








# Dana Point Community Survey

*Summary of Results*



FAIRBANK, MASLIN,  
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& ASSOCIATES

# Survey Specifics and Methodology

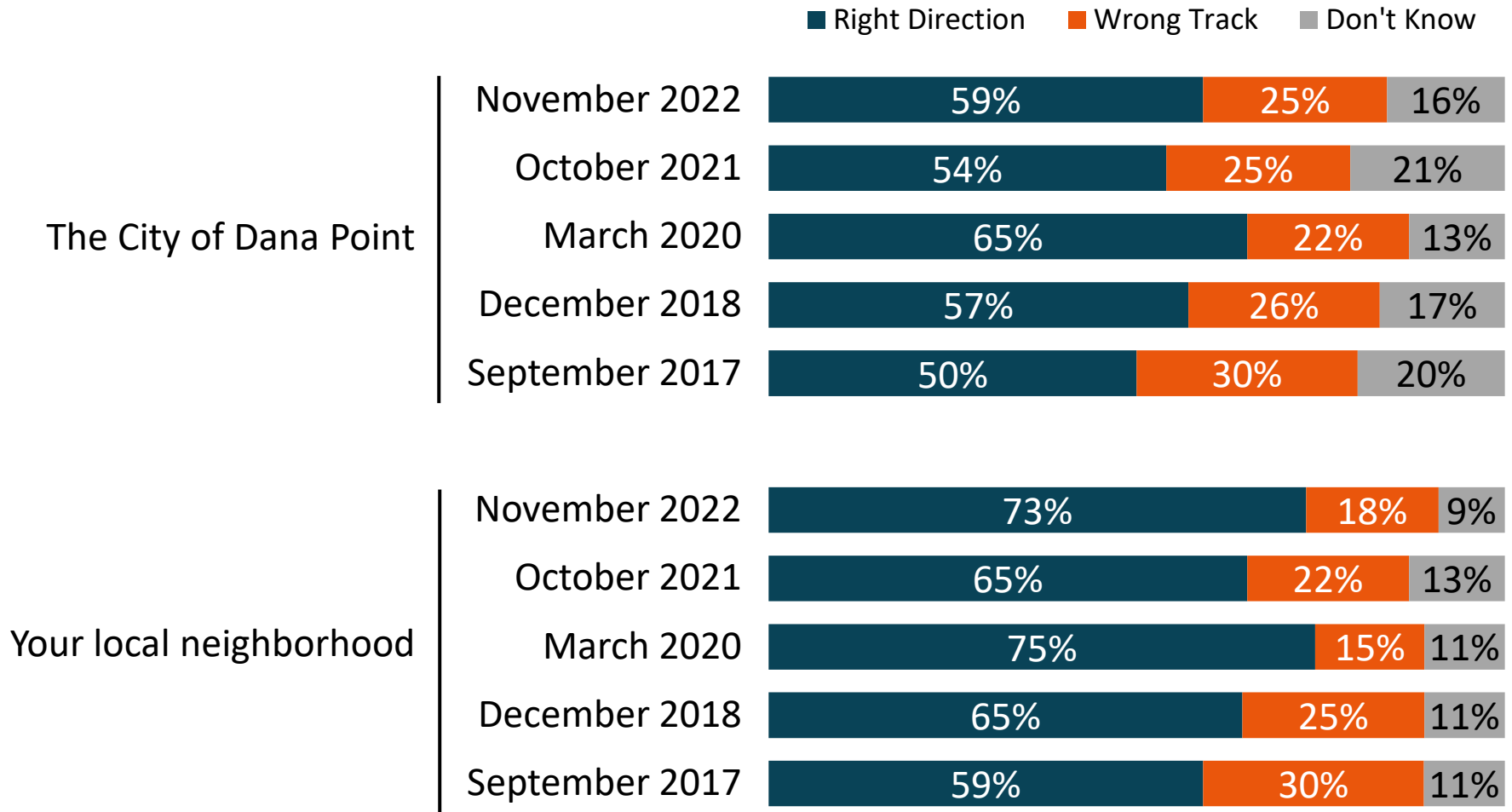
<b>Dates</b>	November 10 <sup>th</sup> – 22 <sup>nd</sup> , 2022
<b>Research Population</b>	Registered Voters in Dana Point
<b>Total Interviews</b>	500
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level Margins of Error for Subgroups Will Be Higher
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Tracking</b>	Several Questions Tracked to Surveys Conducted September 2017, December 2018, March 2020 and October 2021

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



# Community Attitudes and Issues

# Respondents are more positive about the direction of the City and their neighborhood than last year.



# Residents continue to overwhelmingly say that Dana Point is a place they want to share and that they are proud to live in.

■ Strng. Agree
■ Smwt. Agree
■ Smwt. Disagree
■ Strng. Disagree
■ No Opinion
Total Agree
Total Disagree

