







Dana Point Issues Survey

Results of a Survey of Dana Point Voters



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

Survey Specifics and Methodology

Dates	October 9 th – 27 th , 2021
Research Population	Likely Voters in Dana Point
Total Interviews	526
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level Margins of error for subgroups will be higher
Contact Methods	 Telephone Calls  Email Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews

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

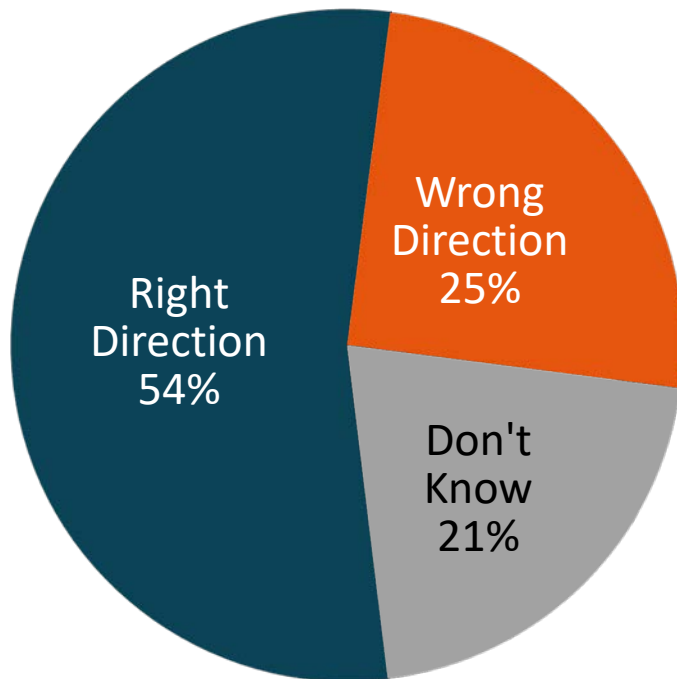


General Community Attitudes

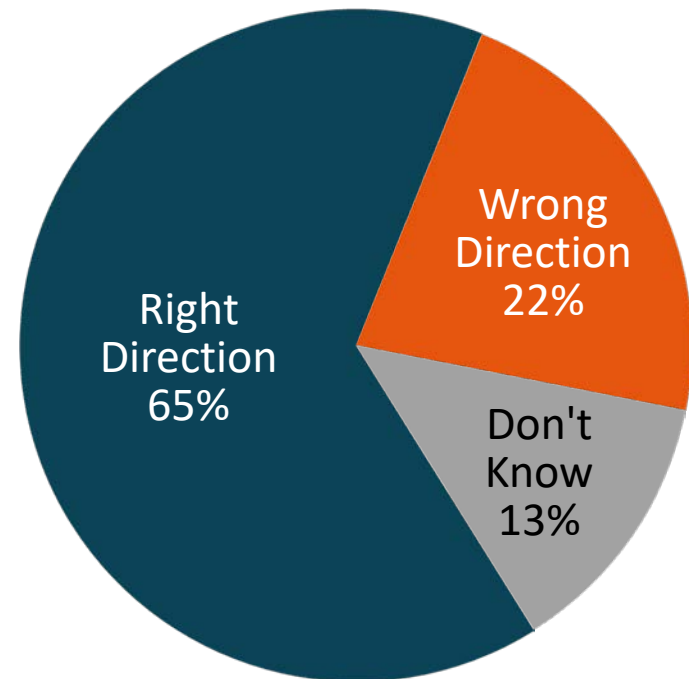
A majority of respondents think the City is headed in the right direction, while even higher percentages are optimistic about the direction of their neighborhood.

Do you think things in _____ are generally headed in the right or wrong direction?

