








Dana Point 2024 Community Survey

Summary of Results



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Survey Methodology

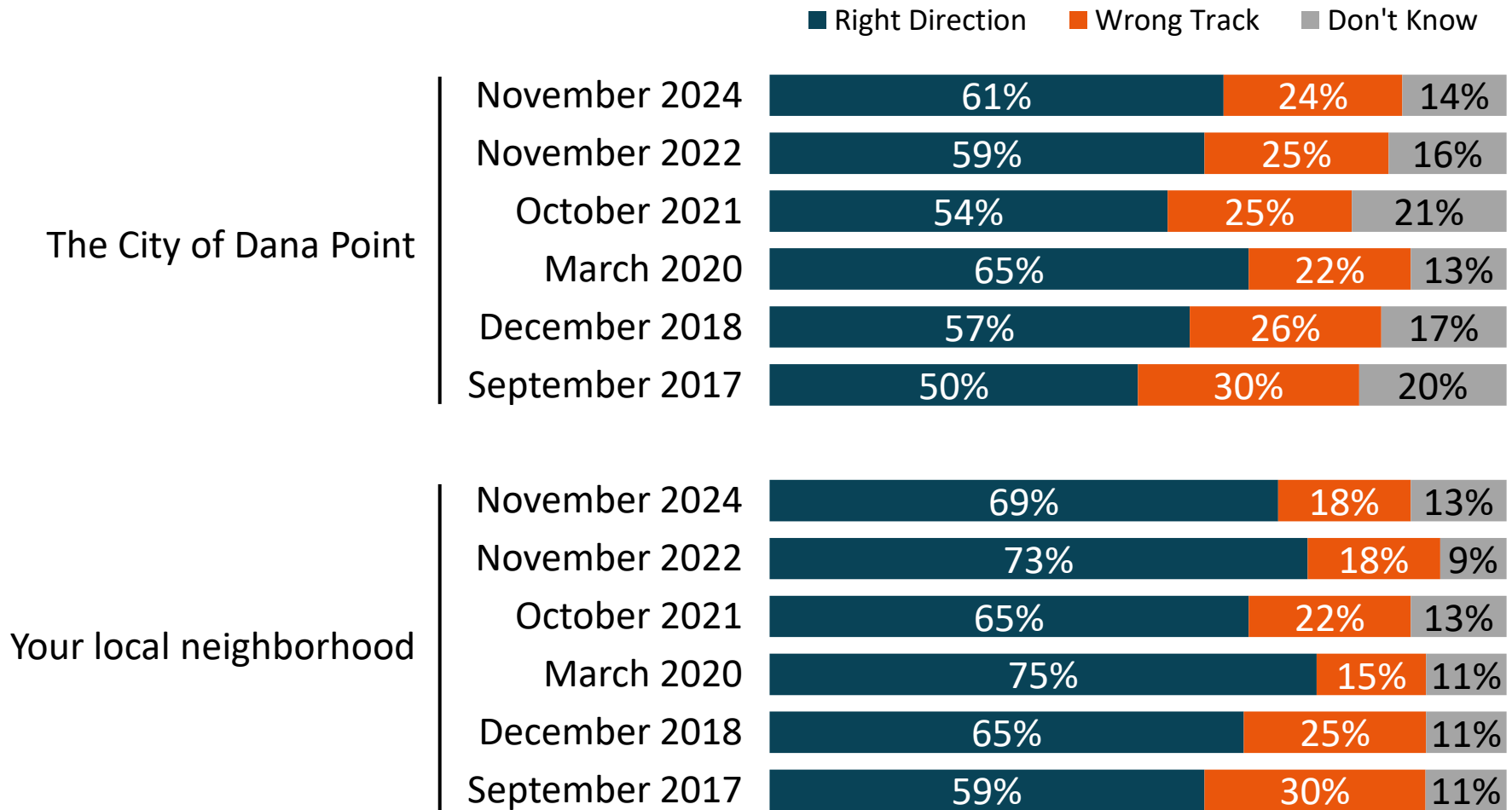
Dates	November 12 th – 19 th , 2024
Research Population	Registered Voters in Dana Point
Total Interviews	523
Margin of Sampling Error	$\pm 4.4\%$ at the 95% Confidence Level Margins of Error for Subgroups Will Be Higher
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	Several Questions Tracked to Surveys Conducted September 2017, December 2018, March 2020, October 2021, and November 2022

(Note: Not All Results Will Sum to 100% Due to Rounding)