Dana Point is a place I want to share with friends and family

November 2022



96%

3%

December 2018



92%

7%

I am proud to live in Dana Point

November 2022



94%

3%

December 2018



92%

5%

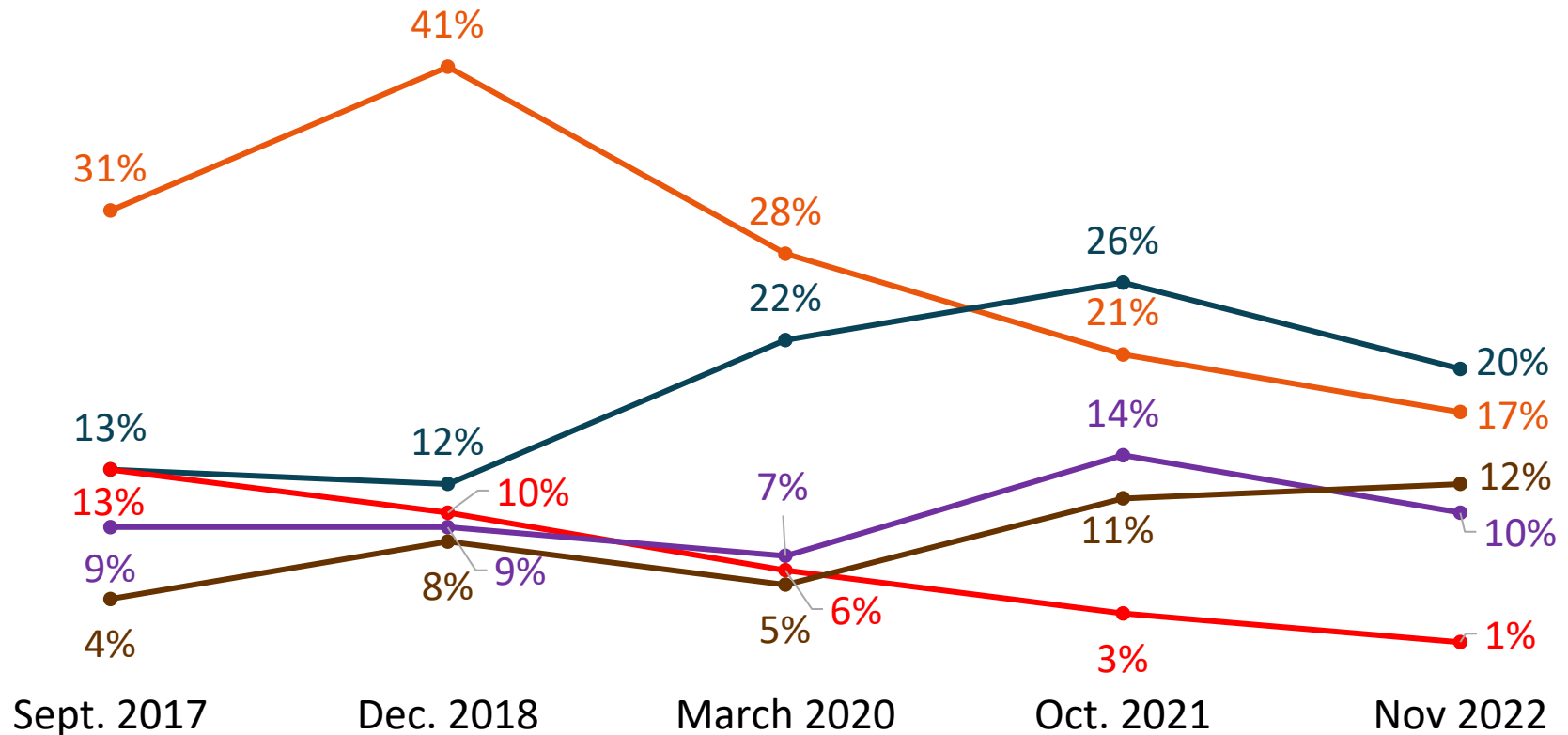
# Overdevelopment and homelessness are the leading issues that respondents want City government to address.

*(Open-ended; Up to 3 Responses Accepted)*

Issue	%
Development/growth/crowding/zoning/keeping small town feel	20%
Homelessness	17%
Crime/safety/drugs	12%
Traffic/traffic noise/speeding	10%
Housing/housing costs	9%
E-bikes (policies/safety)	8%
Inflation/cost of living	6%
Infrastructure (underground power lines/sidewalks)	5%
Environmental issues	5%
Harbor renovation	5%
Parking/parking lot issues	4%
Policing/law enforcement	3%
Too many short-term rentals	2%
Other	8%
None/Nothing/Don't Know/No Answer	8%

# Overdevelopment and homelessness continue to be the top two priorities.

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



**Compared to four years ago, the lack of affordable housing is perceived to be more of an issue and the concern about the number of homeless people in Dana Point has gone down significantly.**

*(Extremely/Very Serious Problem)*

Issues in Dana Point	Sept. 2017	Dec. 2018	Nov. 2022	Difference 2018-2022
A lack of affordable housing	35%	37%	51%	<b>+14%</b>
The amount of construction activity in Dana Point	28%	22%	28%	<b>+6%</b>
Crime in general	21%	21%	27%	<b>+6%</b>
*The amount of short-term vacation rentals, like VRBO and AirBNB, in Dana Point	27%	22%	27%	<b>+5%</b>
*The availability of public parking in Dana Point	--	22%	27%	<b>+5%</b>
Pollution that flows into storm drains and empties into local coastal waters and onto local beaches	52%	51%	48%	<b>-3%</b>
Waste and inefficiency in city government	28%	27%	23%	<b>-4%</b>
The number of homeless people in Dana Point	61%	65%	40%	<b>-25%</b>