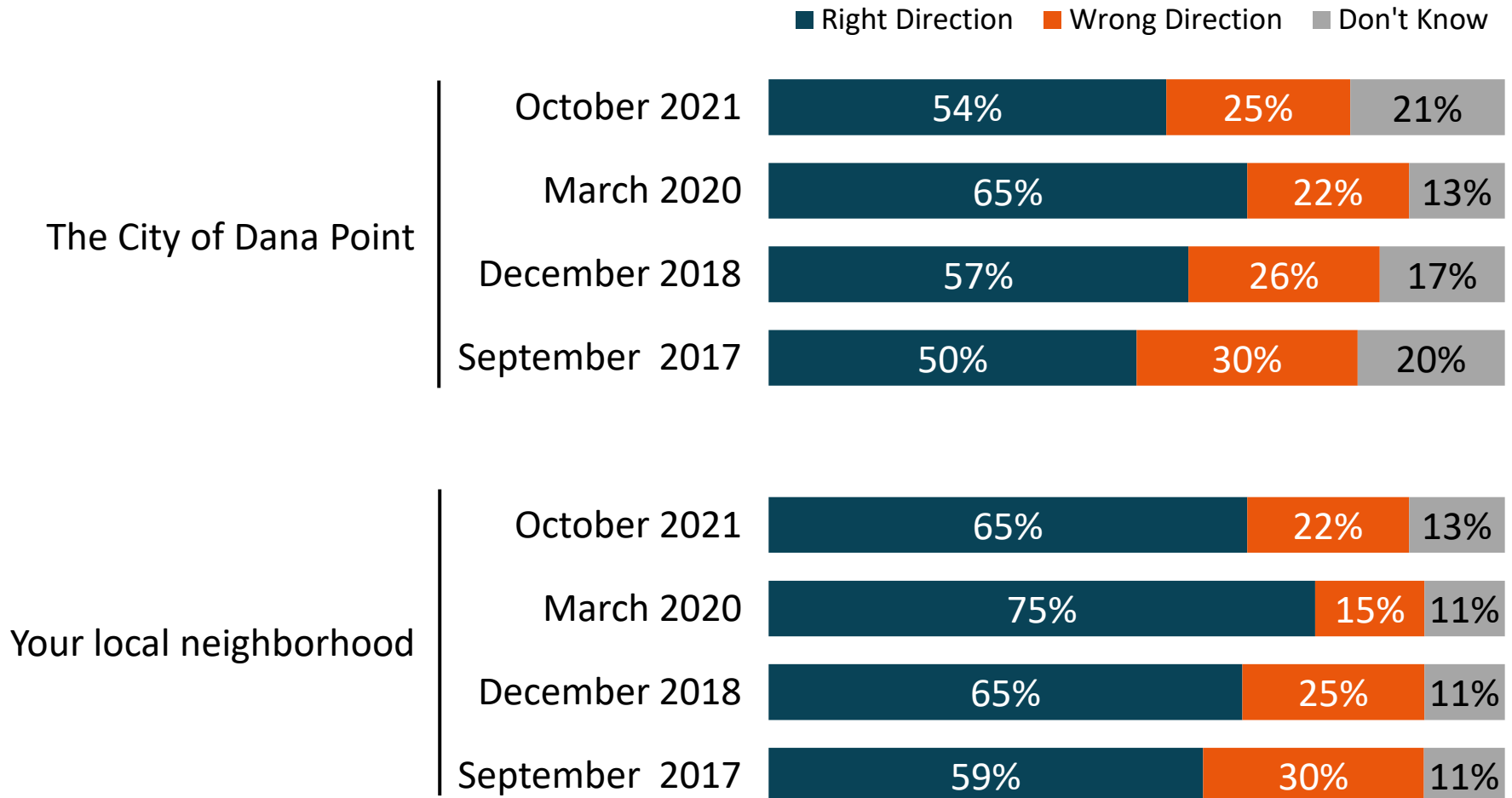
The City of Dana Point



Your Local Neighborhood

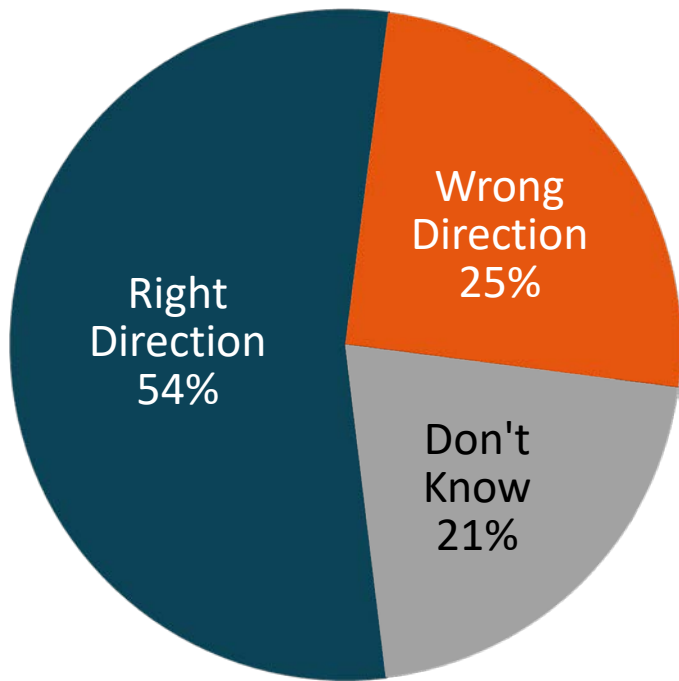


While respondents are generally positive about the direction of the city and their neighborhood, the results were somewhat better in March 2020.



Residents under age 50 are more likely than others to say Dana Point is headed in the right direction.

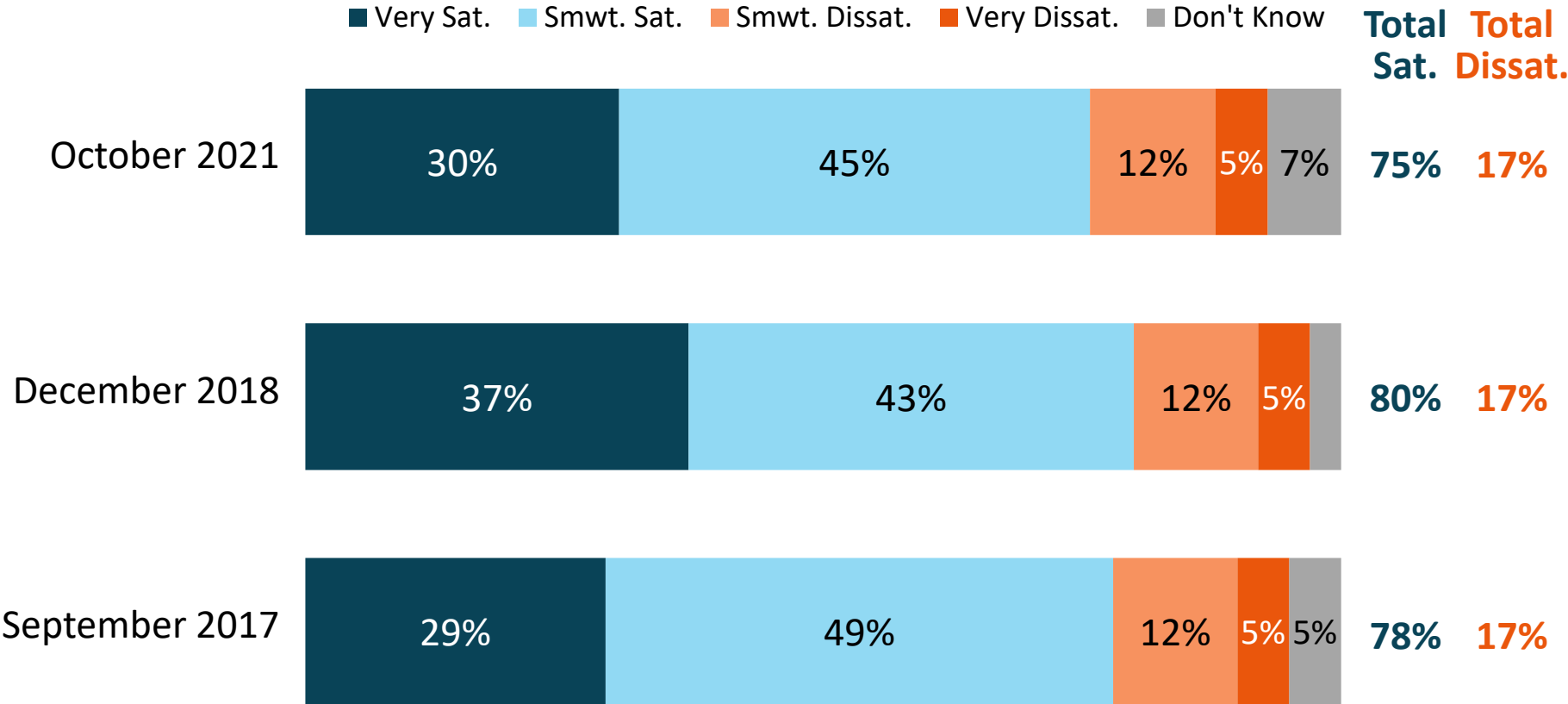
Do you think things in the City of Dana Point are generally headed in the right or wrong direction?