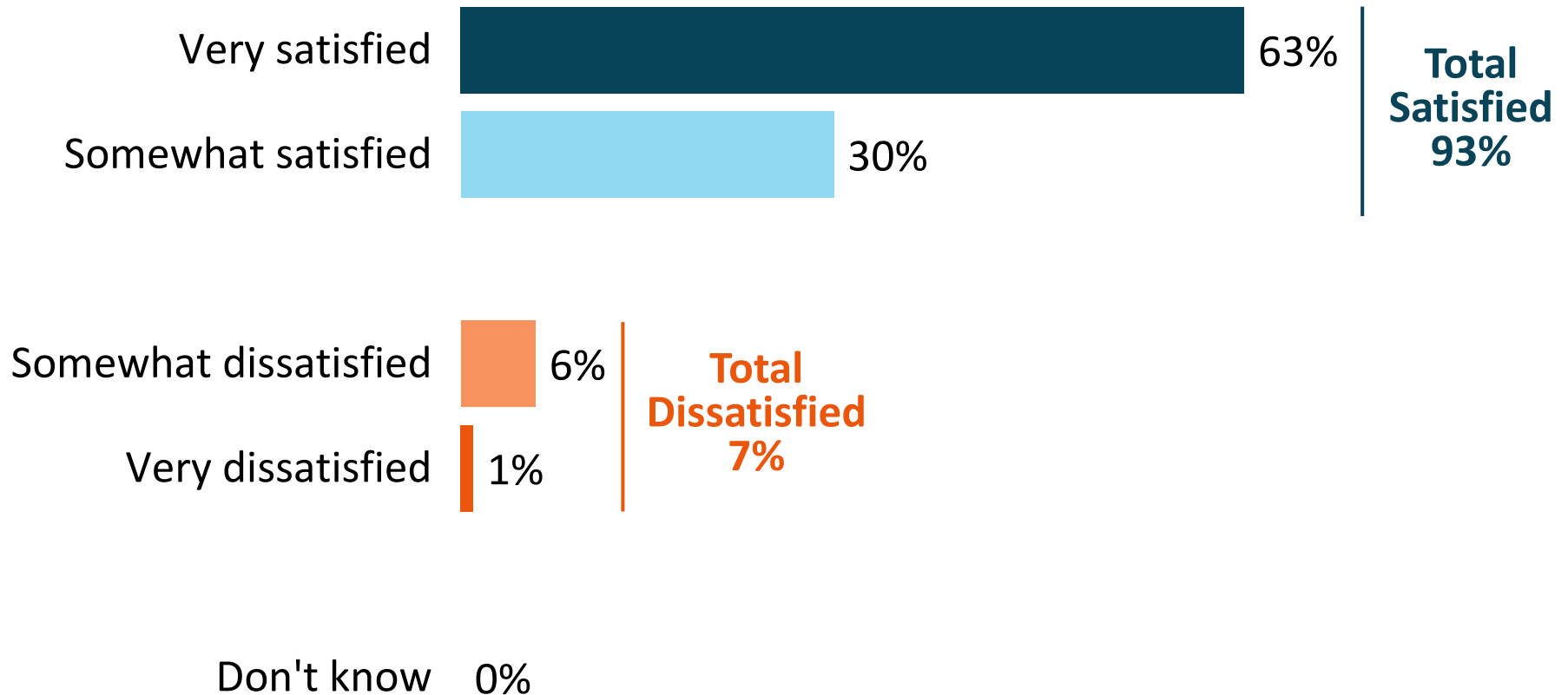


Community Attitudes and Issues

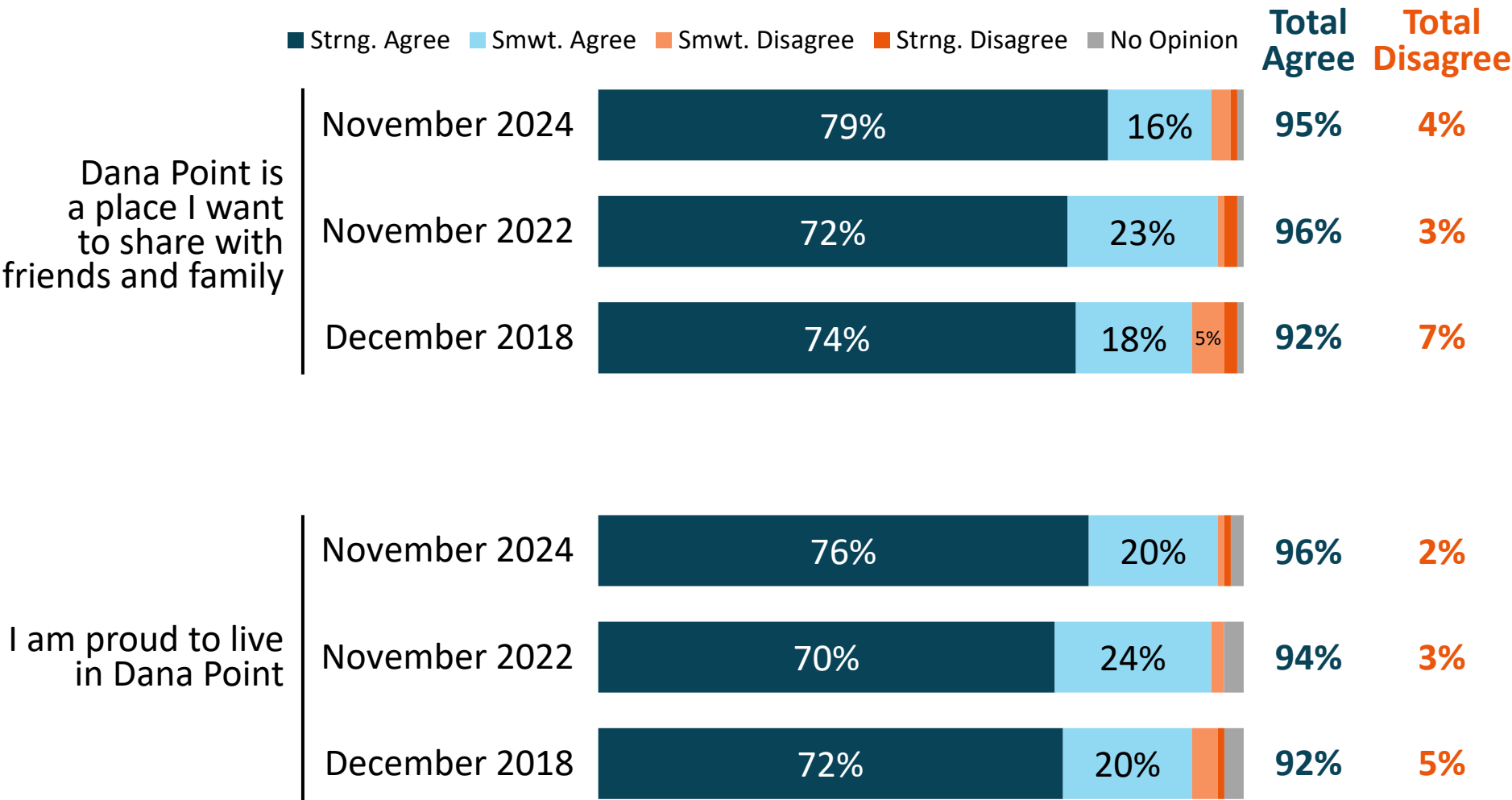
Respondents have consistently positive views of the direction of the city and their neighborhood compared to 2022.



Nearly all residents are satisfied with the quality of life in Dana Point.



Residents continue to overwhelmingly say that Dana Point is a place they want to share with friends and family and that they are proud to live in, with an uptick in those who “strongly” agree.



Issues related to development and growth are the most commonly-cited as top-of-mind concerns.

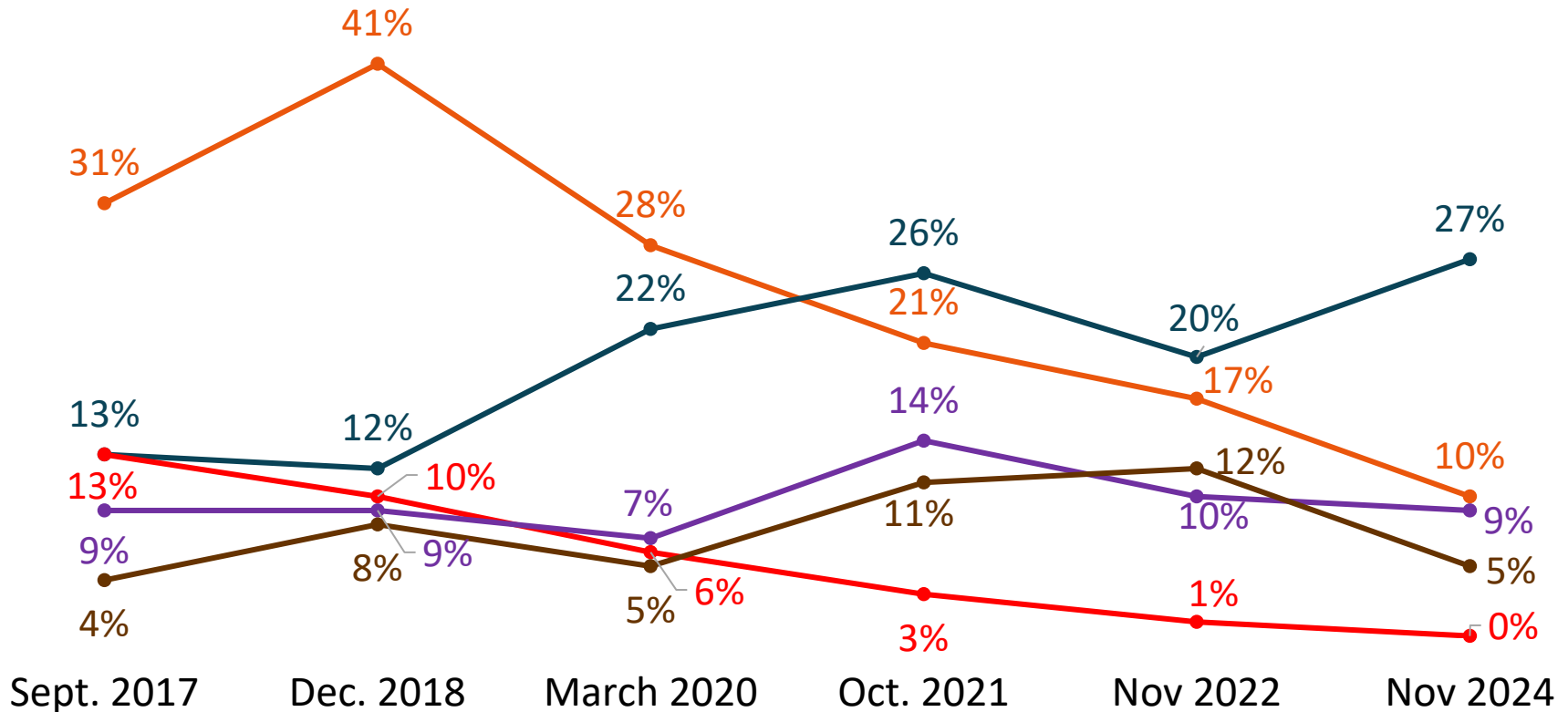
(Open-ended; Up to 3 Responses Accepted)

Issue	%
Development/growth/crowding/zoning/keeping small town feel	27%
Homeless	10%
Traffic/traffic noise/speeding	9%
E-bikes (policies/safety)	9%
Parking/parking lot issues	8%
Infrastructure (underground power lines/sidewalks)	7%
Housing/housing cost	7%
Harbor renovation	7%
Crime/safety/drugs	5%
Government/politics	5%
Environmental issues	4%
Inflation/cost of living	4%
City upkeep/cleanliness	4%
Negative comments on short-term rentals (e.g., too many short-term rentals)	4%
Policing/law enforcement	3%
Transportation service	1%
Positive comments on short-term rentals (e.g., too many regulations stopping people from having short-term rentals)	1%
Other	4%
None/Nothing	4%
Don't know/Unsure	2%
No comment/Refused	2%

Development/growth is now clearly the leading top-of-mind concern, while homelessness continues to drop as an issue.

