

2017 Community Survey City of Dana Point



Summary of Results September 2017

320-765

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

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APPENDIX I: Presentation of Key Findings

METHODOLOGY

From September 8 to 13, 2017, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a survey of 1,091 City of Dana Point registered voters 18 years of age or older. The survey was commissioned by the City of Dana Point to determine citizens' opinions and attitudes toward issues and services affecting residents.

The survey was conducted both online and by telephone (including cellular phones and landlines), with the sample drawn from voter registration lists matched to available commercial databases.

The overall margin of error for the sample as a whole is +/- 4.9 percentage points. The margin of error for subgroups within the sample will be larger.

The survey compares results to those from the December 2009 community survey conducted in the City of Dana Point. However, FM3 cautions against making conclusions or decisions based on differences found between the surveys given the nine-year gap between them. FM3 typically recommends cities conduct community surveys every year or, at a minimum, every two years, to measure changes in opinions. Positions on issues and concerns change very quickly based on changing federal and state budgets and policy, and other factors. Furthermore, the social climate is also rapidly evolving, with one prominent example being views on marijuana use and legalization. Therefore, FM3 recommends that our communities reach out to their residents yearly to assess changing positions and priorities.

Furthermore, with the two surveys spaced nine years apart, it is difficult to determine if disparities represent an anomaly, differences in survey methodology, or reflect changes in the way the public views government over the last decade—with the latter being our belief.

Please note that the sum of two parts may not add up to the whole because of rounding. For example, if 34.3 percent of residents give an "excellent" review and 21.3 give a "good" review, the total for positive reviews would equal 56 percent, not the 55 percent one would expect from adding up the two parts.

KEY FINDINGS

Impression of the City

The survey results show that residents have a positive impression of life in Dana Point and the job the City is doing providing city services.

- **Residents give the City strong reviews for its quality of life.** Nearly nine in 10 (87%) rate the quality of life in Dana Point as “excellent” or “good.” While 13 percent consider it “fair,” just one percent gave a “poor” rating.
- **The City receives strong marks for the job it is doing providing services.** More than three out of four (78%) residents are satisfied with the job the City is doing to provide city services, while just 17 percent are dissatisfied.
- **Strong majorities are also satisfied with the delivery of specific vital city services,** including three-fourths or more satisfied with *providing police services* (76%), *maintaining streets and roads* (78%), *maintaining public landscapes and parks* (84%), and *providing special events* (77%). By a margin of more than 3-to-1, residents are also satisfied with the job the City is doing in *providing recreational programs for all ages* (66%) and *providing cultural and performing arts* (64%)—less than two in 10 are dissatisfied with the delivery of these services.
- **Residents show a low intensity of concern about issues often at the forefront of other cities.** Less than three in 10 residents consider *the amount of traffic on local streets and roads* (28%), *waste and inefficiency in City government* (28%), *the amount of construction activity* (28%), *the amount of short-term rentals* (27%), *crime in general* (21%), *the amount (they) pay in local taxes* (19%), and *the condition of the local economy* (13%) to be serious issues. Residents show slightly more concern about the lack of affordable housing (35% serious—especially among younger residents at 51% of those under 30 compared to 26% of those 65+) as well as about the condition of Doheny Village (36% serious).

Overall, with the exception of concern about homelessness and sober living facilities (to be discussed later in this summary), residents do not show a high intensity of concern about any of the issues tested.

- **The City also gets solid marks for fiscal responsibility.** Fifty percent of residents agree that *the City is fiscally responsible*, while 26 percent disagree. Nearly one in four (24%) are unable to give a review. This result is positive compared to other cities where residents are generally dissatisfied with their cities’ management of funds. Furthermore, a low 28 percent consider *waste and inefficiency in City government* to be a serious concern—again a low rate of dissatisfaction compared to other municipalities.
- **Perhaps reflecting the positive view of life in Dana Point, and belief that the City is fiscally responsible, less than half (46%) of residents believe there is a “great need” (11%) or**

“some need” (35%) for additional funds to provide city services. Forty percent believe there is little to no real need, while 14 percent are uncertain.

- **By a 21-point margin, residents see the City as responsive.** Fifty-three percent agree that *the City is responsive to residents’ needs*. A lower 32 percent disagree, while 15 percent are uncertain.
- **Reflecting this view on responsiveness, nearly nine in 10 or more residents who had contact with City staff in the last 12 months (38% of respondents) consider the staff person with whom they had contact to be *helpful (86%), accessible (92%), and professional (93%)*.**

Despite these overall positive reviews, residents show a slightly more tempered level of optimism about the City’s direction. Fifty percent believe the City is going in the right direction, while 30 percent consider it “pretty seriously off on the wrong track” and 20 percent are uncertain. Residents are slightly more positive in their assessment of their own neighborhood, with 59 percent believing it is headed in the right direction, 30 percent on the wrong track, and 11 percent are uncertain. The question about the City’s direction is a more forward-thinking question than when asked about their quality of life in the City. The result may suggest that resident concerns about homelessness, sober living facilities, or growth and development, produce less optimism about the City’s direction—albeit still giving a positive assessment on balance of the City’s direction.

Most Prominent Concerns

As mentioned, reflecting the positive impression of life in Dana Point, most issues often of notable concern in other cities generate a modest to low level of concern in Dana Point. However, residents express strong concern in particular about the issues of homelessness and sober living facilities. The survey also highlights a perhaps complicated view on growth and development; some concern about growth and development results from an anti-growth sentiment, but the results suggest some concern on the topic may reflect dissatisfaction with how needed revitalization has moved forward.

Homelessness

- **Homelessness is the strongest concern in Dana Point at this time—and an issue on which residents would like to see an improved response from the City.**
 - **Homelessness is the most top-of-mind, or salient, issue to residents.** When asked to volunteer in their own words what they consider the most serious issue facing residents that they would like City government to do something about, three in 10 residents (31%) mentioned homelessness—making it by far the single most mentioned issue.
 - **Homelessness ranks at the top of 13 issues when asked to evaluate how serious a problem residents consider each to be.** When presented with a list of issues and asked to rate how serious each issue is to them personally, the highest proportion, 61 percent,

consider *the number of homeless people in Dana Point* as an “extremely” or “very” serious problem (again the top issue).

- ***A homeless liaison officer ranks at the top of priorities for public safety services.*** When asked to evaluate a list of 15 police services priorities, 52 percent of respondents said providing *a homeless liaison office* is a “high” priority—putting it among *monitoring parolees and probationers; special investigations, including fighting drug selling and use; and driving under the influence, or DUI, enforcement* in importance. Overall, 80 percent consider a homeless liaison to be at least a “medium” priority.
- **Reflecting the prominence of this issue, more than three in four residents (78%) call *responding to the number of homeless in Dana Point* an “extremely” or “very” important service—ranking it near the top of city services tested in importance.** Yet, of the 17 services tested, **the far highest proportion are dissatisfied with the job the City is doing in this area.** Just 18 percent are satisfied while 68 percent are dissatisfied.

Sober Living Facilities

- **The survey also reveals a strong level of concern about sober living facilities or drug rehab houses in Dana Point.**
 - **In the open-ended question, where no response options were provided, 13 percent volunteered sober living facilities, rehabs, or drug housing as the most serious issue facing residents that they would like to see City government do something about.** This was the second most volunteered (along with growth and development) behind homelessness.
 - **Nearly six in ten residents (57%) call *the amount of sober living facilities or half-way homes in Dana Point* an “extremely” or “very” serious problem when asked directly about it—**with 40 percent calling it “extremely” serious. This issue tied with homelessness for the greatest intensity of concern and was ranked second of the 13 issues tested in overall concern. Concern about sober living facilities is stronger in the 92624 zip code than in the 92629 zip code, with 73 percent of the former and 54 percent of the latter calling the issue serious.

Ocean/Beach Pollution

- ***Pollution that flows into storm drains and empties into local coastal waters and onto local beaches* falls just behind homelessness and sober living facilities as a serious problem in Dana Point.** Fifty-two percent of respondents call this issue an “extremely” or “very” serious problem.
- **Of the 17 city services tested, the highest proportion call *maintaining storm drains to keep beaches clean* “extremely” or “very” important, with 87 percent giving this response (tied with *providing police services*).**

- **While residents consider maintaining storm drains one of the most important services the City provides, a modest 54 percent are satisfied with the job the City is doing.** Thirty percent are dissatisfied (16% are uncertain).

Parking

- **The results suggest that the issue of parking is a modest concern—albeit a salient one for a notable proportion of residents.**
 - One in 10 (9%) of respondents volunteered a lack of parking as the most serious issue facing residents. Yet, despite the salience of the issue for some residents, a low 31 percent call *the amount of parking in Dana Point* an “extremely” or “very” serious problem when asked directly about it—suggesting a low level of urgency about the issue.
 - Just over half of respondents (56%) consider providing additional public parking to be a high (23%) or medium (33%) priority for the City—putting it among second-tier priorities.
 - Furthermore, *providing adequate parking in Dana Point* ranks 11th out of 17 services tested in importance, with 57 percent calling it “extremely” or “very” important.
 - No more than 23 percent consider parking in their neighborhood, the Town Center area or the Doheny Village area to be a serious problem (with 31% percent feeling this way about the Harbor area and 37% about parking during special events).
 - While concern may not be high in comparison to other issues, a still-high 39 percent are dissatisfied with the job the City is doing *providing adequate parking in Dana Point* (54% are satisfied). This is one of the highest dissatisfaction rates of the 17 issues tested along with other services tested that are inter-related: managing traffic, managing growth and development, and revitalizing Doheny Village and Town Center areas (with responding to the number of homelessness far and away the area of the greatest dissatisfaction).
- **Over half of residents (56%) are concerned about the impact of redevelopment in the Town Center and Doheny Village areas on parking, however just 27 percent are strongly concerned.** Just over four in 10 (42%) are not concerned.
- **Residents favor providing additional public parking, but the level of support will depend on the details.**
 - Eight in 10 respondents “strongly” (36%) or “somewhat” (44%) favor *providing additional public parking*.
 - However, support falls to 51 percent when that parking is described as *providing additional parking by building a three-story parking structure*. While just 15 percent oppose *providing additional public parking*, 42 percent oppose the three-story structure.

- **When asked to consider proposals to improve parking and reduce traffic, 76 percent favor expanding the free trolley. However, opposition outweighs support for all other proposals:** *enforcing requirements for residents to park in garages* (42% favor and 53% oppose), *the City subsidizing Uber and Lyft for residents to use to get around Dana Point* (38% favor to 54% oppose), and *charging for public street parking* (22% favor and 75% oppose).

Taken together, these results suggest that there is a small segment of the population (reflected in the 9% calling the lack of parking the most serious issue facing the City) for whom the issue of parking is at the forefront. For others, there is some concern, but perhaps not enough to make it a top priority for the use of City funds at this time. However, as the Town Center and Doheny Village revitalization plans take shape, the survey suggests that residents may have increased concern about the impact on parking of these developments and are open to and support some parking solutions.

Growth and Development

- **Growth and development is a prominent issue in Dana Point. For some, concern may reflect an anti-growth sentiment. However, given the support for revitalizing Doheny Village and the Town Center area, some concern may have more to do with how these revitalization projects moves forward than opposition to the redevelopment itself.**
- Just over three in four residents (77%) consider *managing growth and development* to be an “extremely” or “very” important service provided by the City of Dana Point—putting it among the top tier of services.
 - In the open-ended question where no response options were given, 13 percent volunteered that there is too much growth and development as the most serious issue facing Dana Point and three percent mentioned population growth or overcrowding—all responses suggesting an anti-growth view (and putting it behind homelessness as the most salient concern when these two responses are added together).
 - However, another 11 percent made statements suggesting dissatisfaction with how development is progressing rather than believing there is too much growth. These comments include that growth and development is taking place too slow, concern over vacant or empty lots in the city, or concerns related to downtown development and revitalizing Doheny Village or the Town Center area.
 - Residents are nearly divided in their review of the job the City is doing in *managing growth and development*, with 48 percent satisfied and 41 percent dissatisfied. Again, for some this dissatisfaction may reflect an anti-growth sentiment and for others the view that development is taking place fast enough or in the right way.
 - The solid support for revitalizing Doheny Village and the Town Center area (discussed later in this summary) adds credence to the finding that some residents are concerned about how development is progressing when expressing concern about growth and development.

Project and Program Priorities

Survey respondents were asked to rate how high of a priority for future city spending they consider a number of projects or programs.

- Topping the list of priorities is *maintaining the quality of existing City services*, with 85 percent calling this a “high” (45%) or “medium” (40%) priority. With the perception of a positive quality of life alongside high satisfaction ratings for providing city services, it is not surprising that residents prioritize maintaining this quality of services above all else.
- Related, over seven in 10 (72%) consider it a “high” (23%) or “medium” (50%) priority to *improve the maintenance of local streets and roads*.
- Following closely behind in priority is revitalizing the Doheny Village area, with 68 percent calling it a “high” (38%) or “medium” (30%) priority. An only slightly lower 61 percent gave this response about revitalizing the Town Center area (33% high and 28% medium).
- Reflecting perhaps concerns about parking and traffic, 57 percent consider it a “high” (24%) or “medium” (34%) priority to expand the Dana Point free Trolley and 56 percent consider it a “high” (23%) or “medium” (33%) priority *to provide additional public parking*.
- Generating less intensity of response are services that have a more narrow reach among residents, including providing additional passive recreation amenities (50% high/medium priority, 14% high), providing additional active recreation areas (43% high/medium, 13% high), and providing additional cultural arts opportunities and facilities (42% high/medium, 15% high).

Revitalization of Doheny Village and Town Center

The survey results suggest there is support for redeveloping both the Doheny Village and Town Center areas. As mentioned, the revitalization of these areas falls just behind maintaining existing City services and improving and maintaining local streets and roads when asked to rank the priority of a number of proposals and projects being considered by the City for future spending.

Moreover, the results indicate that some of the concern about growth and development may have more to do with how the revitalization of these areas is moving forward rather than a desire to not see these projects advance.

Overall, residents are favorable toward a number of proposals to revitalize these areas. Top among them are proposals that would create community gathering places or protect Dana Point’s small town feel.

Doheny Village

- **Just over half of residents (51%) believe *revitalizing Doheny Village is an “extremely” or “very” important service for the City to provide.*** While a majority of residents consider it important, it ranks toward the bottom of the 17 services tested. This may reflect that just 36 percent consider its condition to be an “extremely” or “very” serious problem.
- **More residents are dissatisfied with the job the city is doing in *revitalizing Doheny Village than are satisfied.*** While 31 percent are satisfied, 45 percent are dissatisfied.
- **Despite comparatively modest importance and reflecting dissatisfaction with revitalization efforts, over two-thirds of residents consider revitalizing the Doheny Village area to be a “high” (38%) or medium” (30%) priority—making it one of the stronger priorities of the nine tested.**
- **Residents are most responsive to Doheny Village proposals that suggest they would be smaller in scale, create community meeting places, and would protect the small town feel.**
 - The top proposals tested for revitalizing Doheny Village include *café and restaurant space* (84% favor), *retail space for boutiques and other small shops* (76%), and *creating a community for artisans and craftsmen* (71%)—all proposals that suggest a smaller-scale and a protection of the small town feel. High numbers also favor *creating a pedestrian-friendly path to the beach and harbor* (85%).
 - Over six in ten also favor *a mixed-use residential community with ground floor restaurants and stores and residential housing above* (64%) and *space for service-oriented businesses, such as dry cleaners, hair salons, banks, and professional offices* (62%).
 - Support drops significantly when the proposals for Doheny Village suggest they would be large in scale or attract out-of-town visitors. This includes less than half favoring *a boutique hotel or resort* (46% favor) and *an indoor concert venue* (46%), and just 28 percent favoring *space for a large retail store such as Bed Bath and Beyond, Best Buy, and Target.*
 - While parking is of concern, support is modest for *building public parking structures to accommodate new development in Doheny Village*, with 53 percent in favor and 40 percent opposed. This may reflect the uncertainty of these structures’ size, cost, and location.

Town Center Area

- **Just under half (49%) consider revitalizing Dana Point’s Town Center to be an “extremely” or “very” important service for the City to provide—placing it toward the bottom of the 17 city services in importance** (along with revitalization of Doheny Village).
- **Yet a higher proportion consider it a priority for the City.** Six in ten (61%) call revitalizing the Town Center area a “high” (33%) or “medium” (28%) priority—placing it alongside revitalizing Doheny Village as one of the strongest priorities tested.

- **Unlike Doheny Village where more residents are dissatisfied with the job the City is doing in revitalizing it, 51 percent of respondents are satisfied with the job the City is doing revitalizing the Town Center (35% dissatisfied).**
- **The most well-received proposals for revitalizing the Town Center area are, like in Doheny Village, those that suggest smaller-scale and community benefits.**
 - Top among the proposals for the Town Center area are *pedestrian-friendly shopping and dining area* (88% favor), *café and restaurant space* (86%), and *retail space for boutiques and other small shops* (79%). A high 85 percent also favor *creating a pedestrian-friendly path to the beach and harbor*.
 - Second-tier projects for the Town Center area include *space for art galleries* (67%); *a small community park or garden with a visitors' center* (66%); *a mixed use residential community with ground floor restaurants and stores and residential housing above* (64%); *office space for local businesses* (61%); and *space for service-oriented businesses such as dry cleaners, hair salons, banks, and professional offices* (59%).
- Respondents were asked their view of *creating more public parking to accommodate new development in the Town Center area*. Phrased this way, 68 percent support it. This contrasts with the 53 percent in support of *building public parking structures to accommodate new development in Doheny Village*. While the stronger support for additional parking in the Town Center area may reflect greater support for more parking in that specific area, it may also reflect that the parking was not described as “structures”—with “structures” suggesting something larger in scale and potentially less desirable.

Public Safety Services

- ***Providing police services tops the list of services provided by the City in importance***, with 87 percent calling this service “extremely” or “very” important.
- ***Satisfaction with the providing of police services is also strong***, with 76 percent satisfied in this area.
- ***Preparing the City for emergencies is important to residents, but many are not familiar with the City's preparedness efforts***. While *preparing the City for emergencies*—a public safety service—is also of high importance (78% extremely or very important), a high 31 percent were unable to review the City's job performance in this area. Among those who provided a rating, positive reviews outweighed negative ones by nearly 3-to-1 (50% satisfied to 18% dissatisfied).
- ***While the City gets high marks overall for providing police services, it is important to note that responding to the number of homeless in Dana Point was named as equally***

important as *providing police services* overall, but also generated the highest level of dissatisfaction of the 17 city services tested.

- The survey measured how high a priority residents find a number of services provided by Dana Point Police Services.

The highest priorities for residents include the following:

- *Monitoring parolees and probationers in Dana Point* (59% high priority, 85% medium or high priority)
- *Special investigations, including fighting drug selling and use* (56%, 82%)
- *A homeless liaison officer* (52%, 80%)
- *Driving Under the Influence, or DUI, enforcement* (51%, 79%)

Second-tier priorities include special patrol areas, including the following:

- *Neighborhood Watch* (37% high priority, 74% medium or high priority)
- *Community-based policing* (29%, 67%)
- *Summer beach patrol* (27%, 65%)
- *Park patrols* (25%, 69%)
- *Traffic enforcement* (23%, 64%)
- *School resource officer* (22%, 56%)

The lowest priorities based on the proportion calling each a “high” priority include the following:

- *Volunteers in Policing program* (17% high priority, 54% medium or high priority)
- *Community outreach efforts, such as social media* (15%, 53%)
- *Bicycle patrol* (14%, 50%)
- *Parking enforcement* (14%, 46%)
- *Providing a prescription drop-off box* (12%, 31%)

Communication

- **Communication from the City is important to residents.** Three out of four residents (74%) believe *communicating with residents through local publications, the Internet, and other means* is an “extremely” or “very” important city service. While nearly six in ten (59%) are satisfied with the job the City is doing in this area, a high 30 percent are dissatisfied. This further shows the importance of increasing communication with residents.
- **While residents believe communication is important and a majority of residents feel the City is responsive to their needs, they are divided in their view about whether the City listens to them.** Forty-three percent agree that *the City listens to residents when making important decisions*, while 39 percent disagree with this statement. This suggests that the City needs to better communicate the opportunities that exist for resident input on city policies or other decisions.

- **The most effective way to reach out to residents is through *The Dana Point Times* and *Dana Point News***, with 71 percent and 66 percent, respectively, saying they use these sources “frequently” or “occasionally” to learn about news and issues affecting Dana Point. High proportions also get this information from *flyers, postcards or letters mailed to (their) homes* (61%). *Email notices* (57% frequently/occasionally), and *Community News Quarterly Magazine* (57%) are also top information sources.
- **Nearly two in three (63%) residents have visited the City’s website in the last 12 months.** While a lower 49 percent said they use the City’s website “frequently” or “occasionally” to learn about news and issues affecting Dana Point, the large percentage that has visited the website suggests it is an important information tool.
- **Most residents pay attention to the actions of City government.** Two out of three respondents (67%) say they are attentive to *the issues, decisions, and activities of (their) City government*. This highlights the active and engaged community of Dana Point and the need to not only provide opportunities for input (as the City does), but to make sure they know when these opportunities are available.

Smoking Ban

- Nearly three in four residents (73%) support *a city-wide ban on smoking in all public places*, with 61 percent strongly in support. Twenty-six percent oppose this proposal (16% strongly).

Comparisons to the 2009 Study

While reviews of the City are generally positive, the results show a decline in ratings since the December 2009 study. While FM3 makes these comparisons in the detailed findings of this report, we caution against drawing the conclusion that the discrepancy suggests less resident satisfaction specifically with Dana Point for a two main reasons. First, in recent years, FM3 has found a trend of lower levels of satisfaction with city governments and the services they provide, which represents an increase in scrutiny and cynicism which have become the norm in cities throughout California and nationwide. Furthermore, the December 2009 study was conducted nearly nine years ago. While it is valuable to look at changes over time, nearly a decade between the surveys is an unusually long gap to analyze. As mentioned in the methodology section, FM3 recommends conducting city surveys every year, or at a minimum of every two years, to assess if changes in policy or services is registered with a change in perceptions and awareness among a city’s residents.

The remainder of this report presents the results in more detail.

DETAILED FINDINGS

PERCEPTIONS OF DANA POINT AND MOST IMPORTANT CONCERNS

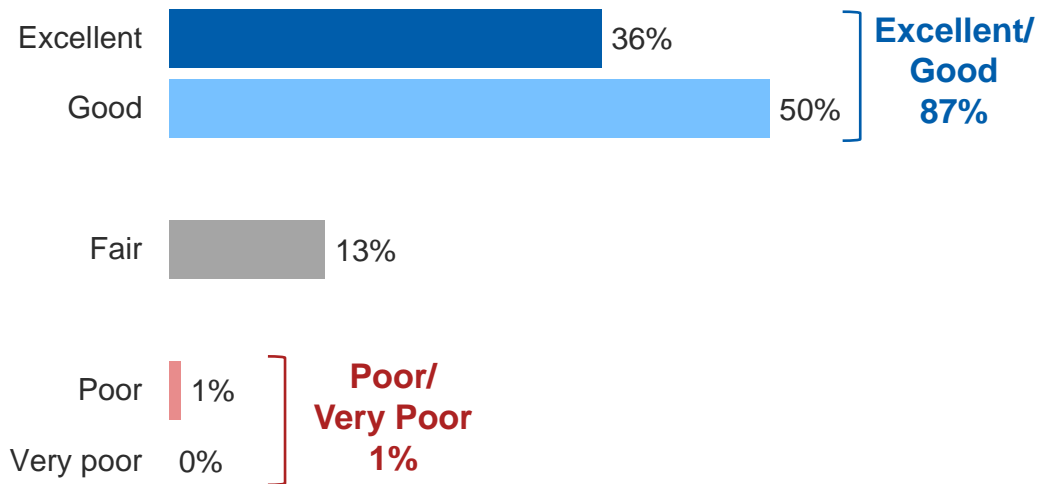
Overall Quality of Life and City’s Direction

Quality of life

Nearly nine in ten residents (87%) rate the overall quality of life in Dana Point as “excellent” (36%) or “good” (50%). While 13 percent consider it “fair,” just one percent call the quality of life “poor.” **Figure 1** demonstrates the results.

The City gets positive reviews for its quality of life from all subgroups analyzed, including by gender, age, years living in Dana Point, zip code, those with children living at home or not, and homeowners or renters.

FIGURE 1: RATING OF QUALITY OF LIFE IN DANA POINT



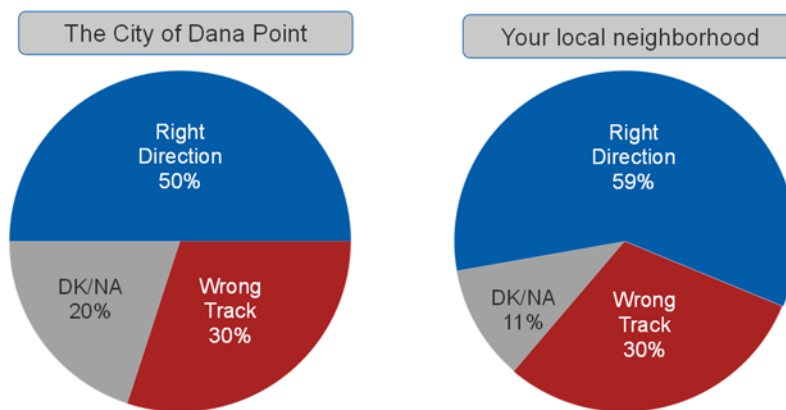
The proportion who have a positive view of the overall quality of life in Dana Point is down from 96 percent in the 2009 study, with the largest change in the proportion calling the overall quality of life “excellent” (from 66% to 36% currently). As aforementioned, this change may reflect the general trend away from strongly positive reviews that FM3 has seen throughout our research with cities in recent years. However, it may also reflect the salient concern about homelessness in particular, as well as sober living facilities and development issues, all of which will be discussed in the coming pages.

Direction of the City

Half of residents believe things in the City of Dana Point are headed in the right direction. A modest 30 percent believe things are off on the wrong track, while 20 percent are uncertain. The proportion who believe things are going in the right direction is lower than the three in four who perceive a positive quality of life in the City. However, this question taps into views on the City's future; and concerns about issues such as homelessness, sober living facilities, and development may undermine optimism.

Residents are slightly more positive about the direction of their local neighborhood, with 59 percent saying it is going in the right direction and 30 percent on the wrong track (with 11% uncertain). **Figure 2** illustrates the results.

**FIGURE 2: PERCEPTION OF DANA POINT'S DIRECTION:
RIGHT DIRECTION OR SERIOUSLY OFF ON WRONG TRACK**



Results among Subgroups

- The proportion who believe the City is moving in the right direction declines with years of residency—with 61 percent of residents of less than five years, 55 percent of those of five to nine years, 50 percent of 10- to 14-year residents, 47 percent of 15- to 29-year residents, and 40 percent of residents of 30 years or more giving this response. The trend is less notable when considering their own neighborhood, although residents of 30 or more years are the least likely to believe their neighborhood is going in the right direction (51% compared to 57% to 68% of those in other residency cohorts).
- Residents under the age of 30 are among the most positive (63%) about the City's direction, but there is little difference by age in review of their neighborhoods.
- Residents in the 92629 zip code are more positive when thinking about the direction of the City and their neighborhood. While 44 percent of those in the 92624 zip code believe the City is moving in the right direction, 52 percent of those in 92629 feel this way. And while 92624 residents are divided about their neighborhood's direction (46% to 44%), those in the 92629 zip code are decidedly positive—63 percent to 27 percent wrong track. Looking at the

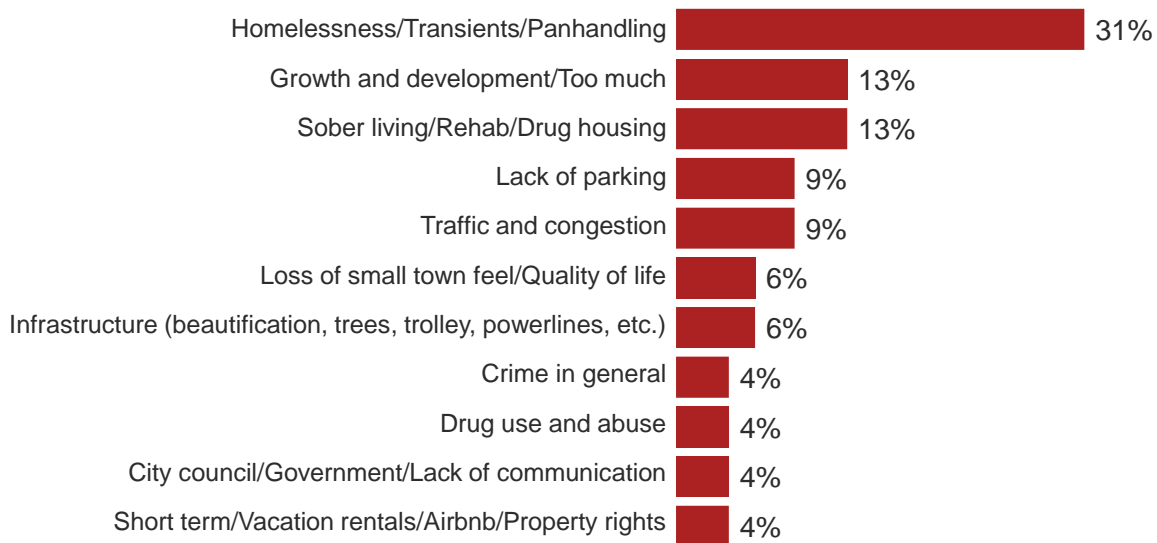
neighborhood question, the proportion who believe their neighborhood is going in the right direction increases with distance from Doheny Village—from 43 percent of those living three-quarters of a mile or less from the village to 69 percent of those living more than two miles from it.

- It is worth noting that there is no difference in perception of the City’s or their neighborhood’s direction by political party, with Democrats, independents, and Republicans giving similar responses. There is also no notable difference by gender.

Most Important Issues Facing the City

Homelessness is far and away the most salient single issue facing Dana Point. When asked to volunteer in their own words what they consider to be the most serious issue facing residents of the City, three in 10 (31%) mentioned homelessness. As shown in **Figure 3**, no other issue was mentioned by more than 13 percent, with too much growth and development (13%), sober living facilities (13%), a lack of parking (9%), and traffic and congestion (9%) rounding out the most mentioned concerns.