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

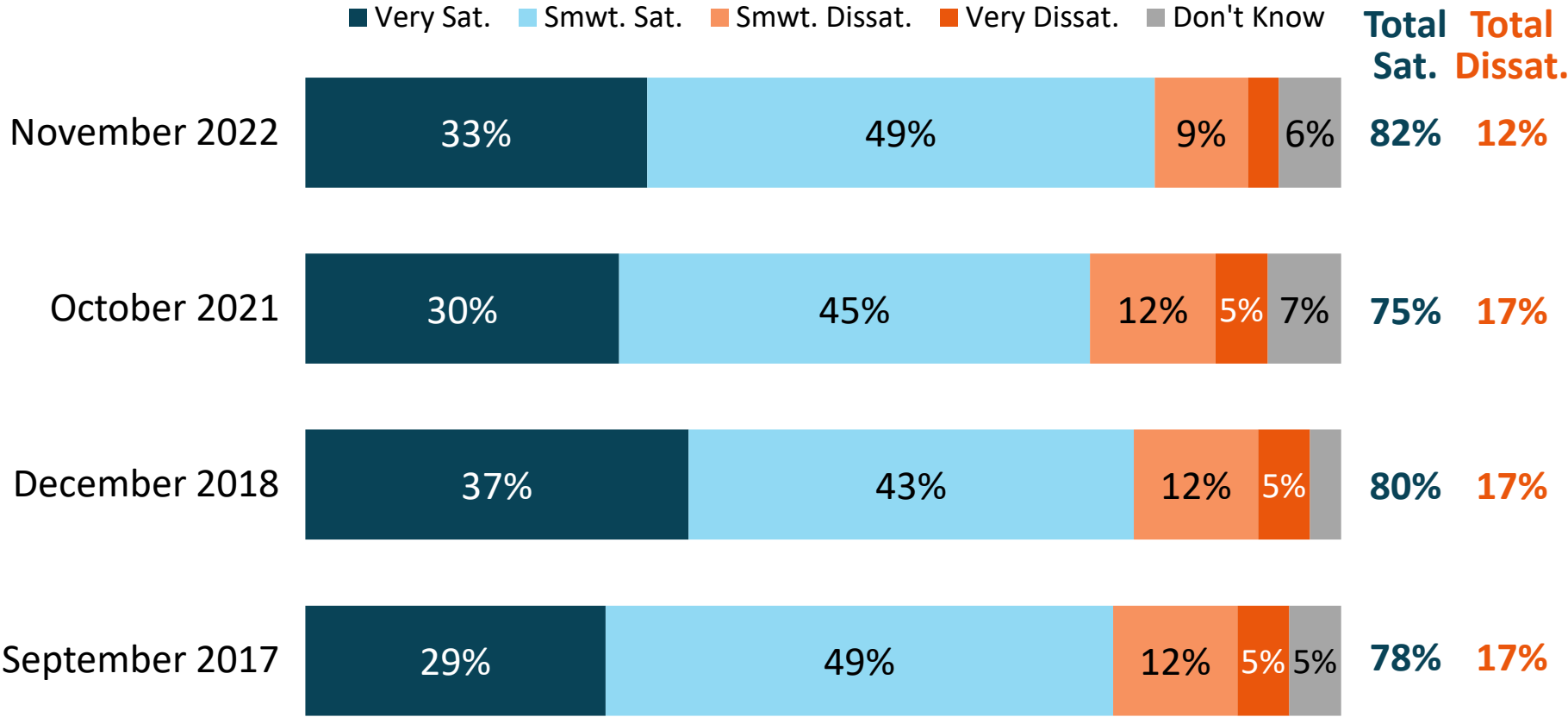




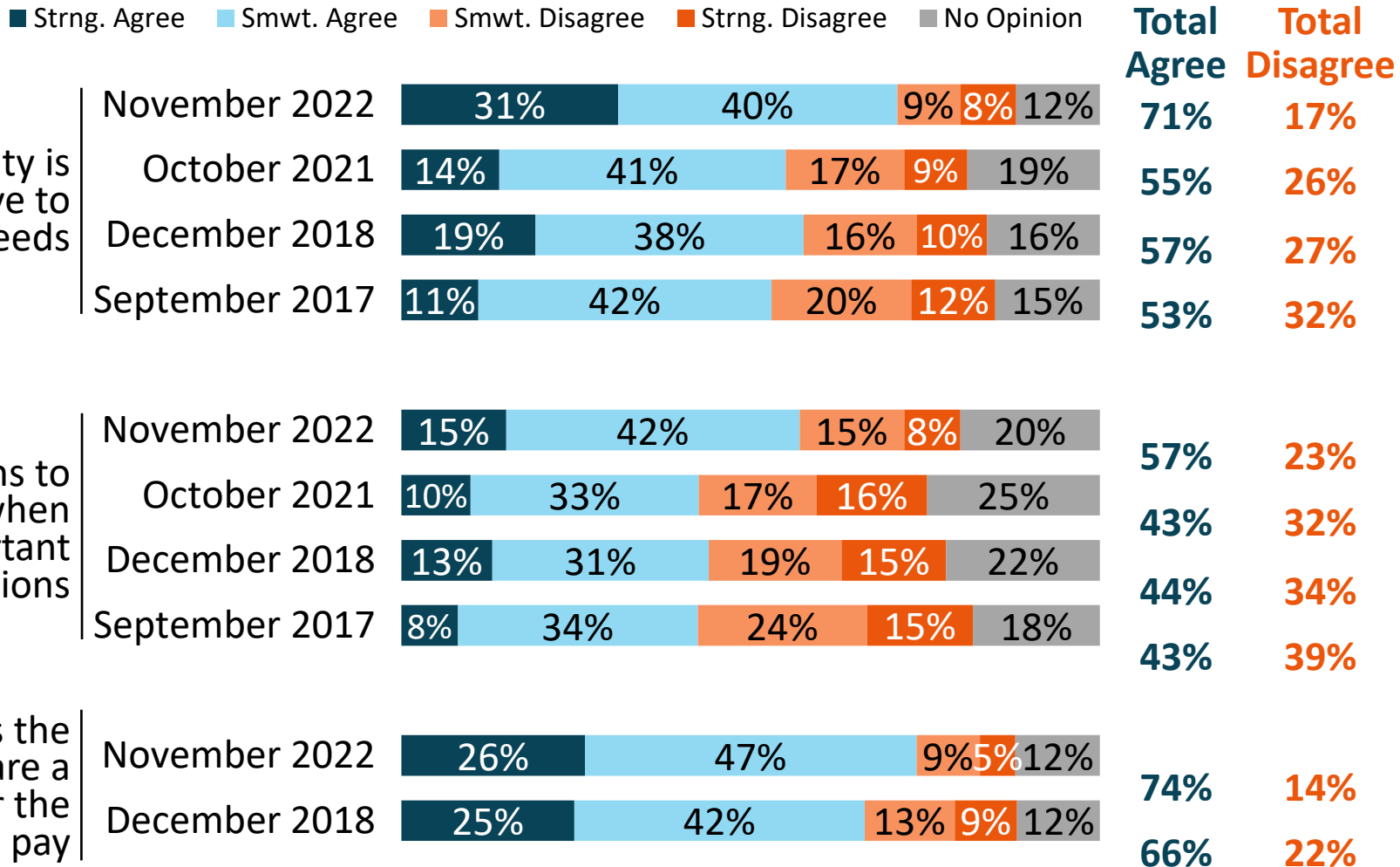
# Overall Opinions on City Services

# Compared to past surveys, Dana Point residents are even more 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?*



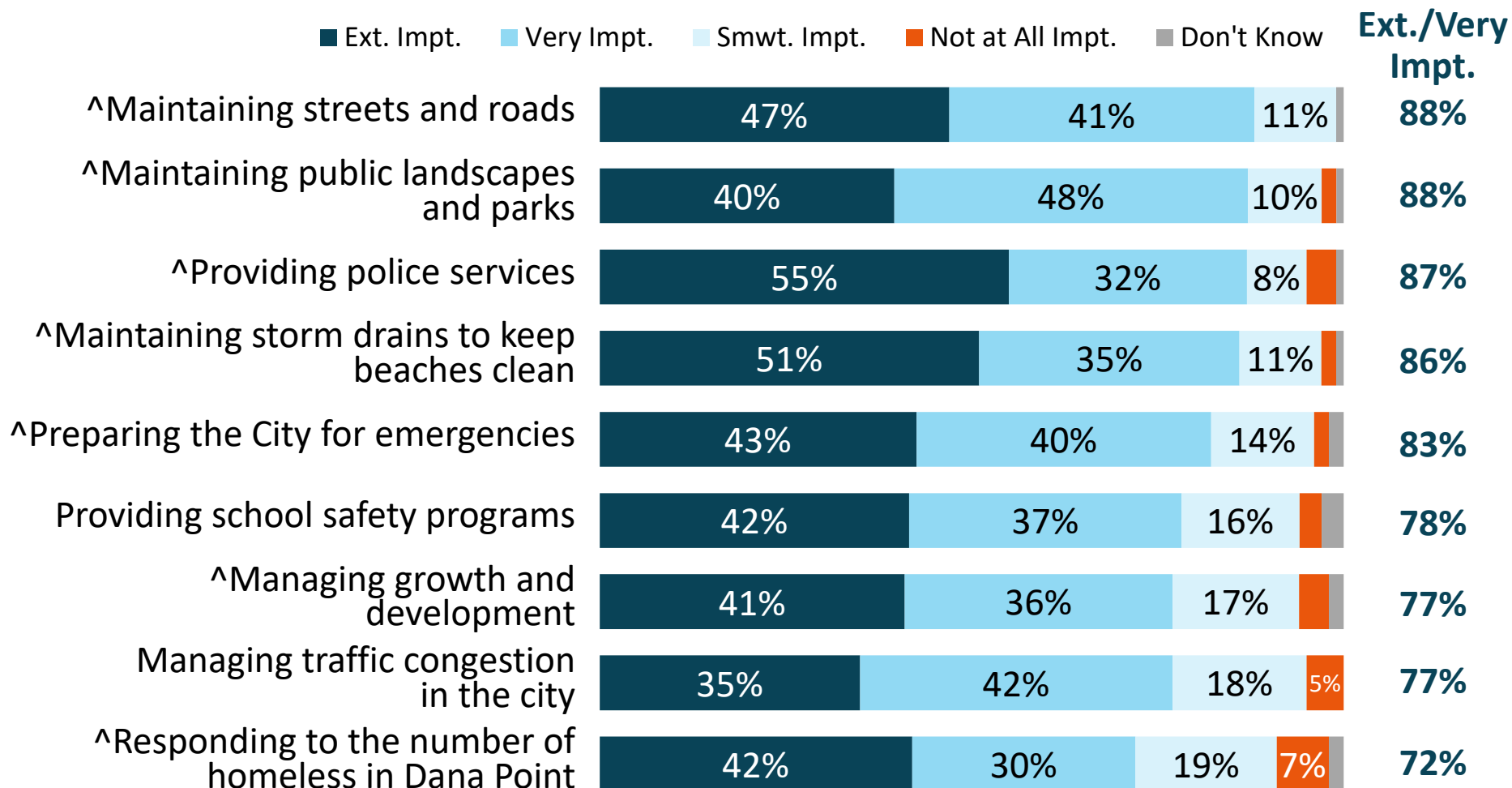
# Agreement that the City is responsive and listens to residents reached an all-time high.





# **Prioritization of and Satisfaction with Specific City Services**

# Many City services are considered to be important, particularly maintenance of streets, roads, public areas, police services, storm drain maintenance and emergency preparedness.



