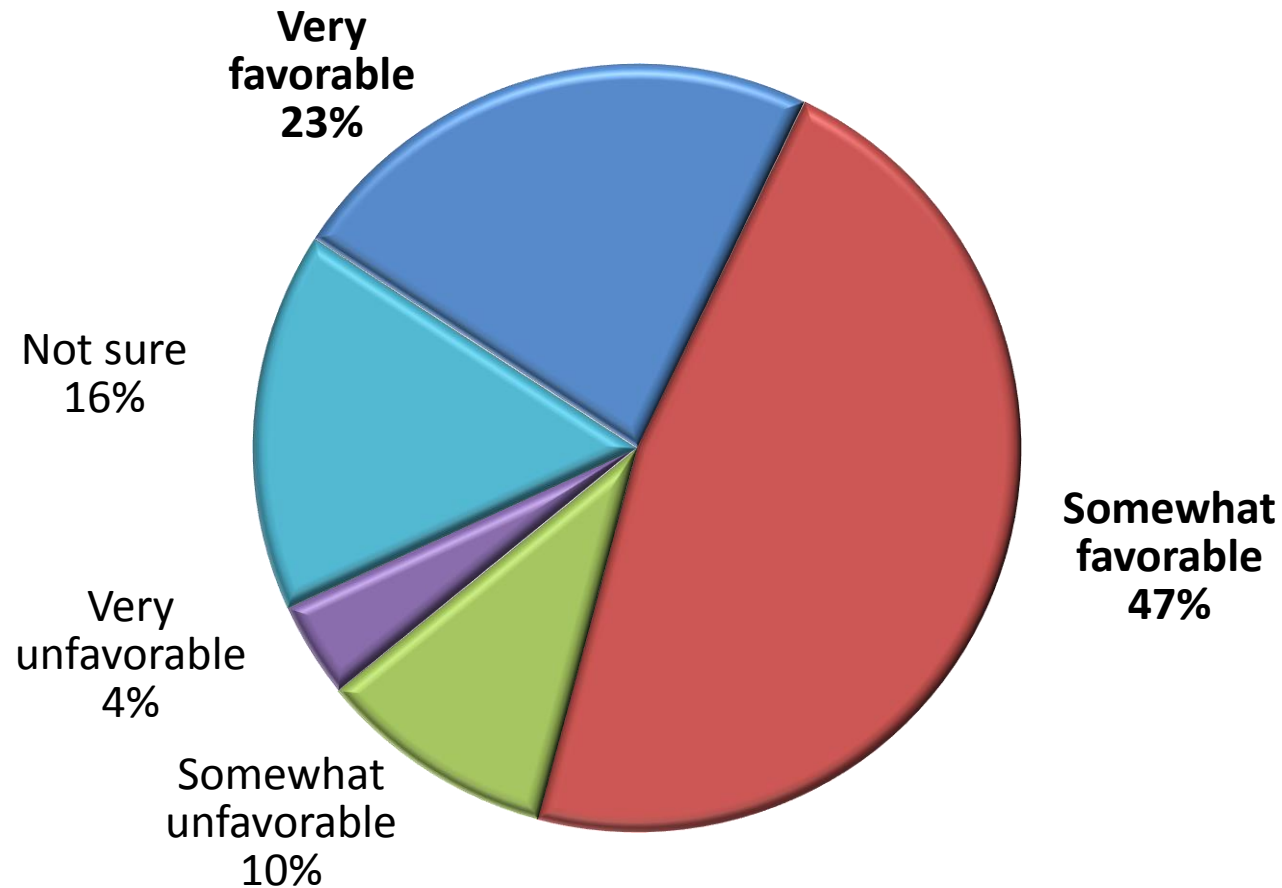
NCS, January 2015

One resident in five claims to be very familiar with the Bridge Street District. More than half are somewhat familiar.