FIGURE 3: MOST SERIOUS ISSUE FACING RESIDENTS OF DANA POINT
(Open-ended question where no response options were provided; up to three responses accepted; responses grouped; responses of 4% or greater shown)



However, development emerges as a prominent concern when all responses related to development are grouped. In all, 16 percent mentioned too much growth and development or population growth and overcrowding. Another 11 percent mentioned vacant or empty lots; downtown development issues; that growth and development was too little or taking place too slowly; the need to revitalize Doheny Village or the Town Center; or gave a comment related to restaurants, shops, or

entertainment. The various responses related to development suggest two kinds of concern on the issue: 1) too much growth and 2) too little or too slow of growth or development not progressing in the manner these residents may desire.

Furthermore, when combining comments about crime generally, 14 percent gave a crime mention—drug use and abuse, the need for more police, unsafe driving, and burglary or robbery.

Table 1 illustrates the results.

**TABLE 1:
MOST SERIOUS ISSUE FACING RESIDENTS OF DANA POINT
SHOWN BY MAIN ISSUE AREAS**

(Open-ended question where no response options were provided; up to three responses accepted; responses grouped)

Issue	%
Homelessness/Transients/Panhandling	31%
Growth and development too much/ population growth/overcrowding	16%
Crime	14%
Crime in general	4%
Drug use and abuse	4%
Need more police/lack of police presence	3%
Speeding/unsafe driving	2%
Home break-ins/home invasion/robbery/burglary	1%
Sober Living/Rehab/Drug housing	13%
Development concerns	11%
Restaurants/shops/entertainment	3%
Growth and development//Too little/Too slow	2%
Vacant/empty lots	2%
Downtown development	2%
Need to revitalize Doheny Village	1%
Need to revitalize Town Center	1%

Results among Subgroups

- Nearly one in four (23%) of those who believe the City is going in the wrong direction volunteered too much growth and development as the most serious issue facing residents that they would like to see City government do something about. Just seven percent of those who believe the City is going in the right direction gave this response. This finding highlights that there is a segment of the population for whom dissatisfaction with too much growth and development is a dominant and impactful concern.
- Homelessness was mentioned by 43 percent of those living one mile or less from Doheny Village, compared to 30 percent of those living 1.01 to two miles away and 21 percent of those living more than two miles from Doheny Village.

- Those living in the 92624 zip code were far more likely to volunteer sober living facilities or rehabs as the most serious issue than those in the 92629 zip code (32% to 9%).

Residents were also asked to rate how serious they consider a number of issues directly. The same issues of homelessness and the amount of sober living facilities emerged at the top—with 40 percent calling *the number of homeless people in Dana Point* and *the amount of sober living facilities or half-way homes in Dana Point* each “extremely serious,” and 61 percent and 57 percent, respectively, calling these issues at least “very serious.” No other issue generated this level of intensity of response.

As **Table 2** shows, there is also notable concern about *pollution that flows into storm drains and empties into local coastal waters and onto local beaches*, with 52 percent calling this “extremely” or “very” serious.

No other issue was called at least “very” serious by more than approximately one-third of respondents. In fact, there is a very low level of concern for issues that often dominate concern in other cities, such as traffic, waste and inefficiency in city government, crime, and the local economy. This is a further indicator of the level of satisfaction among Dana Point residents with the delivery of core city services. While residents are not without concerns, most are generally modestly held.

It should be noted that concern about parking, construction, and as mentioned, traffic, are modest despite the salience of development-related concerns noted in the previous question. It is not unusual to see a high level of concern in these areas in anti-growth communities. However, as mentioned, some of the concern about development may reflect what kind of development and when, rather than an anti-growth sentiment.

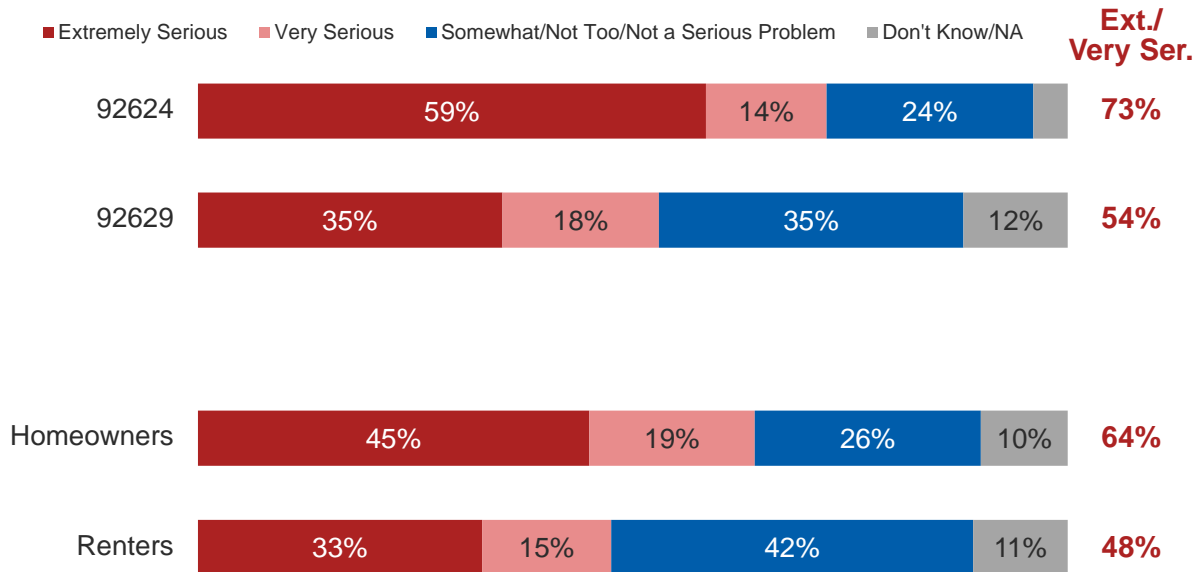
TABLE 2:
RATING OF SERIOUSNESS OF ISSUES
(Ranked by Total Extremely/Very Serious)

Issue	Extremely/ Very Serious	Ext. Ser.	Very Ser.	Smwt Ser.	Not too Ser.	Not a Problem	Don't Know/ NA
The number of homeless people in Dana Point	61%	40%	21%	22%	11%	3%	3%
The amount of sober living facilities or half-way homes in Dana Point	57%	40%	17%	14%	10%	8%	10%
Pollution that flows into storm drains and empties into local coastal waters and onto local beaches	52%	26%	26%	26%	12%	5%	5%
The condition of Doheny Village	36%	16%	20%	27%	16%	8%	12%
A lack of affordable housing	35%	19%	16%	22%	17%	21%	5%
The amount of parking in Dana Point	31%	14%	17%	27%	27%	14%	2%
The amount of construction activity in Dana Point	28%	13%	15%	19%	28%	23%	2%
The amount of traffic on local streets and roads	28%	12%	16%	25%	29%	17%	1%
Waste and inefficiency in city government	28%	12%	15%	24%	18%	7%	22%
The amount of short-term vacation rentals, like VRBO and Air BNB, in Dana Point	27%	15%	12%	18%	22%	23%	9%
Crime in general	21%	7%	14%	30%	33%	13%	3%
The amount you pay in local taxes	19%	8%	11%	27%	29%	17%	8%
The condition of the local economy	13%	3%	10%	28%	29%	20%	9%

Results among Subgroups

Looking more closely at concern about the amount of sober living facilities or half-way homes in Dana Point, the results show that residents in the 92624 zip code are more likely to call this issue “extremely” or “very” serious than those in the 92629 zip code (73% to 54%). Furthermore, homeowners express more concern than renters, with 64 percent of the former and 48 percent of the latter calling this issue “extremely” or “very” serious (see **Figure 4**).

FIGURE 4:
SERIOUSNESS OF *THE AMOUNT OF SOBER LIVING FACILITIES OR HALF-WAY HOUSES IN DANA POINT* BY ZIP CODE AND RESIDENCE



Other notable differences by subgroups include the following:

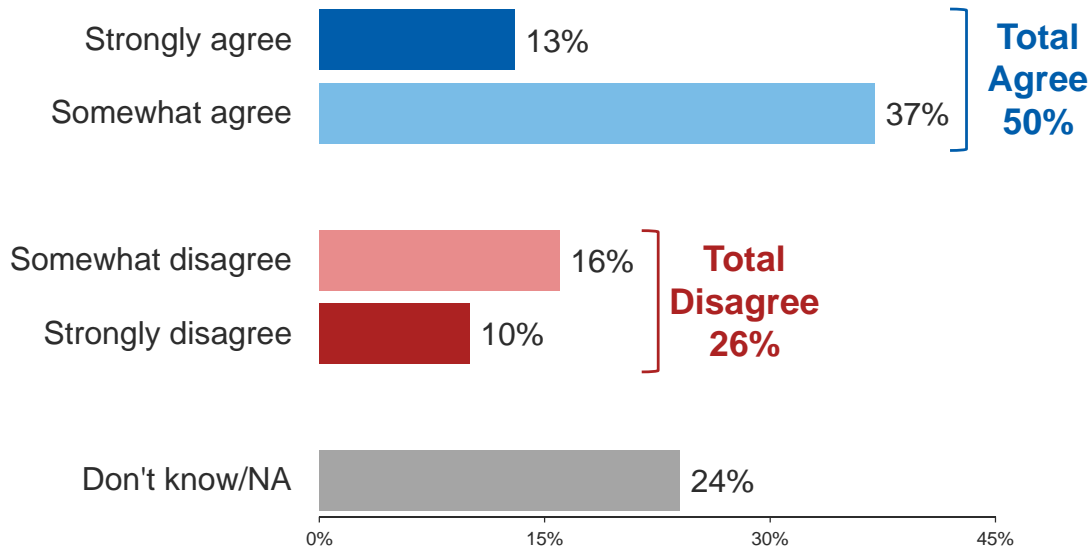
- Women are more likely than men to call *pollution that flows into storm drains and empties into local coastal waters and onto local beaches* an “extremely” or “very” serious problem (61% to 43%), although it is a top-ranked concern regardless of gender.
- A lack of affordable housing is a stronger concern for those under age 50 (44% “extremely” or “very” serious problem and 51% among those under 30) than those older (30%).
- Residents 65 years of age or older show stronger concern about parking (41%) than younger residents (approximately 26%).
- Despite these differences, generally, the top three concerns with all subgroups analyzed are homelessness, sober living facilities, and storm drain pollution.

Impressions of City in Specific Areas

The City of Dana Point gets solid marks for being fiscally responsible. As shown in **Figure 5**, 50 percent of residents agree that *the City is fiscally responsible*, while 26 percent disagree and 24 percent are unable to give an opinion. This is a strong result compared to other California cities that are often viewed in a decidedly negative light for fiscal management. The proportion who agree that the City is fiscally responsible is down from 67 percent in 2009. However, over the last decade, FM3 has found a significant decline in positive fiscal reviews for government entities. The

decline most likely has less to do with changing impressions of Dana Point and more to do with a changing ethos toward government.

FIGURE 5:
AGREE OR DISAGREE: *THE CITY IS FISCALLY RESPONSIBLE*



Results among Subgroups

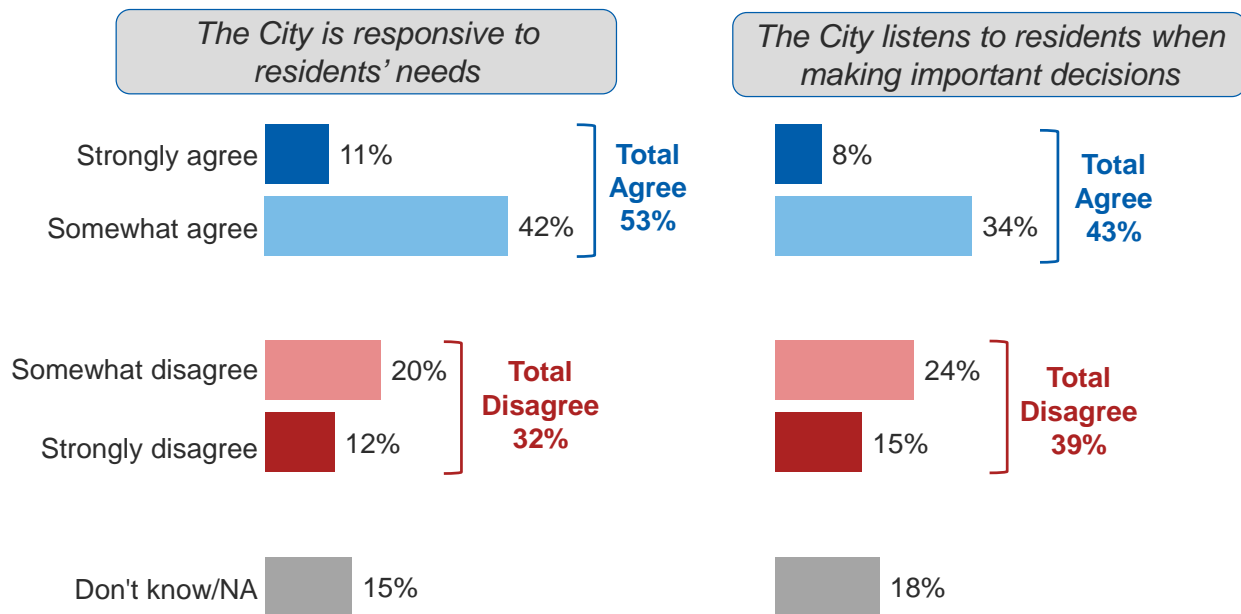
- While the proportion who agree is similar by years of residency, the proportion who disagree that the City is fiscally responsible increases with years of residence, from 15 percent of residents of less than five years (who are more undecided at 35%) to 37 percent of residents of 30 years or more.
- Residents in the 92624 zip code are slightly more likely to disagree that the City is fiscally responsible than those in the 92629 zip code (36% to 24%).

A majority see the City as *responsive to residents' needs* (53% agree, while 32% disagree and 15% are unsure). However, residents are divided over whether *the City listens to residents when making important decisions* (see **Figure 6**). Forty-three percent agree and 39 percent disagree, while 18 percent are uncertain. This finding highlights the importance of City government increasing communication about their efforts to get community input. While many opportunities may be available for residents to weigh in on important decisions, those opportunities may not be well-known enough to residents.

As in other areas, there is a decline in the proportion who agree the City is responsive (65% in 2009) and listens to residents when making important decisions (55%)—although a less significant decline than in other areas. Again, while this reflects the trend of more scrutiny of local governments that FM3 has seen in recent years, it may also reflect concerns about issues where

residents are eager for more answers or responsiveness, such as homelessness, the amount of sober living facilities, and development.

**FIGURE 6:
AGREE OR DISAGREE WITH CITY RESPONSIVENESS**



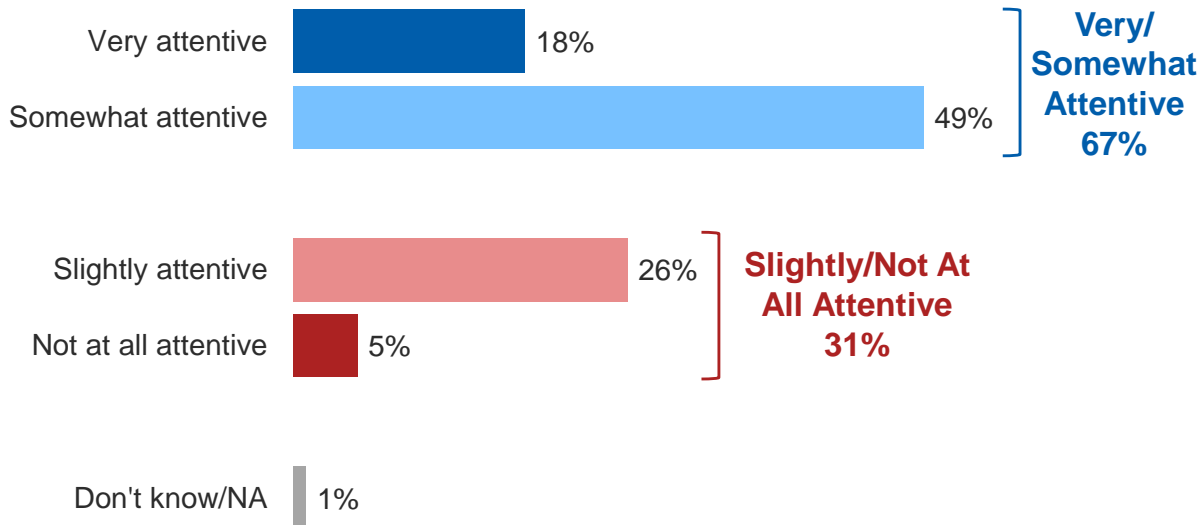
Results among Subgroups

- The proportion who disagree that the City listens to residents when making important decisions declines with rising years of residency. While 23 percent of residents of less than five years disagree, 50 percent of 30+ year residents do as well. There is little notable difference by other demographic groups in response to this question or the City's responsiveness.

Attentiveness to City Government

Respondents were asked how much attention they pay to the issues, decisions, and activities of City government (see **Figure 7**). Two-thirds said they are “very” (18%) or “somewhat” (49%) attentive—nearly unchanged from the 63 percent giving this response in December 2009. While 26 percent are “slightly” attentive, just five percent said they are not attentive at all. The proportion who are not attentive at all is down from 12 percent in 2009, perhaps reflecting the even greater access to information in the Internet-era than there was even nine years ago.

FIGURE 7:
ATTENTIVENESS TO ISSUES, DECISIONS, AND ACTIVITIES OF CITY GOVERNMENT



Results among Subgroups

Residents of less than five years (55% attentive), those living in apartments (48%), and residents under the age of 30 (46%) are the least likely to be attentive. There is no notable difference by gender or zip code.

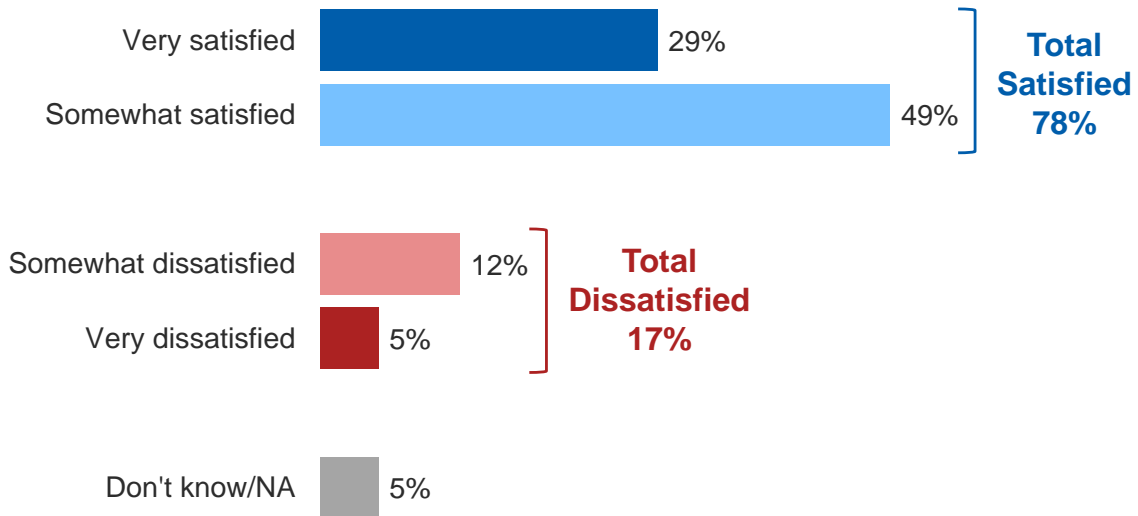
IMPORTANCE AND SATISFACTION WITH CITY SERVICES

General Satisfaction with City Services

Nearly eight in 10 residents are satisfied with *the job the City of Dana Point is doing to provide city services*, with 78 percent giving this response. While 29 percent are “very” satisfied, another 49 percent are “somewhat” satisfied. A low 17 percent are dissatisfied, with five percent uncertain (see **Figure 8**).

As seen in other areas, satisfaction ratings in this area were higher in 2009, when 89 percent were satisfied and a far higher 53 percent were “very” satisfied (7% were dissatisfied). While this may reflect dissatisfaction with how some prominent concerns have been handled, it is also a reflection of the greater scrutiny on government agencies.

FIGURE 8:
SATISFACTION WITH THE JOB THE CITY OF DANA POINT IS DOING TO PROVIDE CITY SERVICES

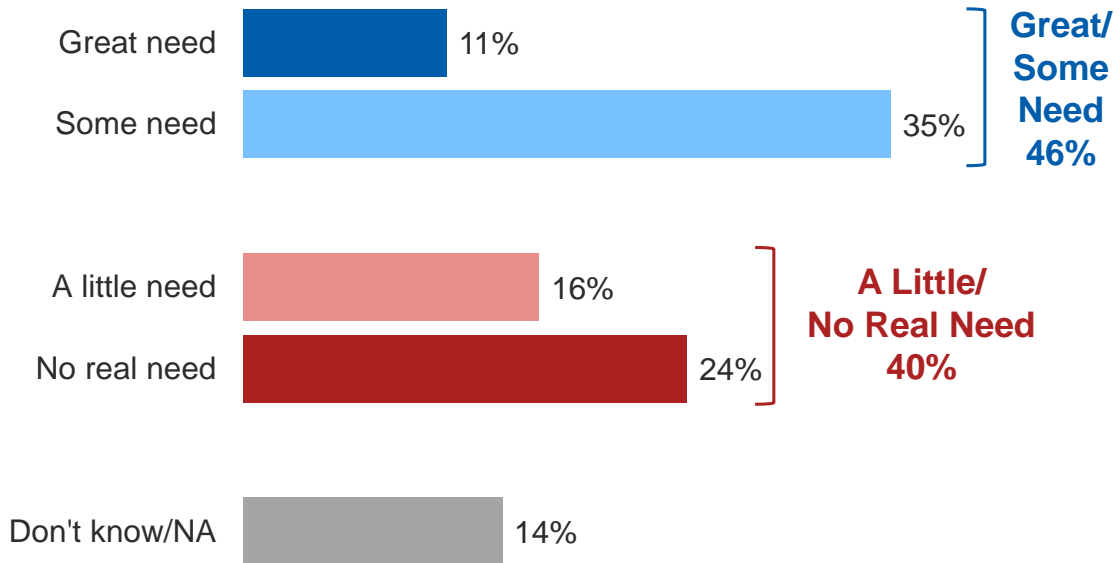


Results among Subgroups

- There is no notable difference in reviews by gender, age, years of residency, those with children under 19 or not, and homeowners/renters. Residents in the 92624 zip code are slightly more likely to be dissatisfied with the job the City is doing in providing services than those in the 92629 zip code (26% to 15%).

Reflecting the high level of satisfaction with city services, residents are divided about the need for additional funds *to provide the level of city services that Dana Point residents need and want*. A low 11 percent believe there is a “great need,” indicating a low sense of urgency. Another 35 percent see “some need,” for a total of 46 percent perceiving a need for more funding. Sixteen percent believe there is “a little need” for more funding and 24 percent believe there is “no real need,” for a total of 40 percent (14% are unsure). **Figure 9** illustrates the results.

**FIGURE 9:
PERCEPTION OF NEED FOR ADDITIONAL FUNDS TO PROVIDE CITY SERVICES**



Results among Subgroups

- On balance, newer residents are more likely to perceive a need for more funding. While residents of 10 or more years are divided in their view (44% great/some need to 44% little/no need), those living in Dana Point a lesser duration are more likely than not to think funding is needed (50% to 34% little/no need).
- Those with children under the age of 19 living at home are also more likely to think this funding is needed (55%) than those with older children (43%) or no children (46%).
- Reflecting their younger age, renters are more likely to feel funding is needed than not (50% to 37%), while homeowners are divided (44% to 42%).
- Women are also more likely to think funding is needed (51% need to 32% little/no need) than men (41% need, 48% little/no need).
- While those in the 92629 zip code are divided (45% to 41%), those in the 92624 zip codes are more likely than not to believe funding is needed (53% to 35%).

Importance of City Services

Dana Point residents were presented with a list of 17 specific services provided by City government and asked to rate the importance of each one. As shown in **Table 3**, 15 of the 17 services are “extremely” or “very” important to a majority of respondents. No more than 18 percent called any one issue “not at all important.”

These top-tier services include vital city services and also services matching issues with which residents are most concerned, including storm drain pollution, homelessness, development, and public safety.

The services considered of highest importance, as indicated by being called “extremely” or “very” serious, include the following:

- *Maintaining storm drains to keep beaches clean* (87% “extremely” or “very” important, 52% “extremely”)
- *Providing police services* (87%, 51%)
- *Maintaining streets and roads* (84%, 37%)
- *Maintaining public landscapes and parks* (82%, 38%)
- *Responding to the number of homeless in Dana Point* (78%, 51%)
- *Preparing the City for emergencies* (78%, 41%)
- *Managing growth and development* (77%, 41%)
- *Communicating with residents through local publications, the Internet, and other means* (74%, 35%)

Second-tier service areas include services related to development, while some of the weakest services in terms of importance are special events and cultural and performing arts:

- *Managing traffic congestion in the city* (64% “extremely” or “very” important, 28% “extremely”)
- *Enforcing zoning regulations* (62%, 30%)
- *Promoting economic development* (58%, 23%)
- *Providing adequate parking in Dana Point* (57%, 23%)
- *Providing recreation programs for all ages* (53%, 22%)
- *Revitalizing Doheny Village* (51%, 26%)
- *Providing special events like holiday celebrations and community events* (51%, 20%)
- *Revitalizing Dana Point’s Town Center* (49%, 22%)
- *Providing cultural and performing arts* (47%, 19%)

TABLE 3:
IMPORTANCE RATINGS FOR CITY SERVICES
(Ranked by Extremely/Very Important)

Service	Extremely/ Very Important	Ext. Impt.	Very Impt.	Smwt Impt.	Not at All Impt.	Don't Know /NA
Maintaining storm drains to keep beaches clean	87%	52%	35%	11%	2%	0%
Providing police services	87%	51%	36%	10%	2%	1%
Maintaining streets and roads	84%	37%	47%	15%	1%	0%
Maintaining public landscapes and parks	82%	38%	44%	17%	1%	0%
Responding to the number of homeless in Dana Point	78%	51%	27%	17%	4%	1%
Preparing the City for emergencies	78%	41%	36%	19%	1%	1%
Managing growth and development	77%	41%	36%	18%	4%	1%
Communicating with residents through local publications, the Internet, and other means	74%	35%	39%	22%	3%	1%
Managing traffic congestion in the city	64%	28%	36%	28%	7%	1%
Enforcing zoning regulations	62%	30%	33%	25%	8%	5%
Promoting economic development	58%	23%	36%	31%	8%	3%
Providing adequate parking in Dana Point	57%	23%	33%	33%	9%	1%
Providing recreation programs for all ages	53%	22%	31%	34%	12%	1%
Revitalizing Doheny Village	51%	26%	26%	28%	12%	8%
Providing special events like holiday celebrations and community events	51%	20%	31%	34%	15%	1%
Revitalizing Dana Point's Town Center	49%	22%	27%	32%	17%	3%
Providing cultural and performing arts	47%	19%	28%	34%	18%	1%

Results among Subgroups

The services considered most important by the overall sample also rank at the top with every subgroup analyzed (based on the proportion calling each “extremely” important). Notable differences among subgroups include the following:

- Longer-term residents were more likely to say *managing traffic congestion in the city* is “extremely” important than those living in the City a shorter duration. While 17 percent of residents of less than five years gave this response, 39 percent of 30+ year residents did so.
- Women consider a number of services to be “extremely” important in higher numbers than men. These include *maintaining storm drains to keep beaches clean* (59% extremely important

to 44% of men), *providing police services* (56% to 45%—in particular 50+ women at 62%), *preparing the City for emergencies* (52% to 30%), and *communicating with residents through local publications, the Internet, and other means* (40% to 29%).

- Those living in the 92629 zip code are more likely to consider revitalizing the Town Center area to be “extremely” or “very” important than those in 92624 (52% to 36%). However, there is only a modest difference between those living closest to the Town Center area (50%) and those living furthest from it (41%).
- When looking at revitalizing Doheny Village, the difference is modest between the zip codes (59% in 92624 and 49% in 92629). Sixty-one percent of those living within a mile think this is “extremely” or “very” important, compared to 48 percent of those living further away.

A number of services tested in the current study were also explored in the December 2009 survey. As shown in **Table 4**, the results show that the services tested in both surveys ranked similarly in importance, and with modest differences in overall importance.

**TABLE 4:
PROPORTION CALLING EACH SERVICE EXTREMELY OR VERY IMPORTANCE:
2017 COMPARED TO 2009**

Service	2009	2017
Providing police services	88%	87%
Maintaining streets and roads	85%	84%
Preparing the City for emergencies	80%	78%
Managing growth and development	70%	77%
Managing traffic congestion in the city	69%	64%
Providing recreation programs for all ages	58%	53%
Providing special events like holiday celebrations and community events	42%	51%
Providing cultural and performing arts	44%	47%

Satisfaction with City Services

Residents were presented with the same list of services as discussed above and asked to rate their level of satisfaction with each one.

As **Table 5** shows, the City gets its highest marks for key services such as maintaining roads and parks, providing police services, and recreation and cultural opportunities. The top-ranked items,

all of which generate satisfaction ratings from nearly two-thirds of residents or more, include the following:

- *Maintaining public landscapes and parks* (84% “very” or “somewhat” satisfied, 32% “very”)
- *Maintaining streets and roads* (78%, 23%)
- *Providing special events like holiday celebrations and community events* (77%, 32%)
- *Providing police services* (76%, 30%)
- *Providing recreation programs for all ages* (66%, 21%)
- *Providing cultural and performing arts* (64%, 19%)

In each of the above areas, satisfaction ratings far outweigh dissatisfaction ratings, with no more than 19 percent dissatisfied in any area.

Services receiving second-tier satisfaction ratings, with positive reviews from just over a majority, include the following:

- *Communicating with residents through local publications, the Internet, and other means* (59% “extremely” or “very” satisfied, 13% “extremely”)
- *Managing traffic congestion in the city* (59%, 13%)
- *Providing adequate parking in Dana Point* (54%, 13%)
- *Maintaining storm drains to keep beaches clean* (54%, 12%)
- *Revitalizing Dana Point’s Town Center* (51%, 12%)
- *Promoting economic development* (51%, 9%)

In each of these areas, only approximately one in 10 residents is “very” satisfied, and the gap between positive and negative reviews ranges from 17 points to three points—suggesting a divided view (see **Table 5**).

Areas generating the least satisfaction, with less than a majority satisfied, include the following:

- *Preparing the City for emergencies* (50% “extremely” or “very” satisfied, 12% “extremely”)
- *Managing growth and development* (48%, 9%)
- *Enforcing zoning regulations* (41%, 7%)
- *Revitalizing Doheny Village* (31%, 6%)
- *Responding to the number of homeless in Dana Point* (18%, 4%)

Three in 10 residents were unable to give an opinion about *preparing the City for emergencies*—with satisfaction ratings outweighing dissatisfaction ratings 50 percent to 18 percent. It should be noted that the survey was conducted during Hurricane Irma, drawing more attention to the issue of emergency preparedness. The high number who are uncertain may reflect less willingness to speculate about preparedness in the midst of the hurricane news coverage.

