



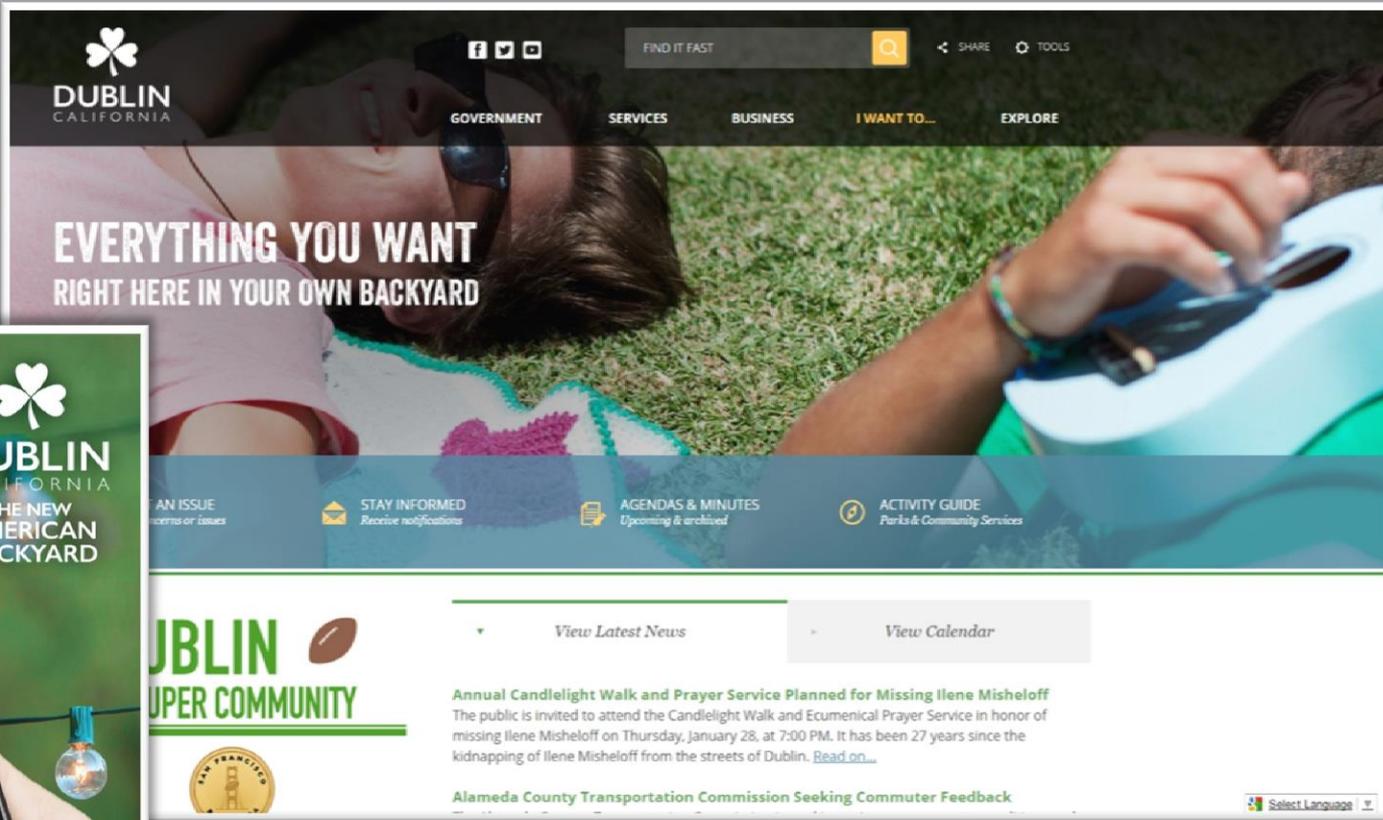
DUBLIN'S MARKETING & BRANDING HIGHLIGHTS 2015





DUBLIN
CALIFORNIA

**THE NEW
AMERICAN
BACKYARD**



Newly Designed Website

Branded Mobile App with Expanded Features and Responsive Design





WELCOME TO DUBLIN

NEW RESIDENT GUIDE

There's something for everyone in this Tri-Valley city with a big heart and a high quality of life. Dublin values its roots, while embracing its future.

Gracing 14 square miles, Dublin is a mixture of rolling hills and scenic flatlands, with extraordinary vistas of Mt. Diablo, Fossilon Point, and Dublin Hills Open Space. As you settle in, take a moment to look through this guide, learn about some of the many services and programs provided in Dublin, and explore the amenities that contribute to the City's healthy, safe, and productive lifestyle.