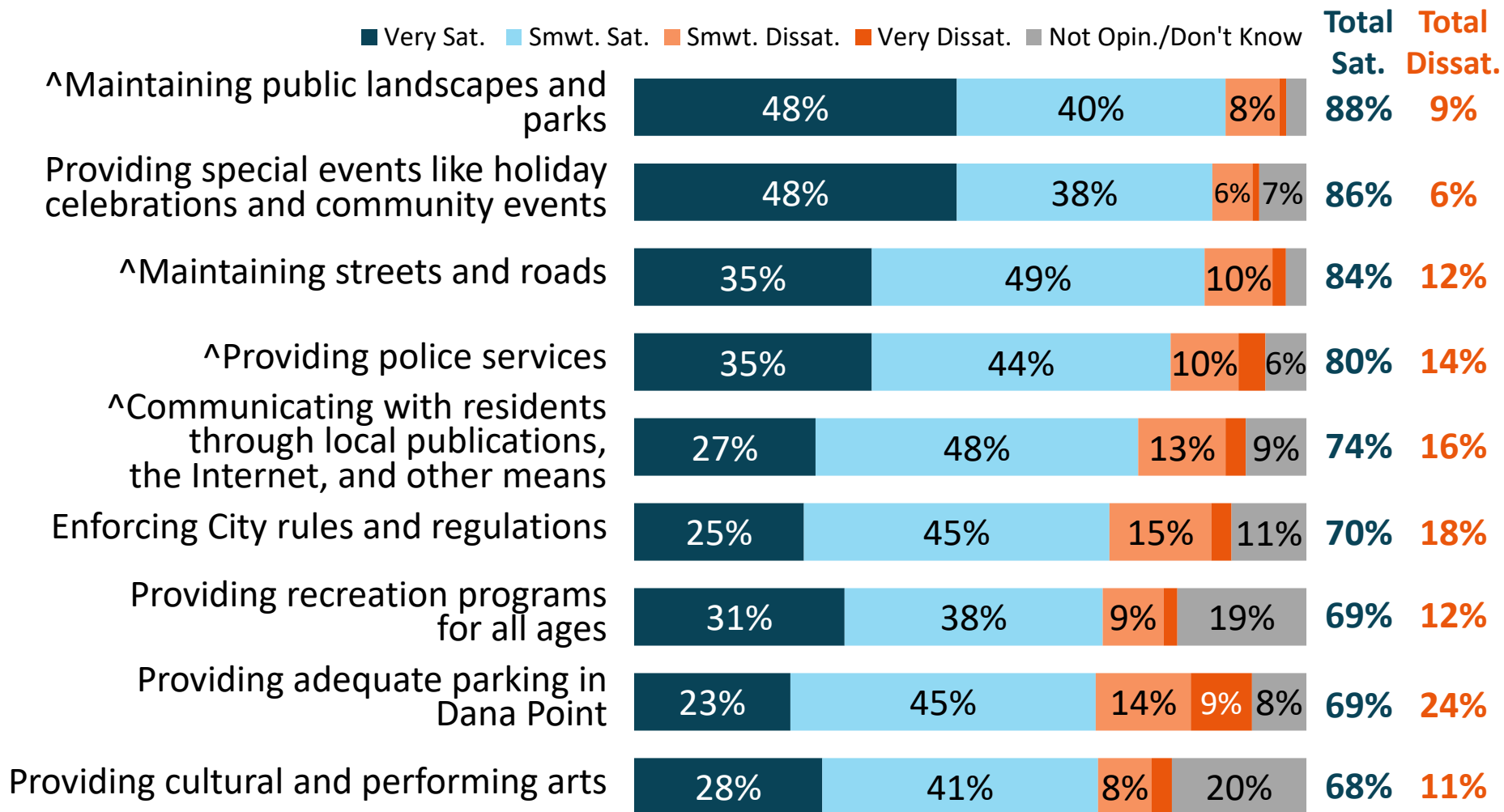
# Most services that were tested previously are considered to be more important than they have been in the past.

*(Extremely/Very Important)*

Service	Sept. 2017	Dec. 2018	Oct. 2021	Nov. 2022	Difference 2021-2022
Providing special events like holiday celebrations and community events	51%	49%	38%	60%	+22%
Providing school safety officers	--	63%	50%	67%	+17%
Providing cultural and performing arts	47%	42%	39%	54%	+15%
Providing recreation programs for all ages	53%	54%	48%	62%	+14%
Enforcing zoning regulations	62%	59%	53%	64%	+11%
Managing traffic congestion in the city	64%	61%	68%	77%	+9%
^Communicating with residents through local publications, the Internet, and other means	74%	70%	63%	72%	+9%
Promoting economic development	58%	56%	55%	64%	+9%
^Preparing the City for emergencies	78%	83%	75%	83%	+8%
^Maintaining public landscapes and parks	82%	79%	81%	88%	+7%
^Maintaining streets and roads	84%	85%	84%	88%	+4%
^Providing police services	87%	89%	83%	87%	+4%
Providing adequate parking in Dana Point	57%	50%	63%	65%	+2%
^Managing growth and development	77%	73%	78%	77%	-1%
^Maintaining storm drains to keep beaches clean	87%	87%	90%	86%	-4%
^Responding to the number of homeless in Dana Point	78%	82%	83%	72%	-11%



# There is the greatest satisfaction with maintenance of public landscapes/parks, special events, street and road maintenance, and resident communication.



# While satisfaction with homelessness response is lower than other services, it has increased substantially from four years ago.

(Total Satisfied)

Service	Sept. 2017	Dec. 2018	Nov. 2022	Difference 2018-2022
^Responding to the number of homeless in Dana Point	18%	29%	50%	+21%
^Preparing the City for emergencies	50%	54%	62%	+8%
Enforcing zoning regulations	41%	47%	55%	+8%
Providing special events like holiday celebrations and community events	77%	80%	86%	+6%
Providing adequate parking in Dana Point	54%	64%	69%	+5%
^Maintaining storm drains to keep beaches clean	54%	61%	65%	+4%
Providing cultural and performing arts	64%	65%	68%	+3%
^Communicating with residents through local publications, the Internet, and other means	59%	72%	74%	+2%
Promoting economic development	51%	62%	64%	+2%
Providing recreation programs for all ages	66%	68%	69%	+1%
^Maintaining public landscapes and parks	84%	88%	88%	0%
^Providing police services	76%	80%	80%	0%
^Managing growth and development	48%	56%	56%	0%
^Maintaining streets and roads	78%	85%	84%	-1%
Providing school safety officers	--	46%	43%	-3%
Managing traffic congestion in the city	59%	67%	62%	-5%