Most notable is the very low satisfaction with response to homelessness. Nearly seven in 10 (68%) are dissatisfied in this area while just 18 percent are satisfied.

**TABLE 5:
SATISFACTION WITH CITY SERVICES**

Service	Total Satisfied	Very Sat.	Smwt. Sat.	Smwt. Dissat.	Very Dissat.	Don't Know /NA
Maintaining public landscapes and parks	84%	32%	52%	10%	3%	3%
Maintaining streets and roads	78%	23%	55%	15%	3%	3%
Providing special events like holiday celebrations and community events	77%	32%	44%	10%	3%	10%
Providing police services	76%	30%	46%	13%	6%	5%
Providing recreation programs for all ages	66%	21%	45%	13%	4%	18%
Providing cultural and performing arts	64%	19%	45%	16%	3%	17%
Communicating with residents through local publications, the Internet, and other means	59%	13%	47%	22%	8%	10%
Managing traffic congestion in the city	59%	13%	46%	23%	13%	5%
Providing adequate parking in Dana Point	54%	13%	42%	27%	12%	6%
Maintaining storm drains to keep beaches clean	54%	12%	43%	21%	9%	16%
Revitalizing Dana Point's Town Center	51%	12%	39%	22%	13%	14%
Promoting economic development	51%	9%	42%	22%	7%	20%
Preparing the City for emergencies	50%	12%	38%	15%	3%	31%
Managing growth and development	48%	9%	39%	25%	16%	12%
Enforcing zoning regulations	41%	7%	34%	19%	12%	28%
Revitalizing Doheny Village	31%	6%	25%	27%	19%	23%
Responding to the number of homeless in Dana Point	18%	4%	15%	28%	40%	14%

Results among Subgroups

The highest ranked services are generally the same for all subgroups, with only modest differences in most cases in the proportion who are satisfied or dissatisfied overall with each service.

- Men are more satisfied with the City’s job maintaining storm drains and keeping beaches clean than are women (61% to 48%)—driven by 50+ men at 65 percent.
- Longer-term residents are more dissatisfied with *managing traffic congestion in Dana Point* than shorter term residents (27% of 1- to 9-year residents and 42% of 10-plus-year residents). There is no notable difference, however, by age.
- Those 60 years of age or older are the most dissatisfied with *providing adequate parking*, with 46 percent giving this response compared to 38 percent of those 50 to 59 and 32 percent of those younger. While approximately four in 10 residents of five or more years are also dissatisfied, a lower 26 percent of residents of less than five years are about providing adequate parking.
- Residents of 15 years or more are divided in their review of *managing growth and development*, with equal numbers satisfied (46%) and dissatisfied (46%) with this service. Residents of less than 10 years are more favorable in their review on balance (50% satisfied to 35% dissatisfied), and those of five to nine years lean more positive (50% to 41% dissatisfied).
- Residents of the 92624 zip code are more dissatisfied with *revitalizing Doheny Village* (58% dissatisfied) than those in 92629 (42%). Dissatisfaction is higher among those living closer to Doheny Village. Fifty-seven percent of those living three-quarters of a mile or closer to Doheny Village are dissatisfied, compared to 39 percent of those living more than two miles away.

Relationship Between Overall Importance and Satisfaction Ratings

Figure 10 illustrates the cross-section for the average ratings between importance and satisfaction. This analysis is meant to comparatively examine importance and satisfaction ratings across services, resulting in some services scoring higher than others. However, this is not meant to imply these services are rated poorly, because majorities are satisfied with most services. The average importance rating is based on the average of the proportion calling each item “extremely” or “very” important. The average satisfaction rating is based on the average of the proportion calling each item “very” or “somewhat” satisfied. These averages exclude those who said “don’t know” to any item in the battery. With this calculation, the average importance score across all 17 items is 68 percent and the average satisfaction score is 66 percent.

Quadrants 2 and 4 present the most striking differences between the overall residents’ importance and satisfaction ratings per service.

Quadrant 2 shows services with average to high importance but lower than average satisfaction ratings. Just three items fall into this quadrant: *managing growth and development* (G), *maintaining storm drains to keep beaches clean* (K), and *responding to the number of homeless in Dana Point* (Q).

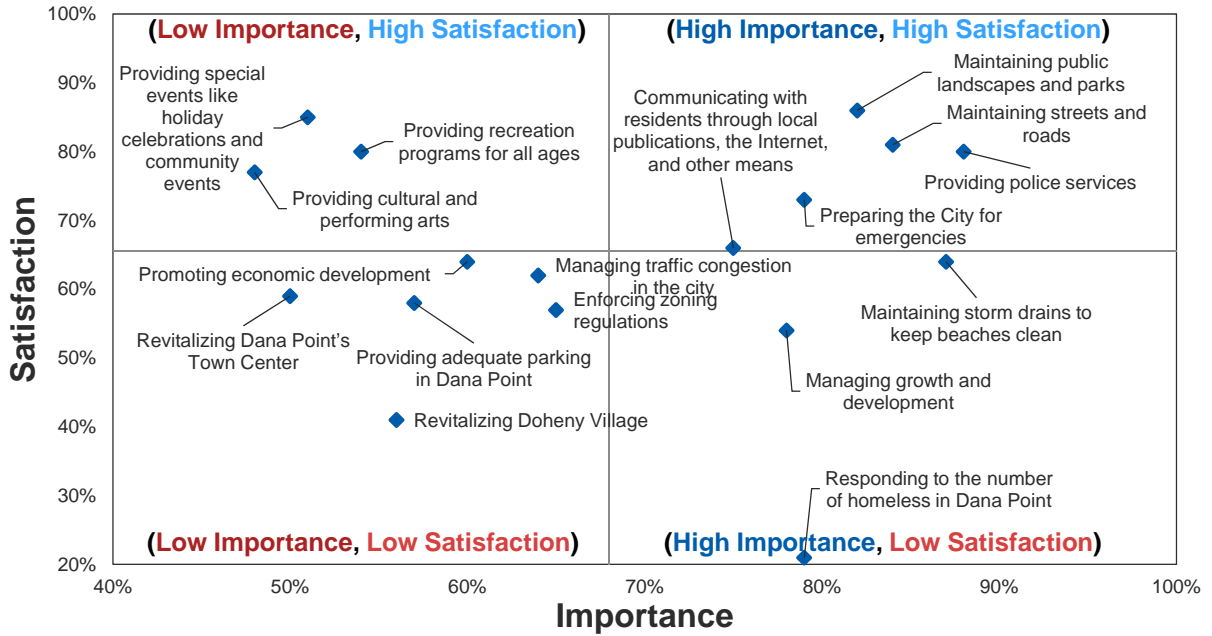
Three services are in Quadrant 4, indicating low importance but average to high satisfaction. These services include *providing recreational programs for all ages* (H), *providing cultural and performing arts* (I), and *providing special events like holiday celebrations and community events* (J). Items in this quadrant display a relationship in which the proportion calling each item “extremely” or “very” important is lower than the overall average for all services, and the satisfaction rating for each service is above the average for all services. These results suggest, as a group, that residents’ expectations for these services are lower than their satisfaction with the respective services.

Five services receive ratings that are both above the overall average for importance and satisfaction for all services, putting them in Quadrant 1. These include *providing police services* (A); *preparing the City for emergencies* (B); *maintaining streets and roads* (C); *maintaining public landscapes and parks* (E); and *communicating with residents through local publications, the Internet, and other means* (O).

Six items fall into Quadrant 3, low importance and low satisfaction. It is important to note that, given the overall high overall average importance ratings and satisfaction scores for each item, these items fall into this quadrant simply because they received the lowest scores among the other items. It is interesting that some of the issues generating the greatest discussion within Dana Point—including traffic, parking, and revitalization of Doheny Village and the Town Center—fall into this category. What this indicates is that, while many may see a need for improvement in these areas, they are relatively less important services than others they consider more vital.

The services falling into this quadrant include: *managing traffic congestion in the City* (D), *promoting economic development* (F), *enforcing zoning regulations* (L), *revitalizing Dana Point’s Town Center* (M), *revitalizing Doheny Village* (N), and *providing adequate parking in Dana Point* (P).

FIGURE 10
RELATIONSHIP BETWEEN OVERALL IMPORTANCE AND SATISFACTION RATINGS



POLICE SERVICES

As aforementioned, *providing police services* is considered the most important services the City provides. The survey also explored how high of a priority residents believe a number of specific aspects of police services should be. **Table 6** illustrates the results.

The highest priorities include those focused on parolees and probationers as well as homelessness and drug and substance abuse. The top-tier priorities, based on the proportion calling each a high priority, include the following:

- *Monitoring parolees and probationers in Dana Point* (59% high priority, 85% medium or high priority)
 - *Special investigations, including fighting drug selling and use* (56%, 82%)
 - *A homeless liaison officer* (52%, 80%)
 - *Driving Under the Influence, or DUI, enforcement* (51%, 79%)
- These four priorities rank at the top (based on being a “high” priority) for nearly every subgroup analyzed. Those with children under 19 at home consider *a homeless liaison officer* a high priority in greater proportions (64%) than those with older children or no children (49%). Those living closest to Doheny Village also named this as a high priority in larger numbers (64%).
 - Those under 40 are less likely to call *monitoring parolees and probationers* a high priority (47%) than those older (62%), but it still ranks among the top three priorities regardless of age. *DUI enforcement* tops the list for residents 65 or older, with 66 percent calling this a high priority, compared to 43 percent of those 18 to 49 and 47 percent of those 50 to 64 years of age.
 - Women call each of the top four items high priorities in higher proportions than men.

Second-tier priorities generally include special patrols in communities, beaches, parks, and schools:

- *Neighborhood Watch* (37% high priority, 74% medium or high priority)
 - *Community-based policing* (29%, 67%)
 - *Summer beach patrol* (27%, 65%)
 - *Park patrols* (25%, 69%)
 - *Traffic enforcement* (23%, 64%)
 - *School resource officer* (22%, 56%)
- Although not a top priority, *traffic enforcement* is called a high priority by more residents ages 65 or older (37%) than those 18 to 49 (15%) or 50 to 64 (20%). Those with children

under the age of 19 at home were more likely to call a *school resource officer* a high priority than other respondents (33% to 19%).

The lowest priorities based on the proportion calling each a “high” priority include the following:

- *Volunteers in Policing program* (17% high priority, 54% medium or high priority)
- *Community outreach efforts, such as social media* (15%, 53%)
- *Bicycle patrol* (14%, 50%)
- *Parking enforcement* (14%, 46%)
- *Providing a prescription drop-off box* (12%, 31%)

**TABLE 6:
IMPORTANCE PUBLIC SAFETY SERVICES PROVIDED BY DANA POINT POLICE SERVICES**

Service	High/ Medium Priority	High	Medium	Low	No Money	Don't Know /NA
Monitoring parolees and probationers in Dana Point	85%	59%	26%	8%	4%	3%
Special investigations, including fighting drug selling and use	82%	56%	26%	12%	4%	2%
A homeless liaison officer	80%	52%	29%	11%	5%	3%
Driving Under the Influence, or DUI, enforcement	79%	51%	27%	13%	6%	2%
Neighborhood Watch	74%	37%	37%	18%	5%	2%
Park patrols	69%	25%	43%	22%	6%	3%
Community-based policing	67%	29%	37%	19%	7%	7%
Summer beach patrol	65%	27%	38%	24%	7%	4%
Traffic enforcement	64%	23%	40%	26%	8%	2%
School resource officer	56%	22%	34%	24%	10%	10%
Volunteers in Policing program	54%	17%	37%	27%	12%	7%
Community outreach efforts, such as social media	53%	15%	37%	32%	12%	4%
Bicycle patrol	50%	14%	36%	33%	12%	5%
Parking enforcement	46%	14%	32%	37%	15%	2%
Providing a prescription drop-off box	31%	12%	19%	33%	23%	13%

PARKING IN DANA POINT

Concern about Parking

At the outset, the survey revealed that parking is a top-of-mind concern to nine percent of respondents (when asked to volunteer the most serious issue facing residents that they would like City government to do something about). *The amount of parking in Dana Point* is also named by 31 percent as an “extremely” or “very” serious concern when asked directly about it. Both of these responses place this issue among the second-tier of concerns. Furthermore, when asked to rate the importance of various city services, *providing adequate parking in Dana Point* ranked 11th out of 17 issues tested—again suggesting it is of modest concern to residents.

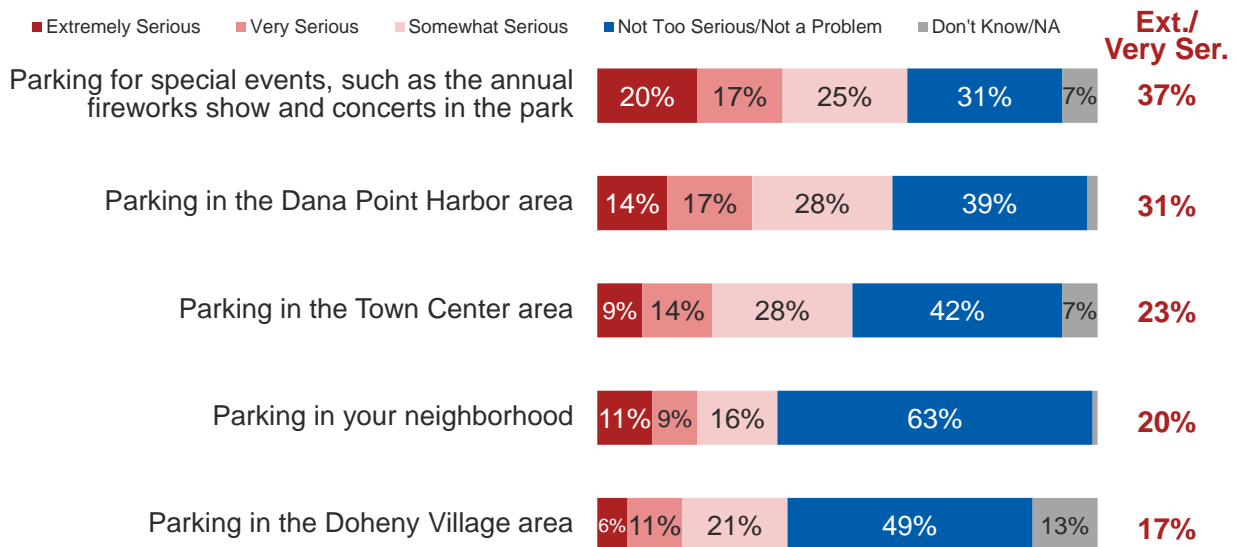
The survey looked further at the issue of parking by asking residents to rate how serious of a problem they consider parking to be in various areas of the City. No more than 31 percent consider parking in any of the areas tested to be an “extremely” or “very” serious problem (see **Figure 11**).

- Thirty-one percent consider *parking in the Dana Point Harbor area* to be an “extremely” or “very” serious problem.
- A lower 23 percent feel this way about parking in the Town Center area and 17 percent in the Doheny Village area.
- Two in 10 (20%) gave this response about parking in their own neighborhood.
- There is more concern about *parking for special events, such as the annual fireworks show and concerts in the park*, with 37 percent calling this “extremely” or “very” serious problem.

FM3 looks to the “top two box” responses—in this case “extremely” and “very” serious—when evaluating the intensity of concern about an issue. However, even when you add the proportion who consider parking in their neighborhood, the Town Center, or Doheny Village to be “somewhat” serious, the total does not rise above 51 percent. Six in ten respondents said parking is at least a “somewhat” serious problem in the Harbor area and during special events.

There were few differences among subgroups in the proportion calling parking in each area serious. The items ranked similarly with all demographic groups.

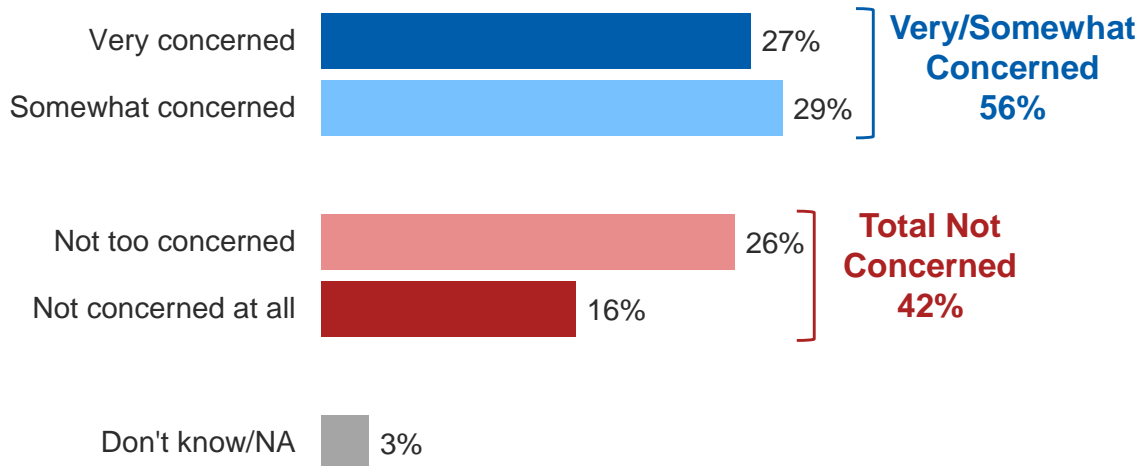
FIGURE 11:
SERIOUSNESS OF PARKING BY SPECIFIC AREA/EVENT



Respondents were asked how concerned they are about redevelopment of the Town Center and Doheny Village areas causing a parking problem (see **Figure 12**). A modest 27 percent are “very” concerned—only slightly higher than the proportion giving this response initially. In all, 56 percent are at least “somewhat” concerned. This again suggests that, while parking is a very strong concern to some residents, overall it is not a dominant concern.

FIGURE 12:
CONCERN ABOUT IMPACT OF DEVELOPMENT ON PARKING

Some people are concerned that redevelopment of the Town Center and Doheny Village areas will create parking problems around those areas while others are not concerned. Based on what you know, would you say you are personally very concerned about these redevelopments causing a parking problem, somewhat concerned, not too concerned, or not concerned at all



Results among Subgroups

- Overall concern rises with years of residency, with 43 percent of residents of less than five years saying they are concerned about the impact of redevelopment on parking compared to 62 percent of residents of 15 years or more.
- Related, concern is higher overall among those 60 years of age or older (65%).
- While residents in the 92624 zip code are divided, those in 92629 are more concerned on balance (57% to 40% not concerned).
- Concern is also higher among those living half a mile or less from the Town Center (63%). However, those living within three-fourths of a mile from Doheny Village are not more concerned than those living further from Doheny Village.

Opinions on Proposals to Improve Parking and Reduce Traffic

Respondents were presented with six proposals that have been suggested to improve parking and reduce traffic in Dana Point now, and to accommodate redevelopment in the Town Center and Doheny Village areas (see **Figure 13**).

The most well-received proposal was simply to *provide additional public parking*. Eight in 10 residents favor this proposal, with 36 percent strongly in favor. However, it should be noted that, when asked their opinion on providing *additional parking by building a three-story parking*

structure, the proportion in favor declined to 51 percent (19% strongly in favor), with 42 percent opposed. This indicates that, while residents support adding more public parking in theory, their level of support in practice will almost certainly depend on the size, cost, and location of this additional parking.

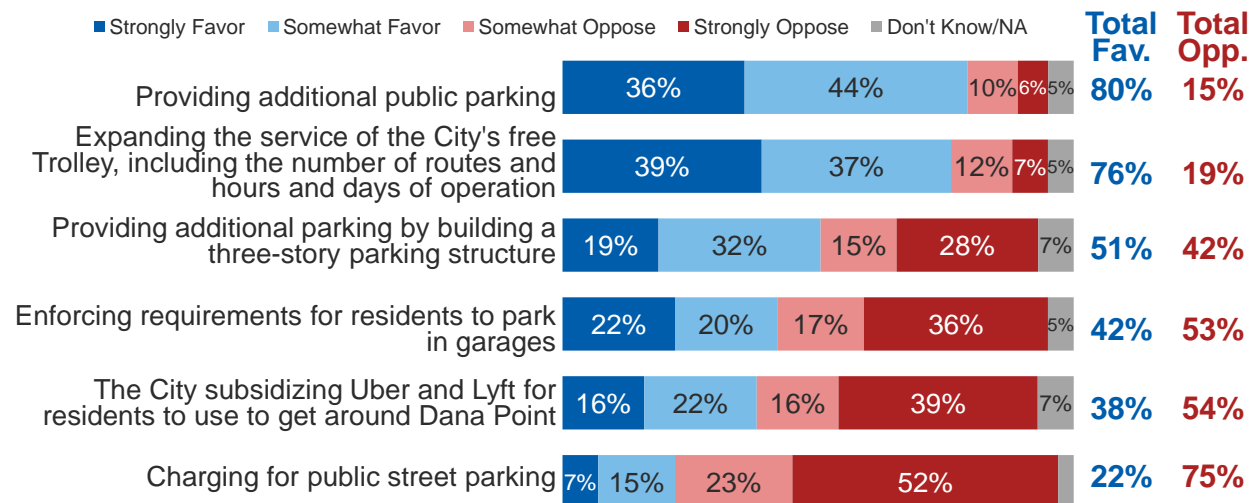
High proportions also favor *expanding the service of the City's free trolley, including the number of routes and hours and days of operation*. Three out of four (76%) residents favor this proposal, with 39 percent strongly in favor, while just 19 percent oppose it.

Opposition outweighs support for all other proposals tested, including *enforcing requirements for residents to park in garages* (42% favor and 53% oppose), *the City subsidizing Uber and Lyft for residents to use to get around Dana Point* (38% favor and 54% oppose), and *charging for public street parking* (22% favor and 75% oppose).

FIGURE 13:

FAVOR/OPPOSE PROPOSALS TO IMPROVE PARKING/REDUCE TRAFFIC

I am going to read you a few proposals that have been suggested to improve parking and reduce traffic in Dana Point now and to accommodate redevelopment in the Town Center and Doheny Village areas. Please tell me if you generally favor or oppose that proposal.



Results among Subgroups

The top three items with the sample as a whole are also ranked at the top with nearly every subgroup analyzed. There are few notable differences in the proportion favoring each proposal as well.

However, younger residents favor subsidizing Uber and Lyft in higher numbers than older residents. Seven in 10 (71%) of those under 30 favor this proposal, while 48 percent of those 30 to 49, 31 percent of those 50 to 64, and 28 percent of those older do so. Related, more residents of less than five years (47%) and renters (47%) favor this proposal. Residents of less than five years

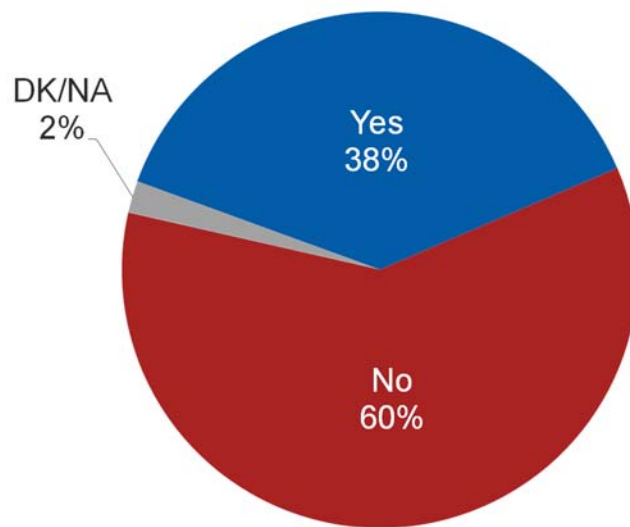
are also the most likely to favor a three-story parking structure, with 61 percent in favor compared to 49 percent of longer term residents.

CONTACT WITH CITY GOVERNMENT AND INFORMATION SOURCES

Contact with City Staff

Nearly four in 10 respondents had been in contact with staff from the City of Dana Point in the last 12 months (see **Figure 14**). This number is little changed from December 2009 when 35 percent had had such contact.

FIGURE 14:
CONTACT WITH STAFF FROM CITY OF DANA POINT IN LAST 12 MONTHS?



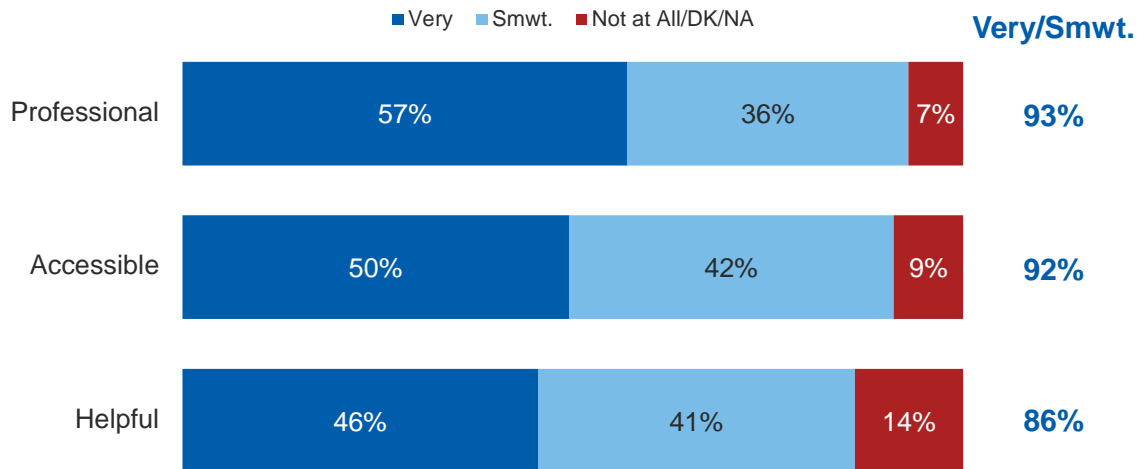
Results among Subgroups

- Residents of 30 years or more (50% yes), 92624 residents (45%), and homeowners (44%) are the most likely to have contacted City staff. Those who live in apartments (79% no), residents under the age of 30 (77%), and residents of less than five years (71%) are the most likely to have not had contact.

As shown in **Figure 15**, approximately nine in 10 of those who had been in contact with City staff rate them positively for being helpful (86%), accessible (92%), and professional (93%). While the proportion who believe the staff was “very” helpful, accessible, and professional is down slightly from 2009, the overall proportion with a positive review in each area is little changed.

There were few difference by demographic groups. Those in the 92629 zip code were more likely to give strongly positive reviews in each area than those in the 92624 zip code.

FIGURE 15:
EVALUATION OF CITY STAFF
(ASKED ONLY OF THOSE WHO HAD CONTACT WITH STAFF IN LAST 12 MONTHS, N=418)
In your opinion, was the staff of the City very _____, somewhat _____ or not at all _____?

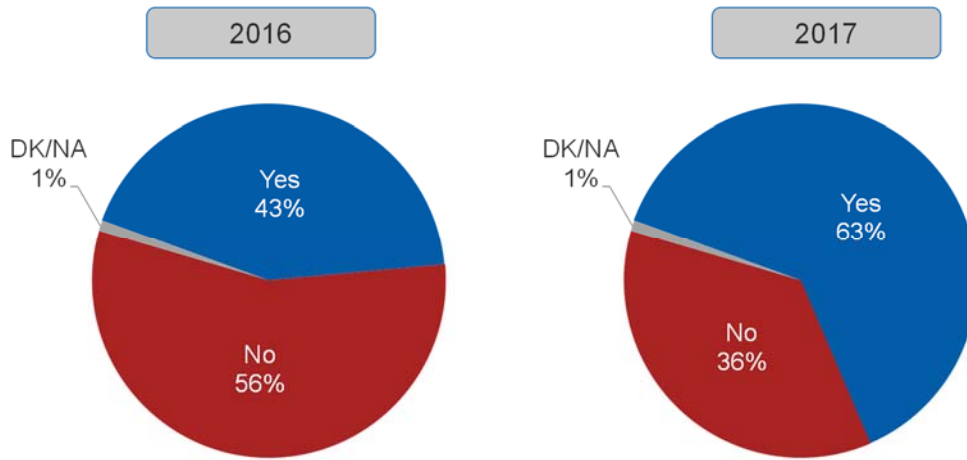


Information Sources

Nearly two-thirds of residents have visited the City’s website in the last 12 months, up from 43 percent in the 2009 study (see **Figure 16**). The increase is not surprising given the growing dominance of websites for information that has occurred over the past decade. More and more people are turning to online sources for information.

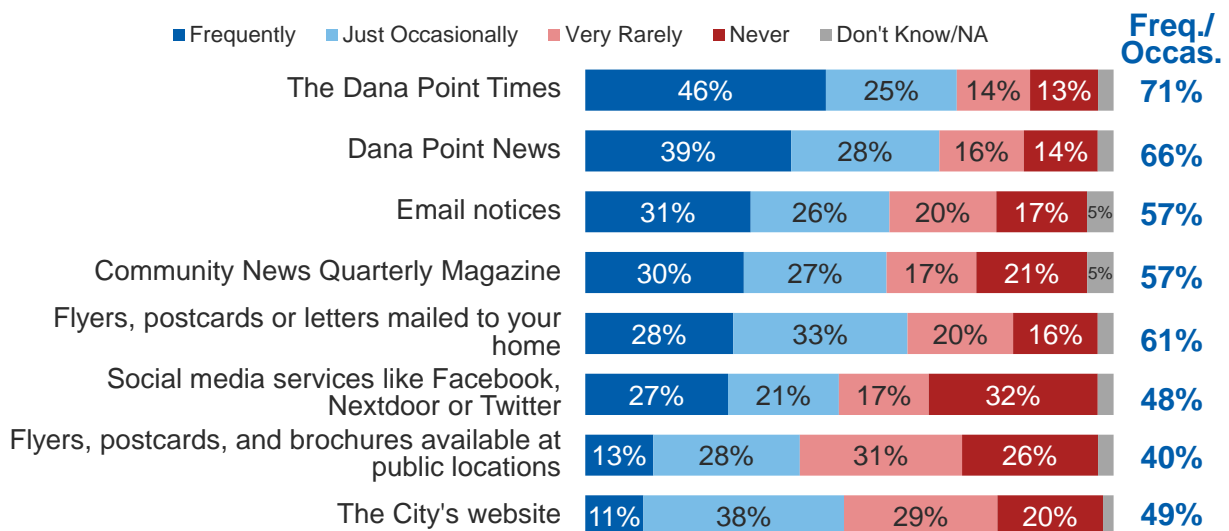
In the current study, there is little difference by demographic groups in the proportion who have visited the website. Those with children under the age of 19 at home (74%) and those ages 40 to 59 (74%)—reflecting they are more likely to have children under the age of 19—are the most likely to have gone to the website.