Learn more about Life in Dublin by visiting www.dublin.ca.gov/newresident/

A Dozen Things to Do in Your First Year

- Check out the [City website](#)
 - Sign up to receive [City Notifications](#)
 - Subscribe to [Code Red](#) to receive City emergency alerts
- Celebrate at the [St. Patrick's Day Celebration](#)
- Shop for produce at the [Farmers' Market](#)
- Meet your neighbors and promote safety by joining or starting a [Neighborhood Watch](#) group
- Create an [Emergency Plan](#) for your home or neighborhood
 - Register for a local [CERT](#) or [PEP](#) class
- Attend a [City Council Meeting](#)
- Participate in [Citizens' Academy](#)
- Visit [City Hall](#) and the [Dublin Public Library](#)
- Volunteer** in the community:
 - [Senior Center](#)
 - [Dublin Pride Week](#)
 - [Creek Clean Up](#)
 - [Disaster Service Worker Program](#)
 - [Dublin Heritage Park & Museums](#)
- Explore [Neighborhood Parks](#)
- Register for [Inside Dublin](#)
- Support a City-sponsored [Holiday Fundraiser](#)

SUPPORT DUBLIN AND SHOP LOCAL!

Did you know that 1% of all taxable purchases in Dublin go to the General Fund, which supports City services like public safety, street maintenance, and programs for kids?

shop • dine • play

#DiscoverDublinCA

Like us on Facebook!

FURRY FRIENDS ARE WELCOME HERE

Dublin is home to **large** and **small** dog parks, pet specialty stores, restaurants, and even a hotel that caters to animals.

Looking for your new best friend? Stop by the [Tri-Valley Animal Shelter](#) or [East Bay SPCA](#), both of which can be found within Dublin's borders.




DUBLIN CALIFORNIA

THE NEW AMERICAN BACKYARD




CITY REPORT

2015 EDITION

CITY OF DUBLIN MISSION

The City of Dublin promotes and supports a high quality of life which ensures a safe and secure environment that fosters new opportunities.

IN THIS ISSUE

- Dublin's New Brand
- St. Patrick's Day Celebration
- Live Healthy Dublin: "Act-a-R"™
- Dublin Farmers' Market
- Dublin Pride Week
- Volunteer Recognition
- Dublin Police Services Changes
- What's Dublin Doing about the Drought?
- New Maintenance Yard Facility
- Shop Local Year-Round
- Pet-friendly Place
- Green Shamrock Businesses
- Business Roundup
- Great Neighborhoods, Great Community
- Emerald Vista
- Tax Dollars at Work in Dublin
- New Hire and Performance Plan
- 2014 Awards and Recognition
- City Partners with Dublin Schools
- Calendar of Events
- "Splatter" 2015
- Park Development Update
- Dublin Public Art
- Communications Survey

DUBLIN: "THE NEW AMERICAN BACKYARD"

Last year, the Dublin City Council identified a need to develop a comprehensive marketing and branding plan for the community of Dublin. More than a slogan or a logo, a "brand" focuses on sending out a cohesive message and consistent feel that expresses the unique identity of Dublin, both to members of the Dublin community and to people located outside of the City's borders.

As part of the process, members of the community were appointed to serve on a creative team, and efforts were made to survey residents, as well as visitors, about the unique attributes of Dublin. These efforts were guided by branding consultant North Star Destination Strategies. The new brand—"The Bay Area's New American Backyard"—was recently selected by the City Council to reflect Dublin's unpretentiously ambitious, casually sophisticated style. The brand explores several Dublin qualities including a diverse, thriving population; close proximity to major urban centers; and a robust network of recreational opportunities and community parks.

In the coming months, the "New American Backyard" brand will be used to create interest in Dublin as a destination for visitors, families, businesses, and events. Residents can expect the initial phase of implementation to incorporate the brand into an updated City website and future City publications.

GET YOUR GREEN ON FOR DUBLIN'S 32ND ANNUAL ST. PATRICK'S DAY CELEBRATION!

Where else but Dublin would you want to celebrate St. Patrick's Day? Join the community on Saturday and Sunday, March 14 and 15, from 10:00 AM to 3:00 PM, at Dublin Civic Center for the St. Patrick's Day Festival. The event features three stages of Irish entertainment, plenty of Irish-themed food and beverage, over 250 craft and commercial vendors, an Irish Marketplace, carnival rides, and an authentic Irish Tea Cottage serving frothy brewed tea with scones and shortbread. Admission and parking are free. Don't miss the Dublin Sister City Association's Green and White Gala, the Alameda County Firefighters' Fanciale Breakfast, the Dublin Lions Club Parade, and the Shamrock 5K Fun Run. Information is available at www.dublinstpatks.com, or by calling (925) 556-4200.



DUBLIN CALIFORNIA



New and Rebranded City Publications



**OPPORTUNITIES
ARE GROWING
IN OUR BACKYARD**

BE PART OF DUBLIN'S NEW AMERICAN BACKYARD
Come discover the many opportunities that await you in our thriving community. With a central San Francisco Bay Area location, Dublin is an ideal place for investment. Dublin has quality development sites available for retail, office, mixed-use, residential, hotel and hospitality projects. With strong demographics, our community has a robust mix of business, and we are well-connected to the broader region by two BART stations. Find out what businesses and residents already know — Dublin is a city of opportunity.