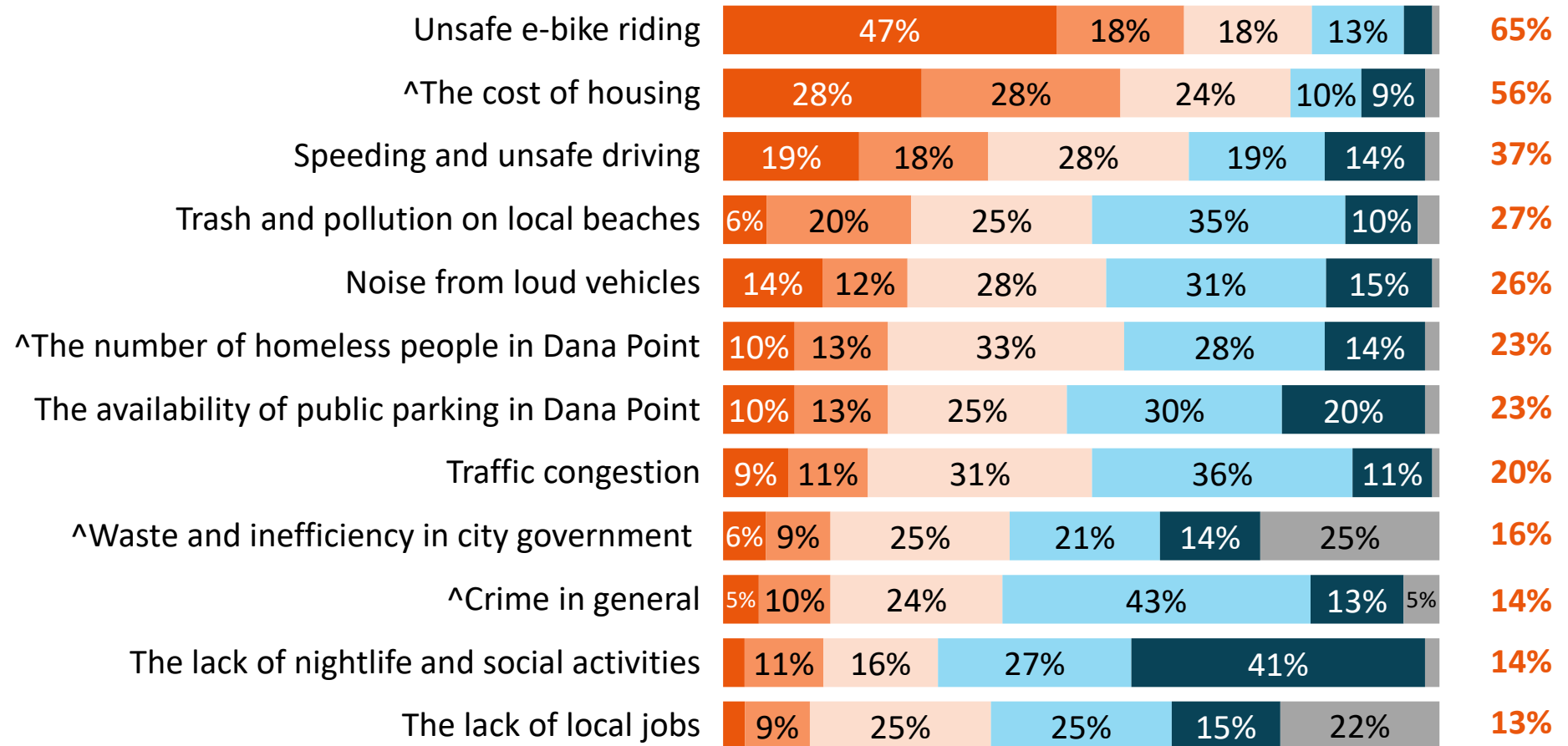
(Extremely Serious Problem)

Homelessness Overdevelopment/Growth Sober Living Homes Traffic/Speeding Crime/Safety



Of the list of problems provided, there is the largest agreement that unsafe e-bike riding and the cost of housing are at least very serious problems in Dana Point.

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Not a Prob. Don't Know Ext./Very Ser. Prob.



Q6. I am going to mention a list of issues people in the City of Dana Point may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, not too serious a problem, or not a problem at all for people who live in the City of Dana Point. ^Not Part of Split Sample

Of the problems which were also asked in 2022, all are considered to be less serious now.

Issues in Dana Point	Extremely/Very Serious Problem				
	Sept. 2017	Dec. 2018	Nov. 2022	Nov. 2024	Difference (2022-2024)
*The availability of public parking in Dana Point	--	22%	27%	23%	-4%
Waste and inefficiency in city government	28%	27%	23%	16%	-7%
Crime in general	21%	21%	27%	14%	-13%
The number of homeless people in Dana Point	61%	65%	40%	23%	-17%