**FIGURE 16:
HAVE YOU VISITED THE CITY’S WEBSITE?
2009 TO 2017**



Survey respondents were also asked how often they use various information sources for news and issues affecting the Dana Point community. As **Figure 17** shows, the highest proportion turns to *The Dana Point Times* (46% rely on it frequently). Nearly six in ten or slightly over that proportion get information at least occasionally from *The Dana Point Times* (71% at least occasionally); *Dana Point News* (66%), *flyers, postcards or letters mailed to their homes* (61%); *email notices* (57%); or the *Community News Quarterly Magazine* (57%). Just under half at least occasionally learn about local news and issues from *the City’s website* (49%) or *social media services like Facebook, Nextdoor or Twitter* (48%). The lowest proportion utilizes *flyers, postcards, and brochures available at public locations* at least occasionally (40%).

**FIGURE 17:
FREQUENCY OF USE OF PARTICULAR SOURCES FOR DANA POINT NEWS**



Results among Subgroups

- The highest proportion of nearly every subgroup turns to *The Dana Point Times* and *Dana Point News* most often, with *flyers, postcards, or letters mailed to your home* the third ranked item with most groups. This ranking was found regardless of gender, homeowner or renter, zip code, or having a child at home or not.
- The proportion who turn to *The Dana Point Times* and *Dana Point News* is lower with residents of less than five years compared to longer-term residents. Fifty-seven percent of these newest residents “frequently” or “occasionally” get information from *The Dana Point Times* compared to 82 percent of 30+ year residents. Fifty-two percent of residents of less than five years turn to *Dana Point News*, compared to 79 percent of 30+ year residents. Residents of 30 or more years are more likely to use all the media sources than the newest residents (although the difference is more modest), with the exception of *social media services*. Social media use declines with years of residency, from 58 percent of residents of less than five years to 43 percent of 30+ year residents.
- Reliance on all media sources generally rises with age, other than social media and the City’s website, upon which those 65 years of age or older are less likely to rely.
- Homeowners (63% frequently/occasionally) are more likely than renters (49%) to turn to *Community News Quarterly Magazine*.

CITY PRIORITIES AND PROPOSALS

Project and Program Priorities

Respondents were asked to state the level of priority they assign to a number of potential projects or programs in Dana Point (see **Table 7**).

- Top among the list of the nine items tested is *maintaining the quality of existing city services*, with 45 percent calling it a high priority and 40 percent a medium priority, for a total of 85 percent. This priority is the top ranked among every subgroup analyzed. This finding suggests the connection between quality of city services and the overall quality of life for residents—leading the highest numbers to consider maintaining these services their highest priority.
- Although generating less intensity of response (perhaps reflecting the already-high quality of streets and roads), a high 72 percent consider *improving the maintenance of local streets and roads* to be at least a medium priority (with 23% calling it a high priority).
- Notable, however, is that not far behind in ranking is revitalizing *the Doheny Village area* (38% high, 68% at least medium priority) and *the Town Center area* (33%, 61%). High proportions want to see these areas revitalized, as evidenced by over six in ten considering each a priority.

- Expanding the Dana Point free Trolley and providing additional public parking—both items tested to assess options for alleviating parking and traffic issues—are at least medium priorities to over half of respondents (57% and 56%, respectively), with just under one-quarter of respondents calling them high priorities (24% and 23% respectively).
- The least well-received items include providing additional passive recreation amenities (14% high priority, 50% total priority), providing additional active recreation areas (13% and 43%), and providing additional cultural arts opportunities and facilities (15%, 42%). These items are most likely lower priorities because they are not amenities or services utilized by as large a proportion of residents.

**TABLE 7:
PROGRAM/PROJECT PRIORITIES**

Service	High/ Medium Priority	High	Medium	Low	No Money	Don't Know /NA
Maintain the quality of existing city services	85%	45%	40%	9%	4%	2%
Improve the maintenance of local streets and roads	72%	23%	50%	23%	4%	1%
Revitalize the Doheny Village area, which is located on both sides of Doheny Park Road between Pacific Coast Highway and Camino Capistrano near Costco and Big 5	68%	38%	30%	20%	8%	4%
Revitalize the Town Center area, on PCH--the Pacific Coast Highway--and Del Prado, between Golden Lantern and Blue Lantern	61%	33%	28%	22%	15%	2%
Expand the Dana Point free Trolley, that serves Dana Point and connects with neighboring cities	57%	24%	34%	27%	14%	2%
Provide additional public parking	56%	23%	33%	32%	11%	1%
Provide additional passive recreation amenities, including picnic areas and trails	50%	14%	36%	37%	11%	2%
Provide additional active recreation areas including sports fields, courts, and playgrounds	43%	13%	30%	39%	16%	2%
Provide additional cultural arts opportunities and facilities, such as a Performing Arts Center and/or outdoor amphitheater	42%	15%	27%	38%	19%	1%

Results among Subgroups

While the top priorities are generally the same among all subgroups, there are some notable differences in the proportion calling each a medium or high priority by subgroups:

Revitalize Doheny Village

- Seventy-three percent of residents of less than 10 years consider revitalizing Doheny Village a medium to high priority, compared with a still-high 64 percent of longer-term residents.
- Women (72%) are more likely to prioritize revitalizing Doheny Village than a still-high 63 percent of men.
- Those who live closest to Doheny Village are the most likely to call its revitalization a priority: 80 percent of those living three-fourths of a mile or less compared to 70 percent of those living three-fourths to one mile away and 65 percent of those living further. Moreover, 53 percent of those living closest consider it a “high priority.”
- Fifty-seven percent of those who are “very” concerned about redevelopment creating parking issues consider revitalizing Doheny Village to be a medium to high priority, while 72 percent of those who are “somewhat” concerned gave this response. This suggests that, despite concern about parking, there is support for Doheny Village revitalization.

Revitalize the Town Center Area

- While a high 61 percent of residents of 30+ years consider revitalizing Doheny Village a priority, only 49 percent feel this way about the Town Center area. This compares to 67 percent of residents of less than 10 years and 61 percent of 10- to 29-year residents. It is worth noting, however, that the proportion prioritizing revitalization of the Town Center area rises with age, from 54 percent of those under 30 to 67 percent of those 75+ years of age.
- Sixty-four percent of those in the 92629 zip code prioritize the Town Center area revitalization, compared to 48 percent of those in the 92624 zip code.
- Support is nearly equal among those living less than a mile (65%) to two miles (60%) from the Town Center area. However, support is slightly lower among those living more than two miles away (53%).

Other notable subgroup findings:

- Men ages 50+ say *provid(ing) cultural arts opportunities and facilities* is a low priority to not a priority (spend no money) in the highest proportions, with 68 percent giving this response compared to 53 percent of younger men and 52 percent of women.
- Those with children under 19 are more likely to call *providing additional active reaction areas* a priority (58%) than those with older children or no children (39% and 41%, respectively). This is also a priority to more residents under 50 (53%) and 75 or older (47%) than those 50 to 74 (approximately 37%).
- Expanding the trolley is a priority to more residents 75 or older (73%), those who live within three-quarters of a mile from Doheny Village (71%), and women 50+ (65%).
- The priority placed on providing additional public parking rises with age, from 49 percent of those under 30 to 73 percent of those 75 years of age or older. However, there is only a modest

difference in priority by years of residency. Those in the 92629 zip code are more likely to call this a priority than those in the 92624 zip code (58% to 47%). Those living within half a mile from the Town Center area are also more likely to feel this way (64%) than those living further from the Town Center area (55%).

Doheny Village and Town Center Revitalization Proposals

Doheny Village

The survey also looked at opinions on specific proposals to revitalize Doheny Village and the Town Center area. For both areas, the most-well-received proposals offered opportunities for community gathering places rather than options that might be seen as attracting tourists or business or large retail developments.

As **Table 8** shows, when considering proposals for Doheny Village, the highest proportion strongly favor proposals that could be seen as protecting the small-town feel and sense of community:

- *Creating a pedestrian-friendly path to the beach and harbor* (54% strongly favor, 85% total favor)
- *Café and restaurant space* (43%, 84%)
- *Creating a community for artisans and craftsmen, including workshop and retail space for surfboard makers, sculptors, and other artists* (35%, 71%)
- *Retail space for boutiques and other small shops* (31%, 76%)
- *A mixed-use residential community with ground floor restaurants and stores and residential housing above* (27%, 64%)

Generating far less favor are items that would bring in tourists or non-residents, items related to business development, and developments that are large in size.

- *An indoor concert venue* (20% strongly favor, 46% total favor)—with respondents divided, 46% in favor and 46% opposed
- *Building public parking structures to accommodate new development in Doheny Village* (19%, 53%)
- *Space for service-oriented businesses such as dry cleaners, hair salons, banks, and professional offices* (17%, 62%)
- *A boutique hotel or resort* (17%, 46%)—again with residents divided, 46% in favor to 47% opposed
- *Space for large retail stores such as Bed Bath and Beyond, Best Buy, and Target* (11%, 28%)—with residents opposed by more than a 2-to-1 margin of 28 percent in favor to 66 percent opposed.

As mentioned, residents are divided over an indoor concert venue and boutique hotel or resort—both proposals that could bring more people to Dana Point from outside the community. Residents oppose space for big box stores like Bed Bath and Beyond, Best Buy, and Target by a large margin.

While the survey did not directly test perceptions of Dana Point's small town feel, FM3 has seen in similar communities that developments like big box stores, hotels, or even business spaces are perceived as threatening that small town feel they value.

**TABLE 8:
PROPOSALS FOR THE REVITALIZATION OF DOHENY VILLAGE**

Service	Total Favor	Strong Favor	Smwt Favor	Smwt Opp.	Strong Opp.	Don't Know /NA
Creating a pedestrian-friendly path to the beach and harbor	85%	54%	31%	7%	4%	4%
Café and restaurant space	84%	43%	40%	7%	5%	4%
Retail space for boutiques and other small shops	76%	31%	45%	9%	8%	7%
Creating a community for artisans and craftsmen, including workshop and retail space for surfboard makers, sculptors, and other artists	71%	35%	36%	12%	10%	7%
A mixed-use residential community with ground floor restaurants and stores and residential housing above	64%	27%	37%	12%	16%	7%
Space for service-oriented businesses such as dry cleaners, hair salons, banks, and professional offices	62%	17%	45%	16%	14%	9%
Building public parking structures to accommodate new development in Doheny Village	53%	19%	33%	19%	21%	8%
An indoor concert venue	46%	20%	26%	19%	27%	9%
A boutique hotel or resort	46%	17%	29%	18%	29%	7%
Space for large retail stores such as Bed Bath and Beyond, Best Buy, and Target	28%	11%	17%	18%	48%	5%

Results among Subgroups

- The top proposals for the revitalization of Dana Point with the sample as a whole are also the top proposals with each subgroup analyzed. Further, there are few notable differences in the proportion in favor of each proposal by subgroups. Residents of 30+ years are less likely to favor most proposals, although they are ranked similarly. A higher proportion of women (76%) favor a community for artisans than do men (a still-high 65%). There was no notable difference in reaction to each proposal based on distance the respondent lives from Doheny Village.

Town Center Area

Respondents were asked their view on a number of similar proposals for the Town Center area (see **Table 9**). As when considering Doheny Village, respondents show the greatest intensity of support for proposals that suggest creating a community center—and in the case of the Town Center, offer pedestrian-friendly approaches.

The most well-received proposals include the following:

- *Pedestrian-friendly shopping and dining area* (55% strongly favor, 88% total favor)
- *Creating a pedestrian-friendly path to the beach and harbor* (55%, 85%)
- *Café and restaurant space* (48%, 86%)

Overall, 79 percent favor *retail space for boutiques and other small shops*, however, intensity of support is lower with 34 percent strongly in favor.

Residents were also asked their opinion on *creating more public parking to accommodate new development in the Town Center area*. Overall, 68 percent favor this proposal, with 30 percent strongly in favor. This result shows that residents support creating more public parking, and the level of support will rise and fall with the details of the parking plan, including size of structure, location, and cost.

Further reflecting proposals that may be seen as building community or protecting the small-town feel, residents react favorably to the following:

- *A small community park or garden with a visitors' center* (27% strongly favor, 66% total favor)
- *A mixed-use residential community with ground floor restaurants and stores and residential housing above* (27%, 64%)
- *Space for art galleries* (26%, 67%)

Support is weakest for business-oriented spaces, including *space for service-oriented businesses such as dry cleaners, hair salons, banks, and professional offices* (19% strongly favor, 59% total favor) and *office space for local businesses* (17%, 61%).

**TABLE 9:
PROPOSALS FOR THE REVITALIZATION OF DOHENY VILLAGE**

Service	Total Favor	Strong Favor	Smwt Favor	Smwt Opp.	Strong Opp.	Don't Know /NA
Pedestrian-friendly shopping and dining area	88%	55%	34%	5%	3%	3%
Café and restaurant space	86%	48%	38%	5%	4%	4%
Retail space for boutiques and other small shops	79%	34%	46%	10%	6%	5%
Creating more public parking to accommodate new development in the Town Center area	68%	30%	38%	13%	12%	6%
Space for art galleries	67%	26%	41%	15%	11%	7%
A mixed-use residential community with ground floor restaurants and stores and residential housing above	64%	27%	37%	13%	17%	6%
Office space for local businesses	61%	17%	44%	19%	11%	9%
Space for service-oriented businesses such as dry cleaners, hair salons, banks, and professional offices	59%	19%	41%	21%	13%	7%

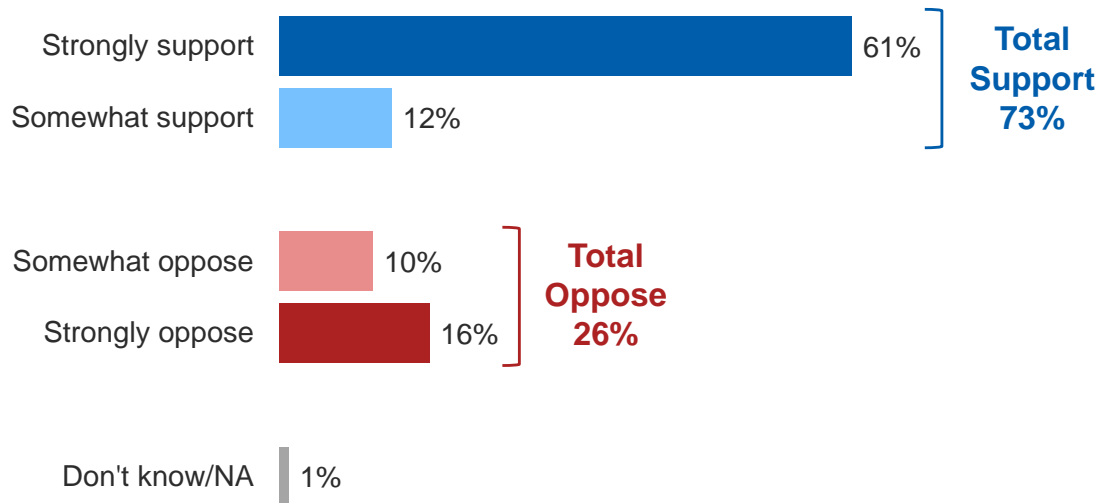
Results among Subgroups

- As in evaluating projects for Doheny Village, the projects tested for the Town Center area are ranked similarly regardless of the subgroup analyzed. Thirty year or more residents favor all but the service-oriented business space and office space projects in lower numbers. However, the same proposals rank at the top for residents regardless of years of residency. While not a top proposal with any subgroup, space for a community park or garden was better received by 18 to 49 year old women (78%) and those under 40 (78%). There is no notable difference in response to each proposal based on distance the respondent lives from the Town Center area.

Smoking Ban

Nearly three in four residents support a city-wide ban on smoking in all public places. Furthermore, 61 percent “strongly” support this proposal. While 26 percent oppose it, just 16 percent strongly do so (see **Figure 18**).

**FIGURE 18:
POSITION ON CITY-WIDE BAN ON SMOKING IN ALL PUBLIC PLACES**



Results among Subgroups

- High proportions of all subgroups support a city-wide ban on smoking in all public places. Overall support is strongest with women (80% support) and those 65 years or age or older (81%). Those 18 to 29 (42% oppose), men ages 18 to 49 (41%) and those living in apartments (39%) were the most likely to say they oppose this ban.

2017 Community Survey City Of Dana Point

Summary of Results

*Survey Conducted:
September 8-13, 2017*

320-765

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Methodology

- 1,091 interviews conducted among Dana Point registered voters
- Survey sample drawn from voter registration lists matched to available commercial databases
- Conducted September 8 through 13, 2017
- Interviews conducted online and via phone (landlines and cell phones)
- Overall Margin of Error of +/- 4.9 percentage points
- Due to rounding, some percentages do not add up to 100%

Demographics

Demographic	All Registered Voters	Sample
Gender		
Men	46%	48%
Women	51%	52%
Not recorded	3%	0
Age		
18 to 29	13%	11%
30-39	12%	11%
40-49	13%	14%
50-64	31%	33%
65+	31%	31%
Party Registration		
Democrats	27%	28%
Republicans	45%	44%
Independents	23%	23%
Other	5%	5%
Zip Code		
92624	21%	19%
92629	79%	81%

Key Findings

- Nearly 9 in 10 residents give positive reviews for the quality of life in Dana Point.
- Nearly 8 in 10 are satisfied with the job the City is doing to provide city services.
- Strong majorities are also satisfied with the delivery of specific city services, in particular police services and street/landscape/park maintenance.
- Approximately nine in ten residents who have had contact with the City view the City staff with whom they interacted as helpful, professional, and accessible.

Key Findings; Continued

- Despite generally positive reviews, there is particular concern about the number of homeless in Dana Point.
- Three in ten residents volunteered this issue as the most serious issue facing the City, and 61 percent call it an extremely or serious problem when asked directly—making it the most mentioned concern.
- When evaluating City services, *responding to the number of homeless in Dana Point* is ranked as among the most important services the City can provide.

Key Findings; Continued

- Residents also show strong concern about sober living facilities—with just over 1 in 10 volunteering it as the most serious issue facing the City and 57 percent calling it an extremely or very serious problem when asked directly about it.
- Parking is not currently a strong concern. Under 1 in 4 say parking is a serious problem in their neighborhood or in the Doheny Village or Town Center areas.
- Intensity of concern about parking remains modest when thinking about the impact on it of Doheny Village or Town Center redevelopment.

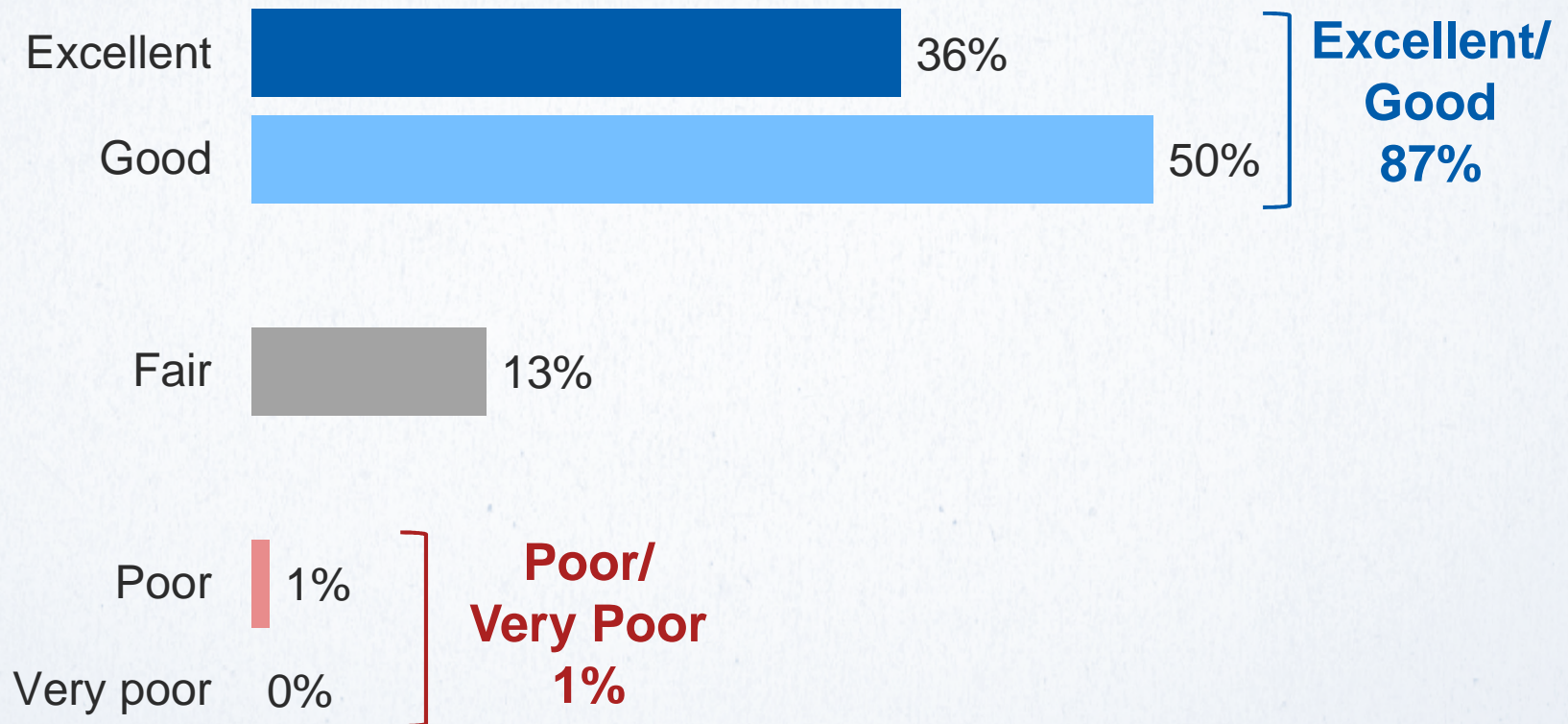
Key Findings; Continued

- There is notable concern about growth and development. However, more than 6 in 10 consider it at least a medium priority to revitalize the Doheny Village and Town Center areas.
- When thinking about revitalizing these areas, residents are most supportive of proposals that would create community gathering places: providing more space for smaller shops and cafes and restaurants as well as creating artisan communities and mixed-use communities.
- Nearly three in four residents across all demographic groups support a city-wide ban on smoking in all public areas, with 61 percent strongly in support.

Perceptions of Dana Point and Most Important Concerns

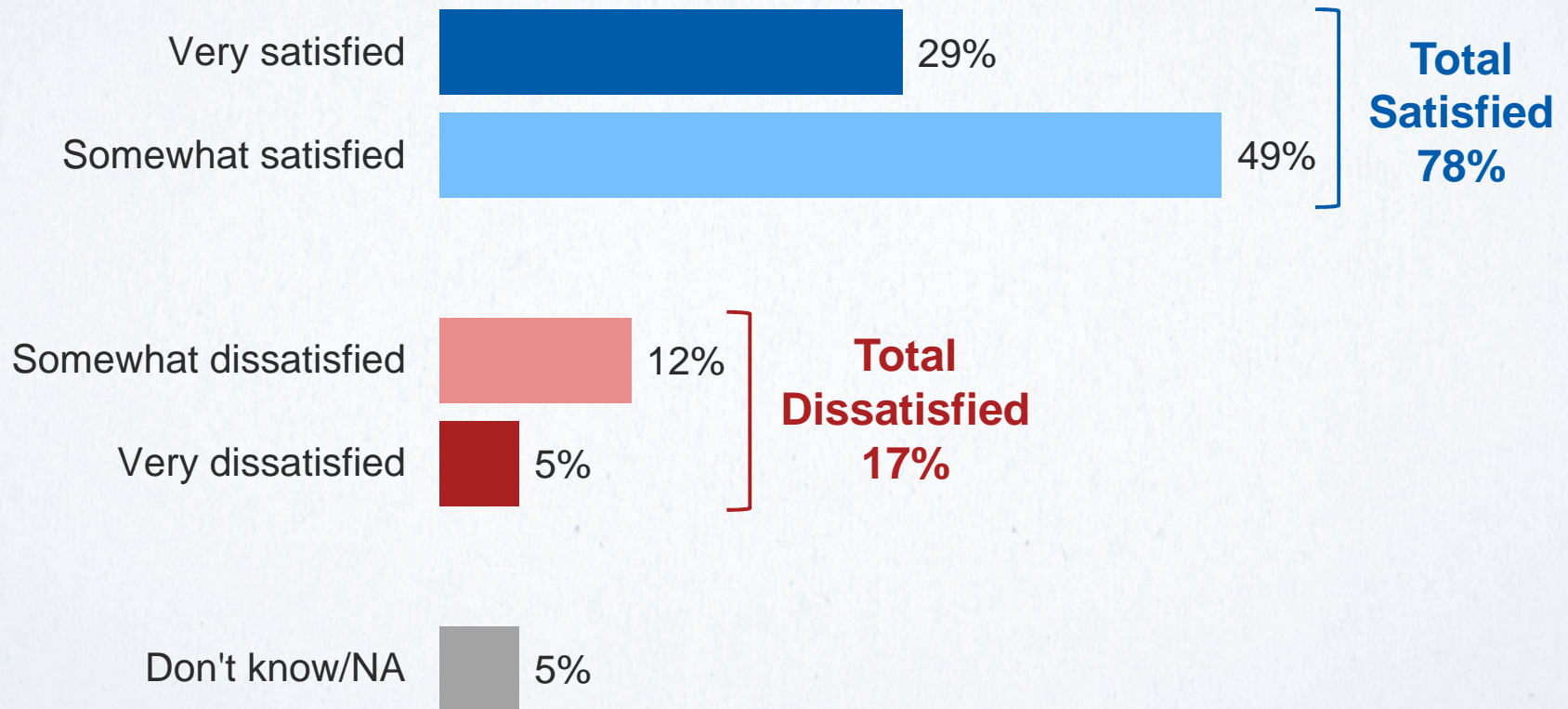
Nearly 9 in 10 residents have a positive view of the quality of life in Dana Point

How would you rate the overall quality of life in Dana Point?
Would you say it is excellent, good, fair, poor, or very poor?



Nearly 8 in 10 residents are satisfied with the job the City is doing in providing services

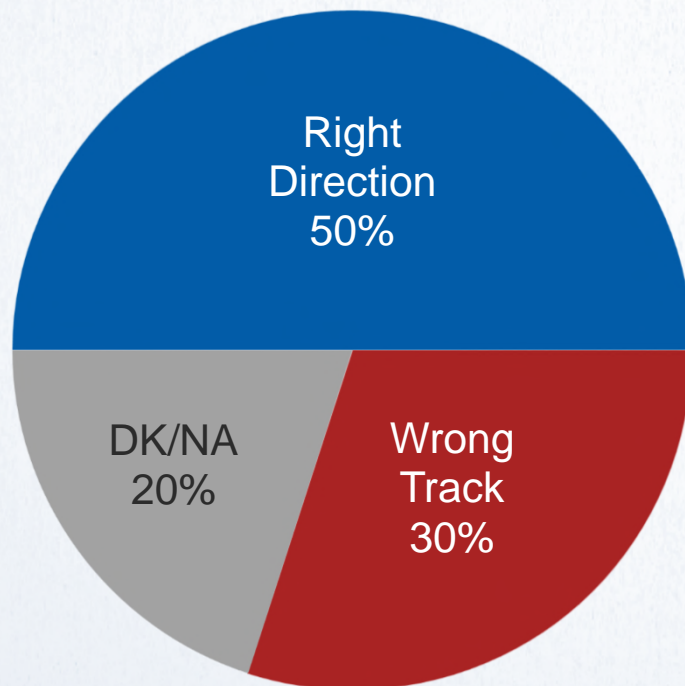
Generally speaking, are you satisfied or dissatisfied with the job the City of Dana Point is doing to provide city services?