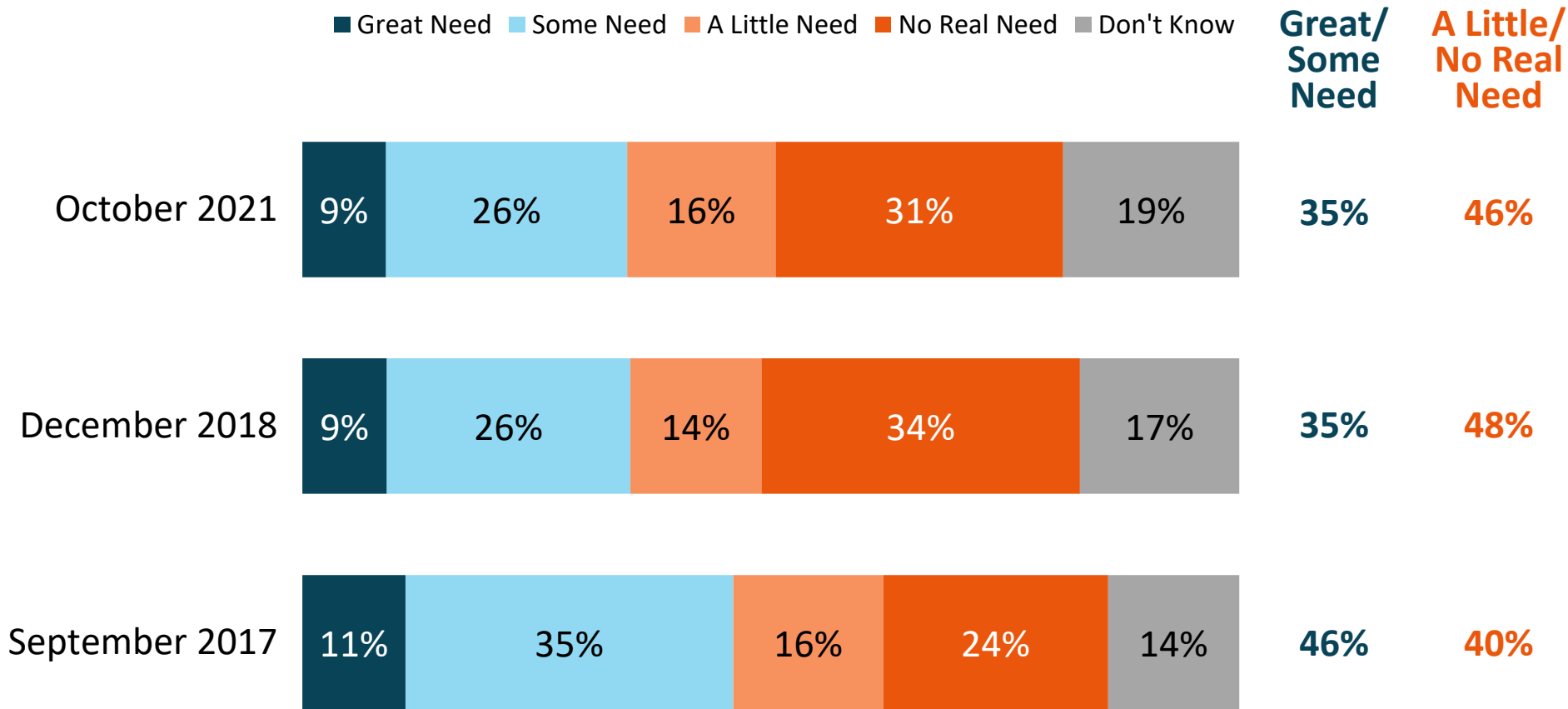
Demographic Group	Right Direction	Wrong Direction	Don't Know
Age			
18-49	65%	17%	18%
50-64	53%	23%	23%
65+	45%	32%	22%
Party			
Democrats	51%	25%	24%
Independents	59%	21%	20%
Republicans	53%	27%	19%
City Council District			
District 1	57%	23%	20%
District 2	55%	21%	24%
District 3	60%	23%	17%
District 4	54%	27%	19%
District 5	44%	31%	25%

Dana Point voters continue to be overwhelmingly satisfied with the job the City is doing to provide services.