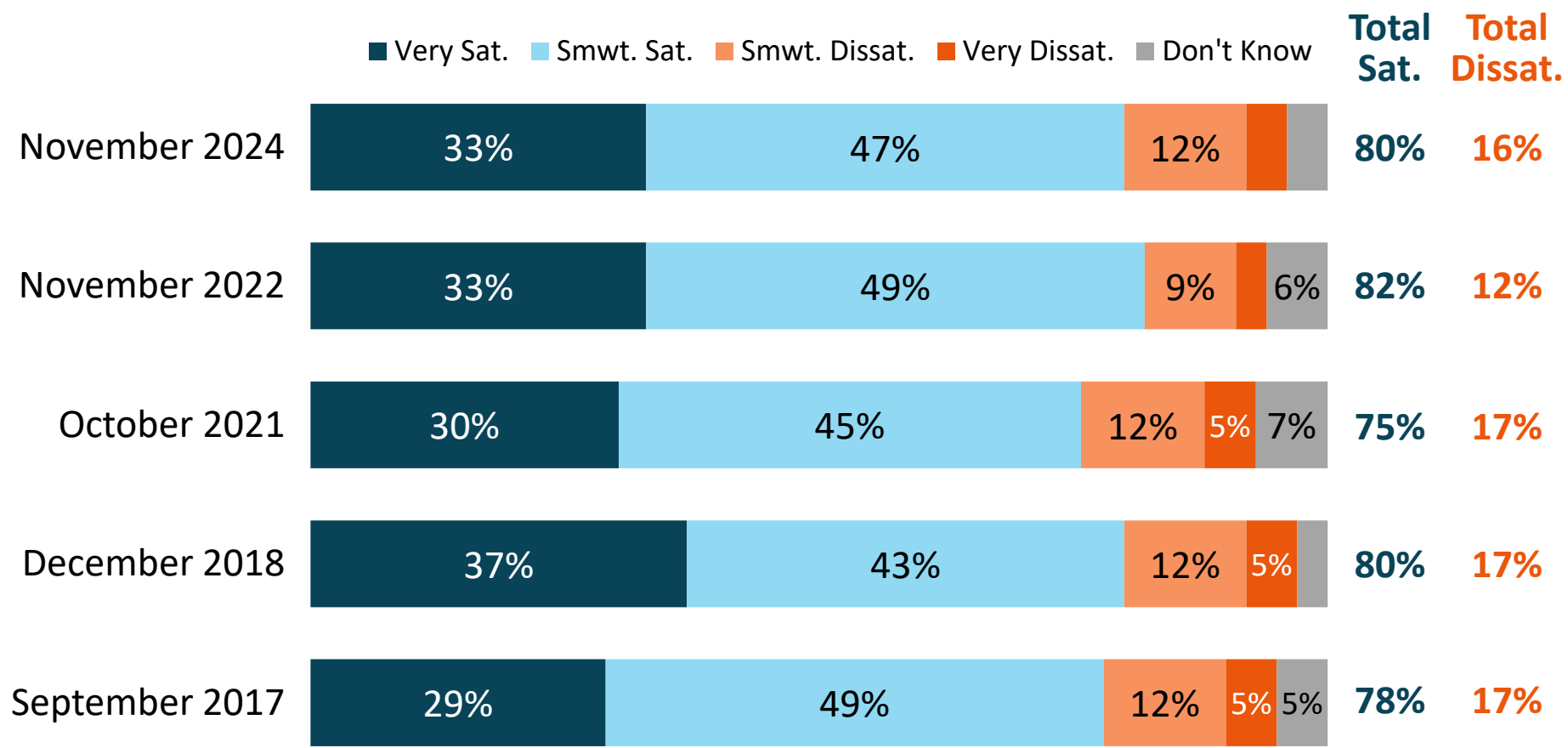
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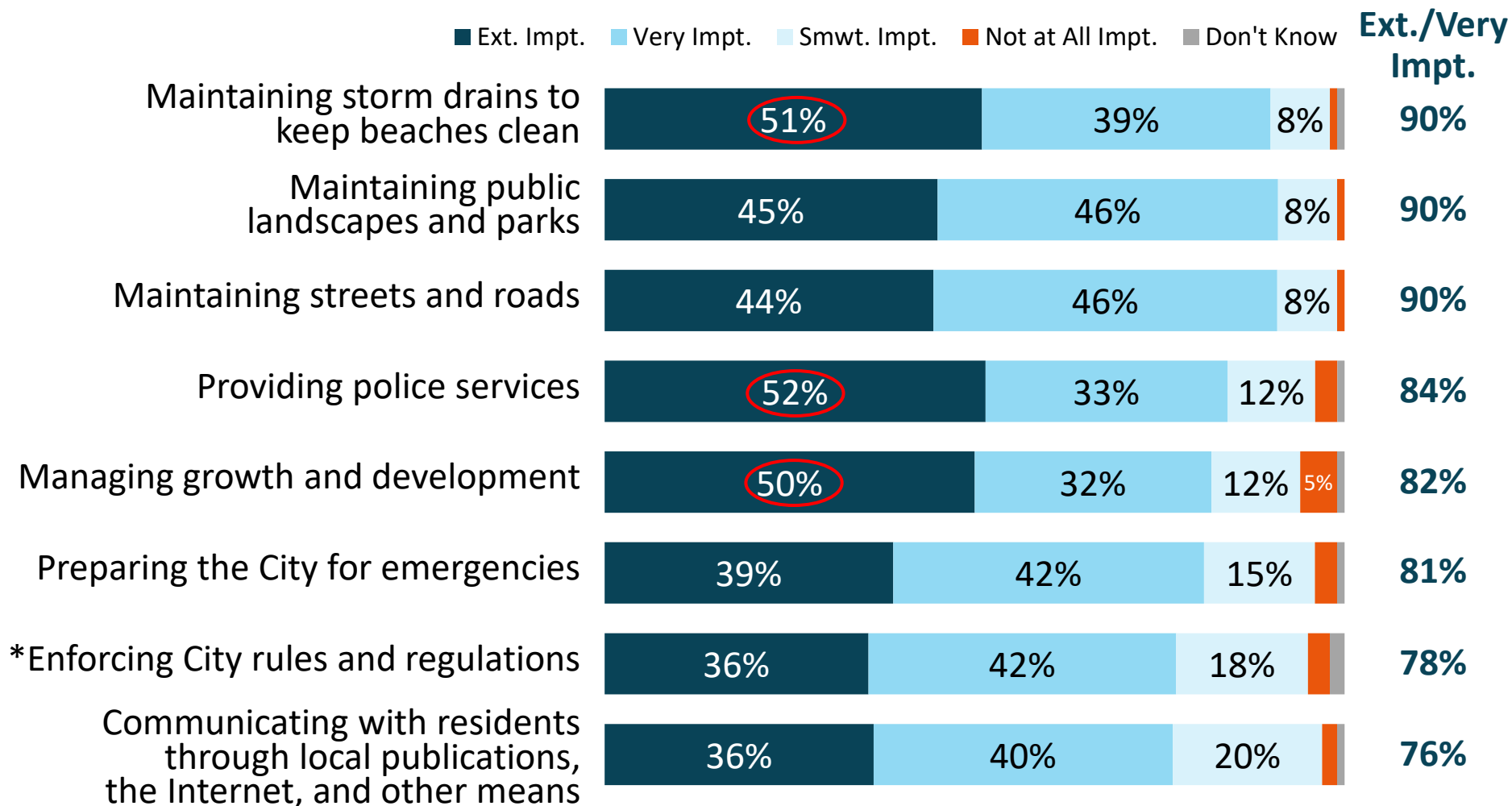
Opinions on City Services

There continues to be extremely high satisfaction with the job the City is doing providing local services.

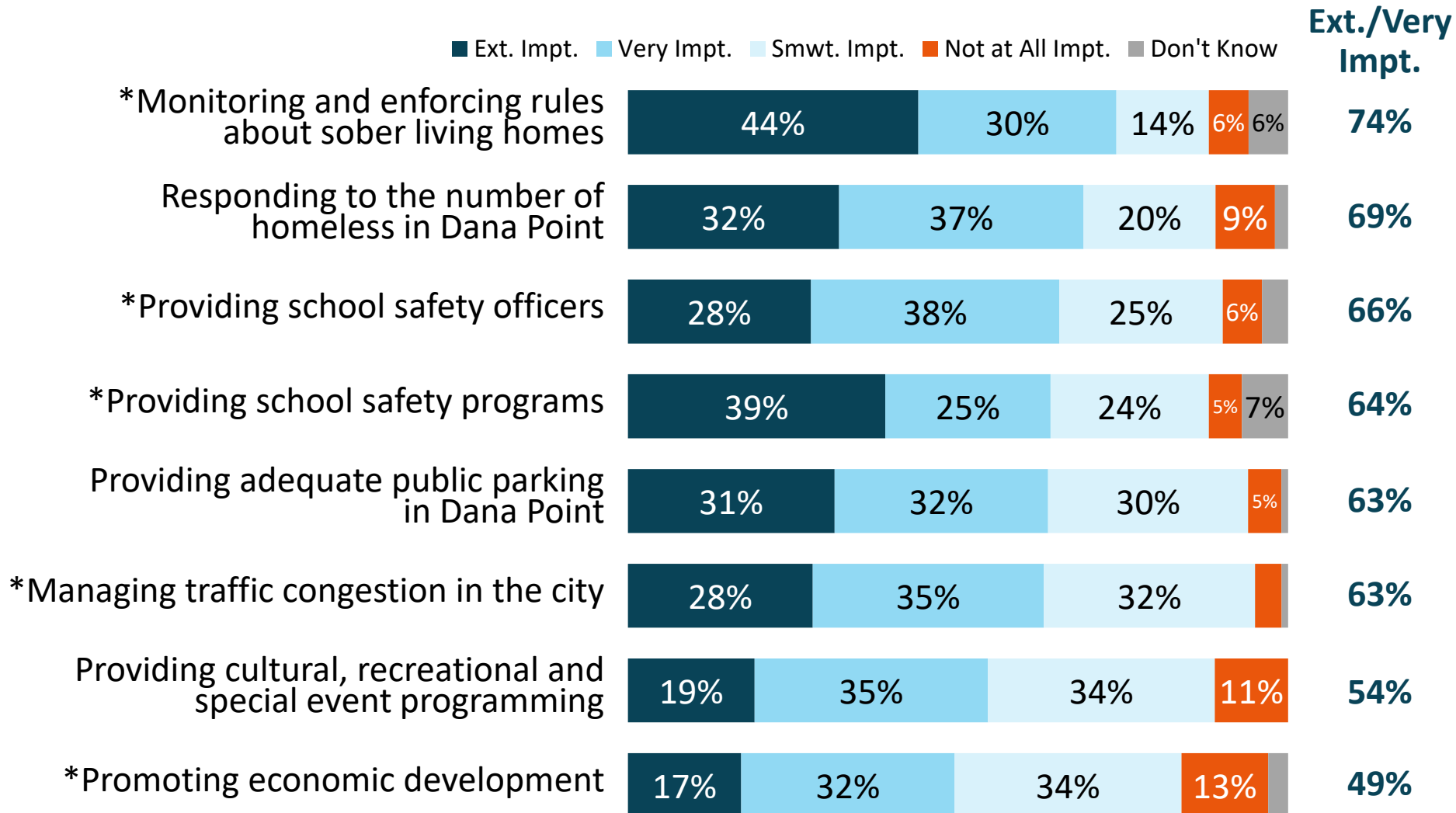
Generally speaking, are you satisfied or dissatisfied with the job the City of Dana Point is doing to provide City services?



