



2018 Dana Point Community Survey

Summary of Results

Survey Conducted: December 4-11, 2018



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

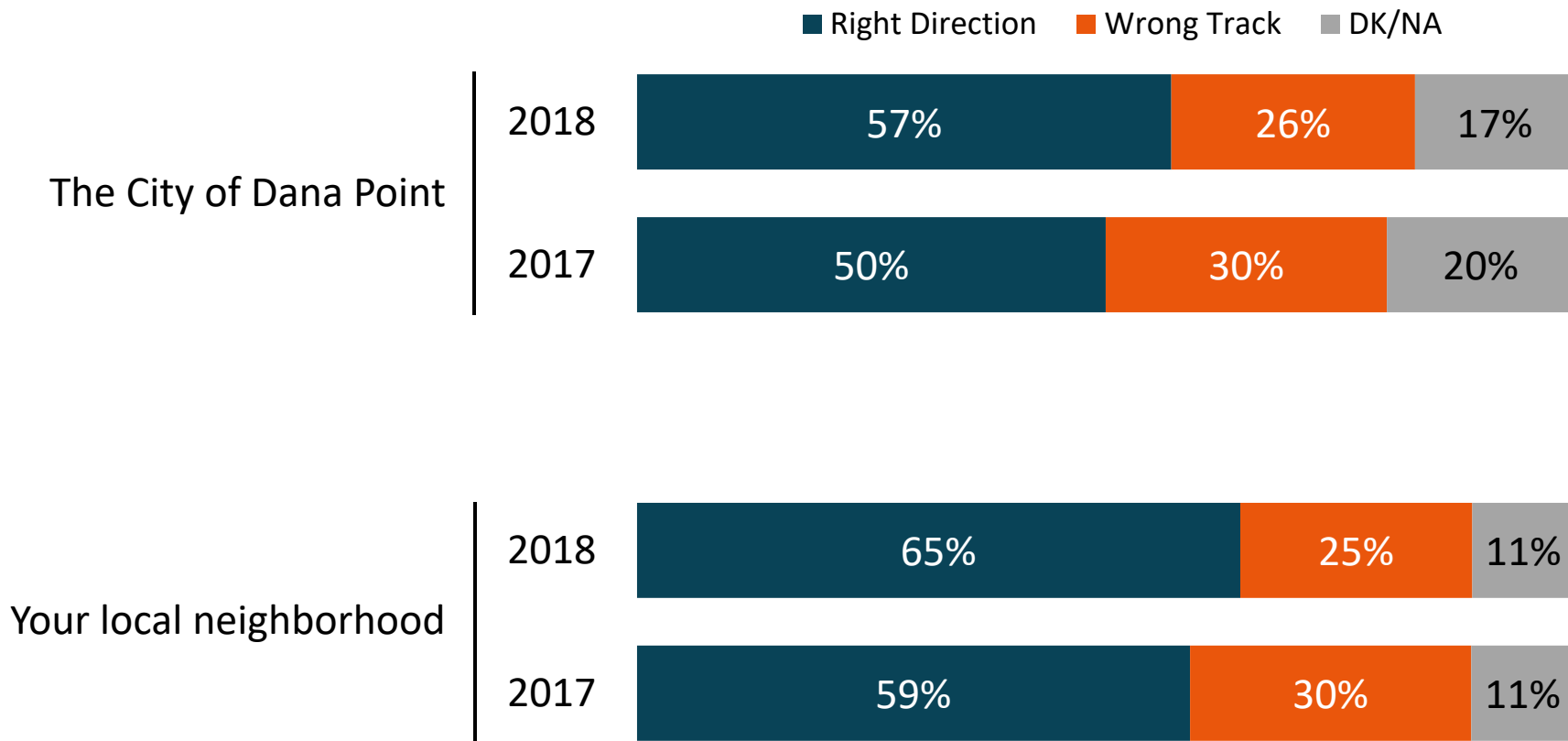
Methodology

- 791 survey interviews conducted with Dana Point registered voters
- Survey sample drawn from voter registration lists matched to available commercial databases
- Conducted December 4-11, 2018
- Interviews conducted online and via phone (landlines and cell phones)
- Overall Margin of Error of ± 4.0 percentage points
- Several questions tracked to 2017 Community Survey conducted September 8-13, 2017