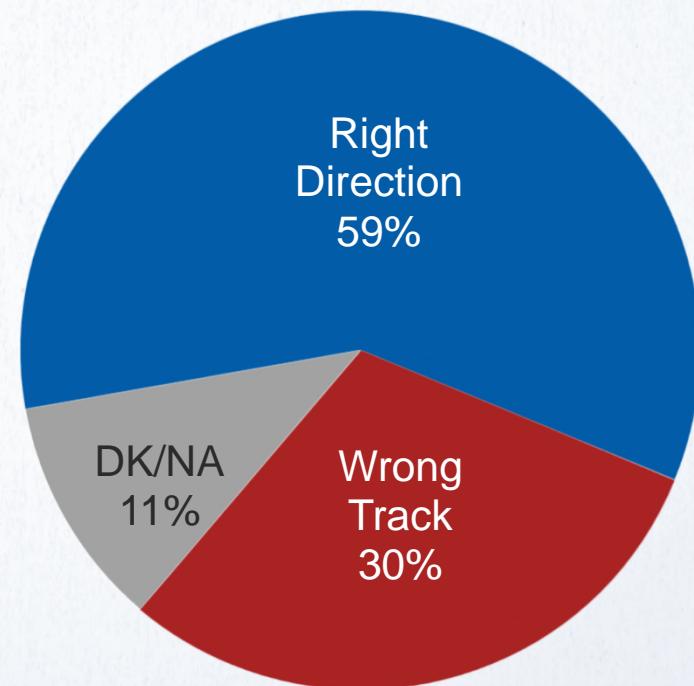
Half of residents have a positive impression of the City's direction; reviews are higher for their local neighborhood

Do you think things in _____ are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

The City of Dana Point



Your local neighborhood



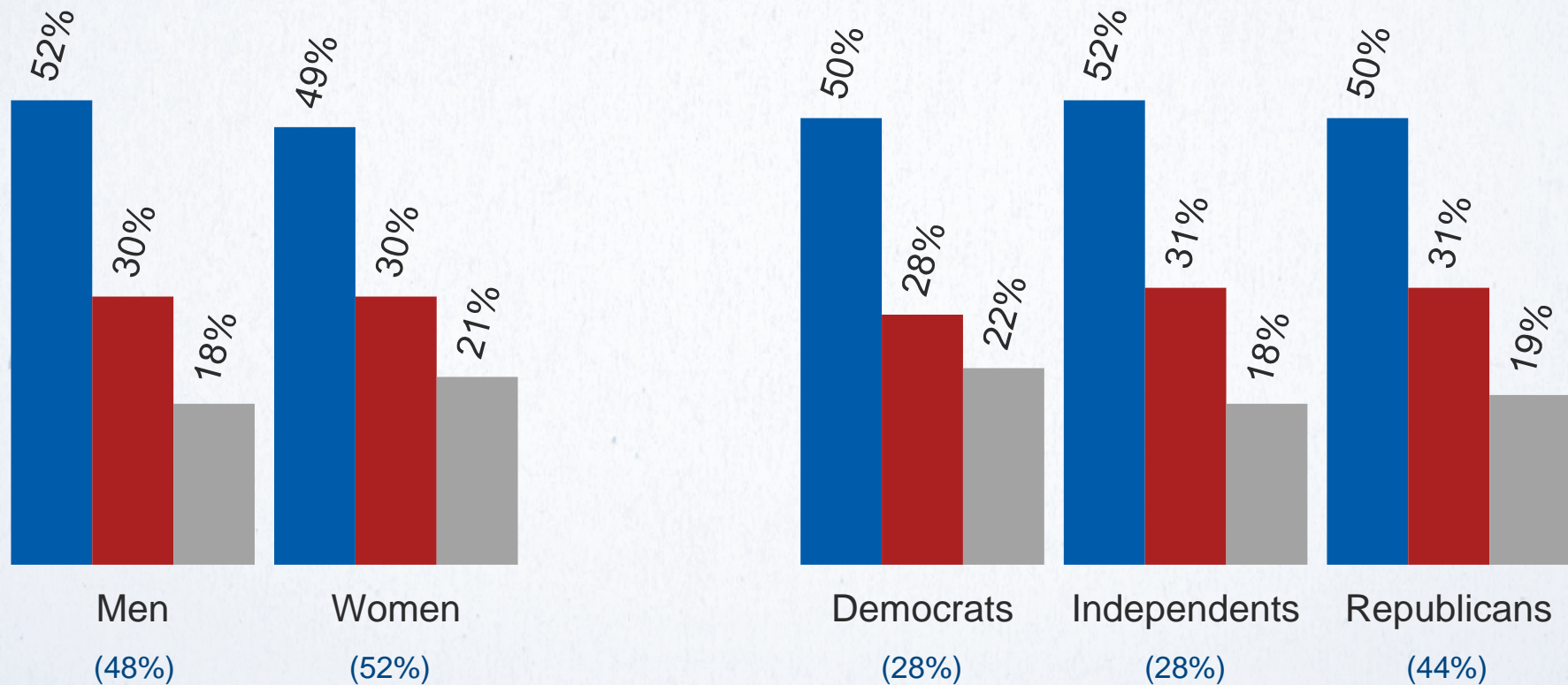
There is no notable difference in response to the City's direction by gender or party

City Direction by Gender & Party

■ Right Direction ■ Wrong Track ■ Don't Know/NA

Gender

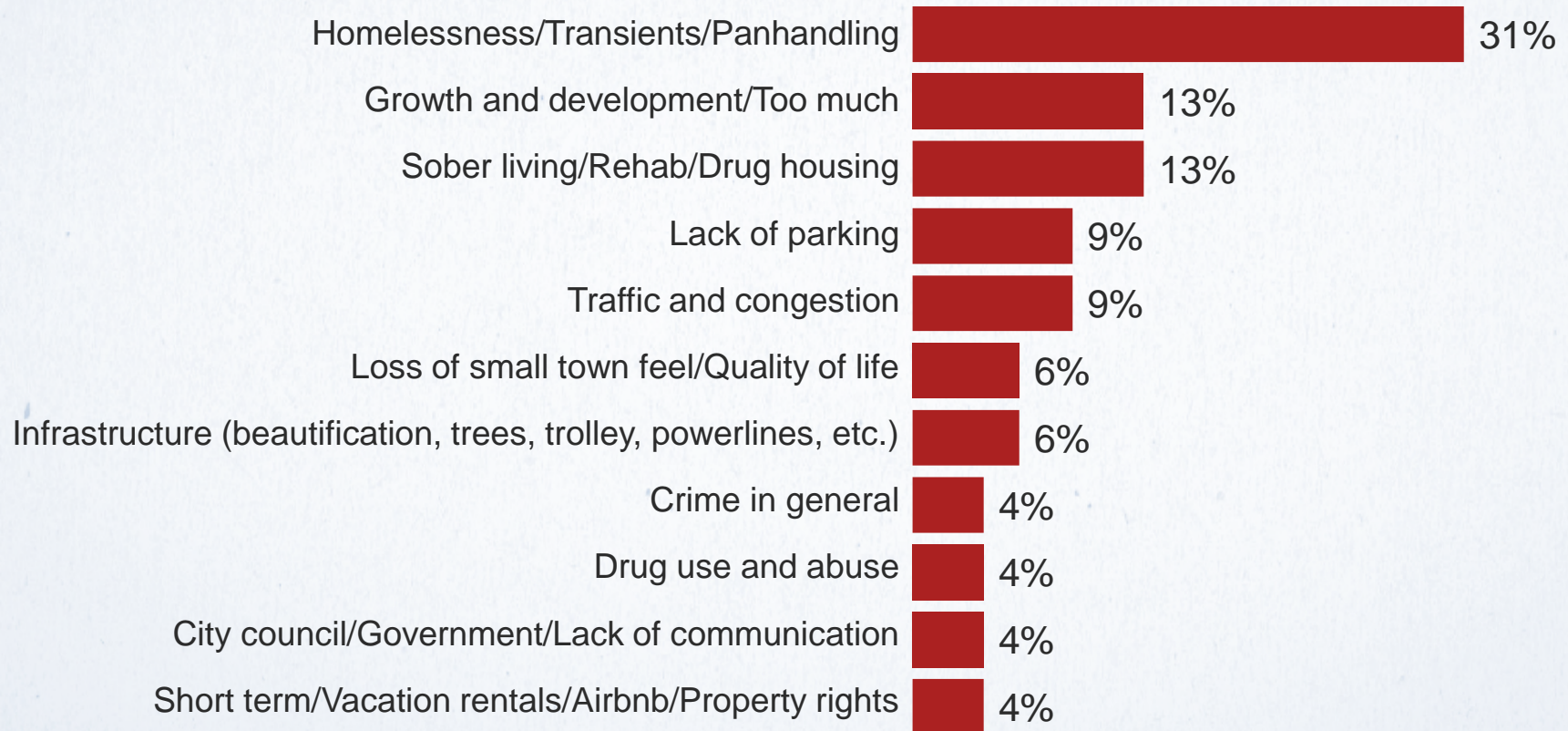
Party



Homelessness is far and away the most serious issue volunteered by Dana Point residents

What do you think is the most serious issue facing the residents of Dana Point that you would like to see City government do something about?

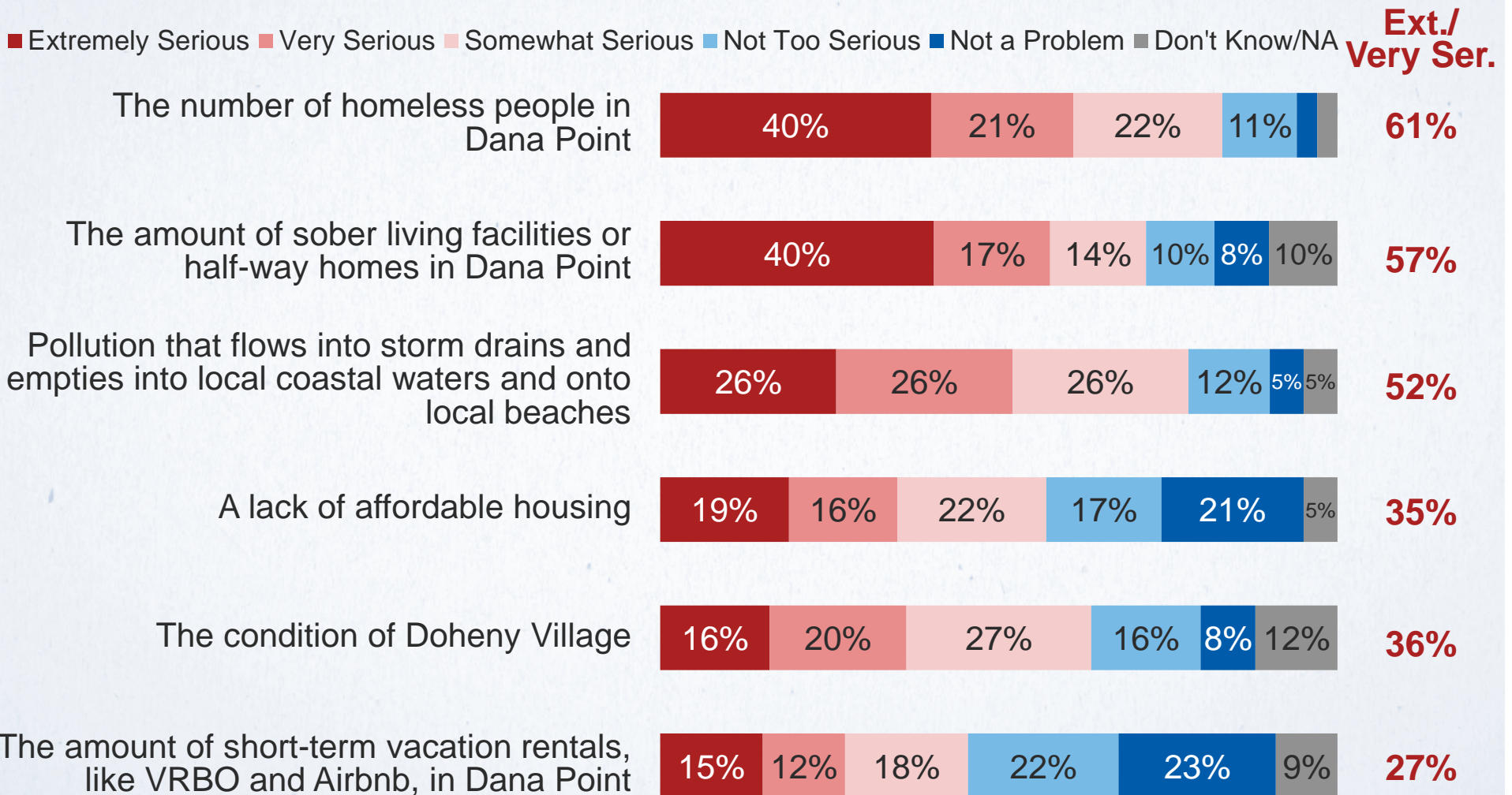
(Open-ended question where no response options were provided; up to 3 responses accepted; responses grouped; responses of 4% or greater shown)



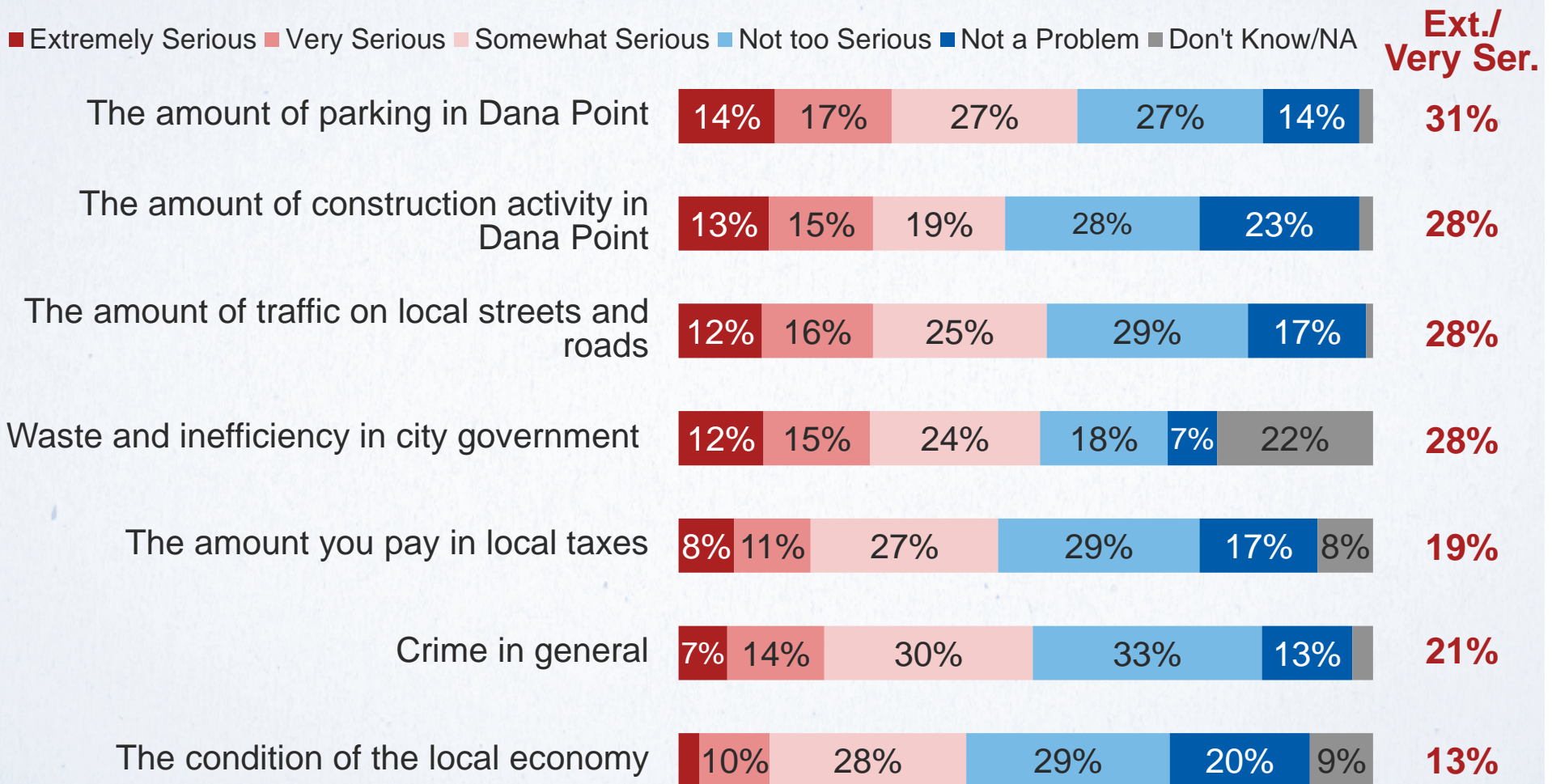
Combining responses, homelessness, sober living facilities, growth, development, and crime top the list of concerns

Issue	%
Homelessness/Transients/Panhandling	31%
Growth and development too much/ population growth/overcrowding	16%
Crime	14%
Crime in general	4%
Drug use and abuse	4%
Need more police/lack of police presence	3%
Speeding/unsafe driving	2%
Home break-ins/home invasion/robbery/burglary	1%
Sober Living/Rehab/Drug housing	13%
Development concerns	11%
Restaurants/shops/entertainment	3%
Growth and development//Too little/Too slow	2%
Vacant/empty lots	2%
Downtown development	2%
Need to revitalize Doheny Village	1%
Need to revitalize Town Center	1%

Homelessness and sober living facilities generate the most intensity of concern when asked directly

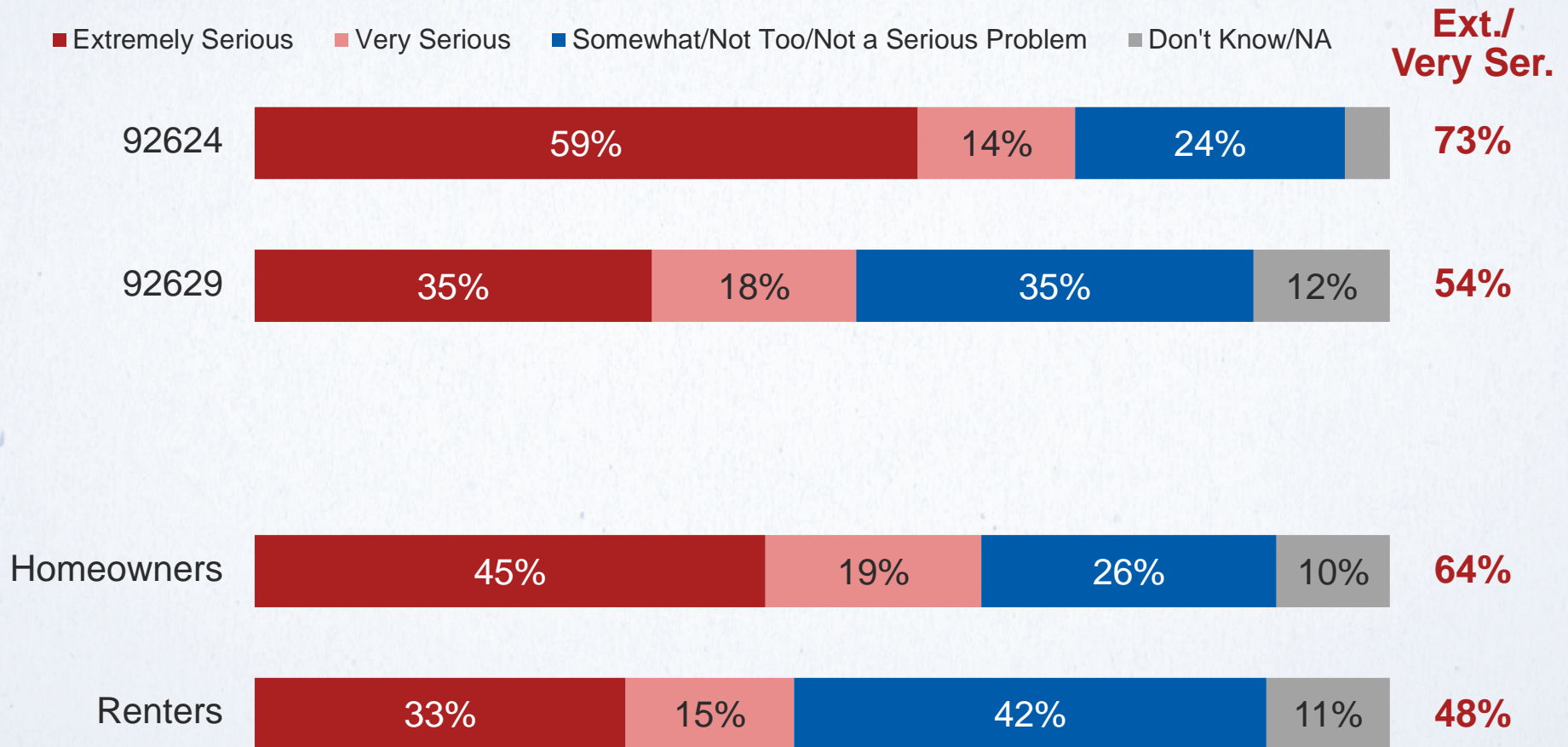


There is little intensity of concern about taxes, the local economy, traffic, parking, crime, and government waste



Residents in the 92624 zip code and homeowners are the most concerned about the amount of sober living facilities

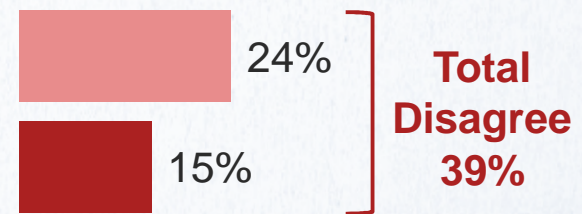
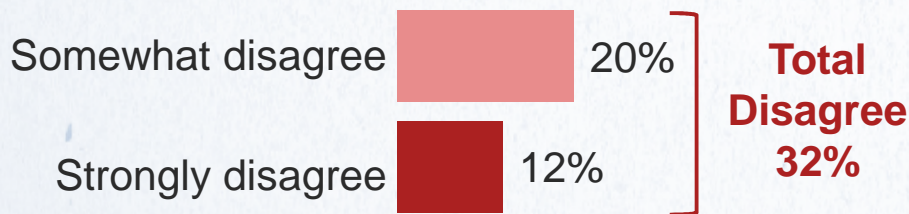
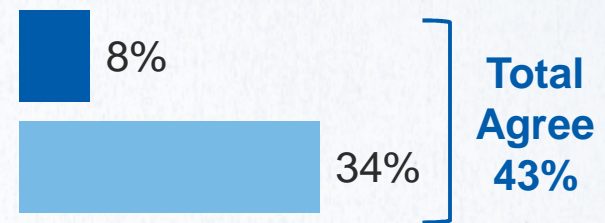
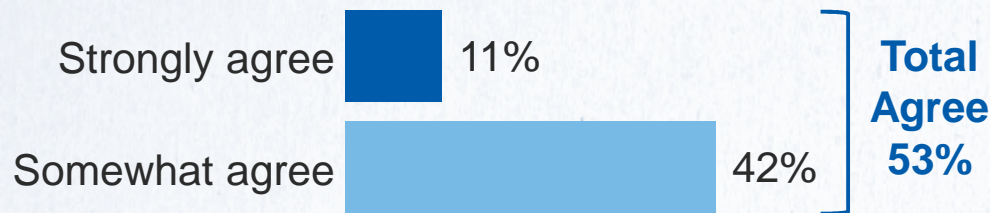
The Amount of Sober Living Facilities in Dana Point by Zip Code & Residence



A majority agree the City is responsive to their needs; divided over whether the City listens to residents in making important decisions

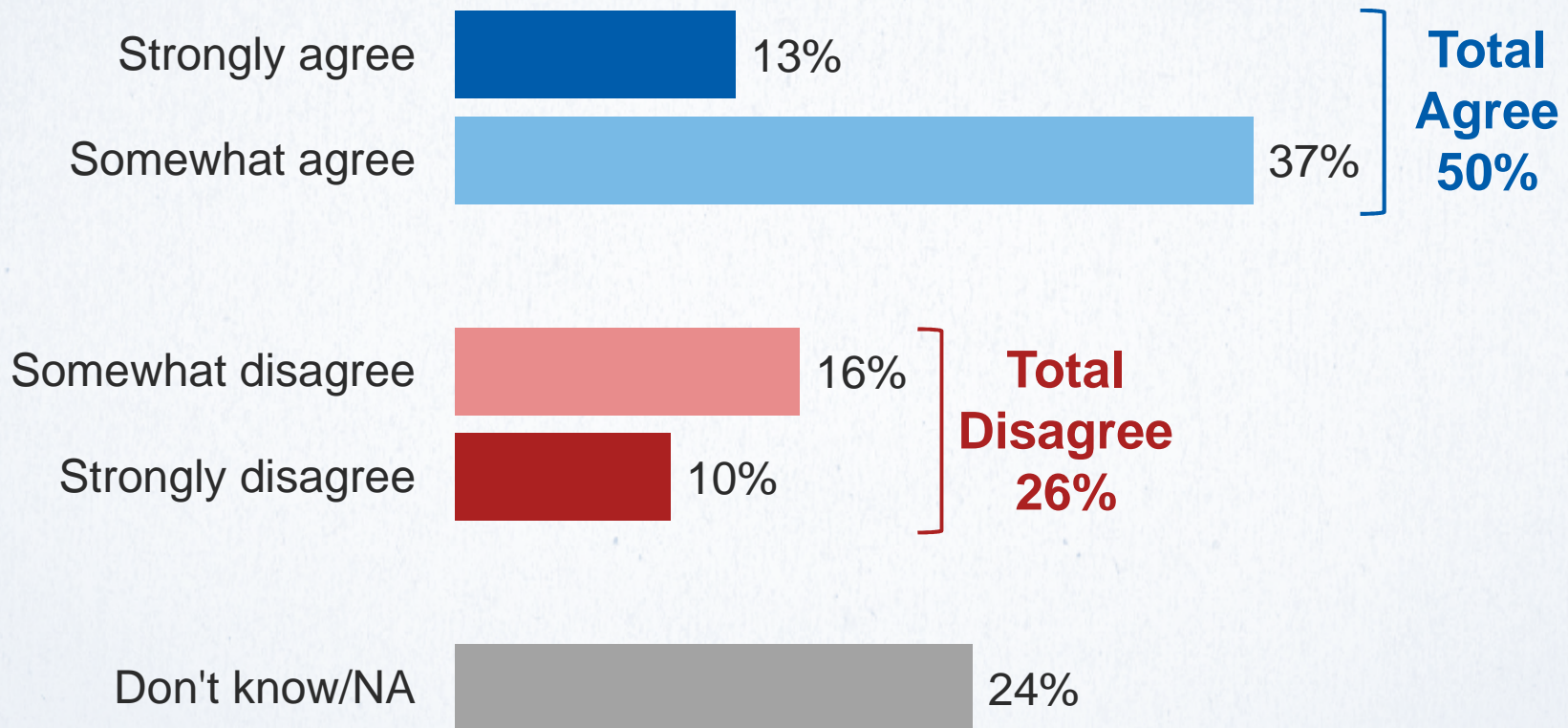
The City is responsive to residents' needs

The City listens to residents when making important decisions



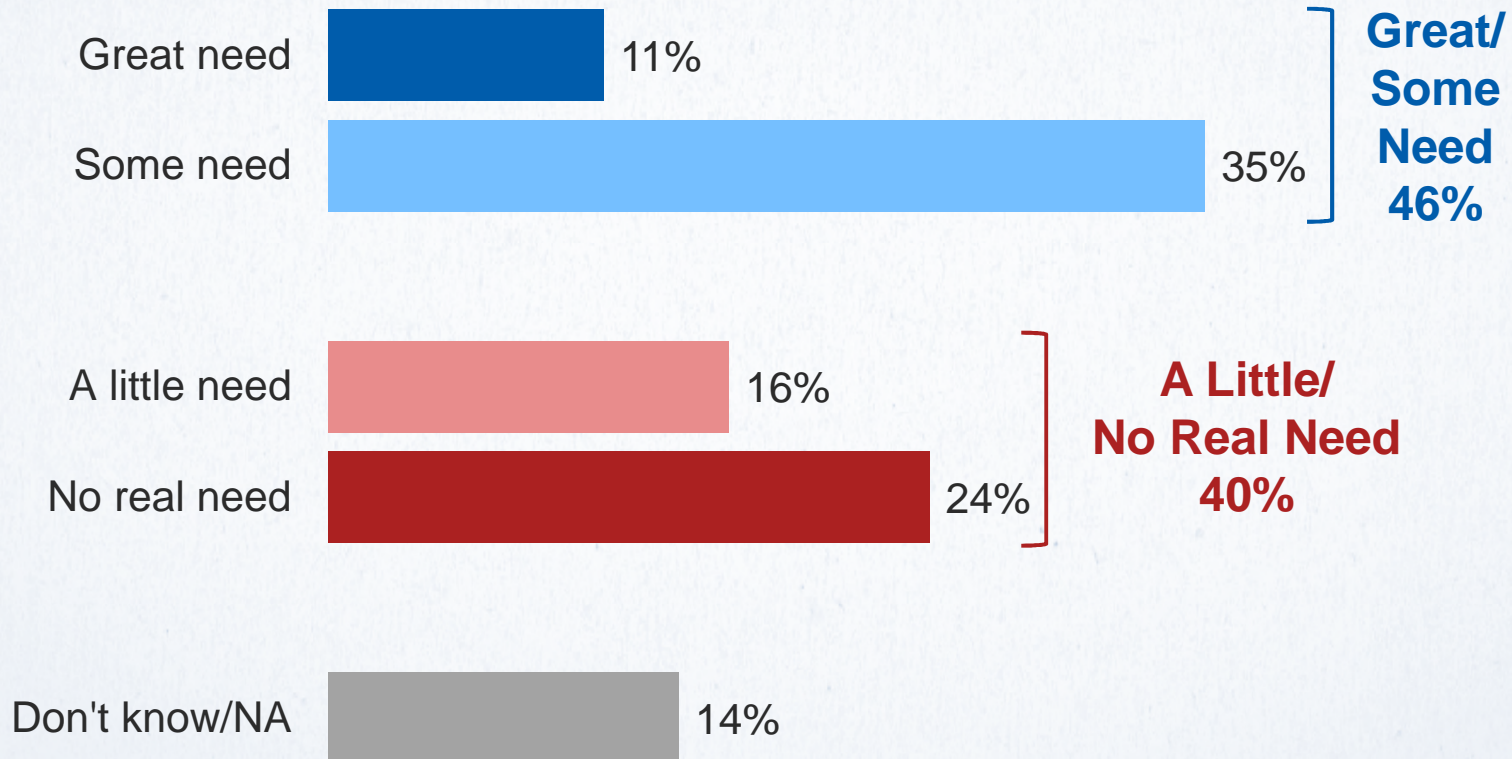
By a 2-to-1 margin, residents believe the City is fiscally responsible

The City is fiscally responsible



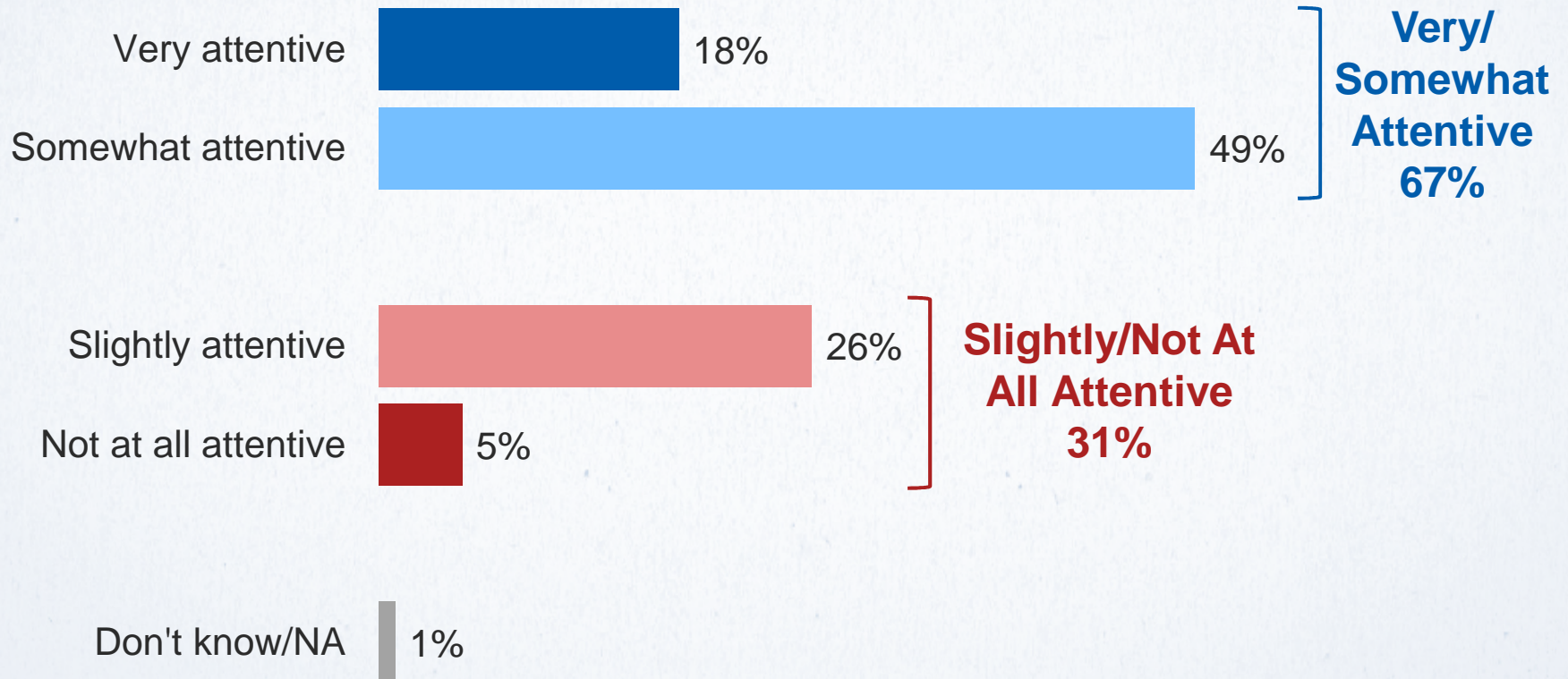
Residents are nearly divided about the need for more funds for city services

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that Dana Point residents need and want?