Respondents consider several services to be highly important including keeping beaches clean; maintaining landscapes, parks, streets; police services; and managing growth.



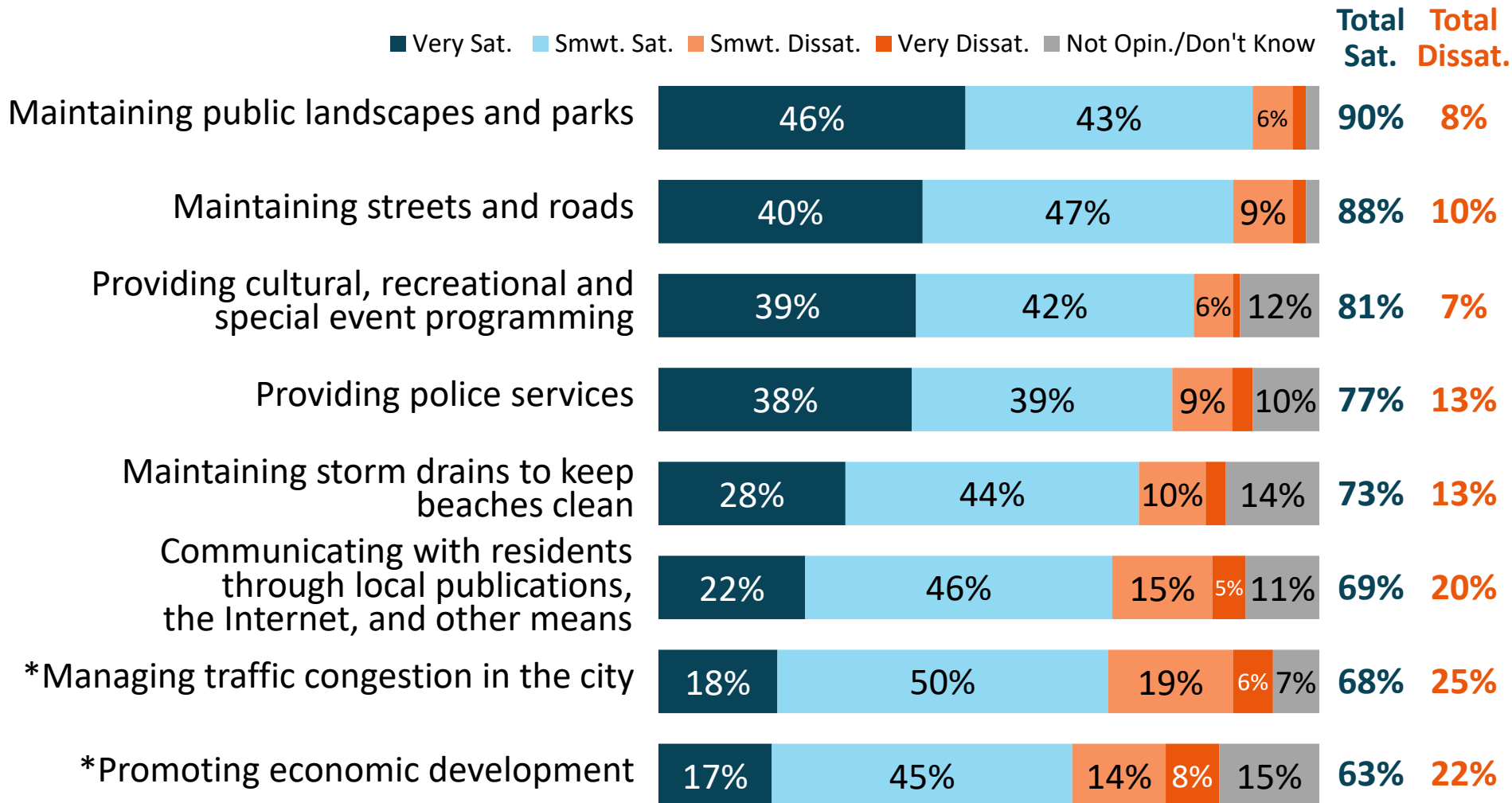
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Change in the Importance of Services

Service	Extremely/Very Important					
	Sept. 2017	Dec. 2018	Oct. 2021	Nov. 2022	Nov. 2024	Difference (2022-2024)
*Enforcing City rules and regulations	--	--	--	68%	78%	+10%
Managing growth and development	77%	73%	78%	77%	82%	+5%
Maintaining storm drains to keep beaches clean	87%	87%	90%	86%	90%	+4%
Communicating with residents through local publications, the Internet, and other means	74%	70%	63%	72%	76%	+4%
Maintaining streets and roads	84%	85%	84%	88%	90%	+2%
Maintaining public landscapes and parks	82%	79%	81%	88%	90%	+2%
*Providing school safety officers	--	63%	50%	67%	66%	-1%
Preparing the City for emergencies	78%	83%	75%	83%	81%	-2%
~Providing adequate public parking in Dana Point	57%	50%	63%	65%	63%	-2%
Providing police services	87%	89%	83%	87%	84%	-3%
Responding to the number of homeless in Dana Point	78%	82%	83%	72%	69%	-3%
*Providing school safety programs	--	--	--	78%	64%	-14%
*Managing traffic congestion in the city	64%	61%	68%	77%	63%	-14%
*Promoting economic development	58%	56%	55%	64%	49%	-15%

There is the greatest satisfaction with maintenance of public landscapes/parks, street and road maintenance, special events, and police services.

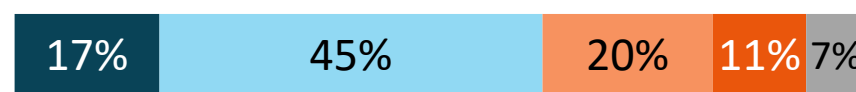


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Very Sat. Smwt. Sat. Smwt. Dissat. Very Dissat. Not Opin./Don't Know

Total Sat. Total Dissat.