Q. I am going to mention each service again. This time I would like you to tell me how satisfied you are with the job the City is doing in providing the service. Are you satisfied or dissatisfied with the City's efforts \_\_\_\_\_ or do you not have an opinion? ^Not Part of Split Sample





# Public Safety and Police Services

# Respondents overwhelmingly feel safe during the day, but some have concerns in certain locations at night.

## Day

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

Total Safe Total Unsafe

In your neighborhood



95%

4%

Along the beach



95%

3%

At the park closest to you



92%

6%

On side streets off the main boulevards



89%

10%

## Night

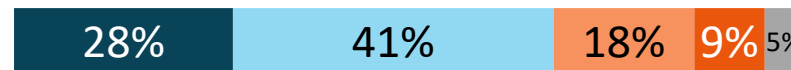
In your neighborhood



86%

12%

On side streets off the main boulevards



68%

27%

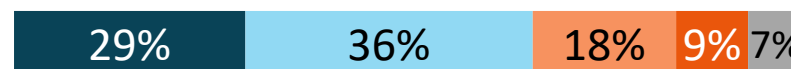
Along the beach



66%

26%

At the park closest to you



65%

27%

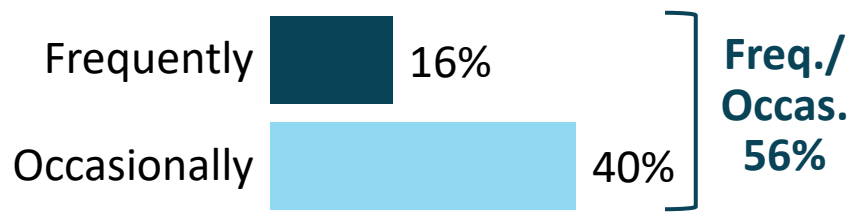
# Respondents are more likely to say they feel safe today than four years ago.

(Total Safe)

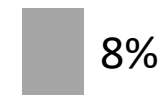
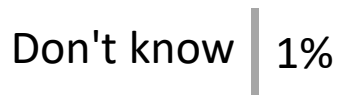
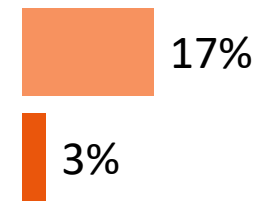
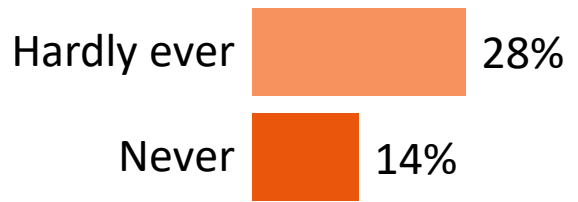
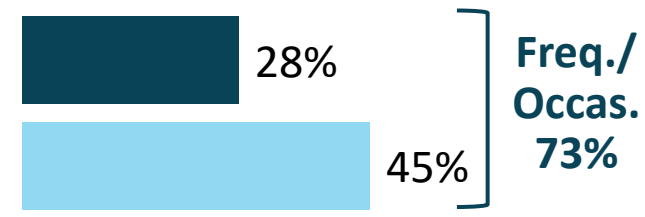
Area	Day		Night	
	Dec. 2018	Nov. 2022	Dec. 2018	Nov. 2022
In your neighborhood	93%	95%	78%	86%
At the park closest to you	87%	92%	53%	65%
On side streets off the main boulevards	82%	89%	52%	68%
Along the beach	90%	95%	53%	66%

# More than half of respondents at least occasionally see deputies on patrol in their neighborhood, while more than seven-in-ten see them in the downtown area.

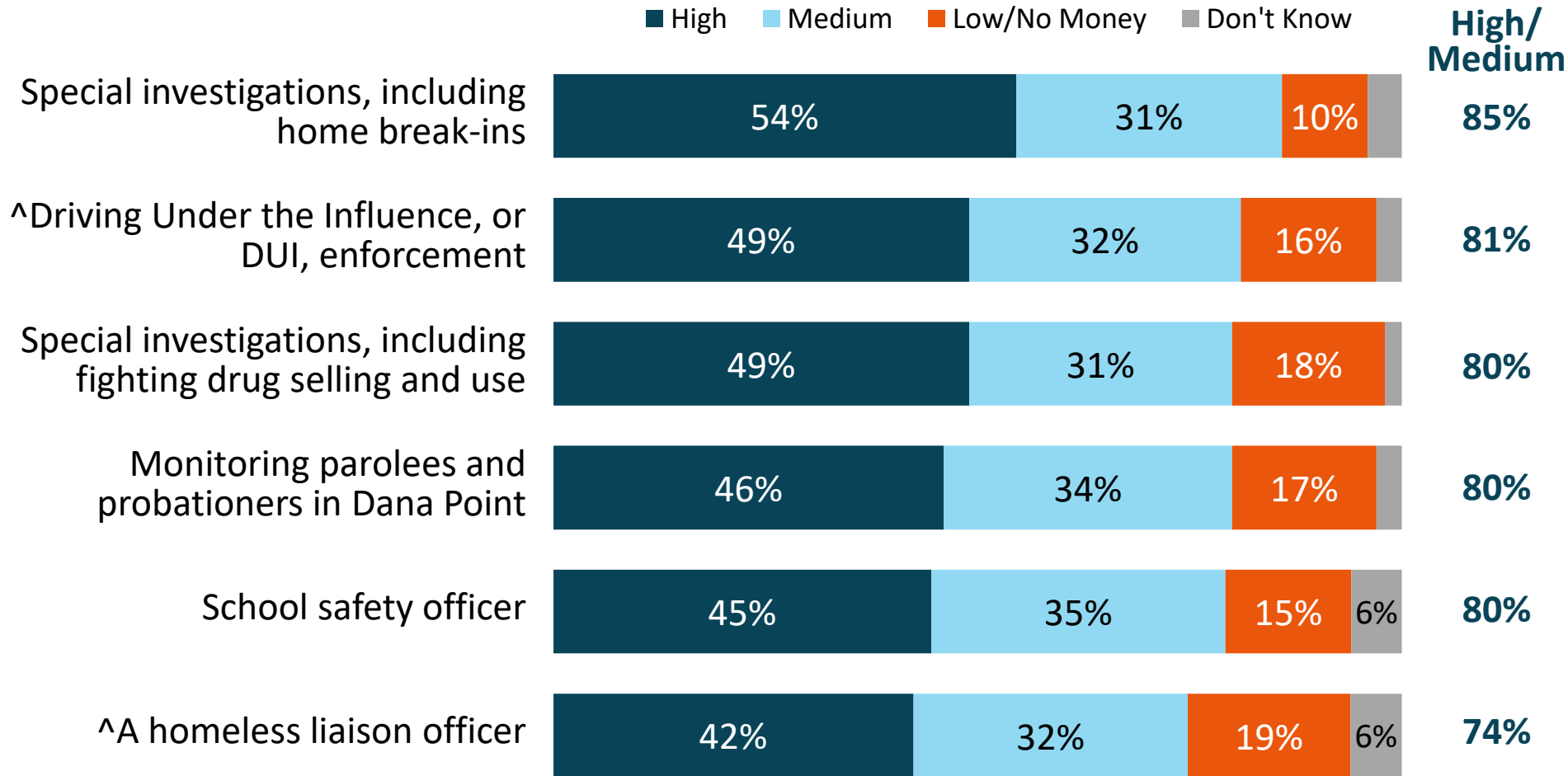
*How often do you see Sheriff's deputies on patrol in your neighborhood?*