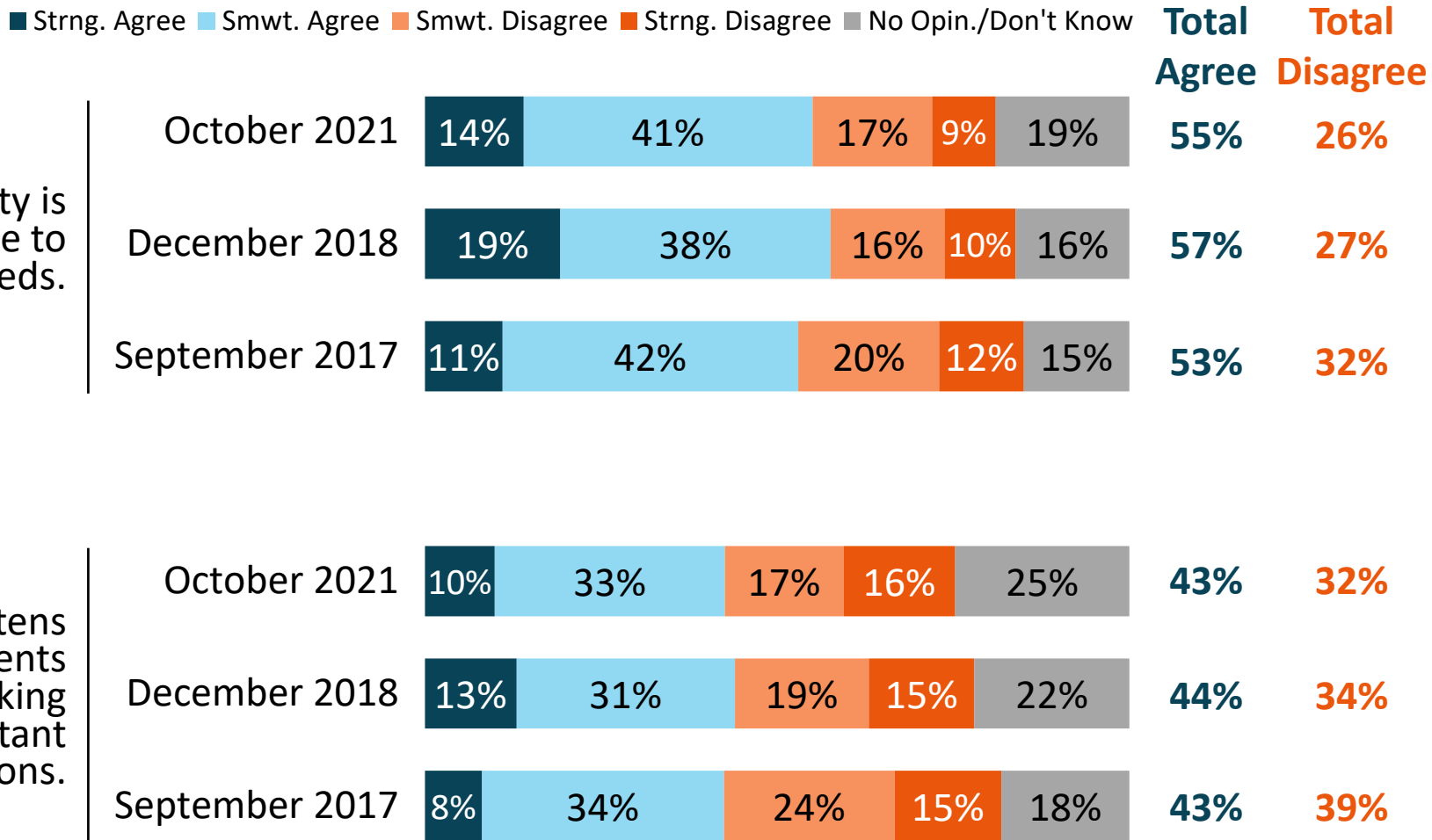
Generally speaking, are you satisfied or dissatisfied with the job the City of Dana Point is doing to provide City services?



Voters continue to believe that the City's need for additional funding is not very high.



A majority of voters continues to perceive that the City is responsive to residents' needs, and there continues to be more divided views on whether the City listens to residents when making decisions.



Voters in Districts 1-4 are more inclined than those in District 5 to say the City listens to residents when making decisions.