Providing adequate public parking in Dana Point



62% 30%

*Enforcing City rules and regulations



61% 22%

Preparing the City for emergencies



53% 9%

Managing growth and development



53% 40%

Responding to the number of homeless in Dana Point



50% 27%

*Providing school safety programs



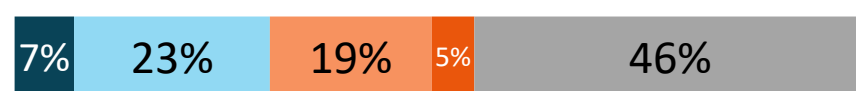
41% 7%

*Providing school safety officers



39% 8%

*Monitoring and enforcing rules about sober living homes



30% 24%

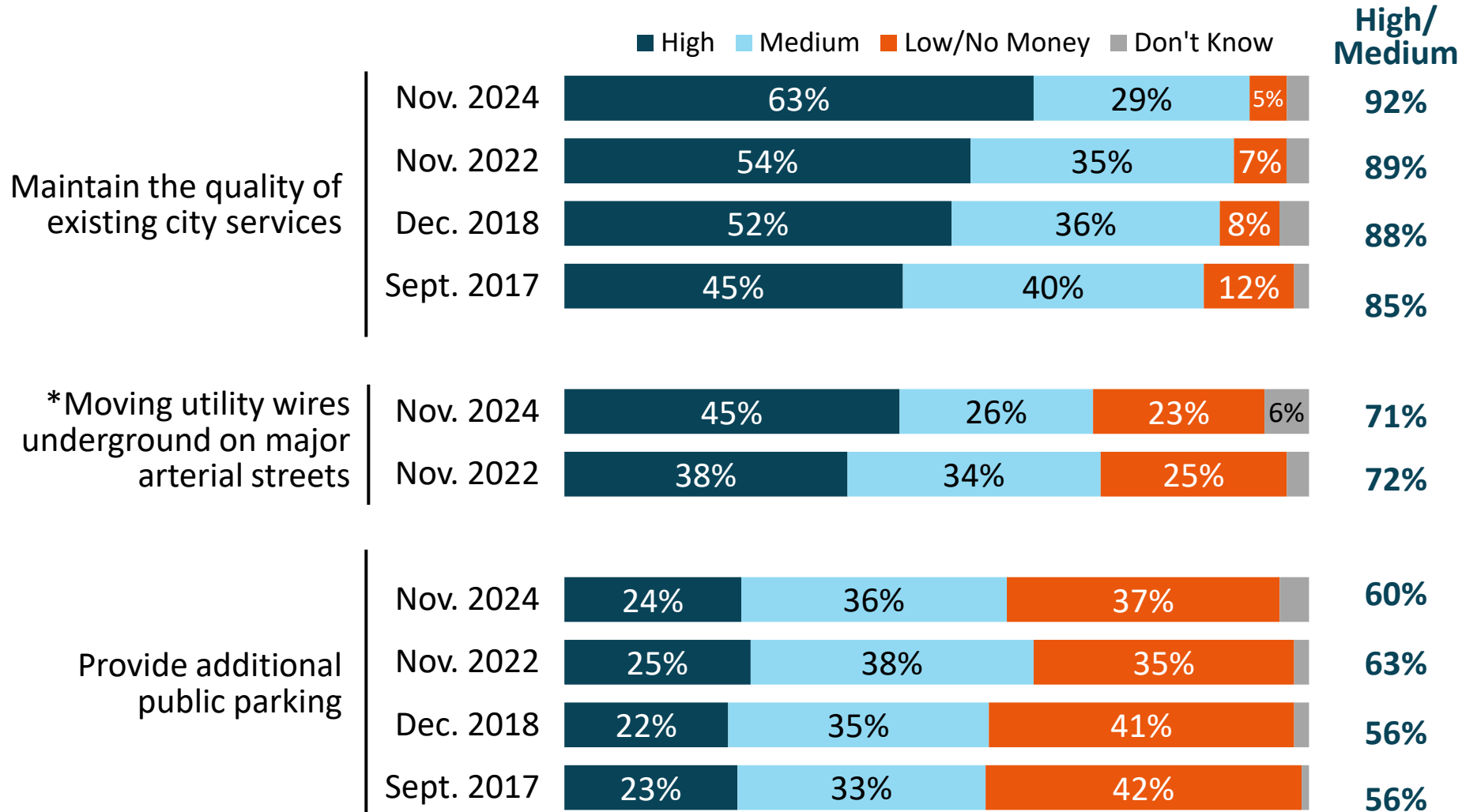
Changes in Satisfaction with Services

Service	Total Satisfied				
	Sept. 2017	Dec. 2018	Nov. 2022	Nov. 2024	Difference (2022-2024)
Maintaining storm drains to keep beaches clean	54%	61%	65%	73%	+8%
*Managing traffic congestion in the city	59%	67%	62%	68%	+6%
Maintaining streets and roads	78%	85%	84%	88%	+4%
Maintaining public landscapes and parks	84%	88%	88%	90%	+2%
Responding to the number of homeless in Dana Point	18%	29%	50%	50%	0%
*Promoting economic development	51%	62%	64%	63%	-1%
Providing police services	76%	80%	80%	77%	-3%
Managing growth and development	48%	56%	56%	53%	-3%
*Providing school safety officers	--	46%	43%	39%	-4%
Communicating with residents through local publications, the Internet, and other means	59%	72%	74%	69%	-5%
~Providing adequate public parking in Dana Point	54%	64%	69%	62%	-7%
*Enforcing City rules and regulations	--	--	70%	61%	-9%
Preparing the City for emergencies	50%	54%	62%	53%	-9%
*Providing school safety programs	--	--	50%	41%	-9%

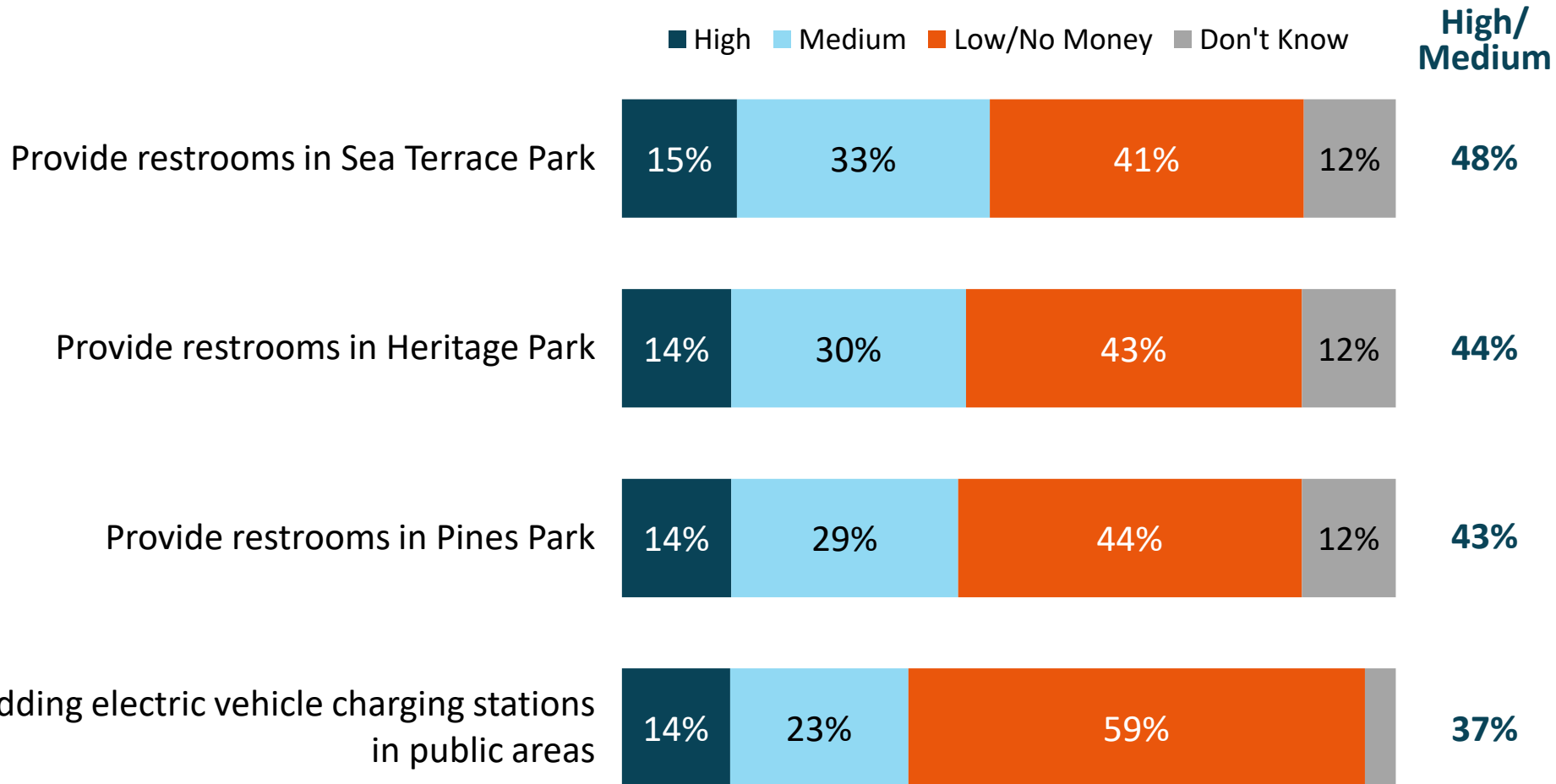


City Budget Priorities

Residents nearly unanimously want to maintain existing services; utility undergrounding and additional parking are both high priorities in concept.