*How often do you see Sheriff's deputies on patrol in the downtown area of Dana Point?*



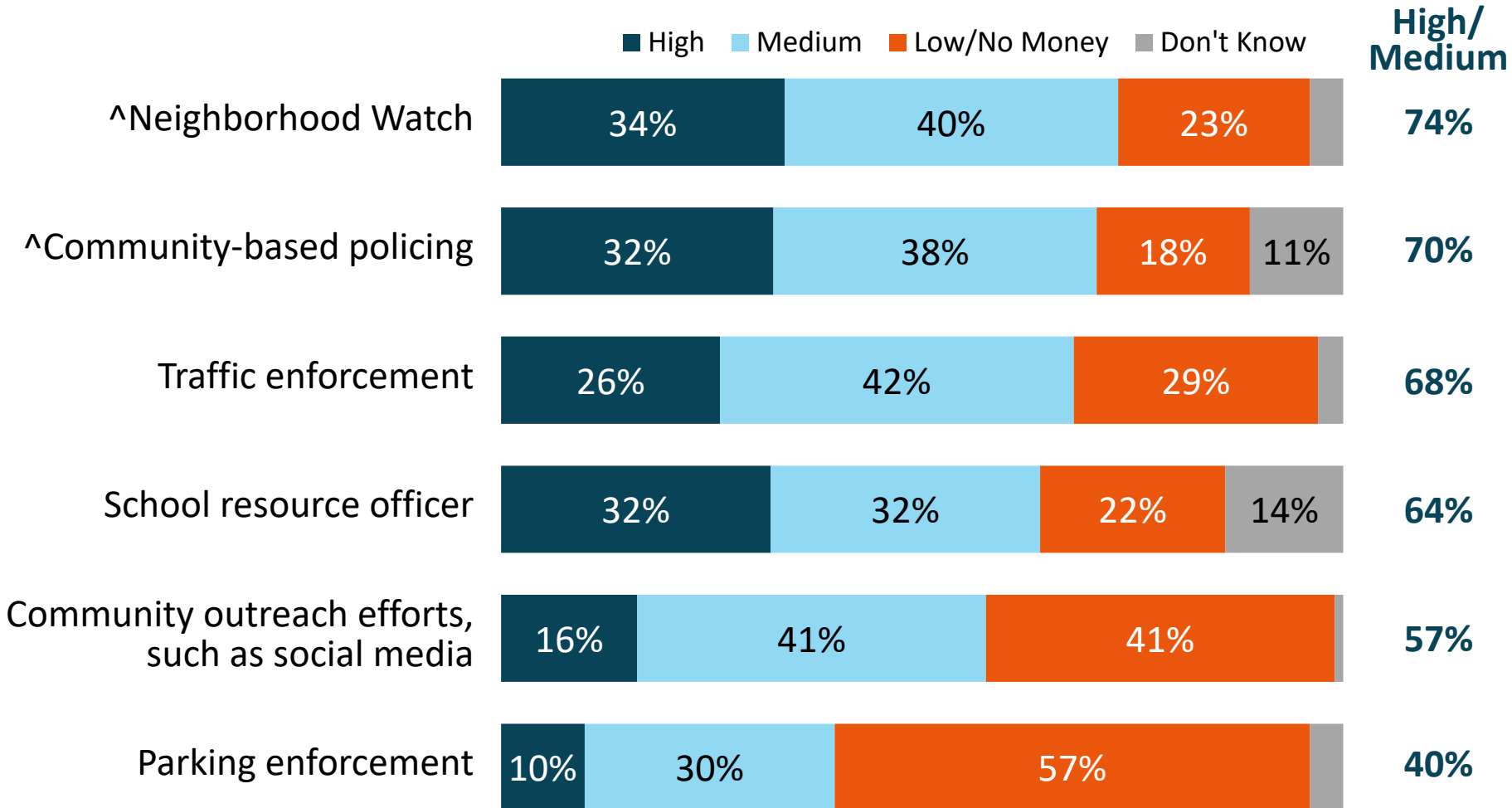
# There are several priorities for public safety spending including investigating home break-ins and drug sales, enforcing DUIs, monitoring parolees and a school safety officer.