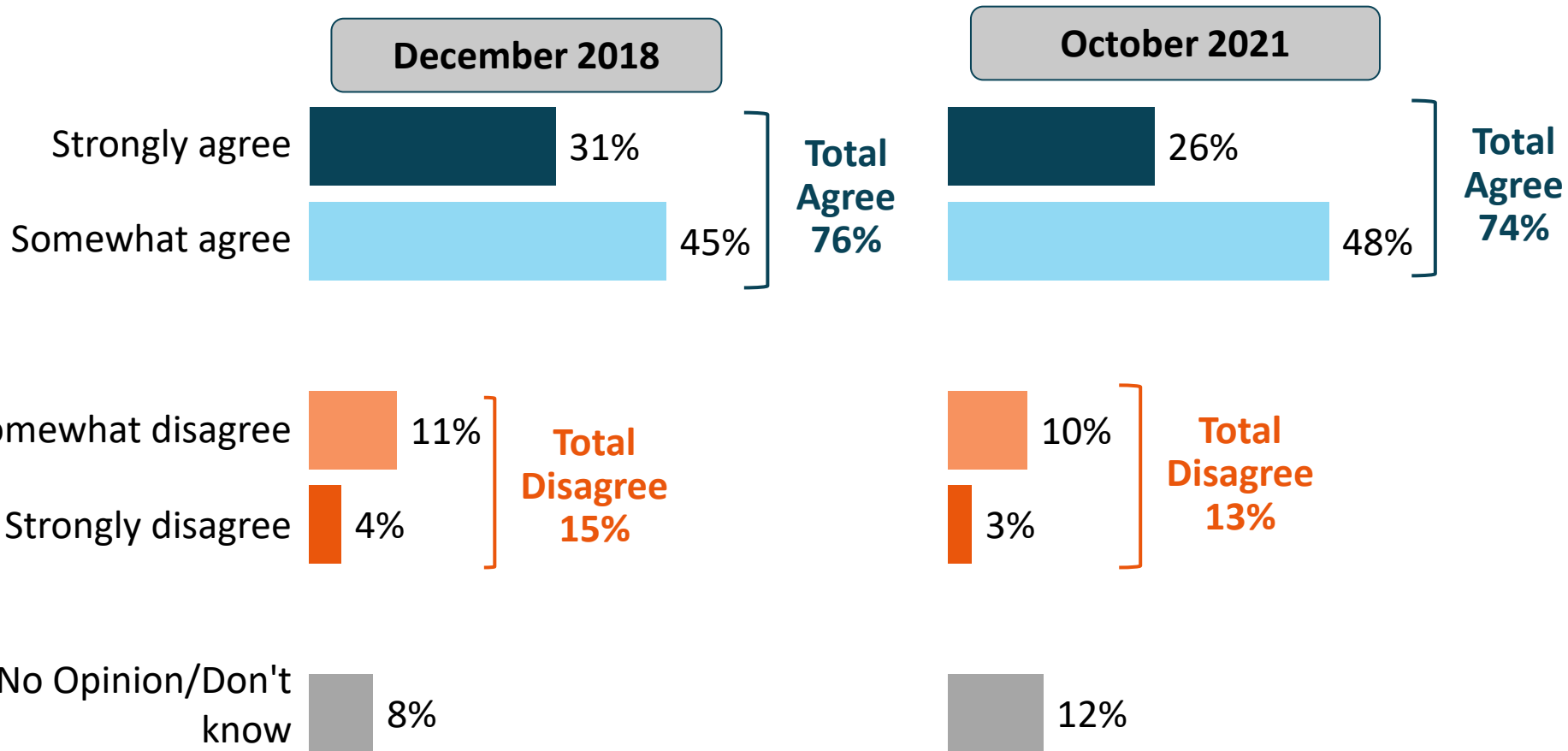
The City listens to residents when making important decisions

Demographic Group	Total Agree	Total Disagree	Don't Know
All Voters	43%	32%	25%
City Council District			
District 1	45%	34%	21%
District 2	44%	28%	28%
District 3	42%	31%	27%
District 4	49%	30%	22%
District 5	34%	38%	28%
Years in Dana Point			
Less than 10 Years	43%	21%	37%
10 Years or More	43%	39%	18%
Residence			
Homeowners	43%	36%	21%
Renters	41%	24%	35%
Age			
18-49	45%	25%	30%
50-64	44%	32%	24%
65+	39%	39%	22%

Q6b. I would like to read you some statements about the City of Dana Point. Please tell me whether you agree or disagree with the statement, or if you do not have an opinion.

Three-quarters of voters continue to perceive that the City provides a consistent level of service.

The City provides a consistent level of service.