DUBLIN CALIFORNIA

TO LEARN MORE ABOUT WHAT DUBLIN HAS TO OFFER, PLEASE VISIT WWW.DUBLIN.CA.GOV



DUBLIN CALIFORNIA

THE GUIDE TO FUN IN OUR NEW AMERICAN BACKYARD *SUMMER 2015*

City Guides

THE GUIDE TO FUN IN OUR NEW AMERICAN BACKYARD *FALL/WINTER 2015*



Newly Created
YouTube Channel

City of Dublin, CA

0

[Home](#) [Videos](#) [Playlists](#) [Channels](#) [Discussion](#) [About](#)

All activities ▾

City of Dublin, CA uploaded and posted 1 week ago

Add a message to your video



Splatter 2015
by City of Dublin, CA
1 week ago • 19 views
Check out our 30-second spot highlighting Splatter festival on Sat...
The event will be held at Emerald Glen Park in Dublin. Learn more...

City of Dublin, CA uploaded and posted 2 months ago

Add a message to your video



Dublin, California--The New American Backyard
by City of Dublin, CA
2 months ago • 26 views
This video shows highlights of Dublin, California. Our community's
residents enjoy a high quality of life. Please learn more at www.du...

City of Dublin, CA uploaded and posted 2 months ago

Add a message to your video



Dublin, CA Mandarin June 2015
by City of Dublin, CA
2 months ago • 462 views
This video presents highlights of Dublin, California.



Dublin Highlight Video





City Council
925.833.6650
City Manager
925.833.6650
Community Development
925.833.6610
Economic Development
925.833.6650
Environmental Services
925.833.6630
Parks & Community Services
925.833.6645
Public Works
925.833.6630

100 Civic Plaza
Dublin, CA 94568
P 925.833.6650
F 925.833.6651
www.dublin.ca.gov



City Council
925.833.6650
City Manager
925.833.6650
Community Development
925.833.6610
Economic Development
925.833.6650
Finance/IT
925.833.6640
Fire Prevention
925.833.6606
Human Resources
925.833.6605
Parks & Community Services
925.833.6645
Police
925.833.6670
Public Works
925.833.6630

100 Civic Plaza
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Jacqui Hatzikokolakis
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Parks & Community Services Department
jacqui.hatzikokolakis@dublin.ca.gov
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www.dublin.ca.gov

THE NEW AMERICAN BACKYARD

The City of Dublin promotes and supports a high quality of life, ensures a safe and secure environment, and fosters new opportunities.



Chris Foss
City Manager
chris.foss@dublin.ca.gov
925.833.6650
925.833.6651 FAX
100 Civic Plaza, Dublin, CA 94568
www.dublin.ca.gov

The City of Dublin promotes and supports a high quality of life, ensures a safe and secure environment, and fosters new opportunities.

New Letterhead and Business Cards





PUBLIC NOTICE

Please note that the City of Dublin will be closed for business on

MONDAY, MAY 25, 2015

City offices will reopen at 8:00 AM on Tuesday, May 26

Need more information? Please call (925)



MISSION

The City of Dublin promotes and supports a high quality of life, ensures a safe and secure environment, and fosters new opportunities.

VISION

Dublin is a vibrant city committed to its citizens, natural resources and cultural heritage. As Dublin grows, it will balance history with progress, to sustain an enlightened, economically balanced and diverse community.

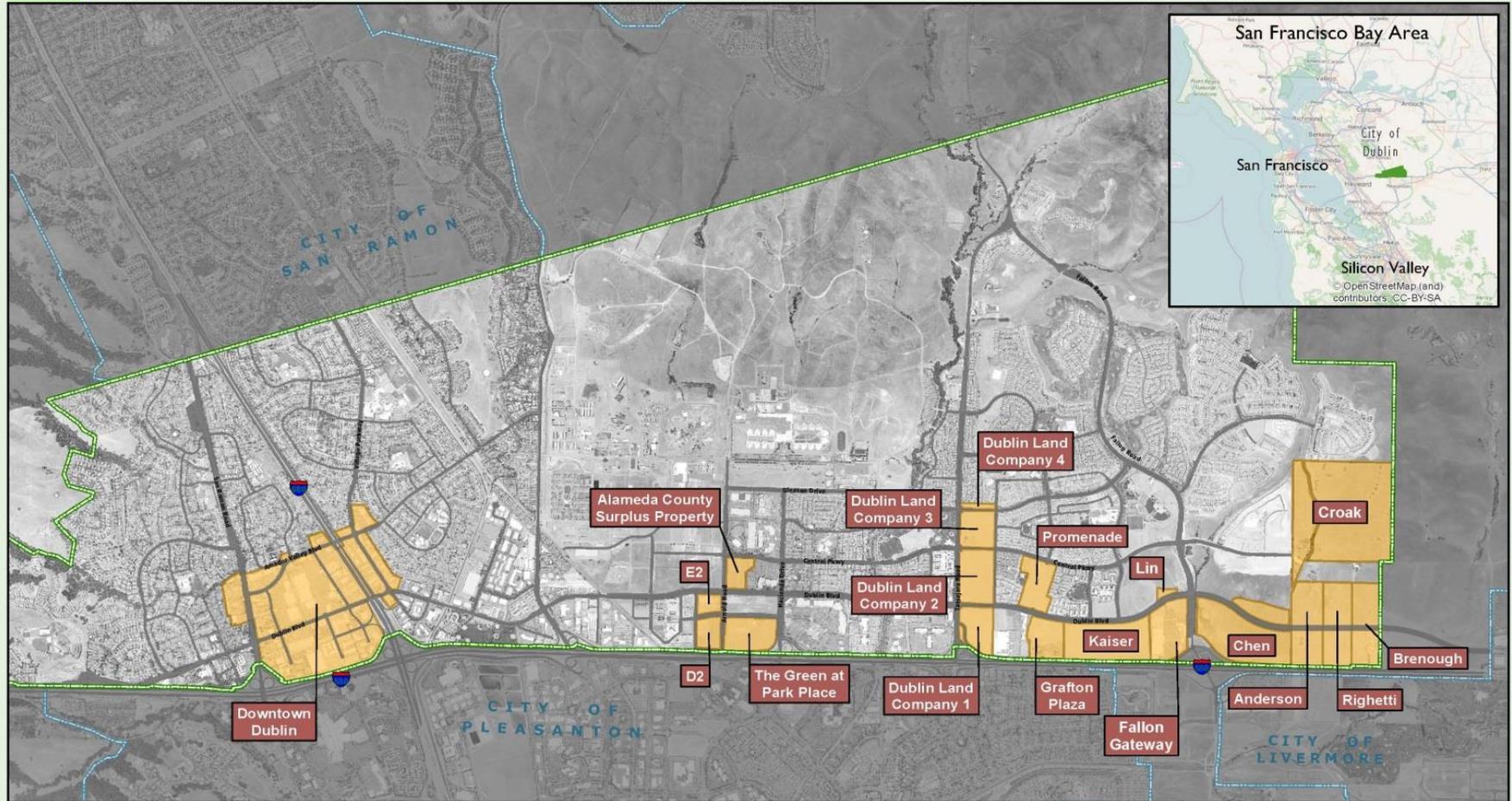
Dublin is unified in its belief that an engaged and informed community encourages innovation in all aspects of City life, including programs to strengthen our economic vitality and preserve our natural surroundings through environmental stewardship and sustainability.