Q. The next question is about public safety services. I am going to mention a number of public safety services provided by Dana Point Police Services. Please tell me whether you think the City should make the service a high priority, a medium priority, or a low priority for public safety spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

^Not Part of Split Sample

# Public Safety Priorities, continued



Q. The next question is about public safety services. I am going to mention a number of public safety services provided by Dana Point Police Services. Please tell me whether you think the City should make the service a high priority, a medium priority, or a low priority for public safety spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

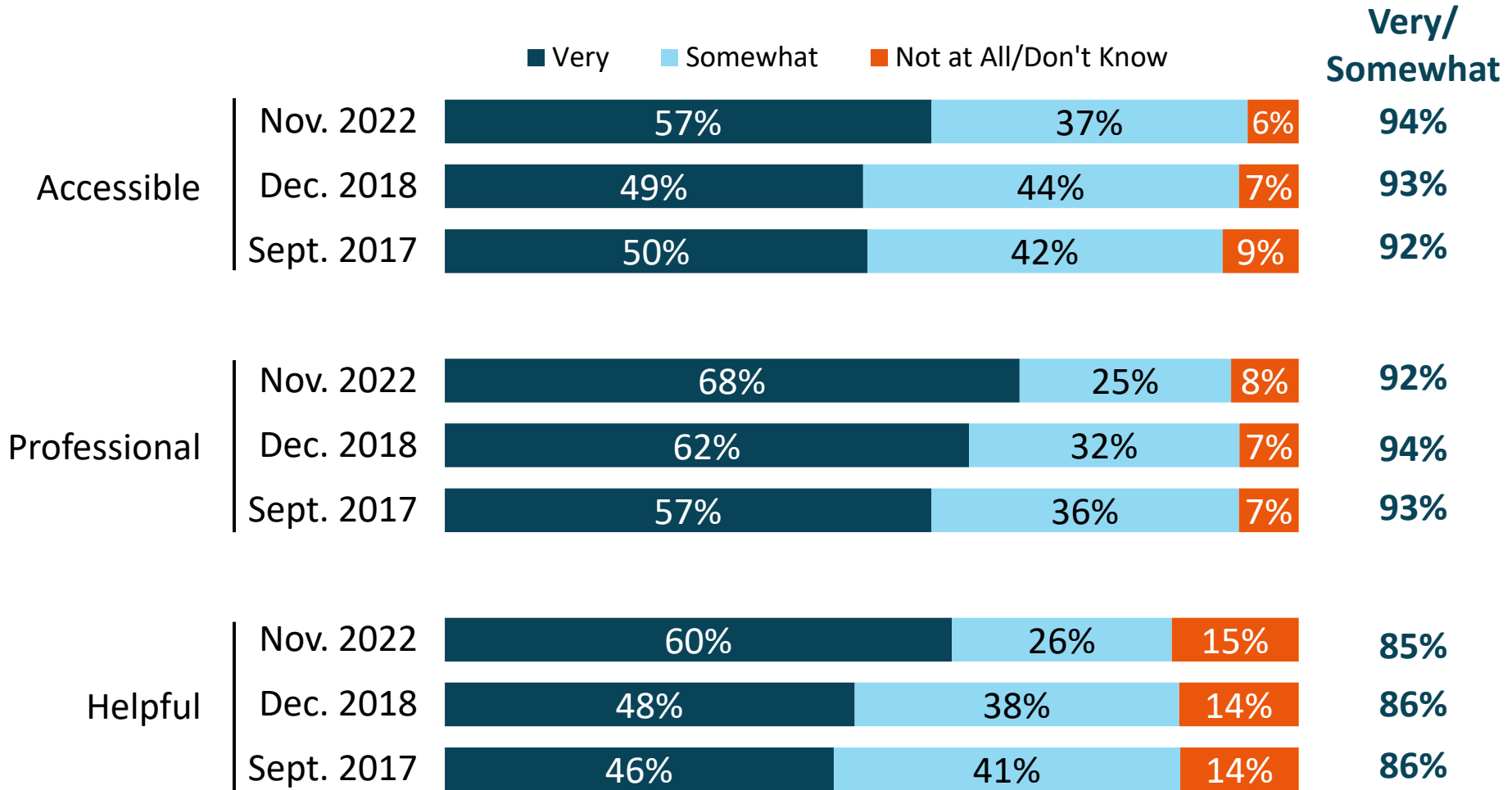
^Not Part of Split Sample



# Communication with Residents

# Ratings of the quality of contacts with City staff continue to be extremely positive.

(Asked of Only Those Who Had Contact with City of Dana Point Staff – 35% of Respondents)







# Conclusions

# Conclusions

- Dana Point residents are extremely satisfied with life in the City. They are happy with the way the City provides most services, feel positively about their quality of life and are proud to live in the City.
- Ratings of the performance of City government have improved on a number of dimensions from their already high levels. The City is considered to be responsive and providing services that are a good value for residents' tax dollars.
- As we found last year, growth and development is the leading top-of-mind issue in the city, however residents are not singularly focused on it. They are also concerned with the lack of affordable housing, crime and - when prompted – pollution of coastal water and beaches.
- Homelessness, while still an issue, is decreasing in concern and satisfaction with the way it is being handled is increasing.

# Conclusions, continued

- Of the programs and services tested, nearly all are considered to be important and there are none with majority dissatisfaction.
- There are high levels of satisfaction with services that are considered to be the most important including police services, street and road maintenance and maintenance of public landscapes and parks.
- Overall, residents view Dana Point as a safe community.

**For more information, contact:**



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