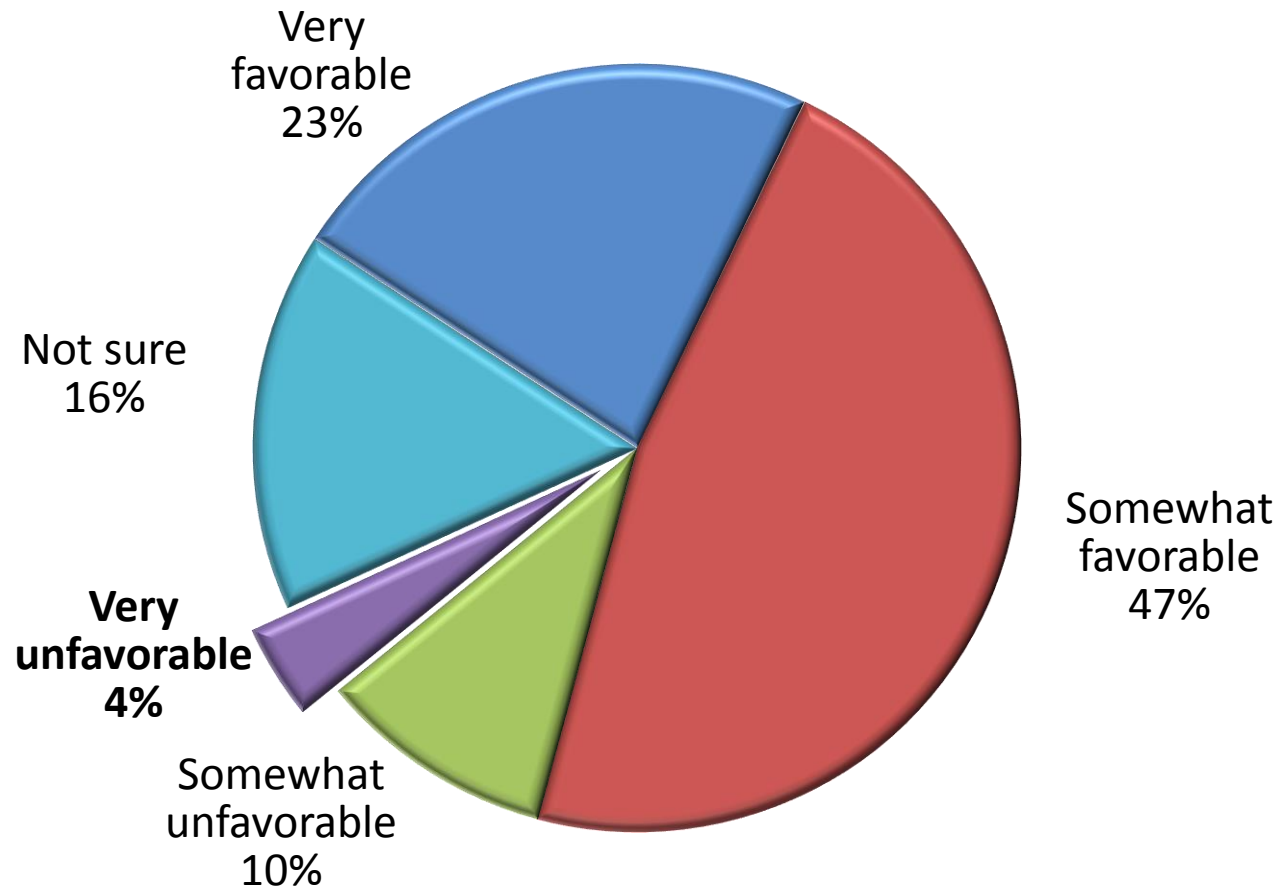
Q: How familiar are you with Dublin's development plan known as the Bridge Street District?

Seven out of ten residents have favorable impressions of the Bridge Street District.