Dublin is dedicated to promoting an active and healthy lifestyle through the creation of first-class recreational opportunities, facilities and programs.



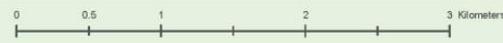
Public Notice, Identification & Facility Signage





City of Dublin
 Streets
 Opportunity Sites

For more information:
<http://www.dublin.ca.gov>



June 2015



Commercial Opportunity Sites



THERE'S ONLY
ONE RULE
WHEN DINING IN
OUR BACKYARD

VARIETY IS THE
SPICE OF LIFE

YOU'RE ALWAYS WELCOME IN OUR NEW AMERICAN BACKYARD

Take your taste buds on a trip around the world, all from the comfort of Dublin's backyard! Our deliciously diverse community is home to a broad collection of international cuisine and dining establishments just waiting to be experienced. Whether you are looking for a family-friendly meal, a special night out, or a quick bite to eat, you will always sample something exceptional in Dublin. Please download our dining guide to learn more. **Discover Dublin.**



DUBLIN
CALIFORNIA



TO LEARN MORE ABOUT
WHAT IS ON DUBLIN'S MENU,
PLEASE VISIT WWW.DUBLIN.CA.GOV



New City Dining Guide



THE GUIDE WINTER 2015
TO DINING IN OUR
NEW AMERICAN BACKYARD

Dining Opportunities Ad



IT'S ALL RIGHT HERE IN OUR BACKYARD



More than 2,100 companies call Dublin home. Business start-ups are on the rise, from small businesses and entrepreneurs, to large corporate tenants and Fortune 500 Companies, plus everything in between. And, with Dublin's close proximity to Silicon Valley and our skilled workforce, there's a real concentration on the technology sector and emphasis on innovation.

POPULATION	51,780
HOUSEHOLDS	18,800
AVERAGE HOUSEHOLD INCOME	\$139,000
AVERAGE AGE	36
BACHELOR'S DEGREE +	30%



9%	AFRICAN AMERICAN
31%	ASIAN
15%	HISPANIC
47%	WHITE
7%	OTHER

RETAIL IS RIGHT HERE

DUBLIN PLACE
FALLON GATEWAY
GRAFTON STATION
HACIENDA CROSSINGS
PERSIMMON PLACE



THRIVING IN OUR BACKYARD

CALLIDUS CLOUD
CARL ZEISS MEDITEC
CHALLENGE DAIRY
MICRODENTAL
ROSS STORES HEADQUARTERS

HIGHLY SKILLED
WORKFORCE

TWO BART
STATIONS
AND
TRANSIT

OUTSTANDING
SCHOOL
SYSTEM

18 PARKS
AND
OUTSTANDING
TRAILS

AWARD-WINNING
INCENTIVES

ASK ABOUT OPPORTUNITIES IN DOWNTOWN DUBLIN AND EASTERN DUBLIN TRANSIT CENTER

We think our unpretentiously ambitious, casually sophisticated style is a big part of why Dublin is so popular. Here you can have your life and live it, too. We don't have to take a trip around the world, or live in the big city to find success or happiness. We've got it all... right here in our own new American backyard.