Two in three residents say they are attentive to issues, decisions, and activities of City government

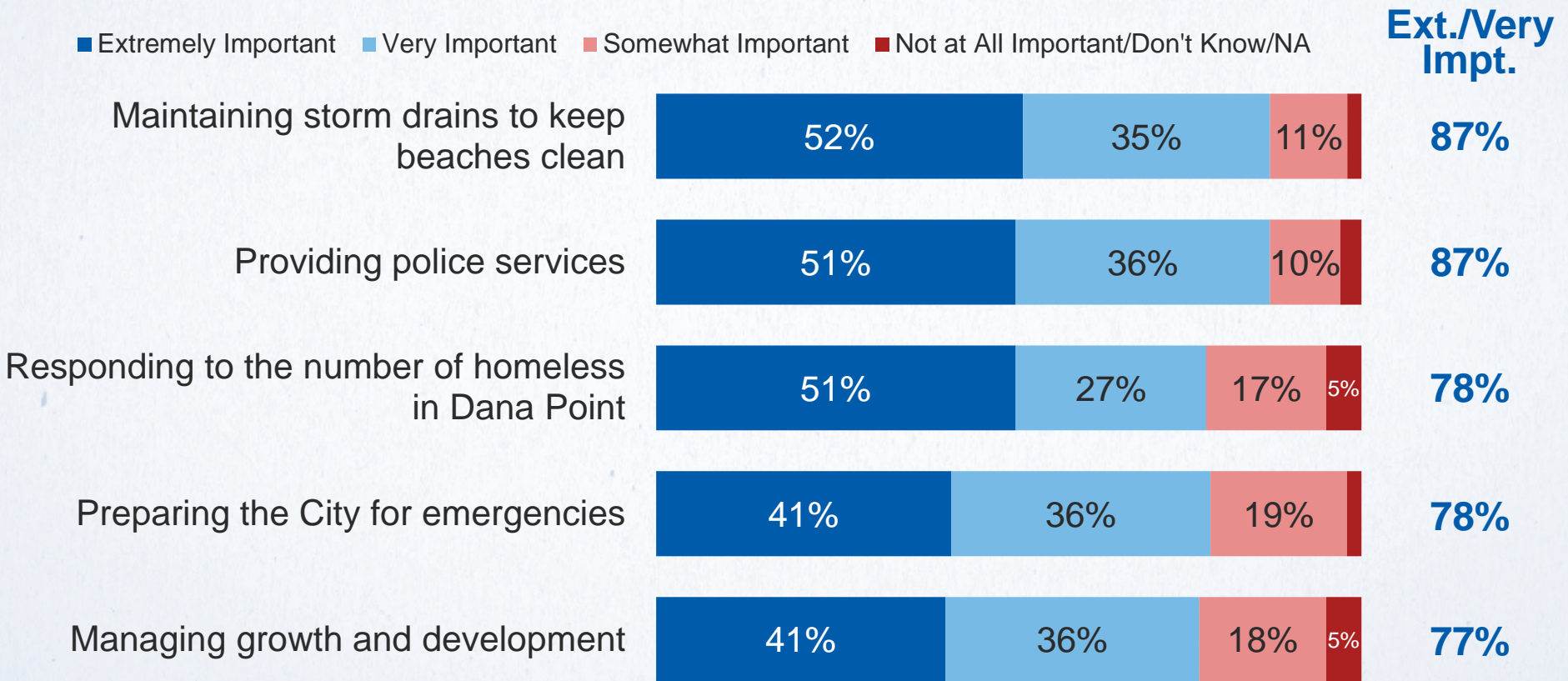
How much attention do you pay to the issues, decisions, and activities of your City government?



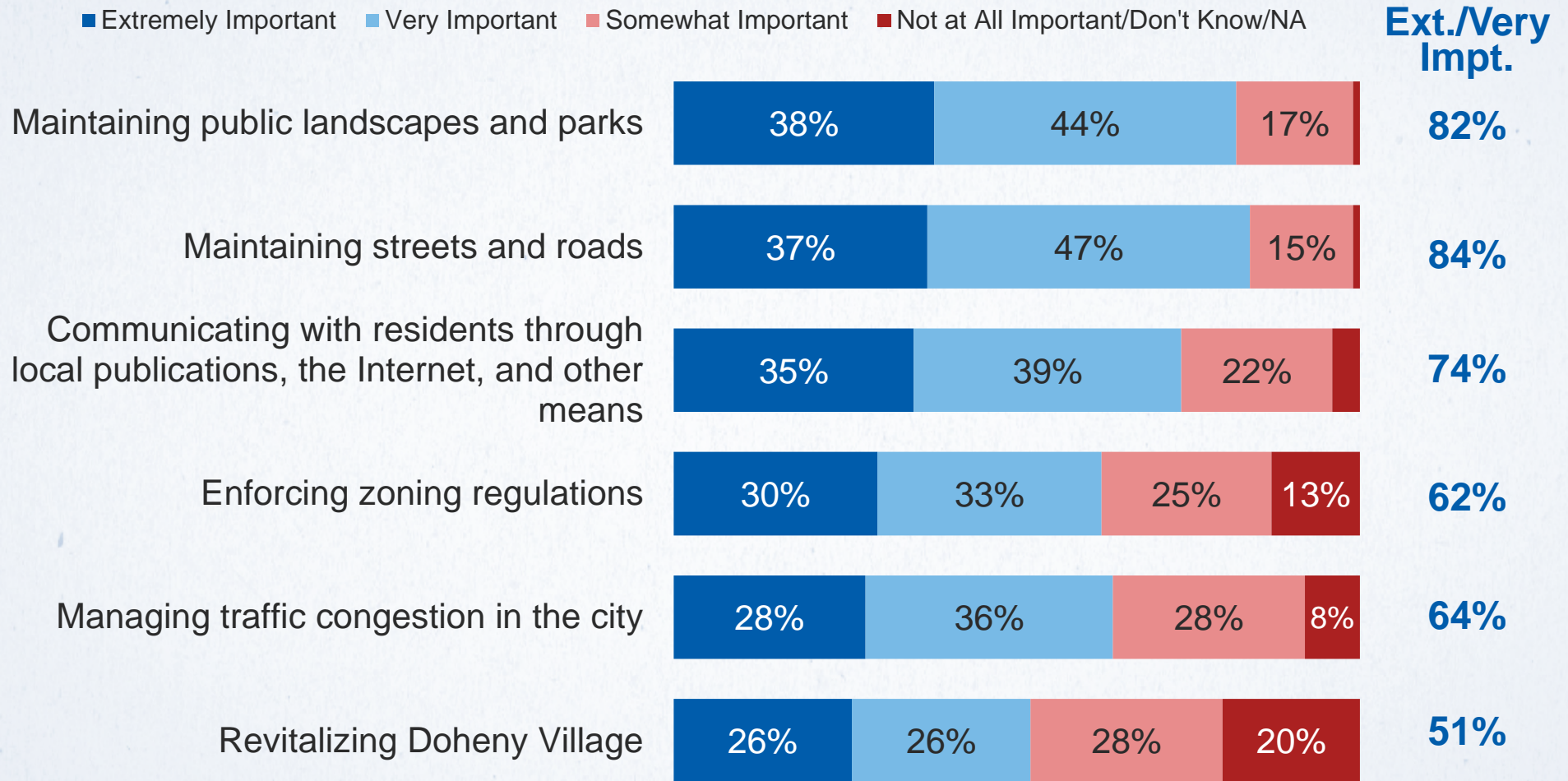
Importance of and Satisfaction with City Services

Responding to the homeless issue tops the list of important City services along with police, growth management, and storm drain maintenance

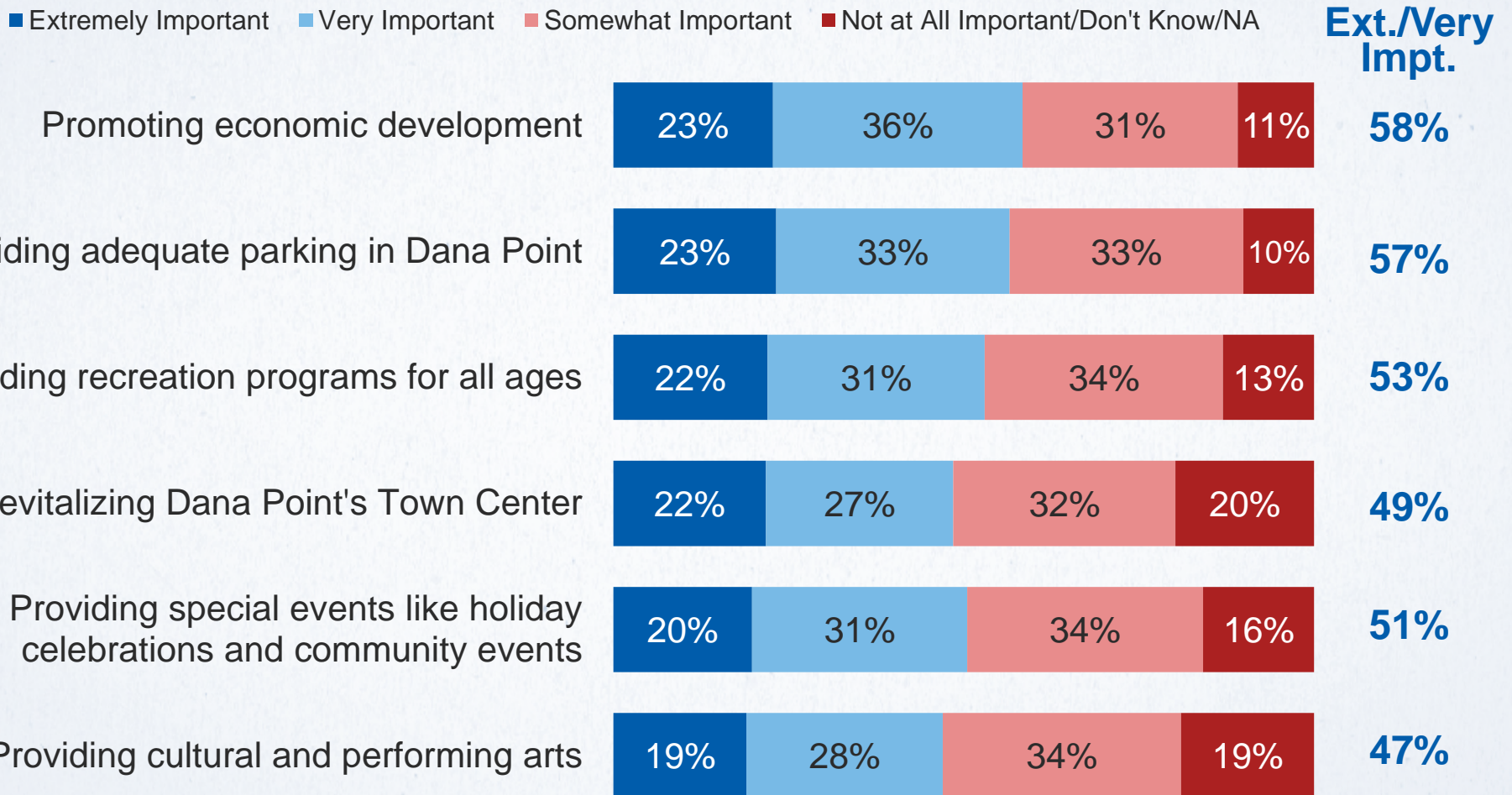
Please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.



Maintaining streets/parks and communicating are also high priorities



Recreational, community, and cultural services/events rank as the lowest priorities

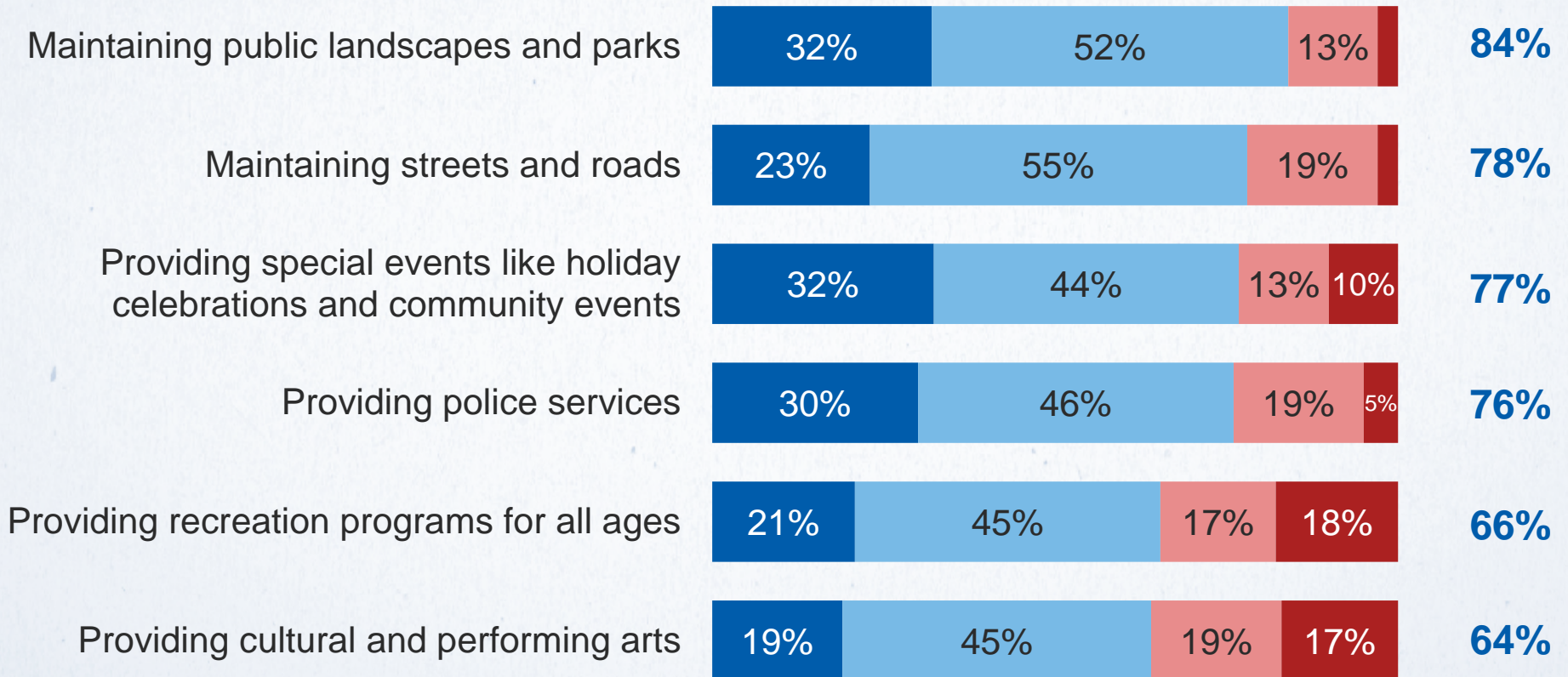


Dana Point gets high marks for maintaining streets/parks, special events, and police services

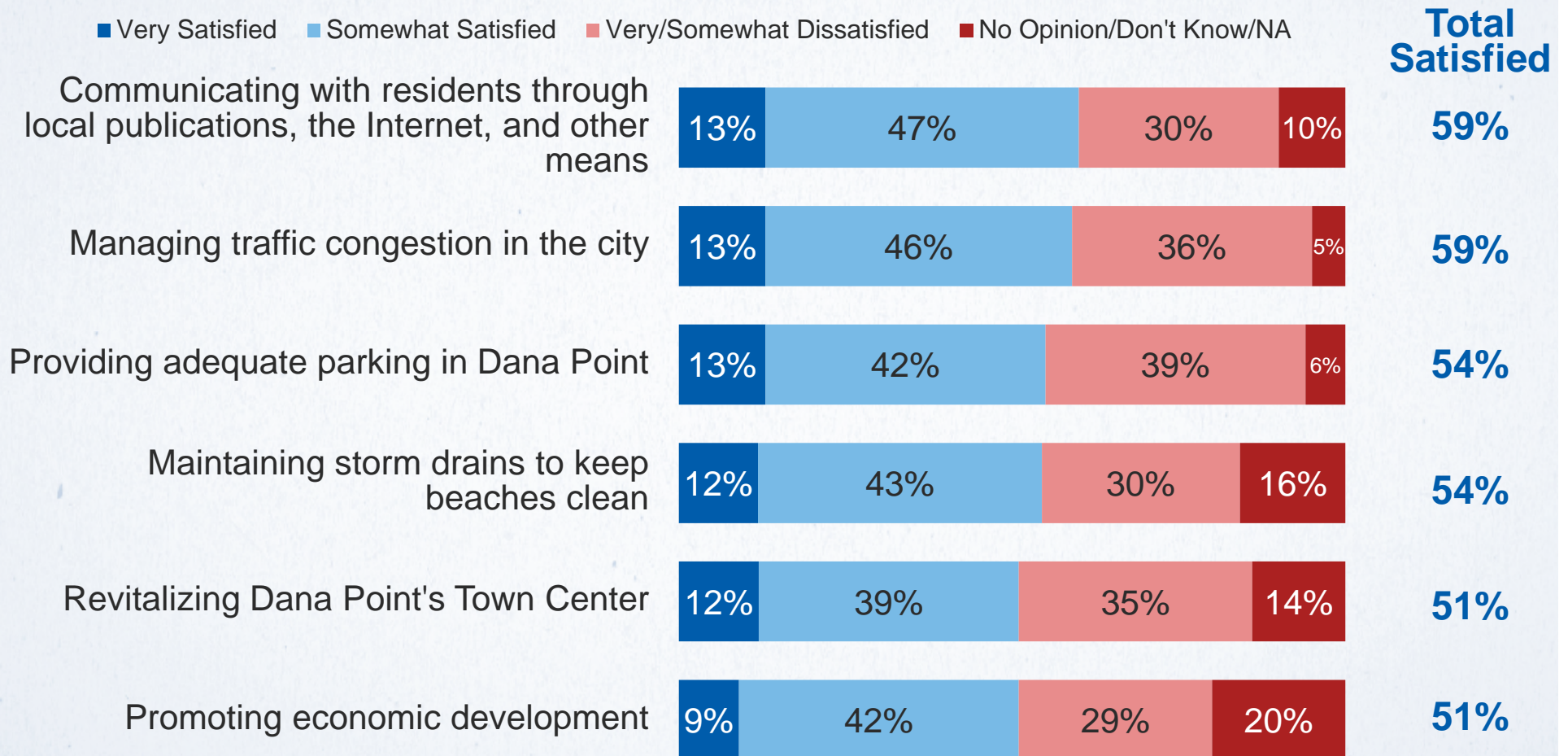
Are you satisfied or dissatisfied with the City's efforts to _____ or do you not have an opinion?

■ Very Satisfied
 ■ Somewhat Satisfied
 ■ Very/Somewhat Dissatisfied
 ■ No Opinion/Don't Know/NA

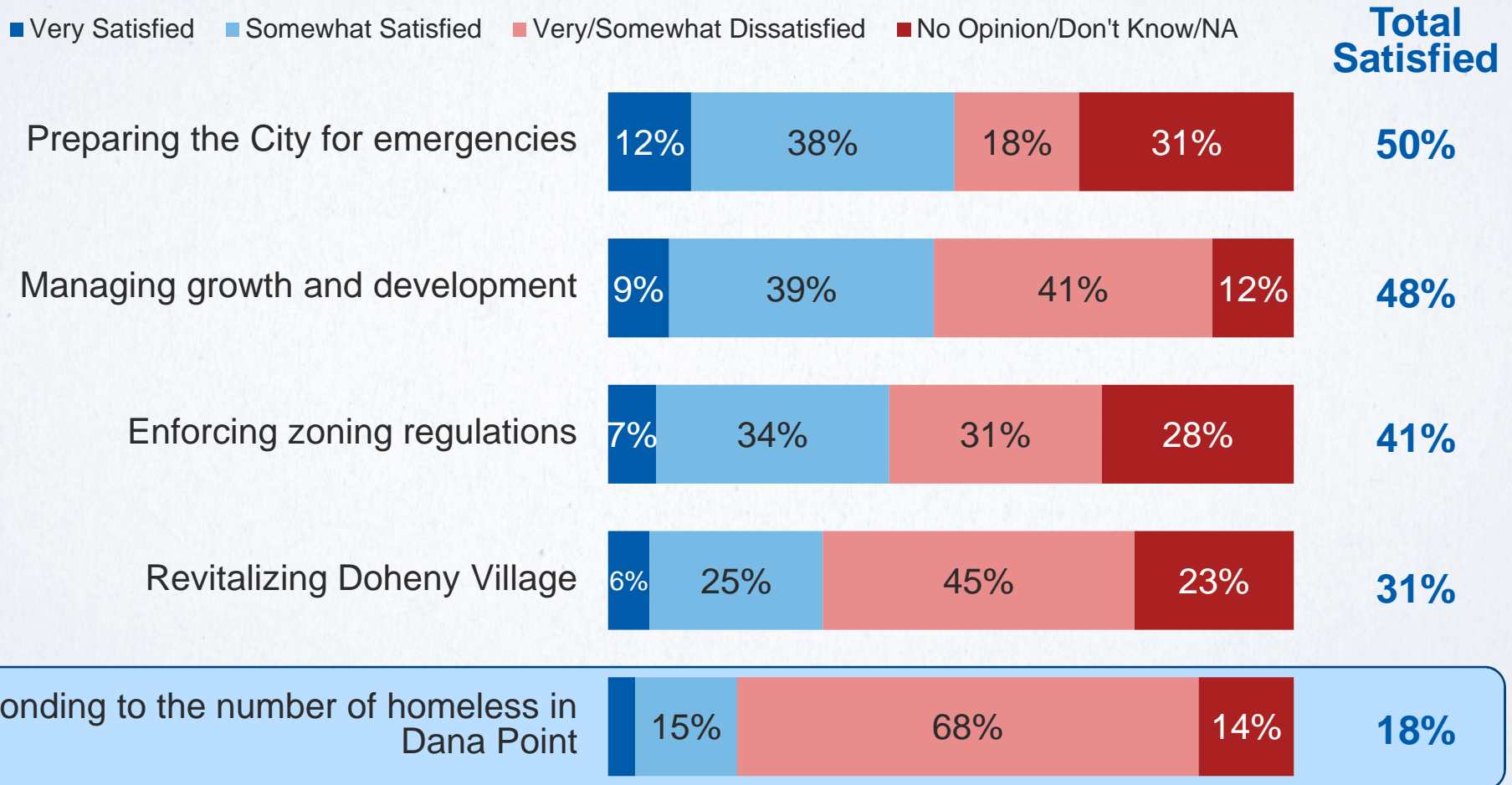
Total Satisfied



Majorities are satisfied with traffic management, communication, parking, economic development, and revitalizing the Town Center

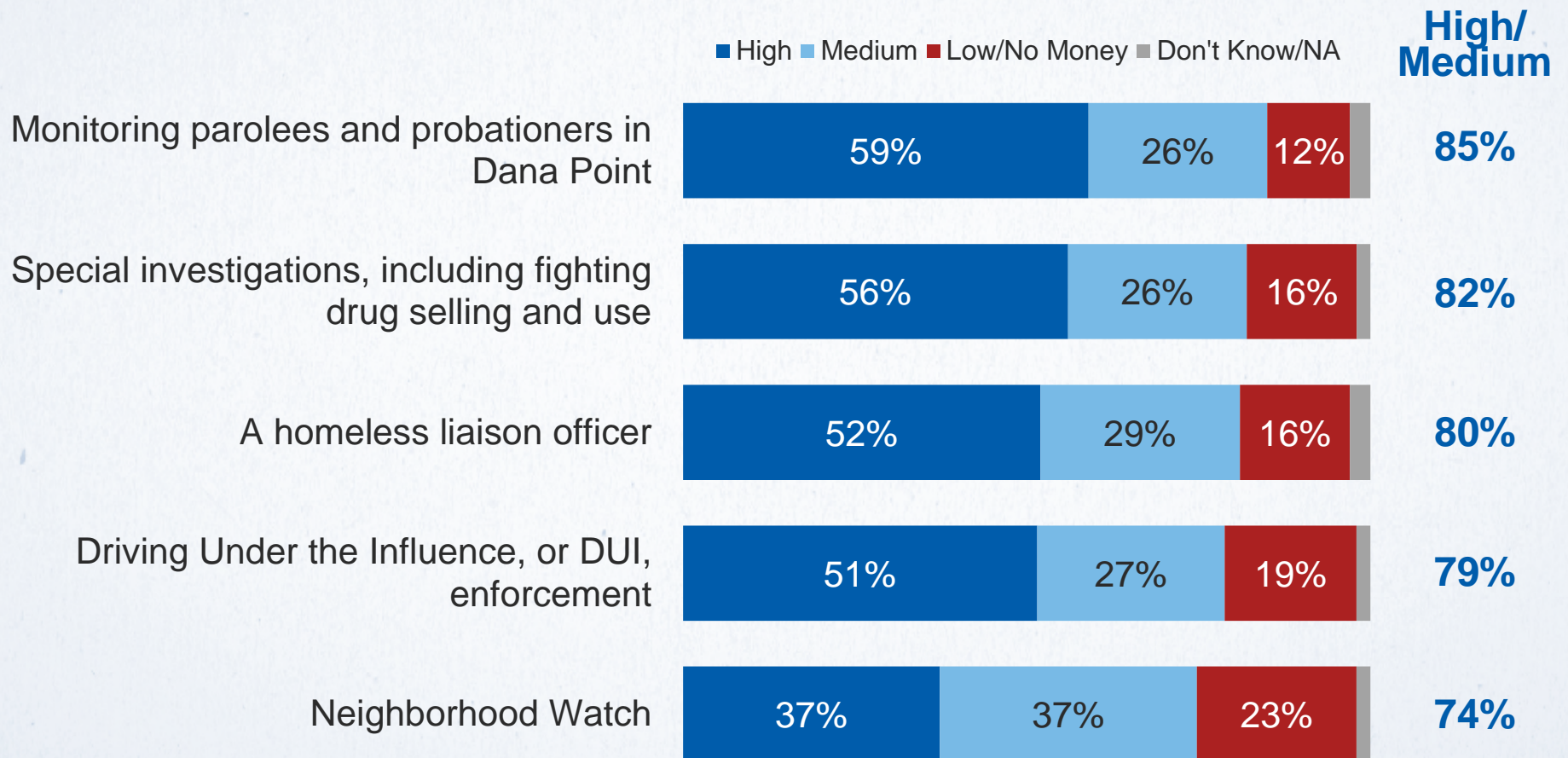


Just over 2 out of 3 residents are dissatisfied with the response to the number of homeless; strong numbers are dissatisfied with revitalization of Doheny Village and management of growth

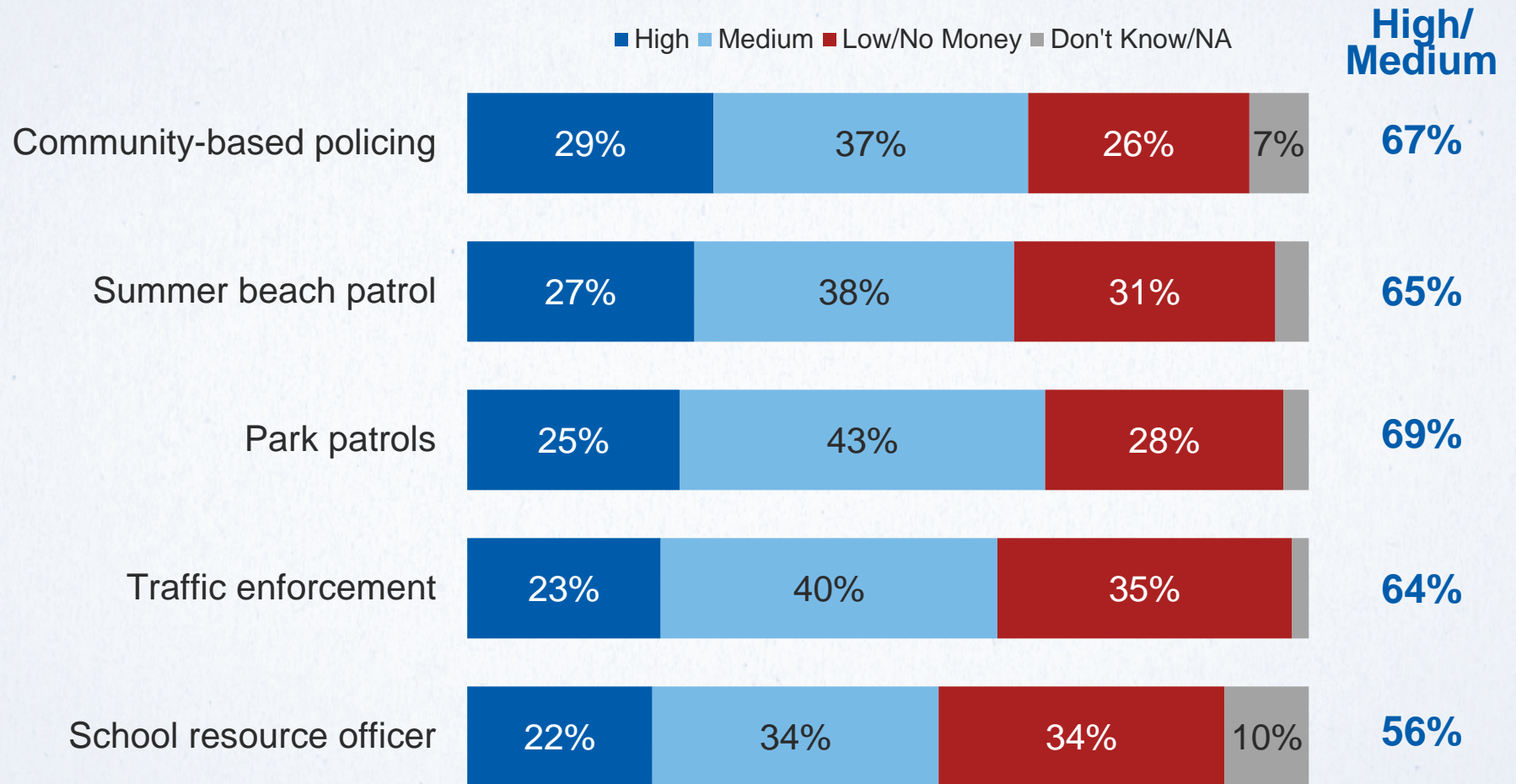


Police Services

Having a homeless liaison ranks with DUI enforcement, parolee/probationer monitoring, and drug investigation as the top public safety service priorities



