



CITY OF DANA POINT

2024 STRATEGIC PLAN MEASURES

GOAL 1: MAINTAIN AND ENSURE PUBLIC SAFETY

RESPONSIVE AND PROACTIVE POLICING BY RESPONDING TO EMERGING CRIME TRENDS TO IMPROVE PERCEPTION OF SAFETY AND SECURITY



Assigned enforcement (calls)

2022

10,901*

2023

10,437*

2024

9,888

NEW!
Average response time
PRIORITY 1: 4.5 MINS

Observed enforcement (pedestrian/bike/
e-bike/traffic stops and patrol checks)

7,841*

7,540*

5,524

PRIORITY 2: 14 MINS

PRIORITY 3: 22 MINS

PRIORITY 4: 43.5 MINS

Community outreach events

45

53

46

NEW! Social media followers (FB/Instagram)

N/A

N/A

7,165 | 5,598

NEW! Social media reach (FB/Instagram)

N/A

N/A

316,000 | 340,000



*Includes OC Harbor Patrol

EFFECTIVE ENFORCEMENT TO ENSURE VOLUNTARY COMPLIANCE WITH CITY CODES AND REDUCE QUALITY OF LIFE NUISANCES



NEW!

Opened/Active code enforcement cases

2022

1,372

2023

771

2024

912 | 153

Percentage of cases resolved with initial contact

81%

75%

86%

NICE meetings & collaborative cases

N/A

11 | 22

12 | 29

NEW! STR hotline calls | citations

N/A

8 | 5

10 | 4



ADDRESS VULNERABLE RESIDENTS BY COORDINATING RESOURCES TO IMPROVE THE SITUATION OF HOMELESS INDIVIDUALS AND FAMILIES LIVING IN OUR COMMUNITY



Unique Individuals contacted

2022

192

2023

194

2024

207

Individuals housed

41

36

30

Active clients monthly

10

11

11

EMERGENCY PREPAREDNESS AND RESPONSIVENESS SO THAT THE CITY IS READY TO RESPOND TO A DISASTER

Emergency Plan is current per all applicable standards

2022



2023



2024



Tsunami & Storm-Ready certification is maintained



All Flood and Disaster mapping is current



Emergency Preparedness Exercises

2

3

5

CERT trainings

1

5

5

NEW! RACES meetings hosted

N/A




N/A

5

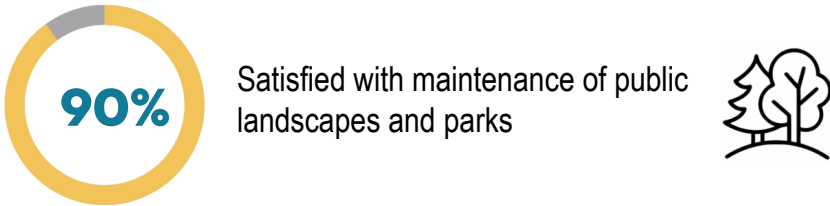


GOAL 2: MAINTAIN AND IMPROVE INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY

MAINTAIN AND IMPROVE STREETS AND SIDEWALKS FOR THE SAFETY OF VEHICLES AND PEDESTRIANS

	 Miles of streets slurry sealed	2022 9.09	2023 9.25	2024 7.37
	 Miles of streets resurfaced	2.24	2.55	.57
	System-wide average road Pavement Condition Index	84	83	84
	(OCTA "Good Condition" Range is 75 - 85)			


MAINTAIN AND IMPROVE COMMUNITY FACILITIES, PARKS, AND LANDSCAPING



ENHANCE MULTI-MODAL AND ACTIVE TRANSPORTATION IN THE CITY

	Trolley Ridership	2022 83,992	2023 83,552	2024 77,881

PRESERVE NATURAL RESOURCES TO ENHANCE A HEALTHY AND SUSTAINABLE BUILT AND NATURAL ENVIRONMENT

	Bulky Item Clean Up Days	2022 2	2023 3	2024 3
	Educational and science program participants	434*	720*	2,107
	Visitors to the Nature Interpretive Center	19,414**	34,932	40,403

*Student participation only

**CNLM Dana Point Preserve Trail reopened fully to 7 days/week on 11/4/2022






GOAL 3: FOSTER ECONOMIC HEALTH AND PROSPERITY

EFFECTIVE AND EFFICIENT ZONING REGULATIONS FOR MANAGING THE CITY'S LAND USE


- ⇒ Updated Park Use Policy adopted 1/16/2024
- ⇒ DPMC Chapter 5.42 - Small Wireless Facilities Business Regulations adopted 4/16/2024
- ⇒ City Council Policy Series 100 adopted 5/7/2024
- ⇒ DPMC Chapter 11.10 - Noise Control adopted 7/2/2024
- ⇒ DPMC Chapter 14 - Streets and Sidewalks adopted 7/2/2024
- ⇒ DP LC19-0003/ZTA19-0003 of the Dana Point Harbor Revitalization Plan adopted 9/3/2024
- ⇒ City Council Policies 201-210 adopted 12/3/2024
- ⇒ DPMC Chapter 4.04—Fireworks adopted 12/3/2024




