



CITY OF DANA POINT

2023 STRATEGIC PLAN METRICS

GOAL 1: MAINTAIN AND ENSURE PUBLIC SAFETY

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



Assigned enforcement (calls)

2022
10,901

2023
10,437



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

7,841

7,540

Community outreach events

45

53



E-bike patrol hours

N/A

115

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



Code Enforcement cases

2021
1,050

2022
1,372

2023
771

Cases resolved with initial contact

1,017

1,106

580



NICE meetings & collaborative cases

N/A

N/A

11 | 22



STR Applications and property inspections*

N/A

N/A

125 | 240



STR Hotline calls

N/A

N/A

8



STR window inspections during peak season

N/A

N/A

1,925



*Started in Spring 2023

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



Individuals assessed for housing

2022
123

2023
129

Individuals housed

41

36

Active clients monthly

10

11

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



Emergency Plan is current per all applicable standards

2021
✓

2022
✓

2023
✓

Tsunami & Storm-Ready certification is maintained

✓

✓

✓

All Flood and Disaster mapping is current

✓

✓

✓

Emergency Preparedness Exercises

N/A

2

17

CERT Trainings

N/A

1

12

GOAL 2: MAINTAIN AND IMPROVE INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY

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



	2022	2023
Miles of streets improved	11.33	12.74
Claims associated with street or sidewalk conditions	0	1
System-wide average road Pavement Condition Index is at least 80		

MAINTAIN AND IMPROVE COMMUNITY FACILITIES, PARKS, AND LANDSCAPING



	2022	2023
Facility and park renovation projects	16	28
Claims associated with facility, parks, or landscaping conditions	6	1
Monarch Butterfly Habitats created and volunteers	3 115	4 265



ENHANCE MULTI-MODAL AND ACTIVE TRANSPORTATION IN THE CITY



	2021	2022	2023
Trolley Ridership	71,661	83,992	83,552
Electric bike education and public outreach	N/A	3	6
Participate annually with OCTA and stakeholders on active transportation issues	N/A		

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



	2021	2022	2023
Operate and maintain the Salt Creek Ozone Treatment Facility			
Implement and maintain trash control best management practices			
Waste Collection Events	1	2	3
Students attending the NIC through educational and science programs	0	434	720
Visitors to the Nature Interpretive Center*	11,929	19,414	34,932



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

GOAL 3: FOSTER ECONOMIC HEALTH AND PROSPERITY

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

- ⇒ Chapter 5.38 - Short Term Rental Permit Requirements Outside of the Coastal Zone updated 2/7/2023
- ⇒ Title 12 - Vehicles and Traffic adopted 3/7/2023
- ⇒ Title 10 - Animal Control adopted 4/18/2023
- ⇒ Title 13 - Parks and Recreational Facilities Regulations adopted 6/20/2023
- ⇒ Zone Text Amendment for ADUs Section 9.07.210 adopted 7/18/2023
- ⇒ Title 8, Chapter 8.02 of the Building Code and 8.24 of the California Fire Code adopted 7/18/2023
- ⇒ City Council Policy 235 Municipal Code Review adopted 9/19/2023
- ⇒ Title 1 - General Provisions and Title 2 - Administration and Personnel adopted 11/7/2023
- ⇒ LCPA23-0001 and ZTA22-0002 Zoning Code to comply with State Housing Laws and City's Housing Element adopted 12/5/2023

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

		2021	2022	2023
	Percentage of online applications*	N/A	N/A	12%
	Average wait time at permit counter			
	PLANNING	10 MINS	7 MINS	5 MINS
	BUILDING	16 MINS	15 MINS	10 MINS
	ENGINEERING	12 MINS	14 MINS	9 MINS
	Customer service satisfaction 😊	N/A	9/10	9/10



*Started tracking September 2023

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

		2022	2023
	New businesses	22	23
	Collaborations with local businesses	23	40



ASSESS POTENTIAL FOR IMPROVEMENTS TO PRIVATE INFRASTRUCTURE

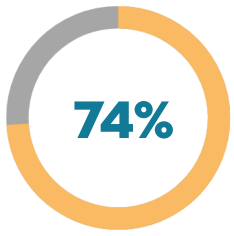
		2022	2023
	Major utility upgrade projects	10	14
	Encroachment permits issued to utility companies	438	307

Utility Undergrounding Policy updated November 2022

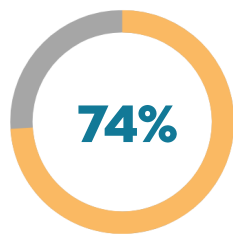
GOAL 4: EFFECTIVE, EFFICIENT, AND INNOVATIVE CITY ADMINISTRATION

ENGAGE WITH THE COMMUNITY TO PROVIDE CONSISTENT AND QUALITY SERVICE

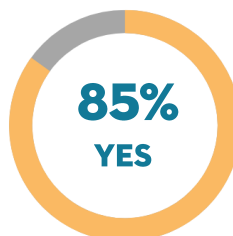
The 2022 Community Survey was conducted in November 2022.