Park restrooms and EV charging stations are modest priorities, at best.





Public Safety

The vast majority of residents feel very safe throughout the city during the day, but less than half feel “very safe” outside of their neighborhood at night.

Day

Very Safe Somewhat Safe Somewhat Unsafe Very Unsafe Don't Know/No Opinion

Total Safe Total Unsafe

In your neighborhood

84% 14%

98% 2%

Along the beach

73% 24%

97% 2%

At the park closest to you

76% 19%

96% 3%

On side streets off the main boulevards

59% 33%

92% 5%

Night

In your neighborhood

62% 28%

91% 8%

At the park closest to you

38% 34% 17% 6% 5%

73% 23%

Along the beach

30% 42% 16% 6% 7%

72% 22%

On side streets off the main boulevards

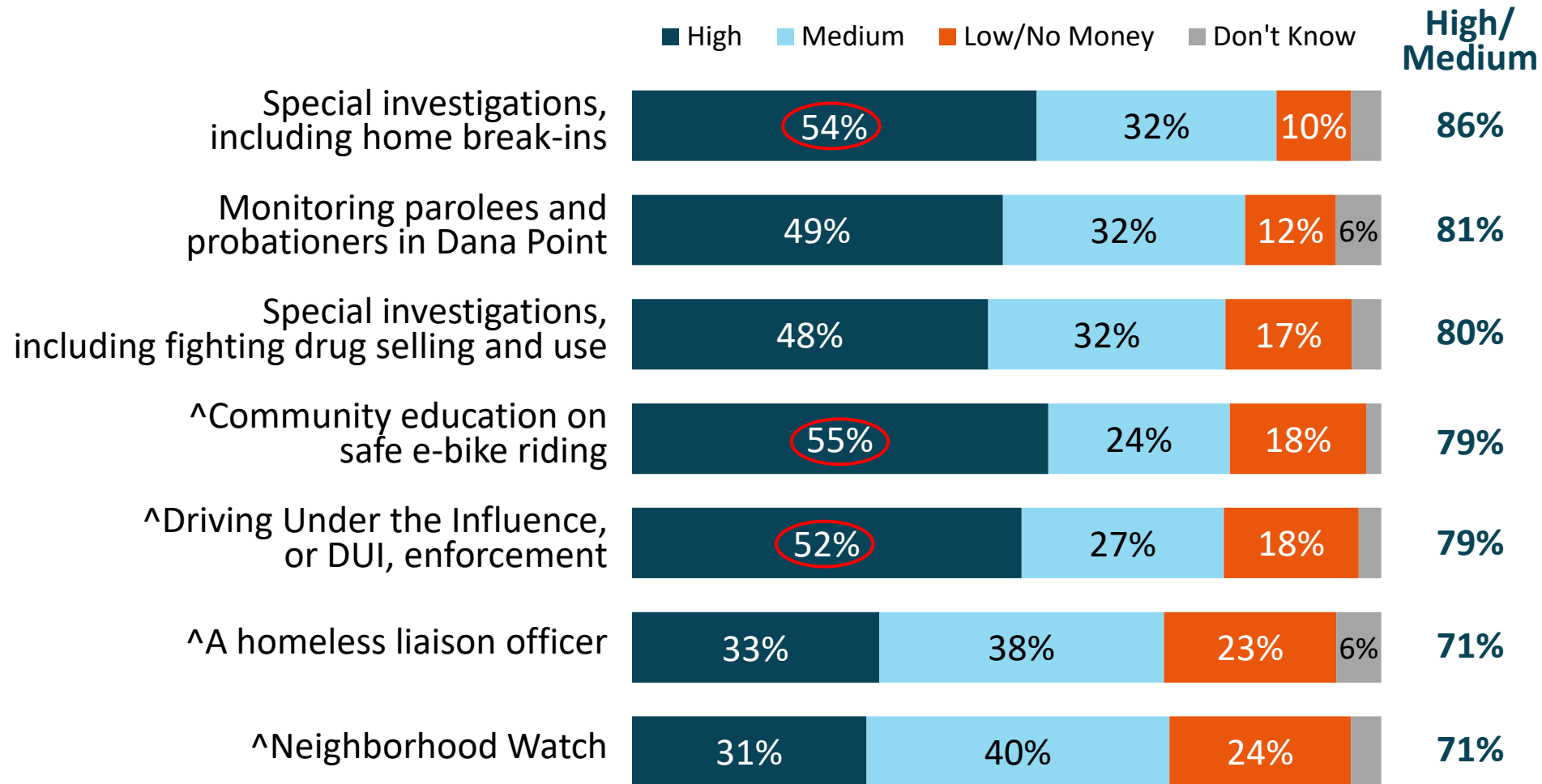
30% 40% 20% 6%

70% 25%

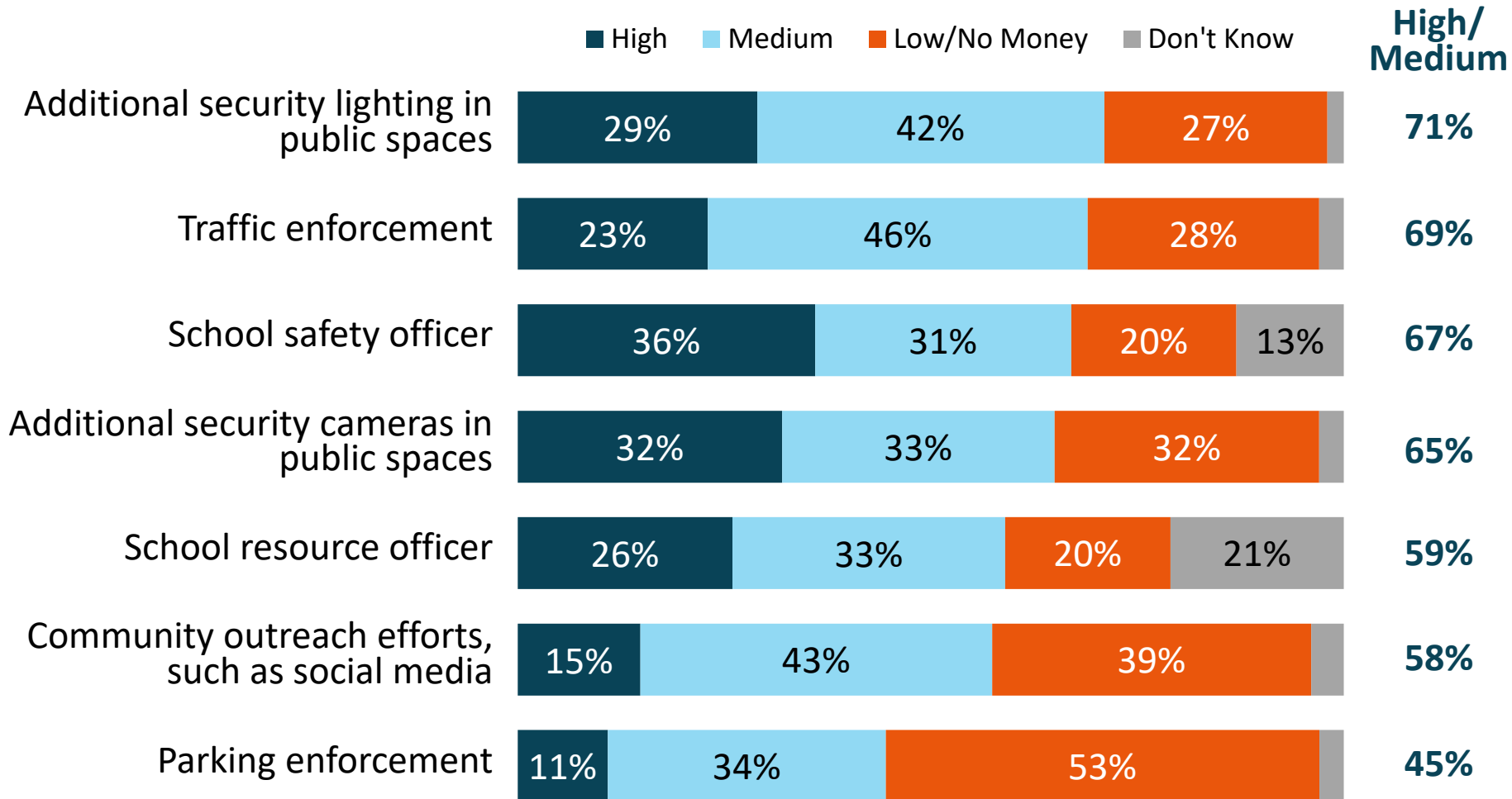
Perceptions of both daytime and nighttime safety are up somewhat from 2022 and more substantially from 2018.