WWW.DUBLIN.CA.GOV ✨ 925.833.6650

Community Profile Summary



Business Spotlight

Meet the Lenders

Dublin is proud to host the final Tri-Valley Small Business Assistance event "Meet the Lenders" on Thursday, October 8, 2015. Panelists from various lending institutions will present information about:

- Crowd Funding
- Alternative Funding
- Small Business Administration
- Commercial Banks
- Micro Lending
- State Lending Programs



At the conclusion of the panel discussion, the panelists will meet one-on-one with attendees to answer questions. For registration or more information, visit our [website](#).



We look forward to seeing you and your employees at "Splatter," an unconventional celebration of the outstanding wine, diverse cuisine, and unique creative culture of the Tri-Valley region.

Now in its fourth year, "Splatter" will take place on Saturday, September 19, 2015, from noon to 8:00 p.m., in the beautiful outdoor setting of Emerald Glen Park in Dublin. This signature event includes live musical entertainment, an Art and Culinary Marketplace, a Tasting Pavilion, Mobile Food Trucks, games, and much more.

To learn more about this event, please visit [splatter](#) or call (925) 556-4500.

Business E-Newsletter



In This Issue

- Meet the Lenders
- splatter
- Manufacturing Day
- I-580 Express Lanes
- Tri-Valley Retail, Hospitality & Tourism Summit
- Green Shamrock Program
- Launch of New City Website

City Contacts

General Information
(925) 833-6650

City Manager
(925) 833-6650

Community Development
(925) 833-6620

Economic Development
(925) 833-6650

Environmental Services
(925) 833-6630



**CONGRATULATIONS
TO THE 2015 ALL-AMERICA CITY
AWARD FINALISTS**



**DUBLIN
CALIFORNIA**
THE NEW
AMERICAN
BACKYARD

**WE COMMEND YOUR COMMITMENT
TO CIVIC ENGAGEMENT AND COLLABORATION**

The Dublin City Council invites you to the

2015 VOLUNTEER RECOGNITION EVENT

Honoring Dublin's volunteers whose efforts have contributed to making the New American Backyard a healthy and vibrant place, the 2015 Citizen, Young Citizen, Organization of the Year, the Mayor's Award, and the Mayor's Legacy Award Recipients

Wednesday, February 17, 2016
6:00 PM – 8:00 PM
Shannon Community Center
11600 Shannon Avenue

Hors d'oeuvres and Beverages to be served

Please RSVP by Friday, February 5, 2016 to
Yashin Griffith at
yashin.griffith@dublin.ca.gov or
(925) 833.6650



**DUBLIN
CALIFORNIA**
THE NEW
AMERICAN
BACKYARD

**MFG
DAY**
10.02.15

**GOOD THINGS
ARE MADE
IN OUR BACKYARD**

PLEASE JOIN US IN CELEBRATING MANUFACTURING DAY 2015

Nationwide over 1,500 firms will be celebrating modern manufacturing to inspire the next generation of manufacturers. You are invited to attend two tours taking place in Dublin in honor of this national event. These sites will highlight a few of the local manufacturing firms and showcase the rewarding jobs available in our local economy. This day is an opportunity for visitors to learn about real career opportunities, and tour actual, local manufacturing sites.

Please register to join us at two local manufacturing firms open their doors to students and other interested attendees.

Friday, October 2, 2015

MicroDental Labs, 9:00 – 10:00 AM
5601 Arnold Road, Dublin, CA 94568

AMP Printing, 10:30 – 11:30 AM
6955 Sierra Court, Dublin, CA 94568

For questions or to RSVP please contact
Sally Porfido

Economic Development
City of Dublin
925-833-6650 or sally.porfido@dublin.ca.gov

Learn more at: www.dublin.ca.gov/ManufacturingDay
[facebook.com/mfgday](https://www.facebook.com/mfgday)
twitter.com/mfgday



**DUBLIN
CALIFORNIA**

**Recognition of Achievements
and Invitations**



**DUBLIN
CALIFORNIA**



企业激励措施摘要

都柏林市鼓励发展企业。本市政府发展部制定了一系列激励措施，可为您在城市发展企业提供援助（包括经济和培训援助）。

城市激励措施

商业外观改建补助计划

对于坐落在都柏林市中心特定规划区域和 Village Parkway 与 Dougherty Road 之间的都柏林大道区域的商业企业，本市政府为其提供商业外观改建补助计划。此补助计划允许商用物业业主或长期租赁（提交计划申请时还剩余五年或以上租约）的租户可申请下列 2 项之一：1) 小额补助金，补助数额为最高五千元 (\$5,000)；或 2) 配对补助金，补助符合条件的项目费用的三分之二 (66%)，最高金额由每年的财政年度预算决定。改建工作的总费用必须超过五千元 (\$5,000)。经批准的申请者必须至少出资外观改建总费用的三分之一，才能获得配对奖金。