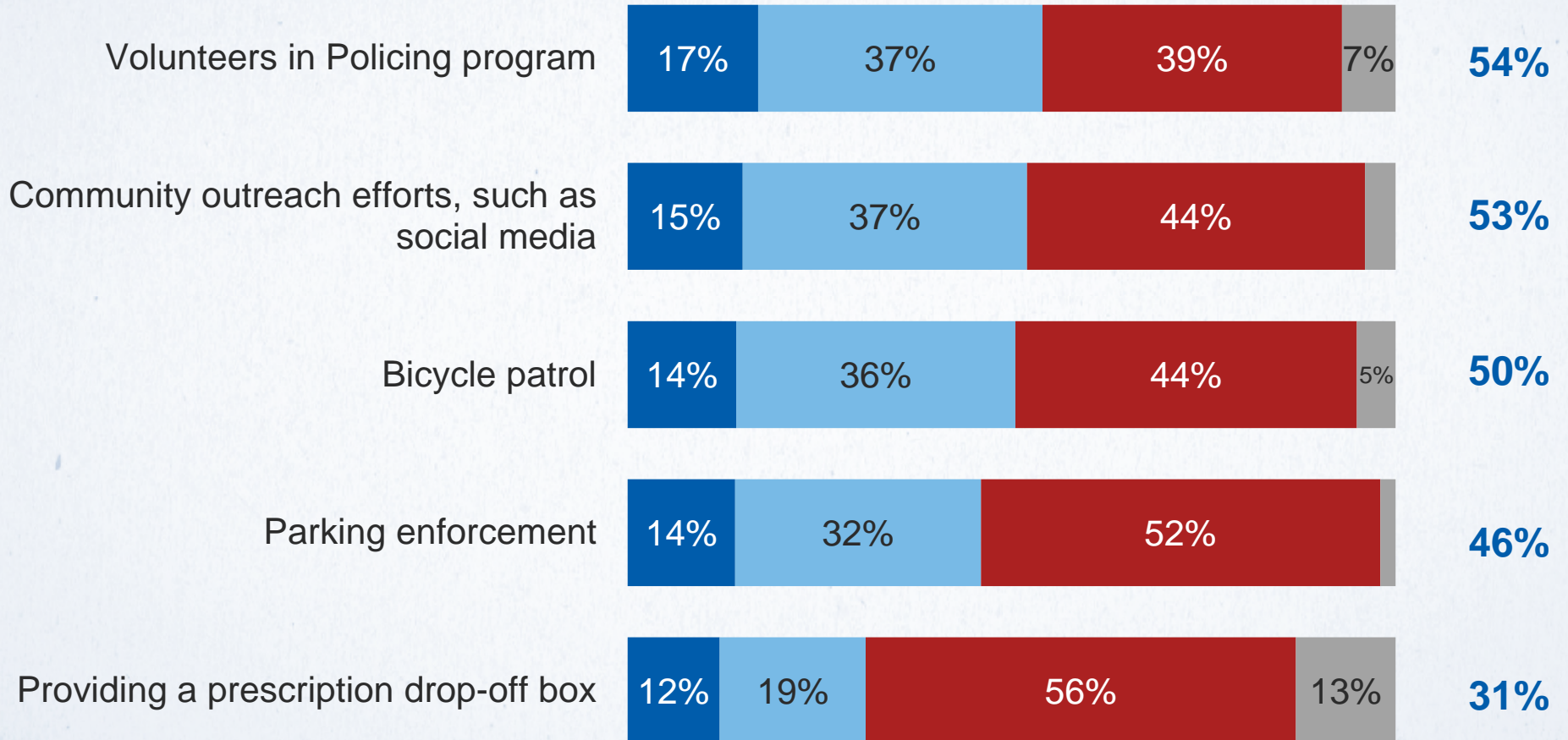
Special patrols in communities, beaches, and parks are second-tier priorities



Parking enforcement ranks among the lowest priorities for public safety services

■ High ■ Medium ■ Low/No Money ■ Don't Know/NA

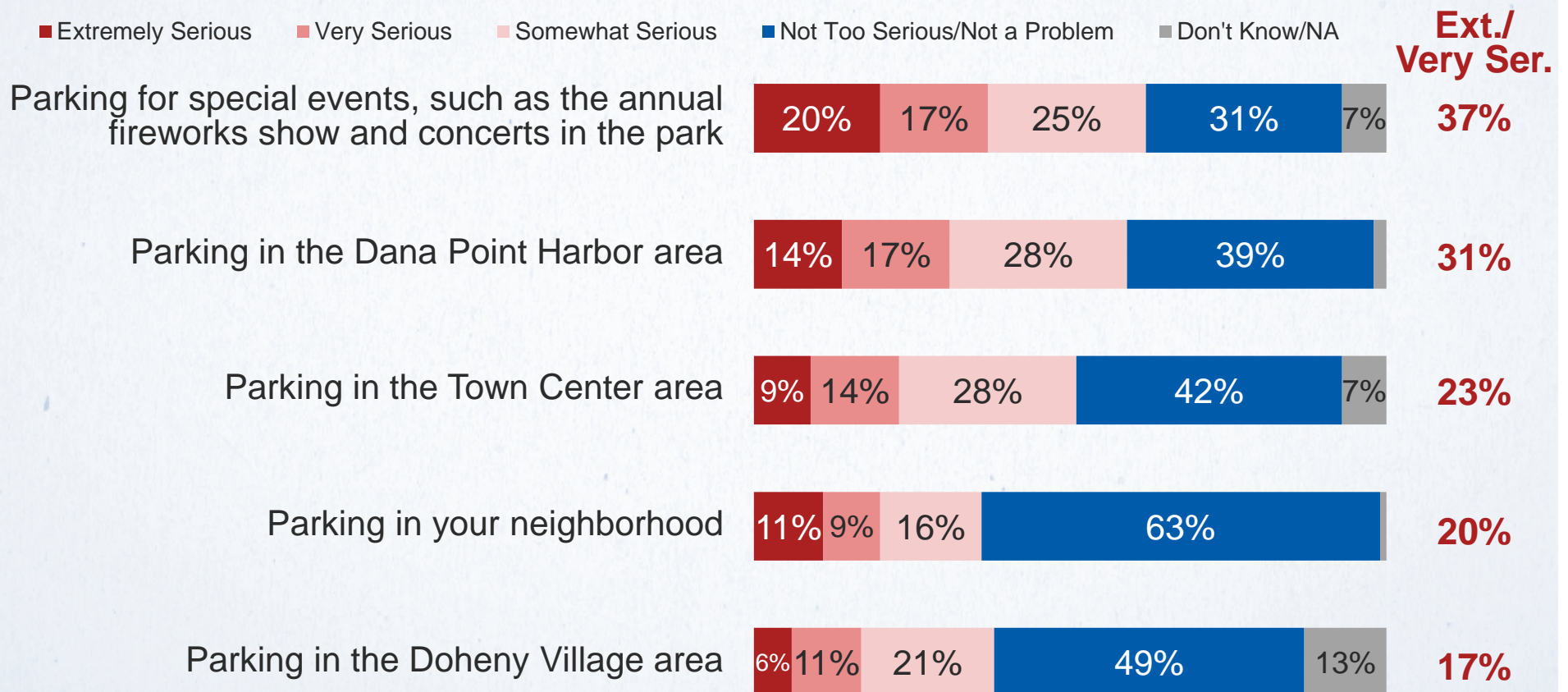
High/
Medium



Parking in Dana Point

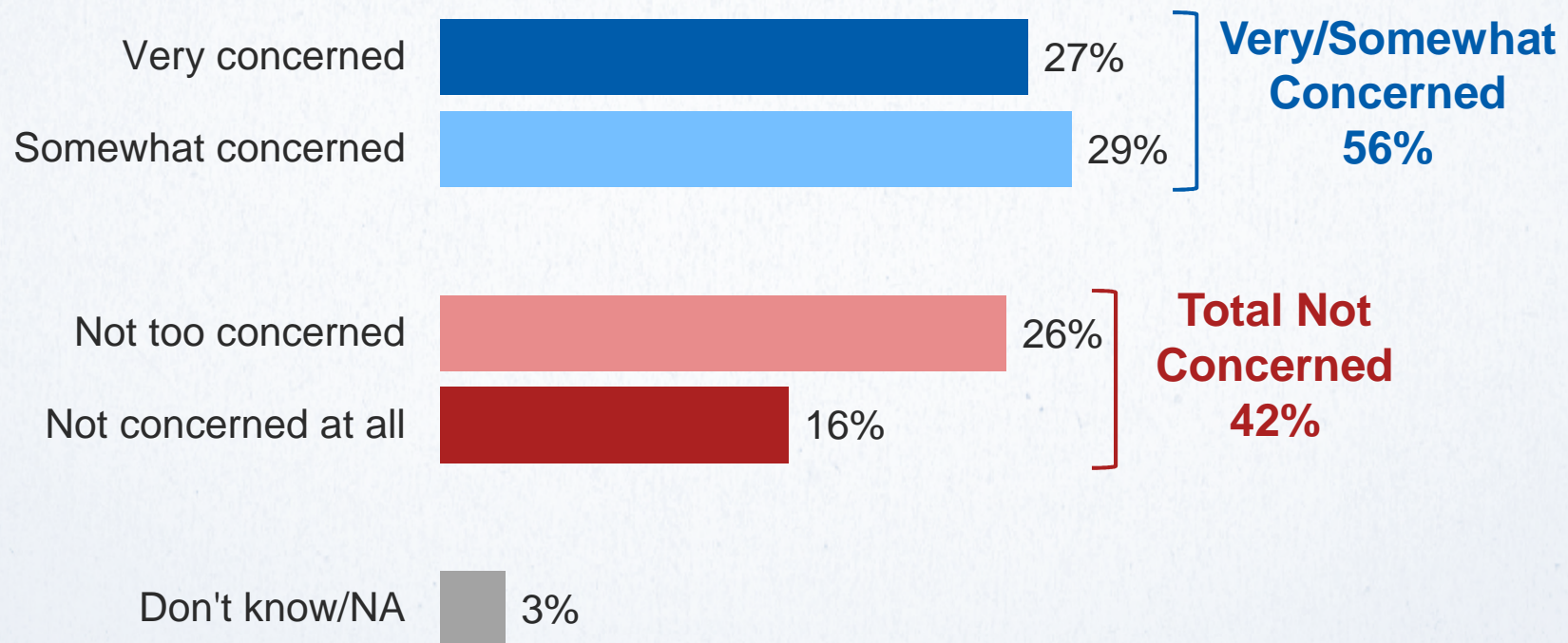
There is little intensity of concern about parking throughout the City

Please tell me if you think the availability of parking in each area is an extremely serious problem, very serious problem, somewhat serious problem, not too serious a problem, or not a problem at all.



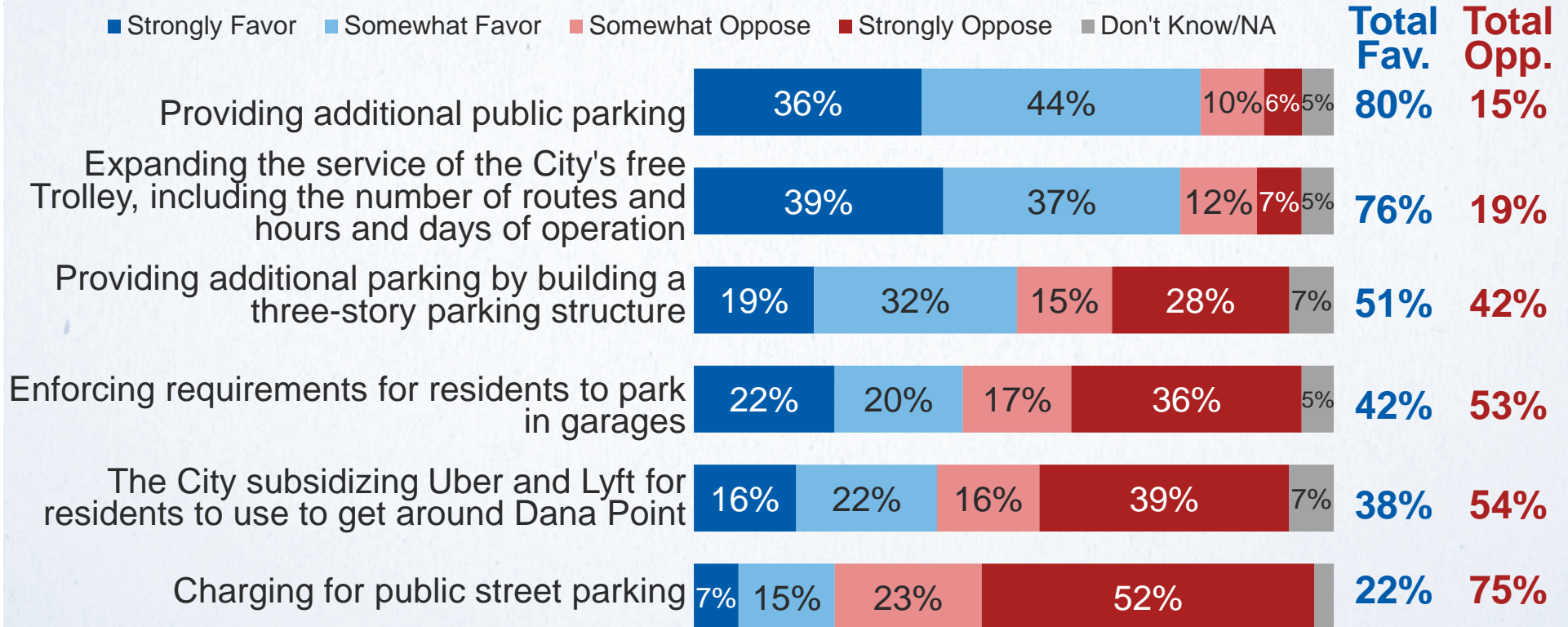
Intensity of concern about parking is modest when considering the impact of redevelopment at the Doheny Village or Town Center areas

Some people are concerned that redevelopment of the Town Center and Doheny Village areas will create parking problems around those areas while others are not concerned. Based on what you know, would you say you are personally very concerned about these redevelopments causing a parking problem, somewhat concerned, not too concerned, or not concerned at all?



8 in 10 support providing additional public parking, but most oppose charging for street parking

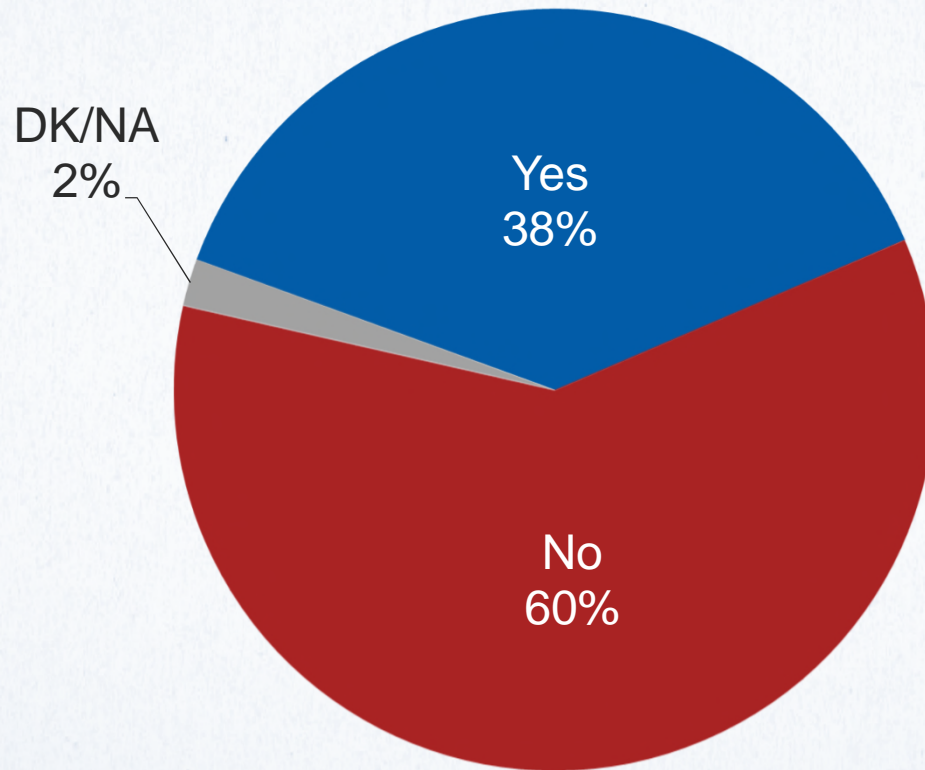
I am going to read you a few proposals that have been suggested to improve parking and reduce traffic in Dana Point now and to accommodate redevelopment in the Town Center and Doheny Village areas. Please tell me if you generally favor or oppose that proposal.



Contact with City Government and Information Sources

Nearly 4 in 10 have had contact with City staff in the last 12 months

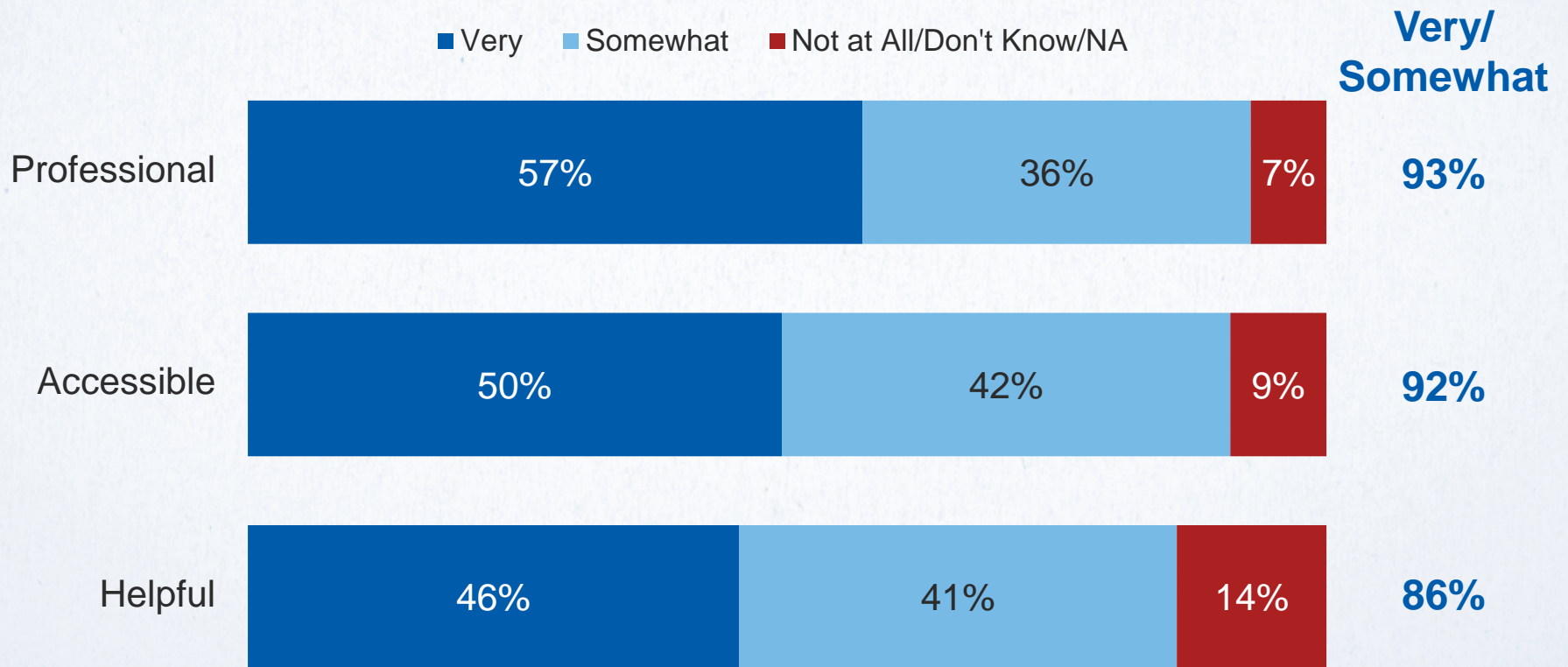
In the past 12 months, have you been in contact with staff from the City of Dana Point?



Of those who have had contact, impressions of their interaction are strongly positive

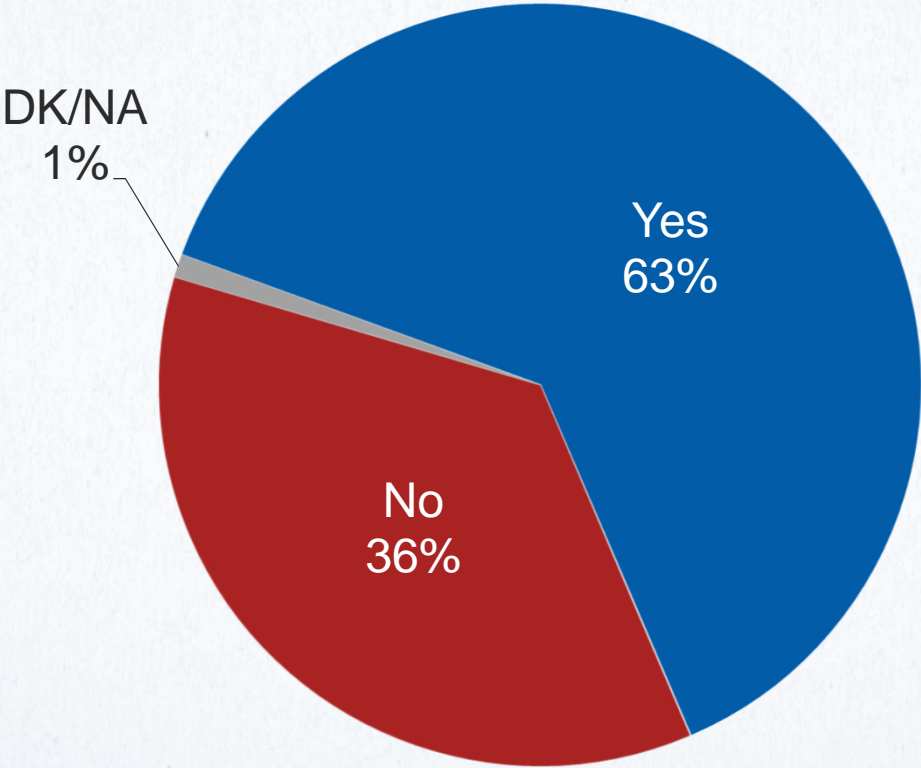
In your opinion, was the staff of the City very _____, somewhat _____ or not at all _____?

(Asked of only those who had contact with City of Dana Point staff)



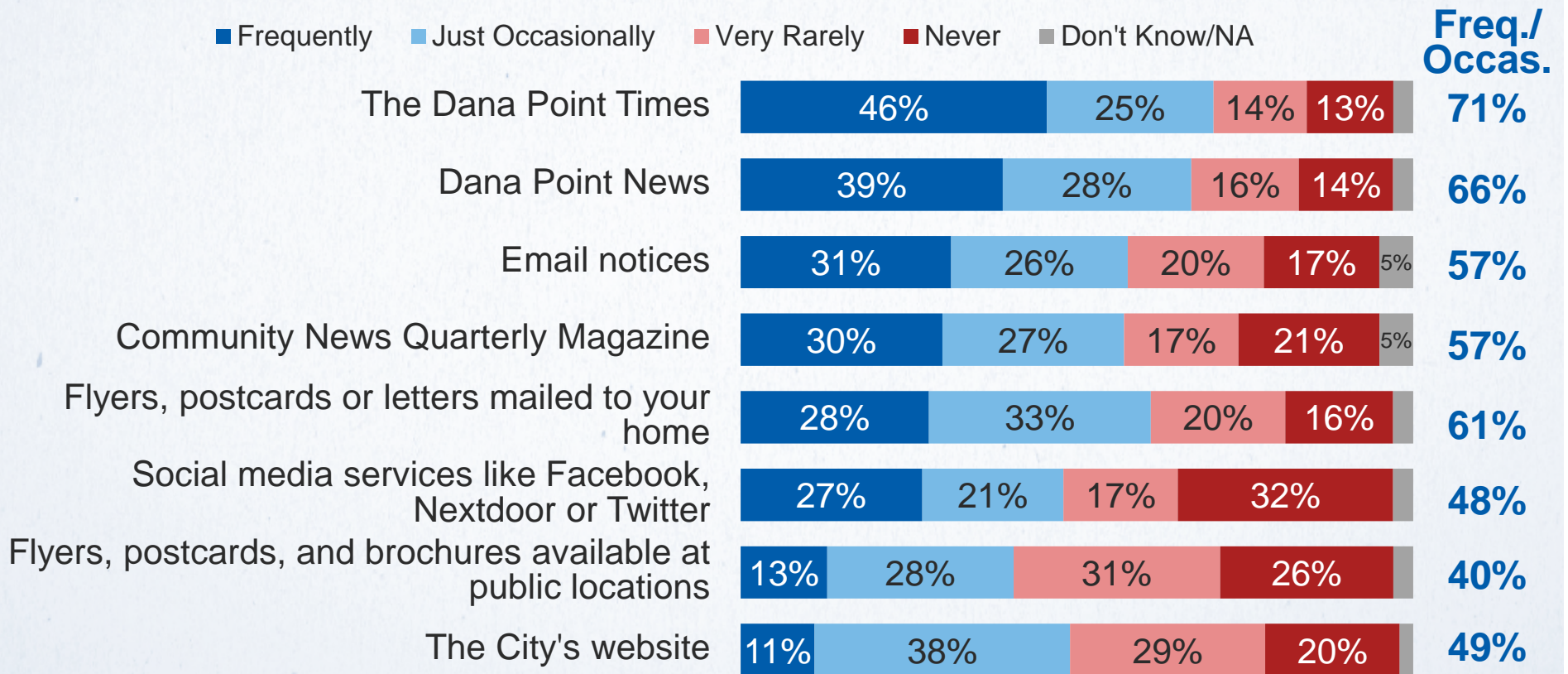
Nearly 2 in 3 residents have visited the City's website in the last 12 months

In the past 12 months, have you visited the City's website?



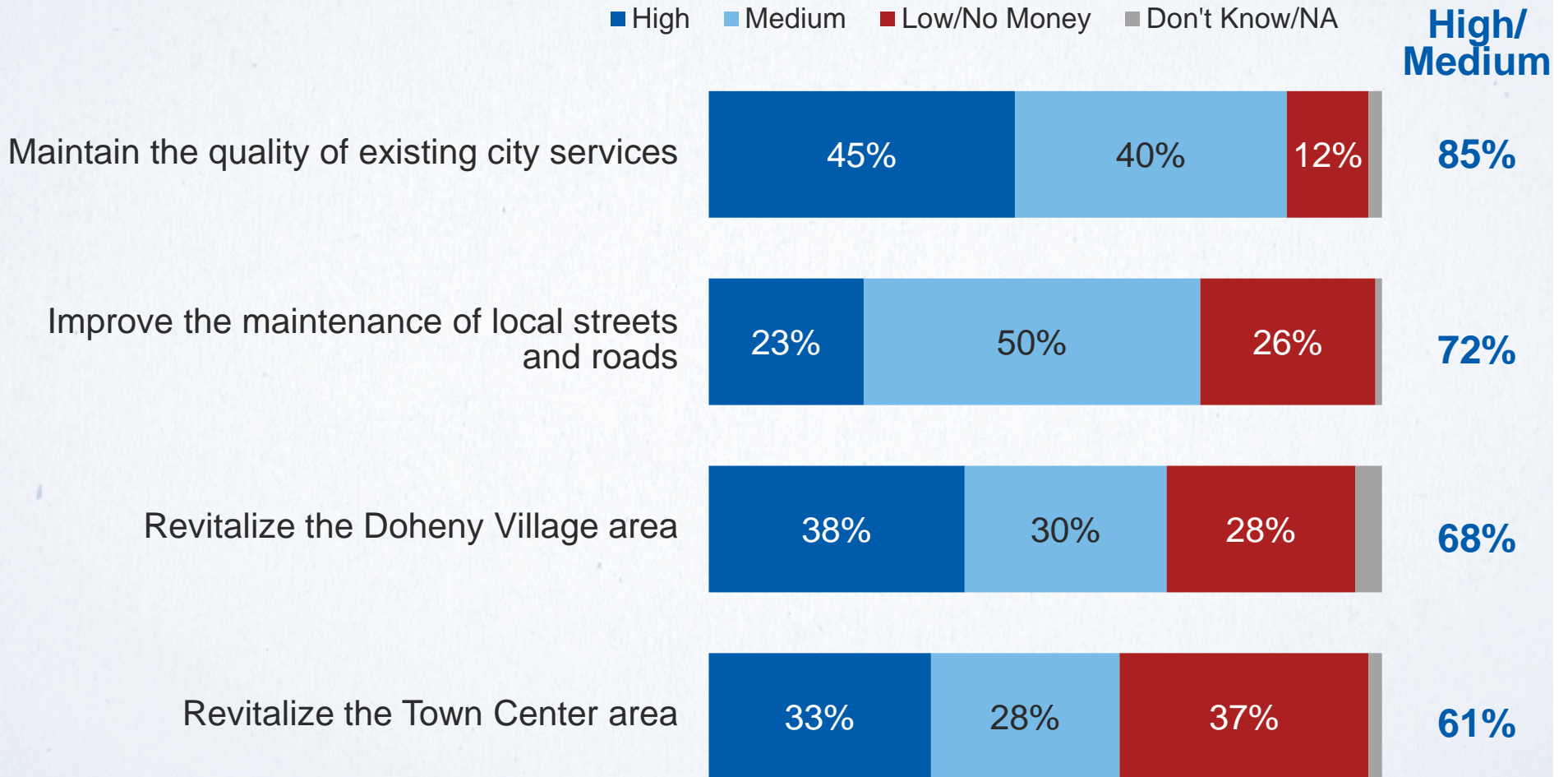
The highest number of respondents get community news from the Dana Point Times and Dana Point News

I'm going to mention some information sources from which people learn about news and issues affecting the Dana Point community. Please tell me how often you use that particular information source. Is it frequently, just occasionally, very rarely, or never?