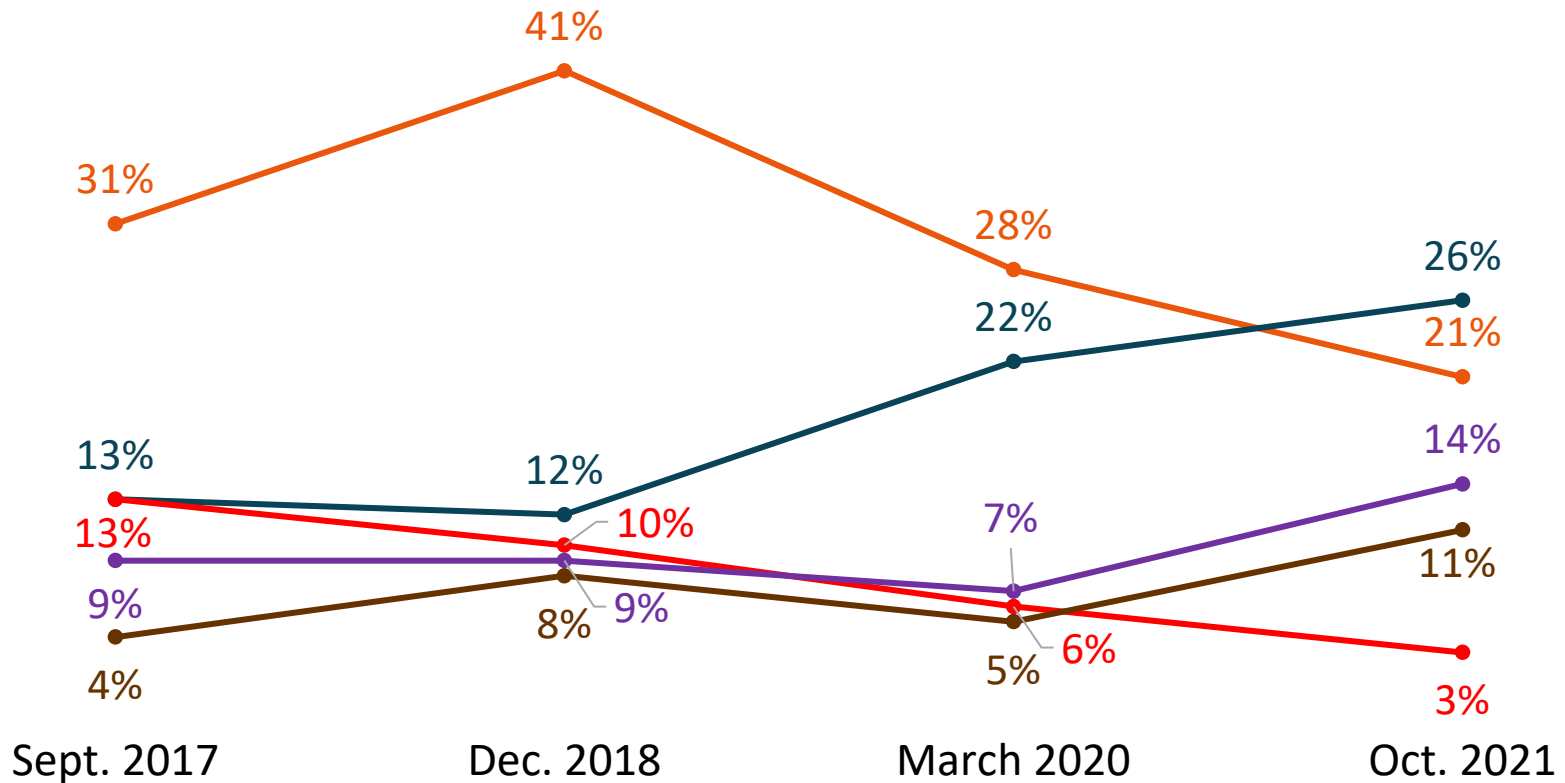
Without prompting, overdevelopment and homelessness are the leading problems that respondents want City government to address.

(Open-ended; Up to 3 Responses Accepted)

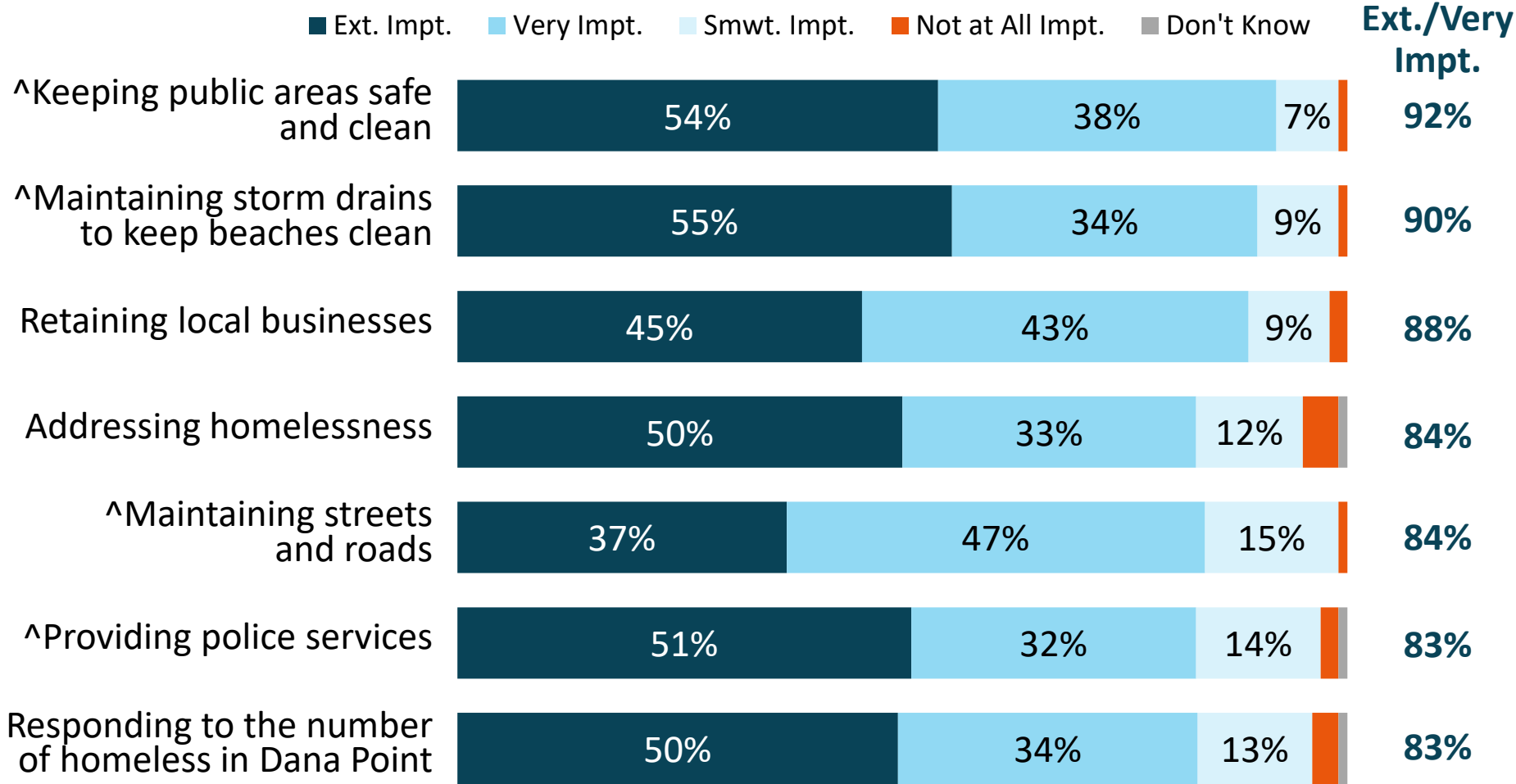
Issue	%
Overcrowding/overpopulation/overdevelopment	26%
Homeless population	21%
Traffic congestion/traffic violators/traffic safety	14%
Crime/safety	11%
City beautification/maintaining city cleanliness	6%
City government/bureaucracy	6%
Unsafe E-Bike drivers	5%
Environment/climate change	5%
Nothing/everything is fine	5%
Need development/modernization	5%
Lack of housing/cost of housing	5%
Parking	5%
Harbor fees/oppose redevelopment	5%
Maintain/protect beaches	3%
Too many short-terms rentals	3%
State/local government overreach	3%
Sober living homes	3%
Noise pollution	3%
Remove utility pole/undergrounding	2%
Economy/jobs	2%
Cost of living	2%
Education/Youth	1%
Taxes too high	1%
City beautification/maintaining city cleanliness	1%
Senior services	1%
Cable/internet/cell service	1%