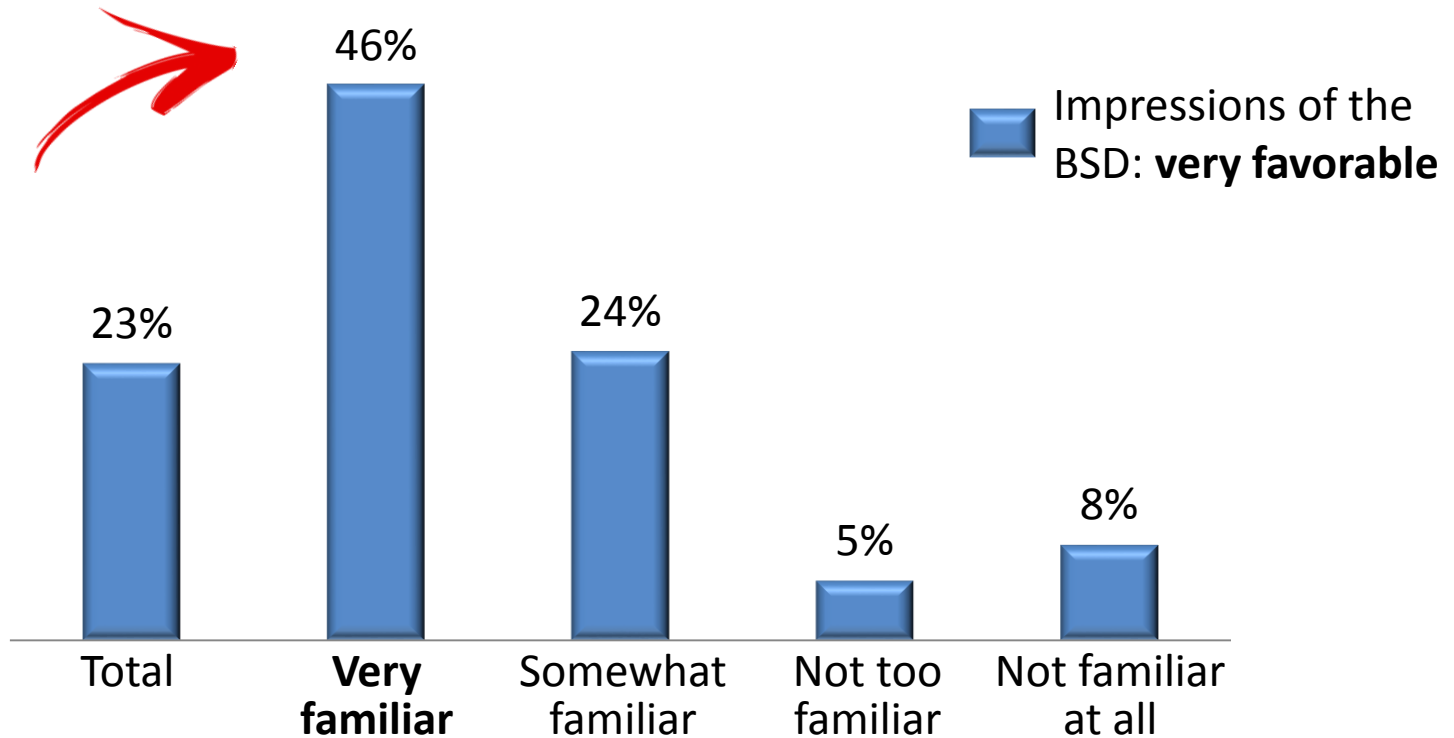
Q: Which of the following best describes your overall impressions of the Bridge Street District?

Only one in 25 has very unfavorable impressions of the Bridge Street District.