费用延迟计划

本市政府提供两项费用延迟计划，一项针对非住宅开发项目，另一项针对捷运站周围区域内集合住宅的开发项目。非住宅开发延迟计划开发商在竣工后，使用执照核发时始向市政府支付交通影响费。集合住宅开发延迟计划开发商则延迟交通影响费、公共设施费和消防设施费至使用执照核发时始向市政府支付。上述各项费用一般在提交建筑时即须缴清。

为能源升级提供 PACE 融资

本市政府已与 Figtree Energy Resource Company 和 CaliforniaFIRST 合作，通过 Property Assessed Clean Energy (PACE) 融资计划达到提高能源效率、利用可再生能源和节约用水，不仅保护环境并为您节省资金。其中包括下列各项目：

- 暖气和空调
- 锅炉和冷冻机
- 照明设备
- 能源管理系统
- 窗户和外门
- 占用传感器
- 电动车充电站
- 太阳能热水器
- 泳池设备
- 可编程
- 太阳能
- 太阳能
- 节水管
- 还有更多

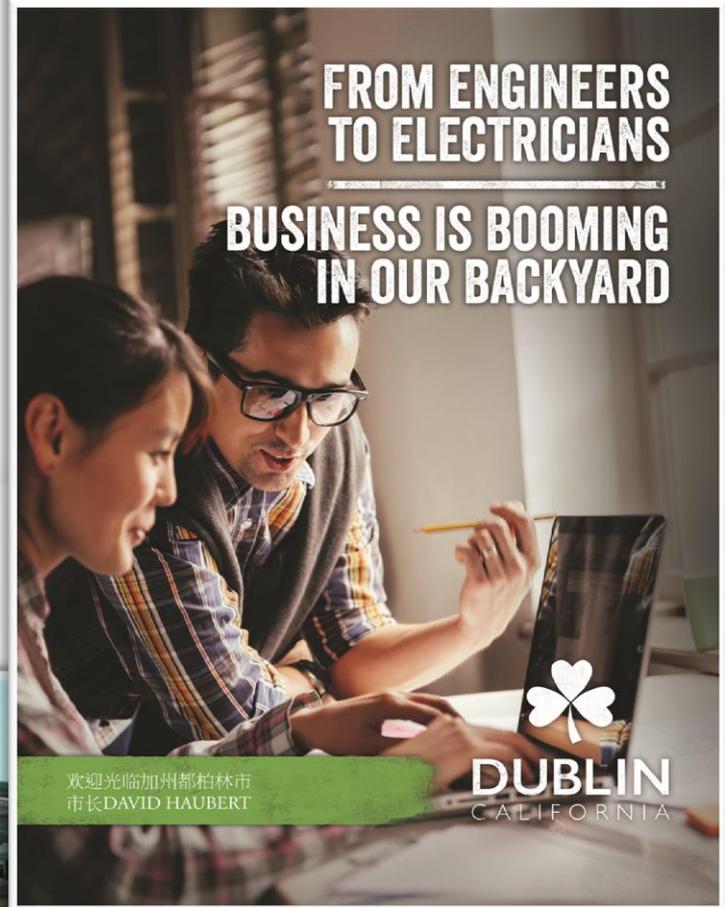
都柏林市商用物业业主可以选择与 Figtree Energy 合作获得融资。

Outreach Letter – Translated to Mandarin



便利快捷的公共交通
EASY ACCESS TO TRANSIT

Promotional Video – Translated to Mandarin



FROM ENGINEERS TO ELECTRICIANS BUSINESS IS BOOMING IN OUR BACKYARD

欢迎光临加州都柏林市
市长 DAVID HAUBERT



Advertising – Translated to Mandarin



OPPORTUNITIES ARE GROWING IN OUR BACKYARD



BE PART OF DUBLIN'S NEW AMERICAN BACKYARD

Come discover the many opportunities that await you in our thriving community. With a central San Francisco Bay Area location, Dublin is an ideal place for investment. Dublin has quality development sites available for retail, office, mixed-use, residential, hotel and hospitality projects. With strong demographics, our community has a robust mix of business, and we are well-connected to the broader region by two BART stations. Find out what businesses and residents already know — Dublin is a city of opportunity.



TO LEARN MORE ABOUT WHAT DUBLIN HAS TO OFFER, PLEASE VISIT WWW.DUBLIN.CA.GOV

General
Opportunities
Ad

Visitor Attraction Ad

HAVE FUN IN OUR BACKYARD WHILE YOU'RE AWAY FROM YOURS

YOU'RE ALWAYS WELCOME IN OUR NEW AMERICAN BACKYARD
Explore our outstanding family-friendly amenities, including our gorgeous parks and hiking trails, quality shopping, wonderful international cuisine, an IMAX theater, Dublin Ranch Robert Trent Jones, Jr. golf course, bowling, laser tag, ice skating, and a trampoline park. Also join us for our signature festivals — the St. Patrick's Day Festival, and splatter...not your ordinary food, wine & art festival. There's truly something for everyone in Dublin.