Overdevelopment has consistently been the second priority behind homelessness until this year's survey.

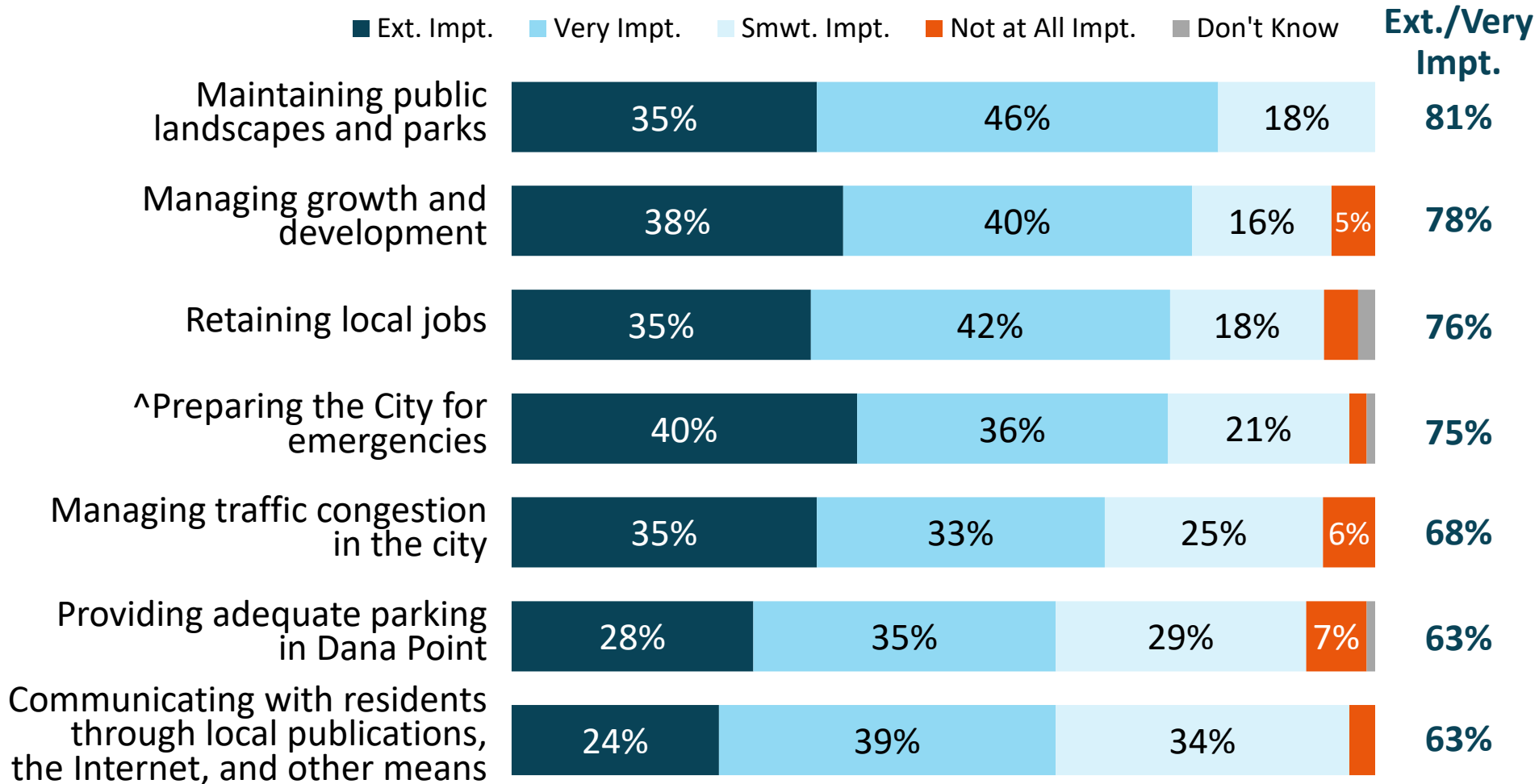
Homelessness Overdevelopment/Growth Sober Living Homes Traffic/Speeding Crime/Safety