Area	Total Safe					
	Day			Night		
	Dec. 2018	Nov. 2022	Nov. 2024	Dec. 2018	Nov. 2022	Nov. 2024
In your neighborhood	93%	95%	98%	78%	86%	91%
At the park closest to you	87%	92%	96%	53%	65%	73%
On side streets off the main boulevards	82%	89%	92%	52%	68%	70%
Along the beach	90%	95%	97%	53%	66%	72%

There are several priorities for public safety spending including investigating home break-ins and drug sales, monitoring parolees, education on safe e-bike riding and enforcing DUIs.



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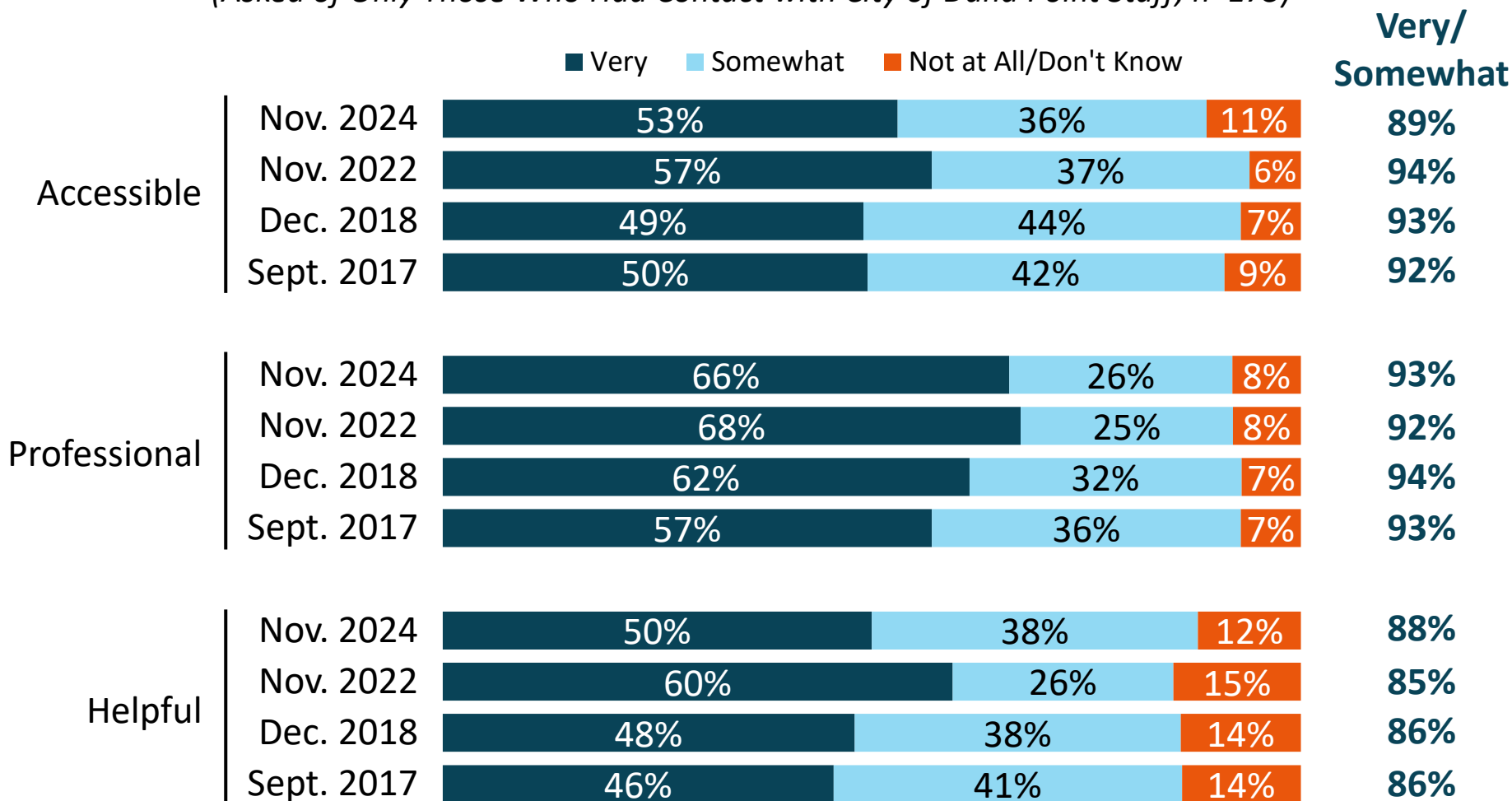




Contact and Communication with City Staff

The vast majority of respondents who contacted the City this year felt the staff were accessible, professional and helpful.

(Asked of Only Those Who Had Contact with City of Dana Point Staff; n=175)





Conclusions

Conclusions

- Dana Point residents are extremely satisfied with life in the City. They are happy with the way the City provides most services, feel positively about their quality of life and are proud to live in the City.
- Ratings of the performance of City government remain high across a number of dimensions.
- Growth and development is increasing in its relevance as the most top-of-mind issue residents want addressed. Others, such as homelessness and crime are lower than in past surveys.
- When prompted, a majority of residents are also concerned about unsafe e-bike riding and the cost of housing.
- Of the programs and services tested, nearly all are considered to be important and there are none with majority dissatisfaction. There are high levels of satisfaction with services that are considered to be the most important including maintaining storm drains to keep beaches clean, maintenance of public landscapes, parks, streets and roads, as well as police services.

Conclusions, continued

- In concept, over seven-in-ten think utility undergrounding on major arterial streets should be a high or medium priority, but further exploration of that issue is necessary.
- Six-in-ten think it is at least a medium priority to use city funds to provide additional public parking, which is consistent with prior surveys.
- Less than half prioritize providing restrooms in Sea Terrace, Heritage or Pines Park and less than four-in-ten prioritize adding publicly-available electric vehicle charging stations.
- For the most part, residents view Dana Point as a safe community, especially during the day. Further, perceptions of safety at night are up substantially from 2018.
- The top priorities for public safety spending include special investigations on home break-ins and drug sales, monitoring parolees and probationers, community education on safe e-bike riding, and DUI enforcement.



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