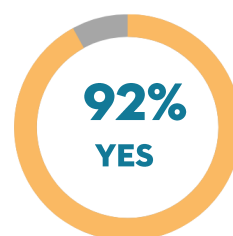
Agree that City services are a good value for local taxes



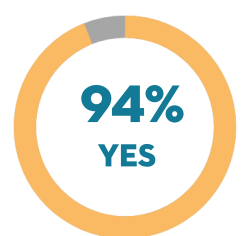
Satisfied with resident communication



Was Staff helpful?



Was Staff professional?



Was Staff accessible?

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

DANA POINT WEBSITE

CLEARGOV CITY BUDGET

ONLINE PUBLIC RECORDS SEARCH

ONLINE PERMIT RECORDS SEARCH

COMMUNITYVIEW INTERACTIVE MAP

REPORT 2 DP APP

DOCUSIGN

ONBASE

CENTRALSQUARE

DANA POINT TROLLEY APP

ASSET ESSENTIALS

ACTIVENET

GOV OUTREACH

MICROSOFT TEAMS

GOVOS STR MONITORING

NEW!
REPORT 2 DP APP

2,593 total citizen accounts

254 unique users

1,999 work orders



DANA POINT CALIFORNIA



Website visitors

Newsletter subscribers

Facebook followers

Facebook reach

Instagram followers

Instagram reach

2022
708,511

2023
708,498

8,257

8,522

6,003

6,545

109,549

240,402

8,953

10,690

33,614

43,449

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

Maintain General Fund reserves within City Council Policy

Maintain an amount equal to 4%-7% of General Fund original adopted budget in unassigned fund balance

Annual presentation of updated Long-Term Financial Plan to City Council that is structurally balanced

Obtain GFOA Award for Financial Reporting Excellence

2021

2022

2023



RECRUIT, DEVELOP, AND RETAIN QUALITY STAFF FOR

A KNOWLEDGEABLE AND HELPFUL WORKFORCE

Percentage of employees receiving exceptional reviews

Employee training hours completed

Number of employee team building events



2021

2022

2023

67%

70%

60%

975

1,915

1,675








N/A

3

4

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

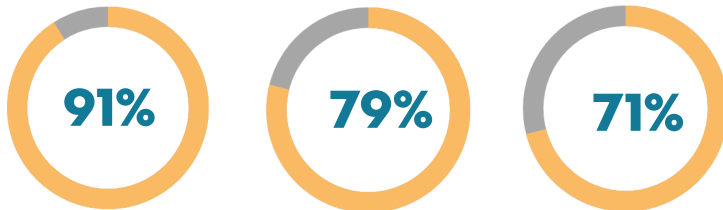
HONOR DANA POINT'S UNIQUE CULTURE, HISTORY, AND LOCAL CHARM, WHICH ENHANCES QUALITY OF LIFE AND PROVIDES A POSITIVE CULTURAL AND MEMORABLE EXPERIENCE FOR RESIDENTS AND VISITORS

	2022	2023	
Youth recreation classes/participants	130 548	76 726	
Adult recreation classes/participants	198 3,878	229 4,650	
 Summer camps/participants	N/A	3 19	
Congregate meals served	5,227	6,576	
Food deliveries to homebound seniors	20,850	18,357	
 City special events/Attendance	29	29 45,400	
Collaborations with non-profits	29	108	
 Park Rental Permits	N/A	325	
 Non-City Special Events Permitted	N/A	111	
New art in public places	16	7	

2022 COMMUNITY SURVEY RESULTS

MAINTAIN AND ENSURE PUBLIC SAFETY

PERCEPTION OF SAFETY

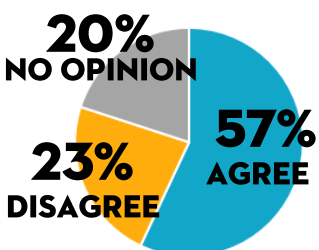


In your neighborhood In City parks At night

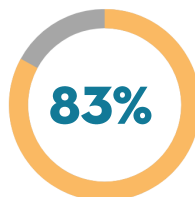
ADDRESSING HOMELESSNESS



EFFICIENT, EFFECTIVE, AND INNOVATIVE CITY ADMINISTRATION



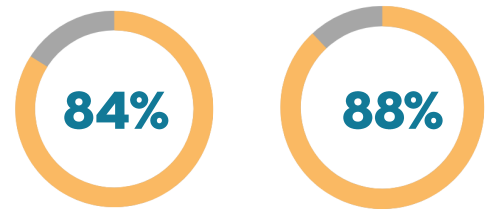
City listens to residents when making important decisions



Agree City provides consistent service

MAINTAIN AND IMPROVE INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY

MAINTENANCE OF CITY INFRASTRUCTURE



Satisfied with maintenance of streets and roads

Satisfied with maintenance of City parks and facilities

MAINTAIN AND ENHANCE DANA POINT'S UNIQUE SENSE OF PLACE



Proud to live in Dana Point

Wants to share Dana point with friends and family