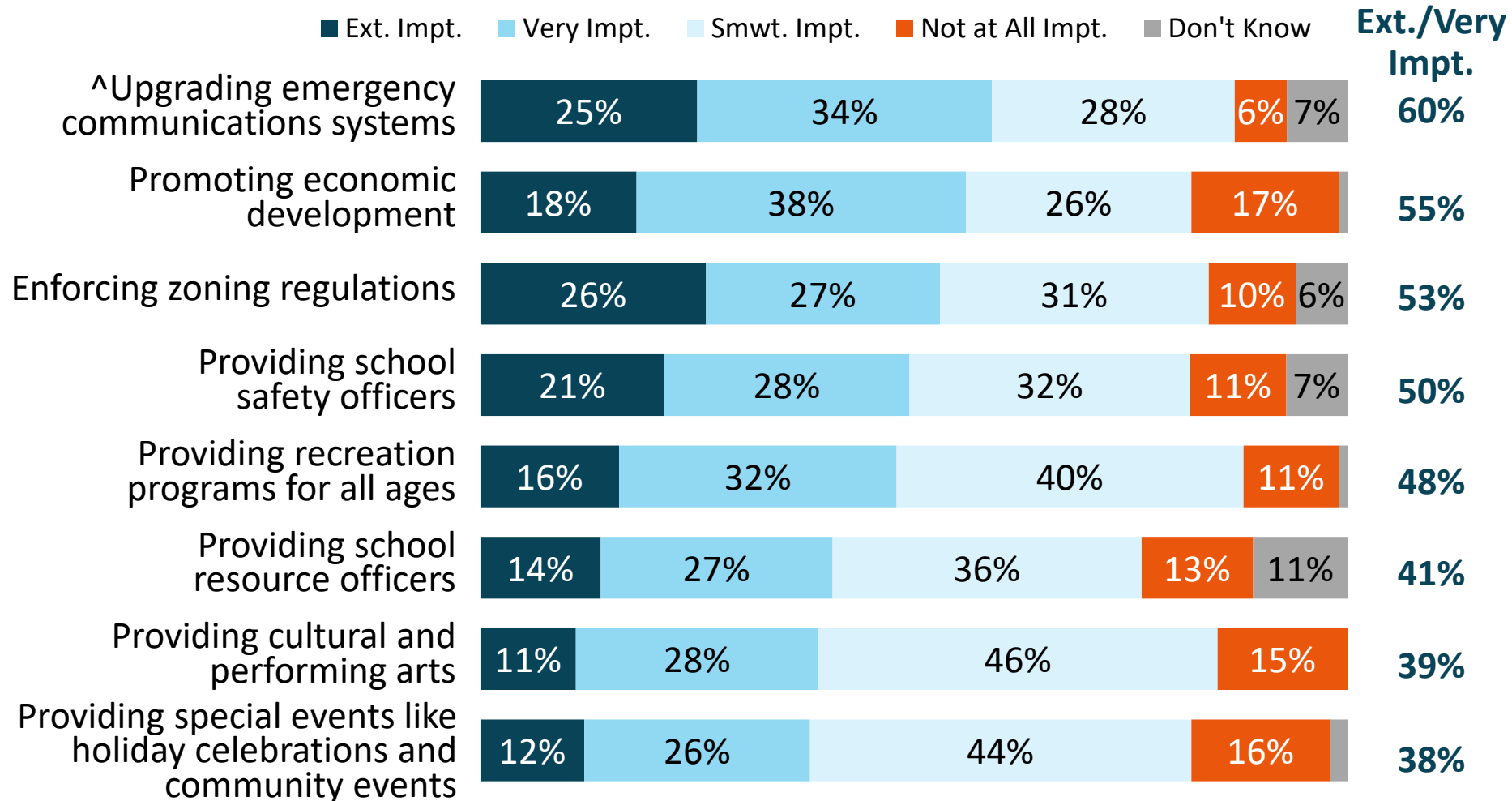
When choosing from a list, the services prioritized by voters include keeping public areas safe and clean, maintaining storm drains to keep beaches clean, retaining local businesses and addressing homelessness.



Continued



Continued



Providing adequate parking, managing traffic and managing growth are considered to be more important now than in 2018.

(Extremely/Very Important)

Service	Sept. 2017	Dec. 2018	Oct. 2021	Difference 2018-2021
Providing adequate parking in Dana Point	57%	50%	63%	+13%
Managing traffic congestion in the city	64%	61%	68%	+7%
Managing growth and development	77%	73%	78%	+5%
^Maintaining storm drains to keep beaches clean	87%	87%	90%	+3%
Maintaining public landscapes and parks	82%	79%	81%	+2%
Responding to the number of homeless in Dana Point	78%	82%	83%	+1%
^Maintaining streets and roads	84%	85%	84%	-1%
Promoting economic development	58%	56%	55%	-1%
Providing cultural and performing arts	47%	42%	39%	-3%
Enforcing zoning regulations	62%	59%	53%	-6%
^Providing police services	87%	89%	83%	-6%
Providing recreation programs for all ages	53%	54%	48%	-6%
Communicating with residents through local publications, the Internet, and other means	74%	70%	63%	-7%
^Preparing the City for emergencies	78%	83%	75%	-8%
Providing special events like holiday celebrations and community events	51%	49%	38%	-11%
Providing school safety officers	--	63%	50%	-13%
Providing school resource officers	--	54%	41%	-13%



Conclusions

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- Voters continue to have a largely favorable view of the direction of the City of Dana Point and the quality of local services.
- There have been few changes in views on the responsiveness of City government and the perceptions of its need for additional funding are still low.
- Overdevelopment and homelessness are the most significant concerns that voters want the City to do something about, followed by traffic and crime.
 - Notably, the seriousness of the homelessness issue has dropped very significantly from 2018.
- Other high priorities include keeping public areas safe and clean, maintaining storm drains to keep beaches clean, and retaining local businesses.

For more information, contact:



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