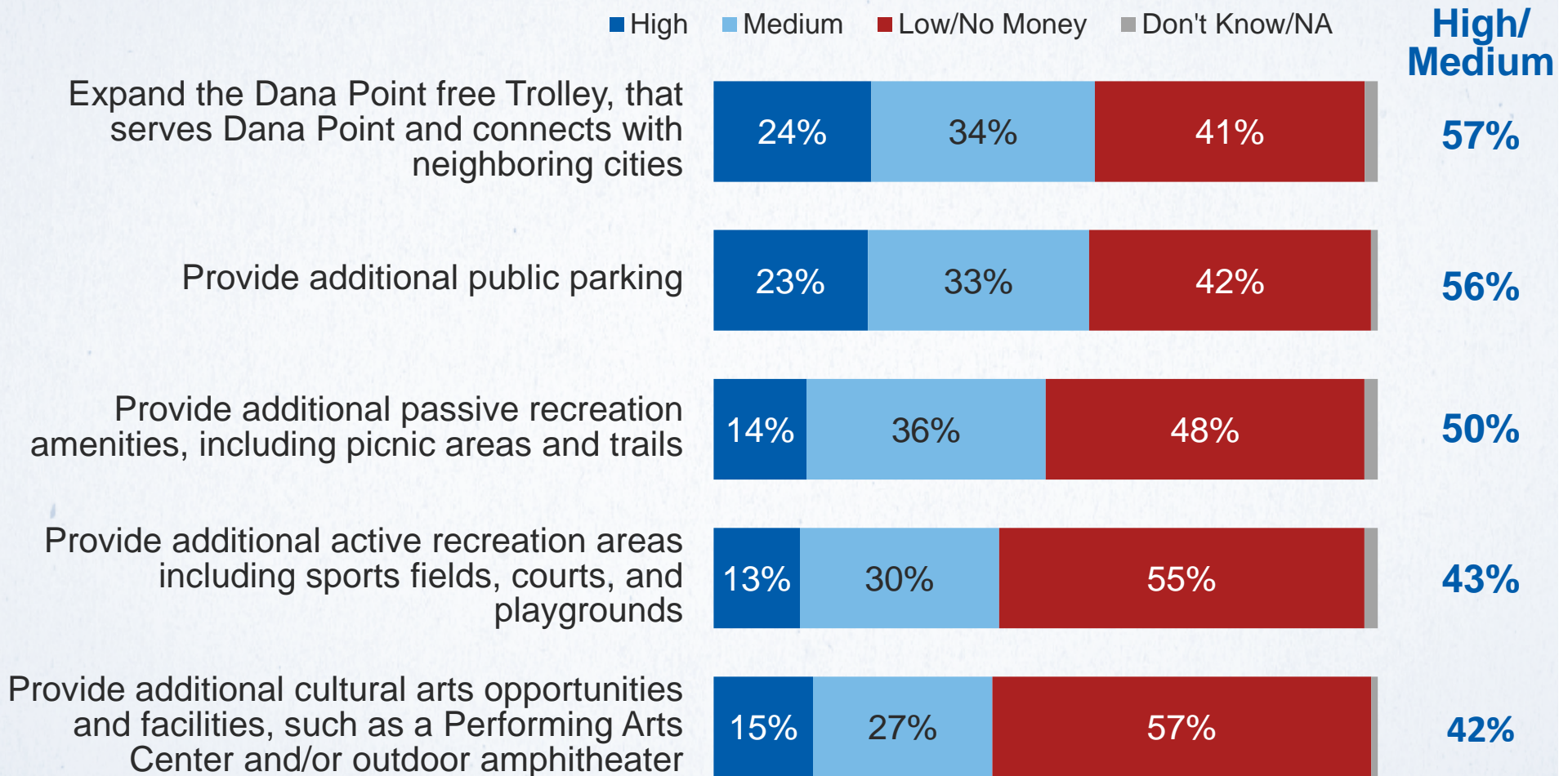


City Priorities and Proposals

Revitalizing Doheny Village is at least a medium priority to just over 2 in 3 residents; Town Center also tops the list

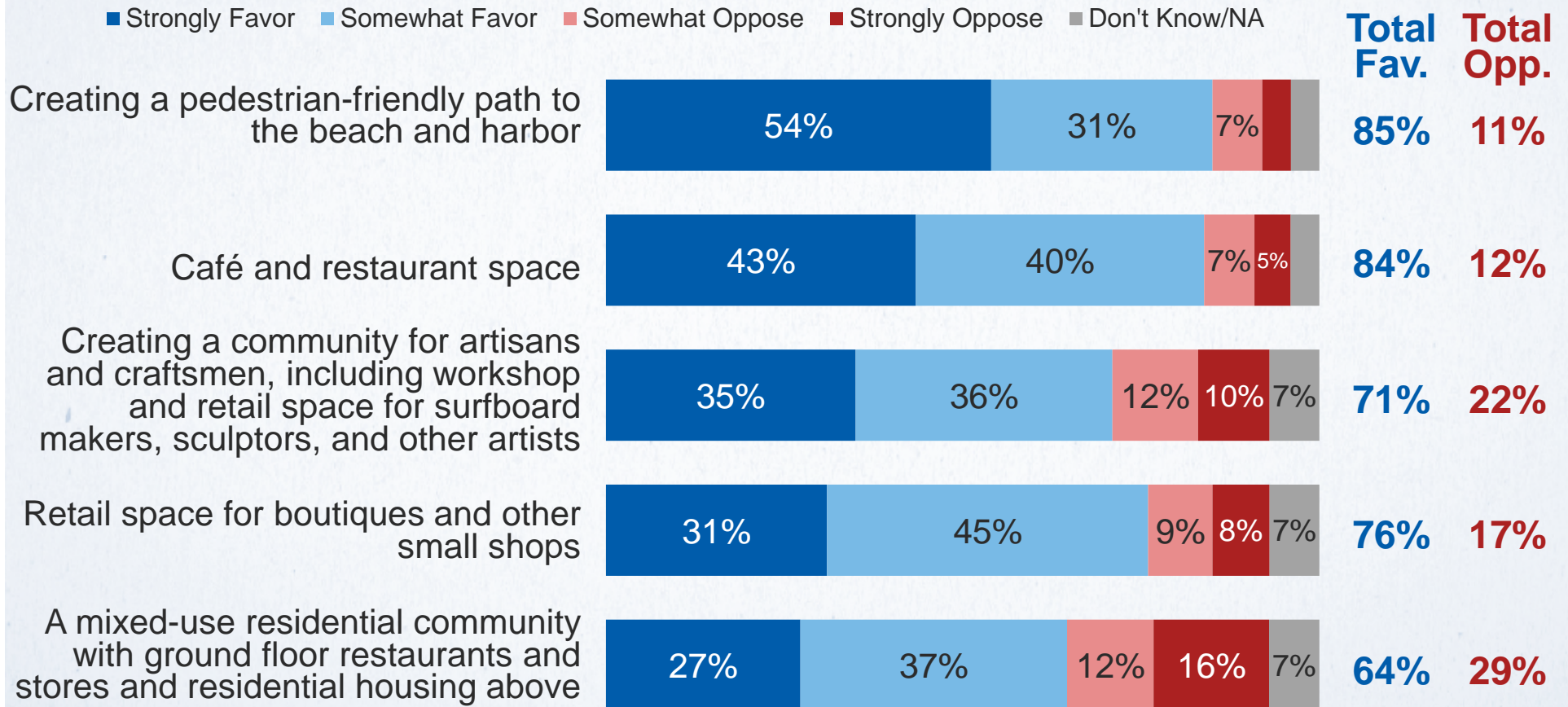


Expanding the trolley and offering more parking are in the second tier of priorities, but still at least a medium priority to over half of respondents

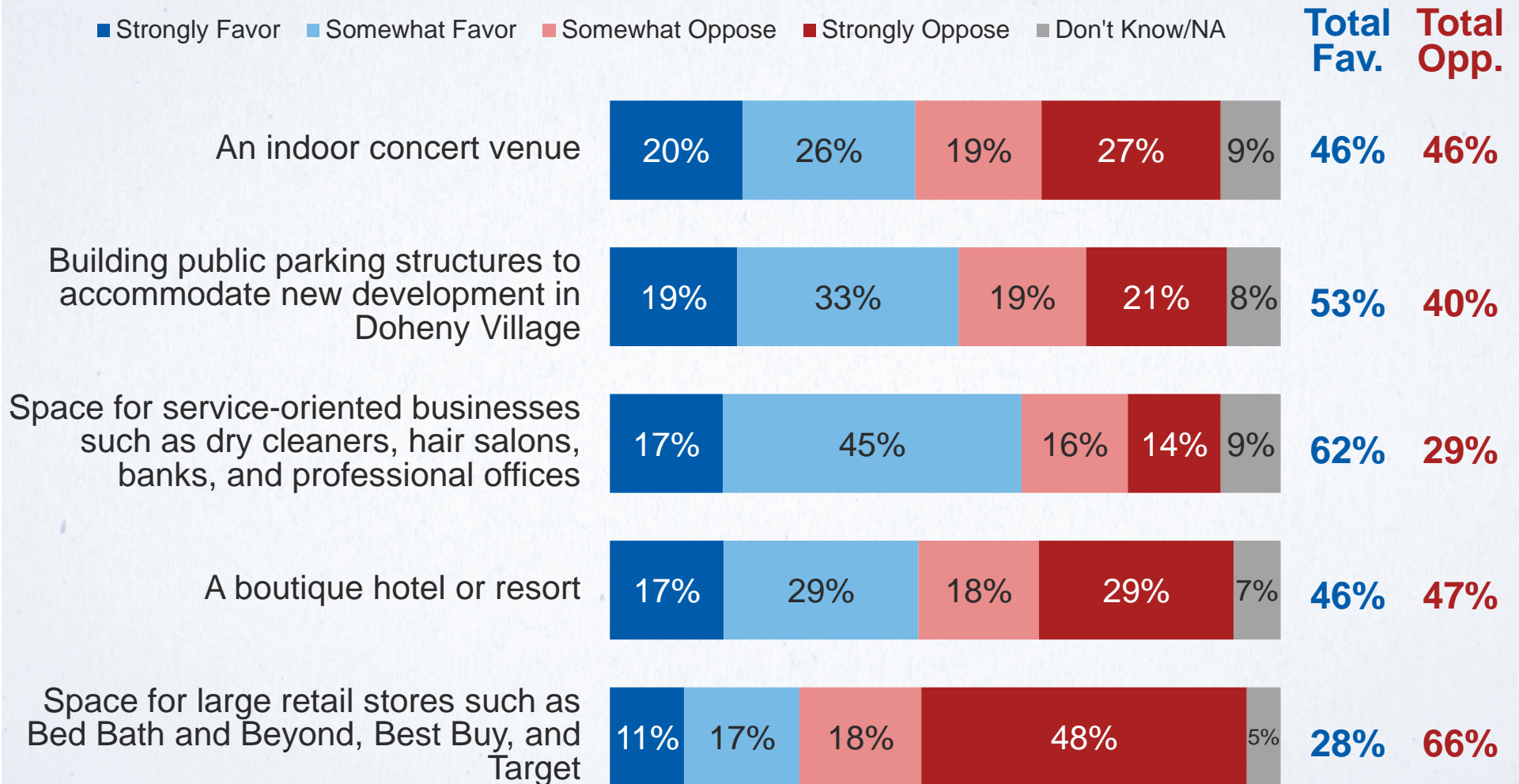


Path to beach and cafe/restaurant, retail and artisan spaces are the most well-received proposals for a revitalized Doheny Village

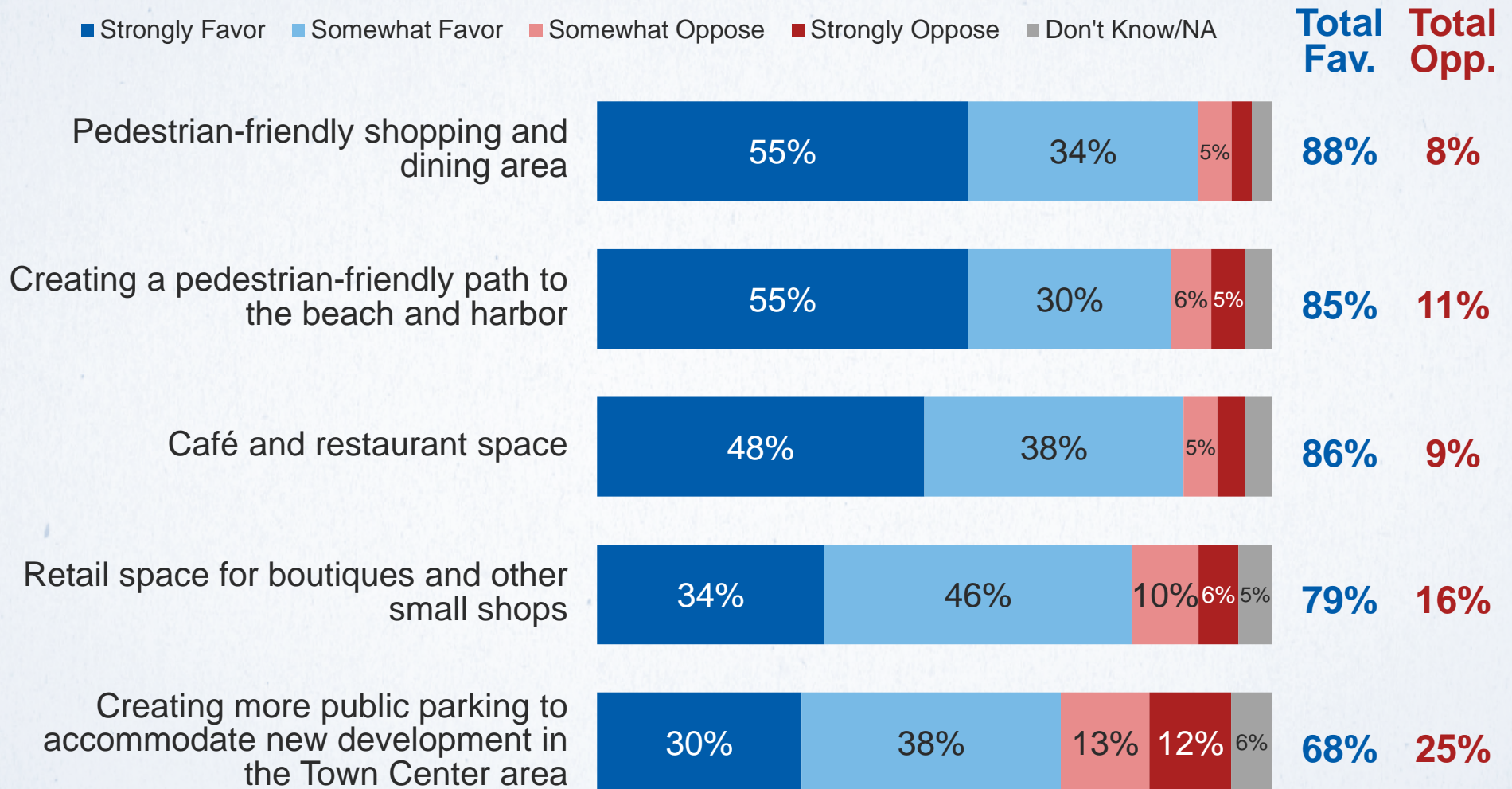
After you hear (each proposal), please (indicate) if you generally favor or oppose it.



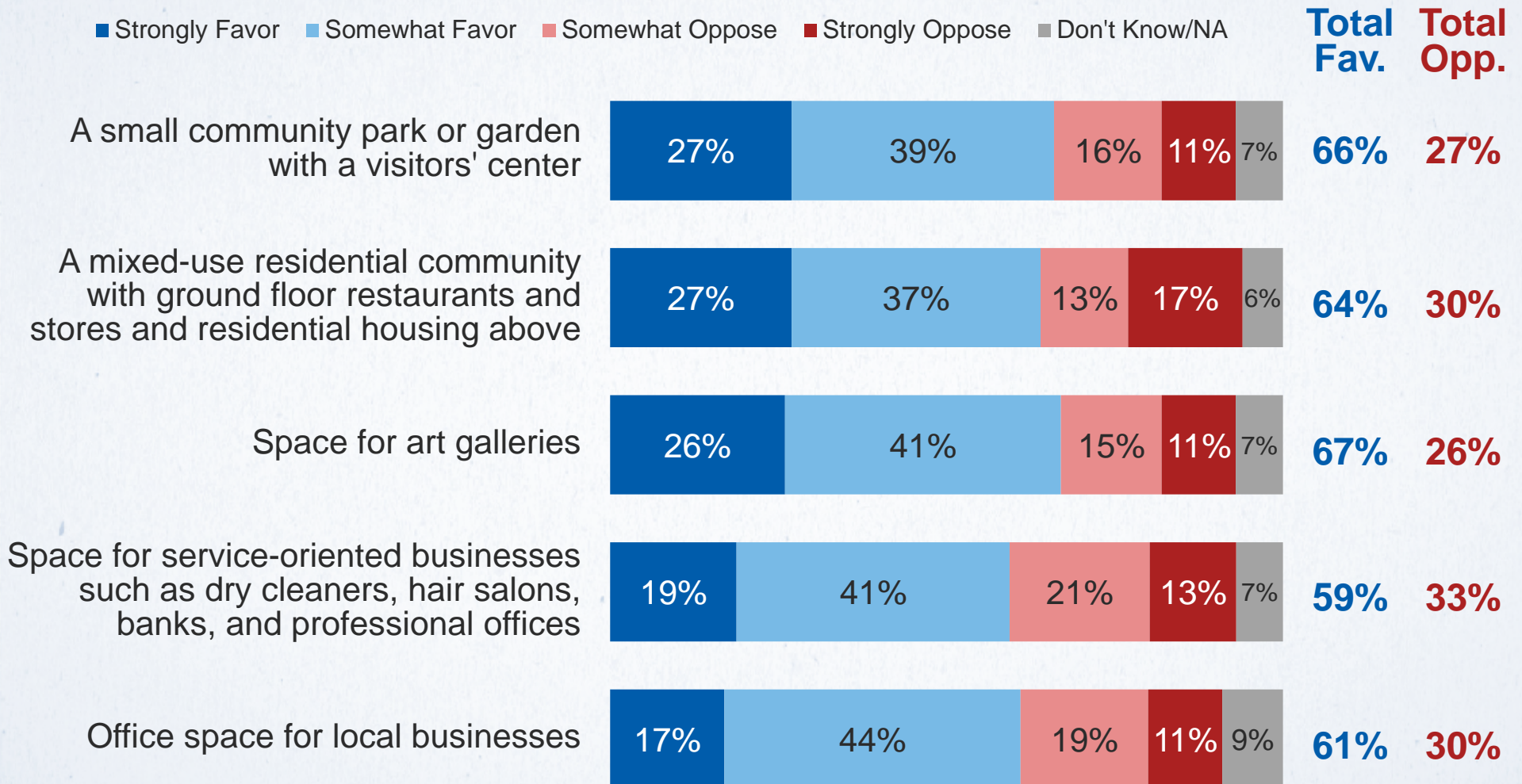
Support is weakest for large retail stores, a concert venue, and hotel



Pedestrian-friendly proposals are the most well-received for Town Center redevelopment

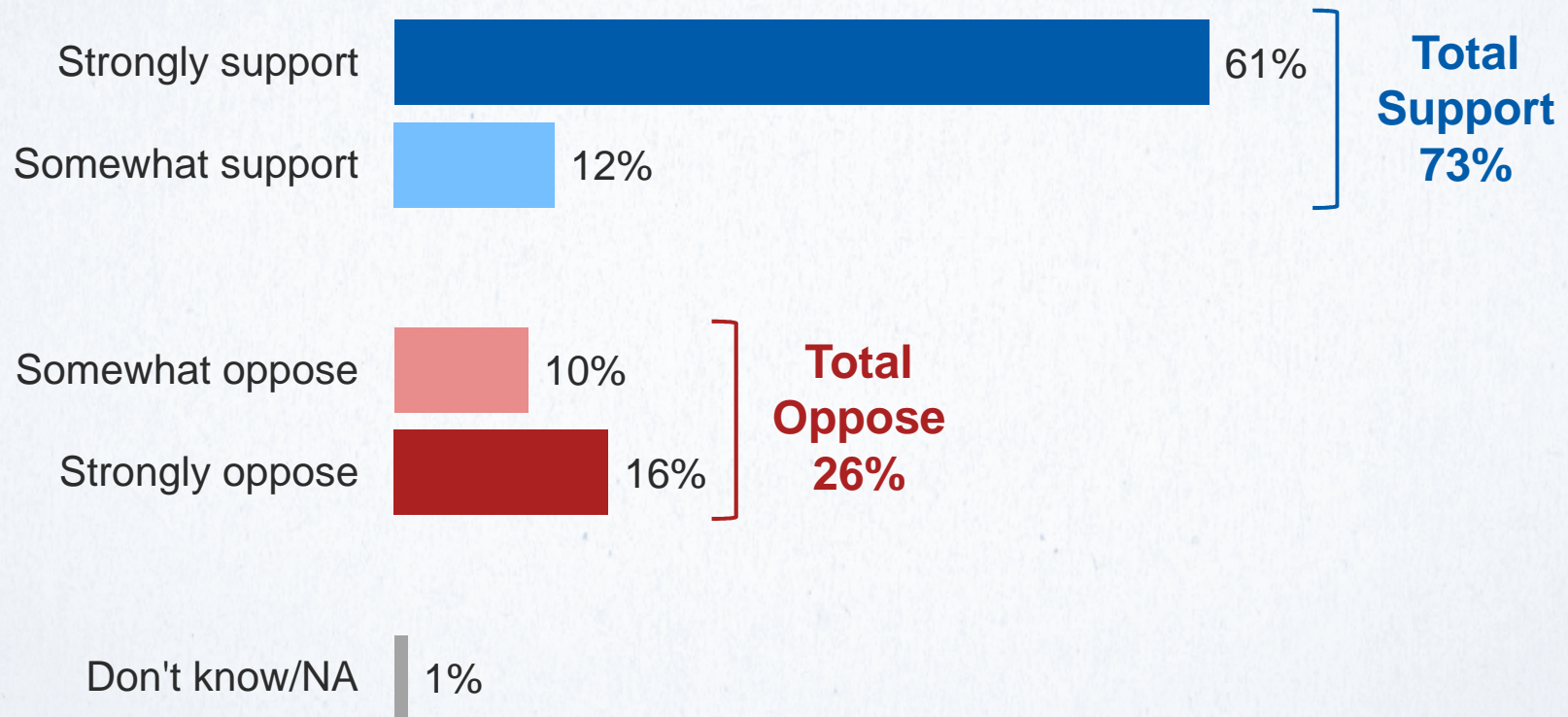


All proposals tested for the Town Center have support from 6 in 10 or more residents



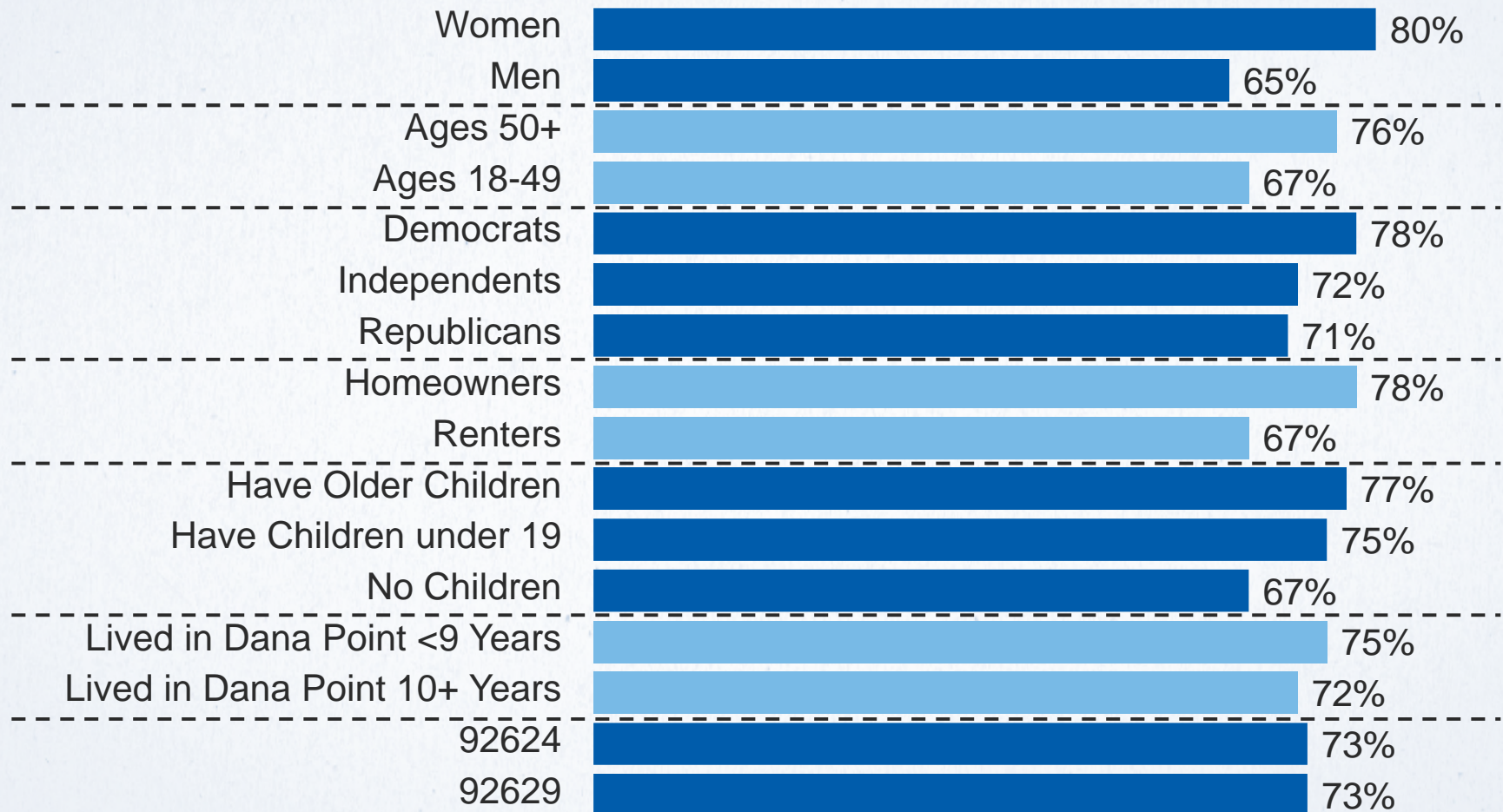
Nearly three in four residents support a city-wide ban on smoking in all public places

Do you support or oppose a city-wide ban on smoking in all public places?

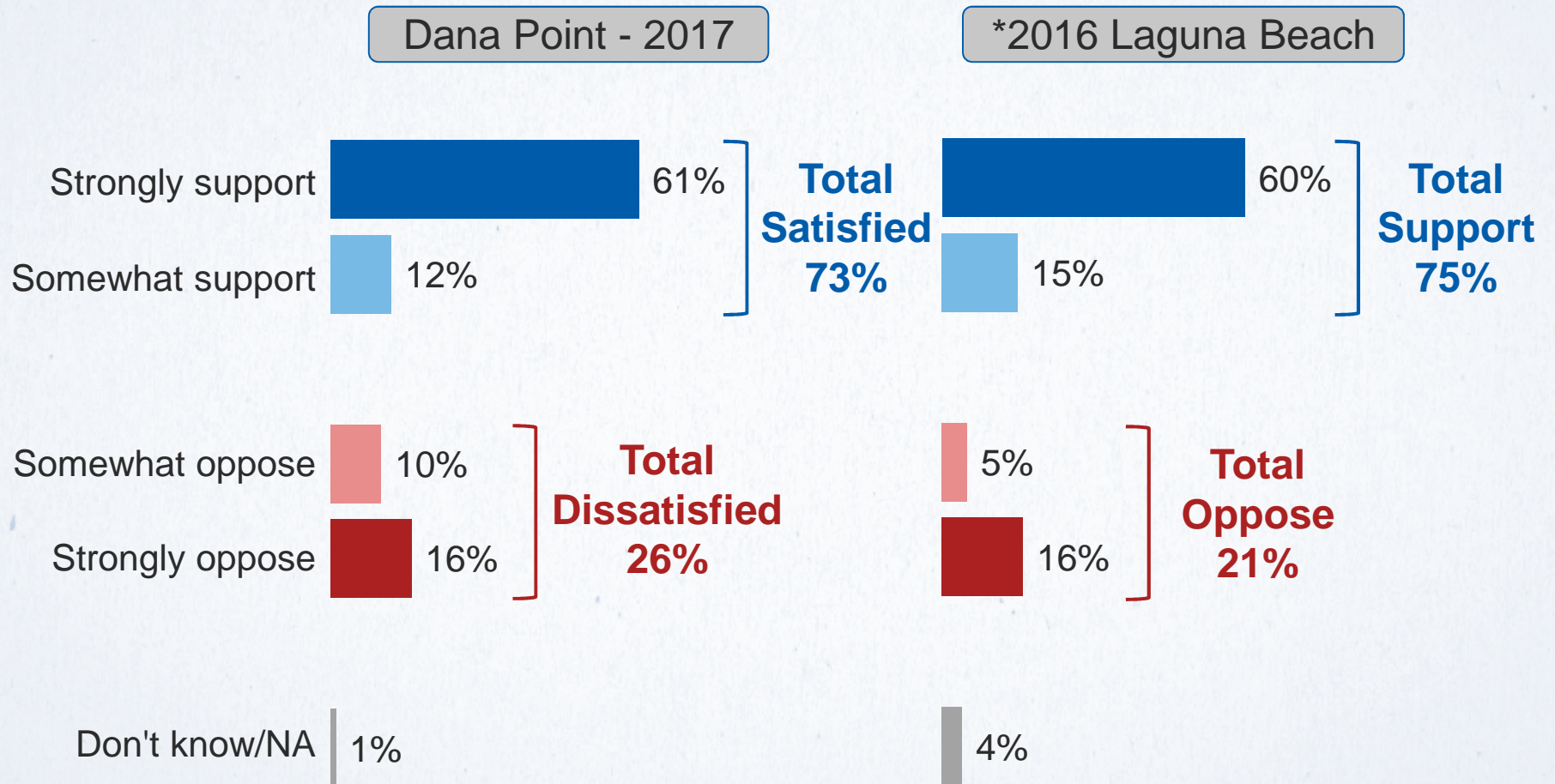


High proportions of all subgroups support a citywide smoking ban in public places

(Total Support)



Support for ban is similar in Dana Point and Laguna Beach



**For more information,
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& Strategy*