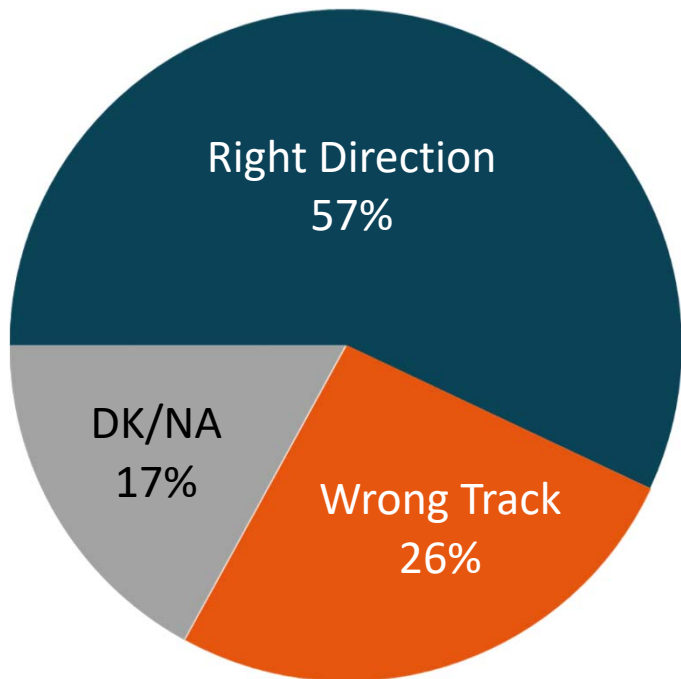
Perceptions of Dana Point and Most Important Concerns

Dana Point residents have more positive views of the direction of the city and their neighborhood than in September 2017.



Residents under the age of 50 and more recent arrivals are more likely to say the city is headed in the right direction.

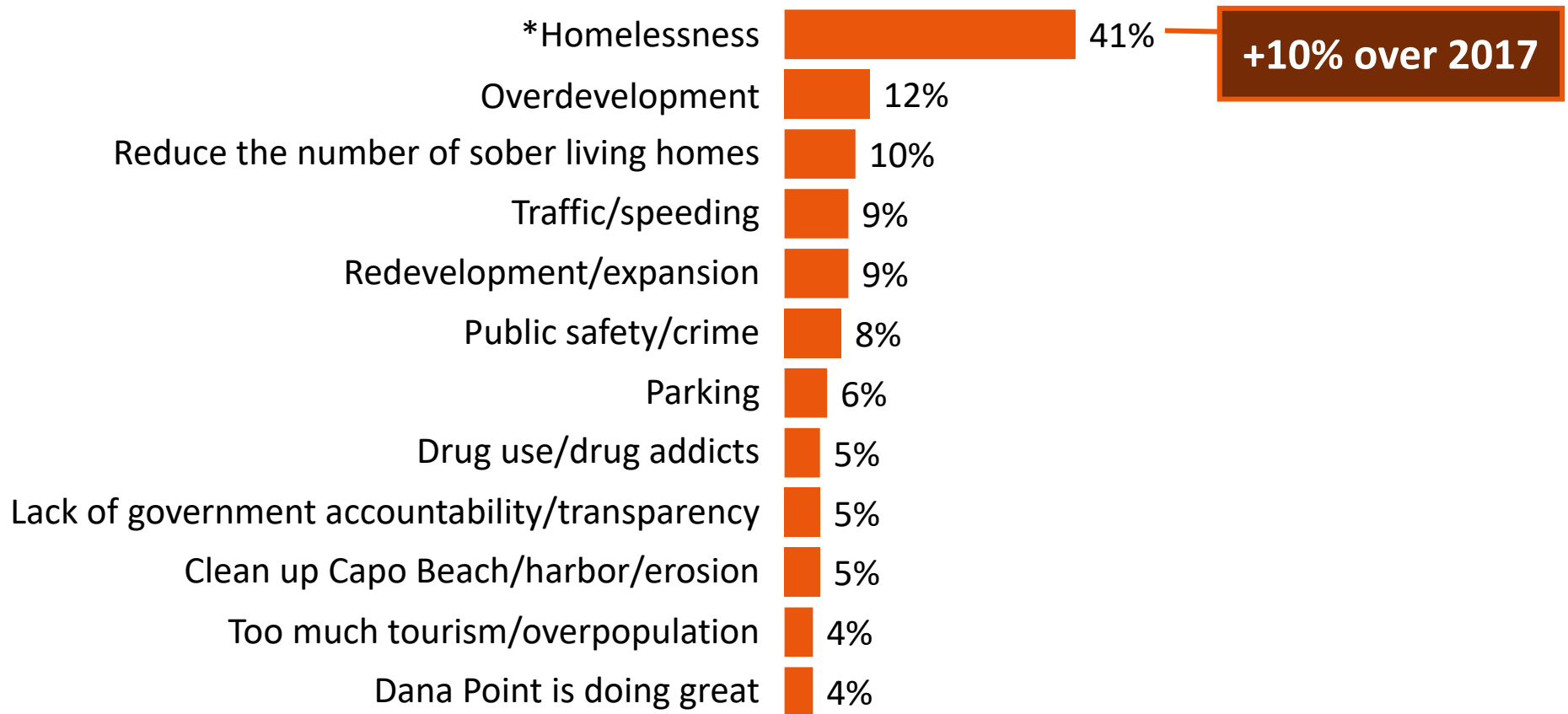
Do you think things in the City of Dana Point are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