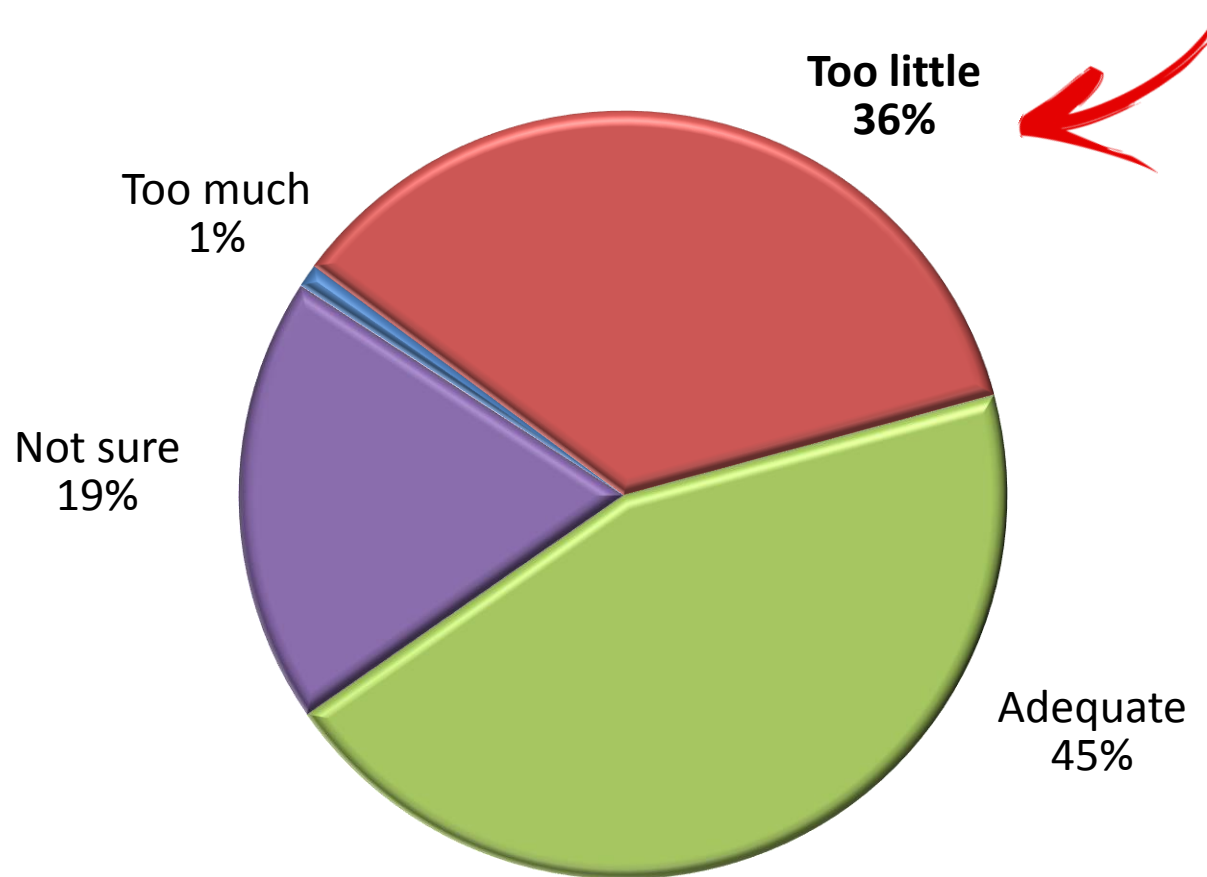


Q: Which of the following best describes your overall impressions of the Bridge Street District?

Residents very familiar with the Bridge Street District are the most impressed.

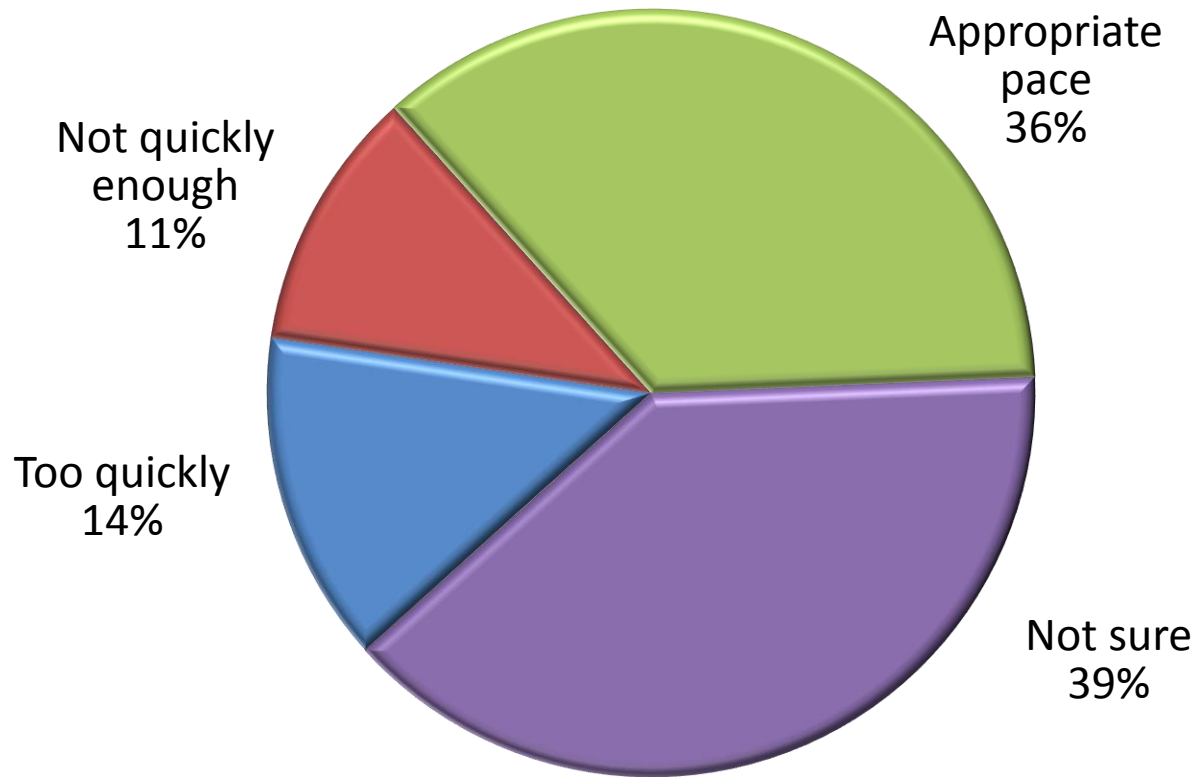


More than one resident in three claims the City provides too little information about the Bridge Street District.