TO LEARN MORE ABOUT WHAT DUBLIN HAS TO OFFER, PLEASE VISIT WWW.DUBLIN.CA.GOV

RETAIL OPPORTUNITIES ARE GROWING IN OUR BACKYARD



BE PART OF DUBLIN'S NEW AMERICAN BACKYARD

Come discover the many opportunities that await you in our New American Backyard. With a central San Francisco Bay Area location, Dublin is an ideal place for investment. Dublin has quality development sites available for retail, office, mixed-use, residential, and hotel and hospitality projects. With strong demographics, our community has a robust mix of business, and we are well-connected to the broader region by two BART stations. Find out what businesses and residents already know — Dublin is a city of opportunity.



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Retail Opportunities
Ad



DUBLIN CALIFORNIA
HERITAGE PARK & MUSEUMS
6600 Deaton Way, Dublin • (925) 452-2100 • www.dublin.ca.gov

UPCOMING EXHIBITS AND EVENTS IN OUR NEW AMERICAN BACKYARD
FALL 2015-SPRING 2016

HARVEST FAIR
Fall fun for the whole family! Hands-on History activities, traditional music, hay bale play area and more.
October 17, 1-4 PM
Free admission; Activity wristbands \$5

DUBLIN SCHOOLS: 1915, 1950 AND TODAY
Special exhibits! School pictures, stories, artifacts and enrollment numbers show Dublin's growth.
October 17 - January 31
Wednesdays, Thursdays, Saturdays and Sundays, 1-4 PM
Free admission

GHOSTS OF DUBLIN
Halloween weekends! Tales of Dublin's past, flashlight cemetery tour, luminaria history walk.
October 30, 7:30-9:30 PM
\$6 per person

CHILDREN'S HOLIDAY TEA PARTY
Sugar and spice: Merry old St. Nick pays a visit, as children enjoy festive sweets and old-fashioned holiday entertainment.
Saturday, December 5, 11 AM
\$25 per person

COUNTRY HOLIDAY TEAS
Celebrate with family and friends! Enjoy a traditional afternoon tea and peaceful holiday music in a beautiful, historic setting.
Sunday, December 6, 11 AM and 2 PM
Tuesday, December 8, 2 PM
\$25 per person

Seasonal
Event
Integration

DUBLIN CALIFORNIA THE NEW AMERICAN BACKYARD

PICNIC FLIX

Friday, June 26
DOLPHIN TALE 2 (PG)
Emerald Glen Park

Friday, July 24
WHEN THE GAME STANDS TALL (PG)
Emerald Glen Park

Friday, August 21
BIG HERO 6 (PG)
Emerald Glen Park

Food vendors onsite at 7:00 PM
Movies begin at dusk, approximately 8:30-9:00 PM
Bring blankets and low beach chairs
NO PETS PLEASE

Call (925) 556-4500 for more information

Hacienda Crossings | Cornerstone REALTY | JAMEEL BATSHON RAMEZ BAHU

Local Event
Invite

splatter
not your ordinary food, wine & art festival

Saturday, September 19
12 PM - 8 PM
Emerald Glen Park

Food & Wine Tasting Pavilion
Arts & Culinary Marketplace
Culinary Stage
Champion Food Sculptor
Variety of Food Trucks
Live Musical Entertainment
Carnival Rides & Games
Interactive Art for All Ages
Concert by The Peelers
Laser Light Show

www.dublinsplatter.com

FOOD. WINE. ART.
IT'S ALL BETTER IN OUR BACKYARD

DUBLIN CALIFORNIA THE NEW AMERICAN BACKYARD



Groundbreaking Ceremony

CITY OF DUBLIN

FARMERS' MARKET

GET FRESH IN OUR NEW AMERICAN BACKYARD

Seasonal Event Integration





FAMILY CAMPOUT

JOIN US FOR A CAMPOUT IN OUR BACKYARD!

JULY 11 & 12
Alamo Creek Park

SEPTEMBER 12 & 13
Emerald Glen Park



City Events



Mobile Engagement



Promotional Merchandise



Staff Apparel



15 February – 15 March 2016
BART Advertising

March 2016
Diablo Magazine



**WHEN WE
THROW A PARTY IN
OUR BACKYARD**

**MORE THAN 80,000
PEOPLE COME**

YOU ARE ALWAYS WELCOME IN OUR NEW AMERICAN BACKYARD
Come and explore our outstanding family-friendly community at our 33rd Annual St. Patrick's Day festival. Join us March 12 & 13, as we celebrate Dublin's Irish heritage and traditions. The event features three stages of Irish entertainment, plenty of Irish-themed food and beverage, over 250 craft and commercial vendors, an Irish marketplace, carnival rides, and an authentic Irish Tea Cottage. **Discover Dublin.**

DUBLIN CALIFORNIA

TO LEARN MORE ABOUT DUBLIN'S ST. PATRICK'S DAY CELEBRATION PLEASE VISIT WWW.DUBLIN.CA.GOV/STPAT

DUBLINSTRATS



**WHEN WE THROW A PARTY
IN OUR BACKYARD**

**MORE THAN 80,000
PEOPLE COME**

**YOU ARE ALWAYS WELCOME
IN OUR NEW AMERICAN BACKYARD**
Explore our outstanding family-friendly community at our 33rd Annual St. Patrick's Day Festival. **Discover Dublin.**