IMPROVE PLANNING, BUILDING, AND ENGINEERING PERMITTING PROCESS FOR AN INFORMATIVE, HELPFUL AND EFFICIENT PROCESS FOR APPLICANTS





	2022	2023	2024
Percentage of online plan check applications	N/A*	12%*	30%
*Started September 2023			
 Percentage of permits issued over-the-counter	N/A	N/A	65%
 Building Permits Issued/Valuation	2,150 \$79.3MM	2,095 \$82.7MM	1,904 \$106MM
 Average wait time at the counter	PLANNING 7 MINS	5 MINS	4 MINS
	BUILDING 15 MINS	10 MINS	7 MINS
	ENGINEERING 14 MINS	9 MINS	7 MINS

EFFECTIVE AND EFFICIENT BUSINESS REGULATIONS THAT RETAIN AND ATTRACT BUSINESSES THAT SUPPORT INVESTMENT IN OUR COMMUNITY TO MAINTAIN A HEALTHY BUSINESS CLIMATE

	2022	2023	2024
 Business Retention Visits	9	63	28
Collaborations with local businesses	23	40	43



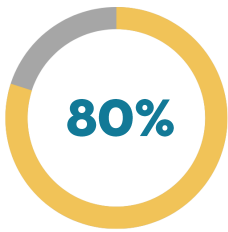
ASSESS POTENTIAL FOR IMPROVEMENTS TO PRIVATE INFRASTRUCTURE

	2022	2023	2024
  Major utility upgrade projects	10	14	2
 Encroachment permits issued to utility companies	438	307	170
 Broadband projects	N/A	N/A	14

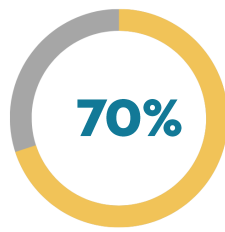
GOAL 4: EFFECTIVE, EFFICIENT, AND INNOVATIVE CITY ADMINISTRATION

ENGAGE WITH THE COMMUNITY TO PROVIDE CONSISTENT AND QUALITY SERVICE

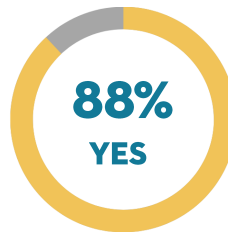
The 2024 Community Survey was conducted in November 2024.



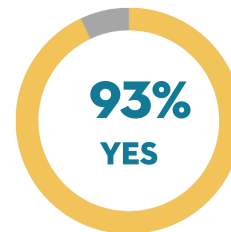
Satisfied with the job the City is doing to provide city services



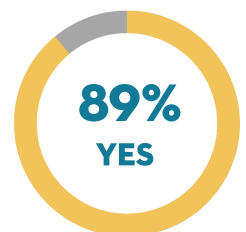
Agree that City services are a good value for local taxes



Was Staff helpful?



Was Staff professional?



Was Staff accessible?

ENHANCE INTERNAL AND EXTERNAL TECHNOLOGY TO PROVIDE DIGITAL ACCESS TO SERVICES AND INFORMATION

2022	2023	2024
CENTRALSQUARE	ACTIVENET PARK RENTALS	DANA POINT APP
DOCUSIGN	CLEARGOV CITY BUDGET	ONLINE EMPLOYEE PERFORMANCE EVALUATIONS
FLOCK CAMERAS	MICROSOFT TEAMS	ONLINE EMPLOYEE ONBOARDING
ONBASE	ONLINE PLAN CHECK SUBMITTALS	
ONLINE PUBLIC RECORDS SEARCH		

REPORT 2 DP APP

	2023	2024
Total citizen accounts	2,593	2,827
Unique users	254	209
Work orders	1,999	1,813



Website visitors
Newsletter subscribers
Facebook followers
Facebook reach
Instagram followers
Instagram reach



2022	2023	2024
708,511	708,498	706,402
8,257	8,522	8,894
6,003	6,545	6,907
109,549	240,402	139,006
8,953	10,690	12,976
33,614	43,449	96,234