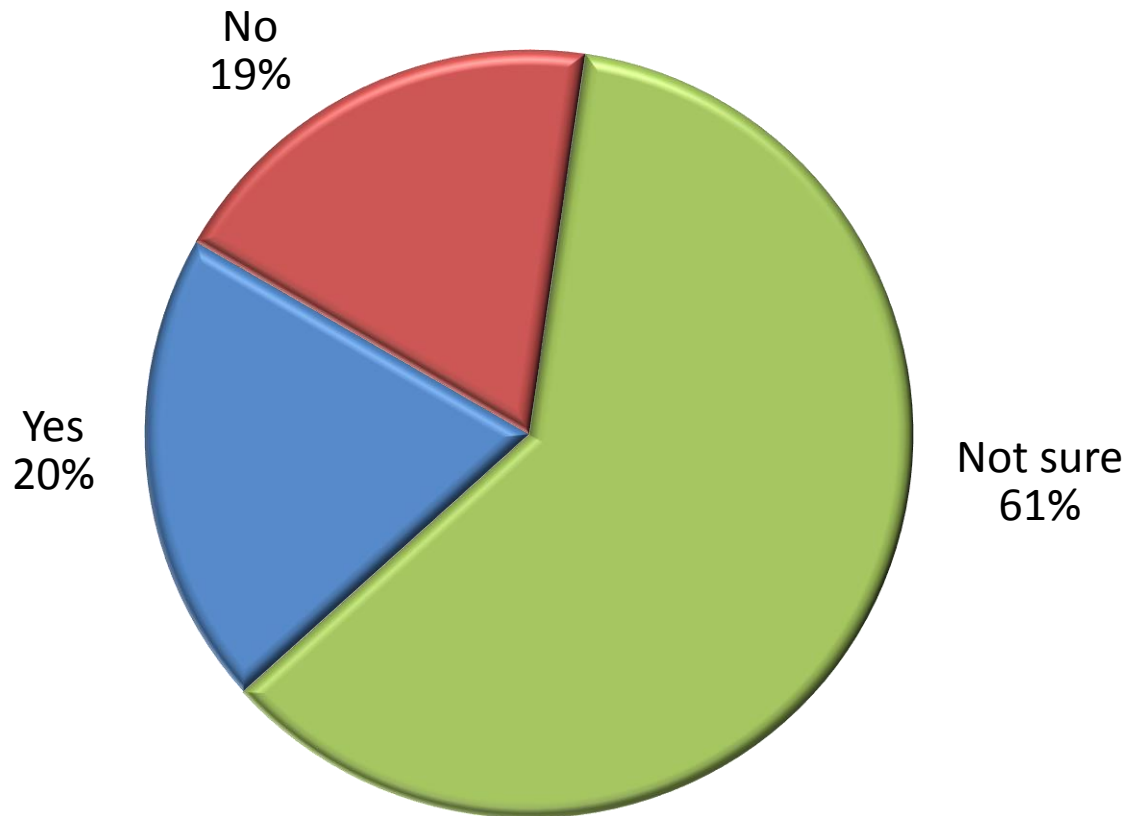
Q: Which of the following best describes the information available about the Bridge Street District from the City of Dublin?

Plans for the Bridge Street District are becoming a reality at an appropriate pace.



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

Most residents feel that the City provides adequate opportunities for citizens to participate – or have no opinion on this issue.



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

Potential benefits of the Bridge Street District

Q: When you think of Dublin as a place to live, what do you see as the potential benefits of the Bridge Street District? (open-ended)

Potential benefits of the Bridge Street District

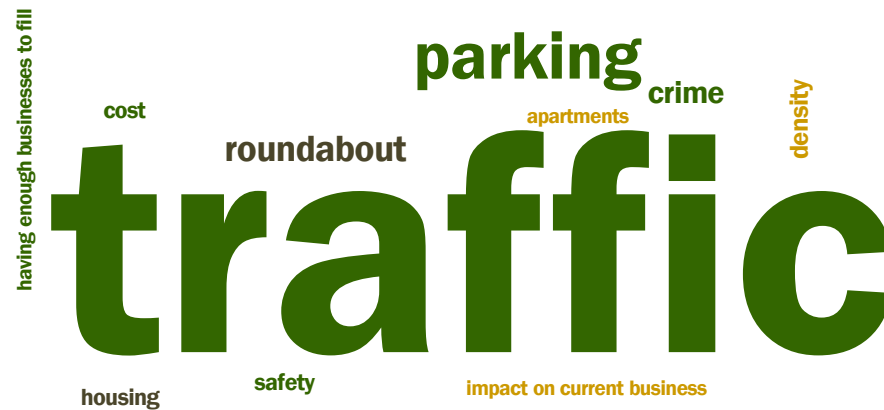


Q: When you think of Dublin as a place to live, what do you see as the potential benefits of the Bridge Street District? (open-ended)