DUBLIN CALIFORNIA

MARCH 12 & 13, 2016
10AM - 5PM, DUBLIN CIVIC CENTER
FREE WHEELS BUS FROM BART TO THE FESTIVAL!
WWW.DUBLIN.CA.GOV/STPAT

DUBLINSTRATS



ST. PATRICK'S DAY CELEBRATION

MARCH 12 & 13
10AM - 5PM, DUBLIN CIVIC CENTER
WWW.DUBLIN.CA.GOV/STPAT

wheelsbus.com 455-7500

February - March 2016
LAVTA Advertising

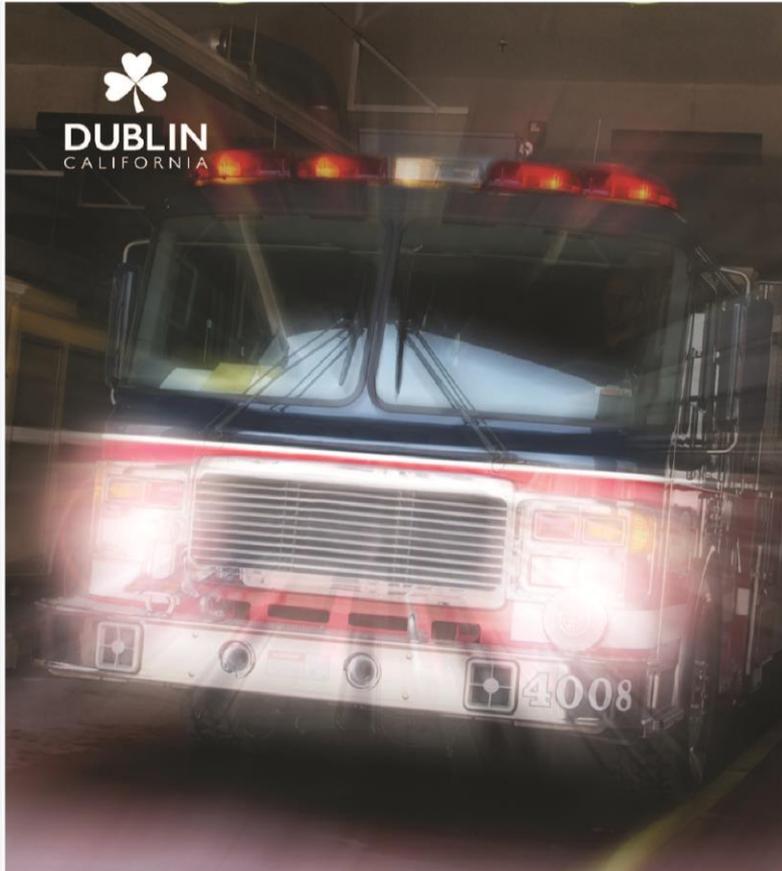




MARCH 12 AND 13
WWW.DUBLIN.CA.GOV/STPAT



March 2016
St. Patrick's Day Celebration TV Ad



DUBLIN
CALIFORNIA

DUBLIN'S EMERGENCY ALERT SYSTEM
Be informed in the event of an emergency

Print Campaign to Increase
Alert Subscriptions

BE PREPARED

It is important that we are prepared for emergencies that could face our community. The City posts important information, including emergency tips to keep you, your family, and your home safe in the event of an emergency.

To learn more, go to:
www.dublin.ca.gov/DisasterPrep

In the event of an emergency, we will post information on our City website, and we will also send notifications to residents who sign up to receive Emergency Alerts. Please sign up at:
www.dublin.ca.gov/Alerts



DUBLIN
CALIFORNIA

100 Civic Plaza, Dublin CA 94568 • www.dublin.ca.gov • (925) 833-6650

DISCOVER DUBLIN: OUTREACH



Discover Dublin Campaign
Promotion: window clings, gift bags



DISCOVER DUBLIN: FACEBOOK

February 2015 to February 2016	
Likes	15% increase
Clicks (Engaged Users)	80% increase
Reaches	26% increase

Discover Dublin Facebook Page



DISCOVER DUBLIN: TWITTER



February 2015 to February 2016

Top Tweet (Impressions)	412% increase
Impressions	188% increase
Mentions	159% increase
Profile Visits	209% increase

Discover Dublin Twitter Page



Fall 2014 Compared To Fall 2015

Page Visits	10% increase
Downloads	22% increase

WEBPAGE INSIGHTS

Home » Government » Departments » Economic Development

ECONOMIC DEVELOPMENT

A Great Place to Grow!
The City of Dublin maintains an Economic Development Office to implement the economic development goals of the City. Services include:

- Business attraction & site selection assistance
- Access to labor force data
- Business recruitment
- Business retention and expansion assistance

The goal of these efforts is to market the City's many economic advantages in order to enhance the competitiveness of our local economy and to maintain a strong and diverse revenue and job base in the Tri-Valley.

Why Choose Dublin?
Dublin is located at the crossroads of interstates 580 and 680 in the desirable Tri-Valley region and is easily accessible to the entire Bay Area.

- Dublin has an educated and highly trained workforce.

[Select Language](#)

Economic
Development
Subpage