MANAGED SECURITY OPERATIONS CENTER PROVIDER

ONLINE SOLAR PERMITTING

NEW GIS COMMUNITY VIEWER

TIDEPOOL STEWARDS

WINLINK SYSTEM

CAMERA REGISTRY PROGRAM

REAL TIME OPERATION CENTER

MAINTAIN A BALANCED BUDGET THAT ADEQUATELY FUNDS CORE SERVICES TO BE A FISCALLY SOUND CITY

	2022	2023	2024
Maintain General Fund reserves within City Council Policy	✓	✓	✓
Maintain an amount equal to 4%-7% of General Fund original adopted budget in unassigned fund balance	✓	✓	✓
Obtain GFOA Award for Financial Reporting Excellence	✓	✓	✓

RECRUIT, DEVELOP, AND RETAIN QUALITY STAFF FOR A KNOWLEDGEABLE AND HELPFUL WORKFORCE



Employee training hours completed

1,915

1,675

1400



Number of employee team building events

3

4

8

5



GOAL 5: MAINTAIN AND ENHANCE DANA POINT'S UNIQUE SENSE OF PLACE

HONOR DANA POINT'S UNIQUE CULTURE, HISTORY, AND LOCAL CHARM, WHICH ENHANCES QUALITY OF LIFE AND PROVIDES A POSITIVE CULTURAL AND MEMORABLE EXPERIENCE FOR RESIDENTS AND VISITORS

RECREATION

	2022	2023	2024
Youth recreation classes/participants	130 548	76 726	104 744
Adult recreation classes/participants	198 3,878	229 4,650	224 8,427
Summer camps/participants	N/A	3 19	16 145

SENIOR SERVICES

	2022	2023	2024
Congregate meals served	5,227	6,576	7,899
Food deliveries to homebound seniors	20,850	18,357	20,271



SPECIAL EVENTS

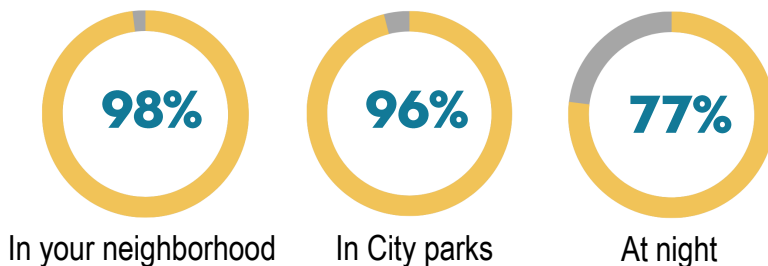
	2022	2023	2024
City special events/Attendance	29	29 45,400	30 44,560
Collaborations with non-profits	29	108	103
Park Rental Permits	N/A	325	365
Non-City Special Events Permitted	N/A	111	118
New art in public places	16	7	16



2024 COMMUNITY SURVEY RESULTS

MAINTAIN AND ENSURE PUBLIC SAFETY

PERCEPTION OF SAFETY



In your neighborhood

In City parks

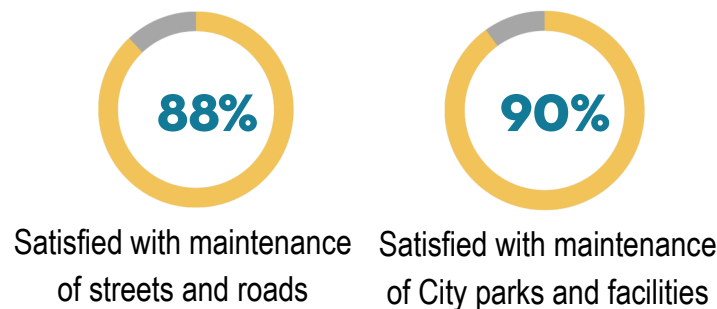
At night



ADDRESSING HOMELESSNESS

Satisfied with how Dana Point is responding to homelessness

MAINTAIN AND IMPROVE INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY



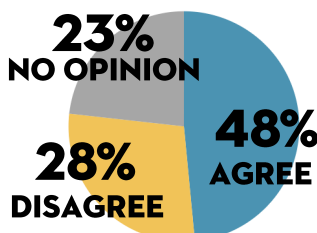
Satisfied with maintenance of streets and roads

Satisfied with maintenance of City parks and facilities

MAINTAIN AND ENHANCE DANA POINT'S UNIQUE SENSE OF PLACE

EFFICIENT, EFFECTIVE, AND INNOVATIVE CITY ADMINISTRATION

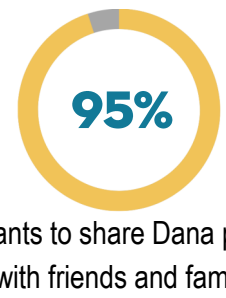
City listens to residents when making important decisions



Agree City provides consistent service



Proud to live in Dana Point



Wants to share Dana point with friends and family