Concerns about the Bridge Street District

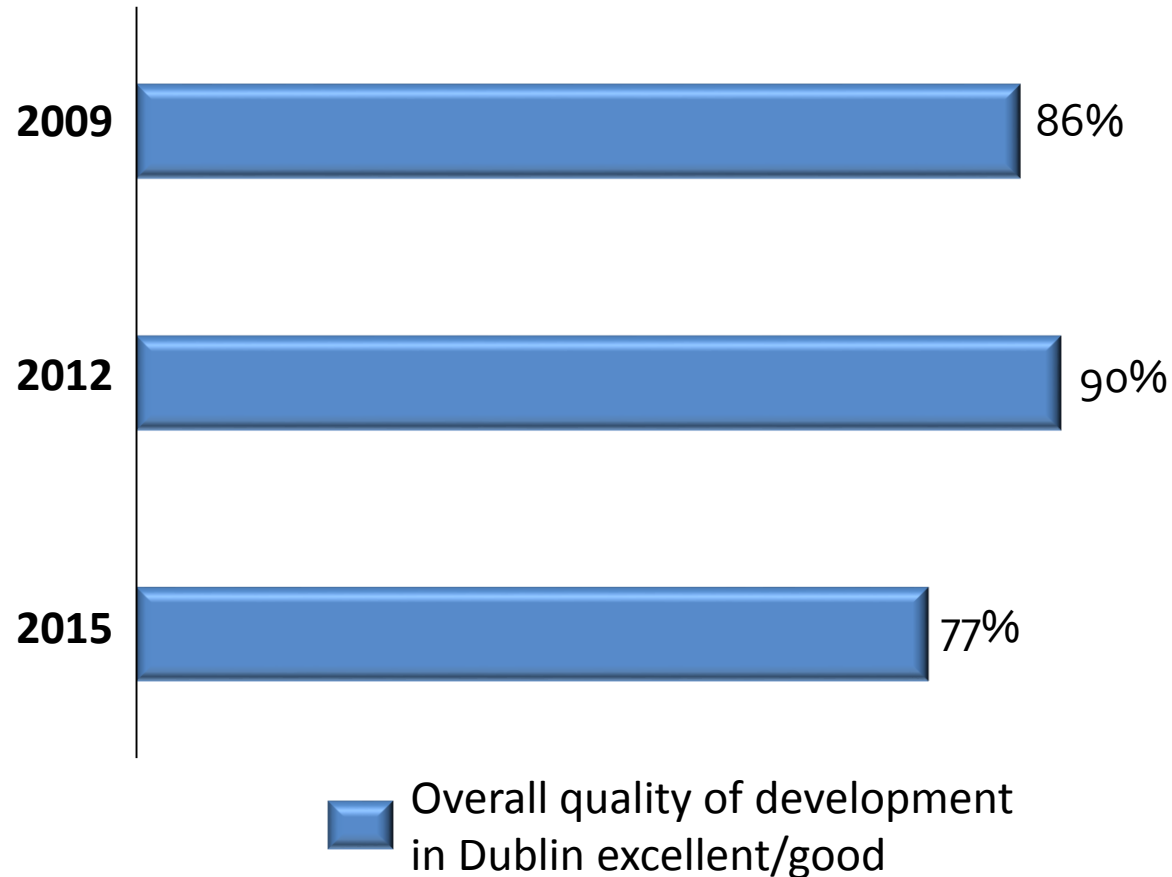
Q: When you think of Dublin as a place to live, what concerns you about the Bridge Street District? (open-ended)

Concerns about the Bridge Street District



Q: When you think of Dublin as a place to live, what concerns you about the Bridge Street District? (open-ended)

Though most residents continue to praise the overall quality of new development, enthusiasm has declined slightly.



Q: Rate the overall quality of new development in Dublin.

Recommendations

- **Communicate early and often, starting now**
- **Inoculate against negative “touchpoints”**
- **Set expectations**
- **Help residents to mitigate the short-term impact**
- **Help merchants in the Historic District survive and adjust**