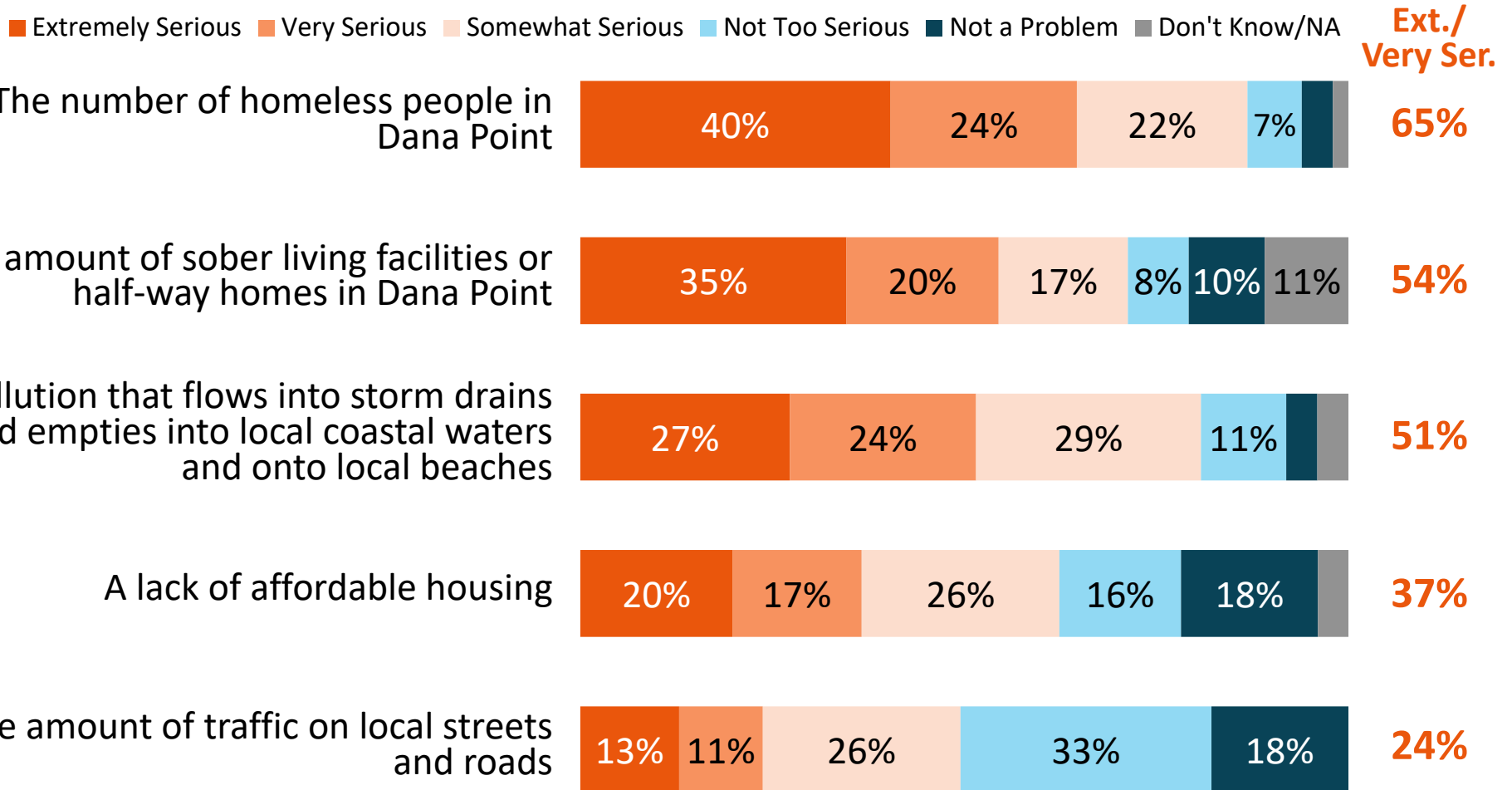
Demographic Group	Right Direction	Wrong Track	DK/NA
Age			
18-49	63%	23%	14%
50-64	53%	27%	20%
65+	54%	29%	17%
Residency			
Less than 10 years	65%	16%	19%
More than 10 years	50%	33%	16%

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

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

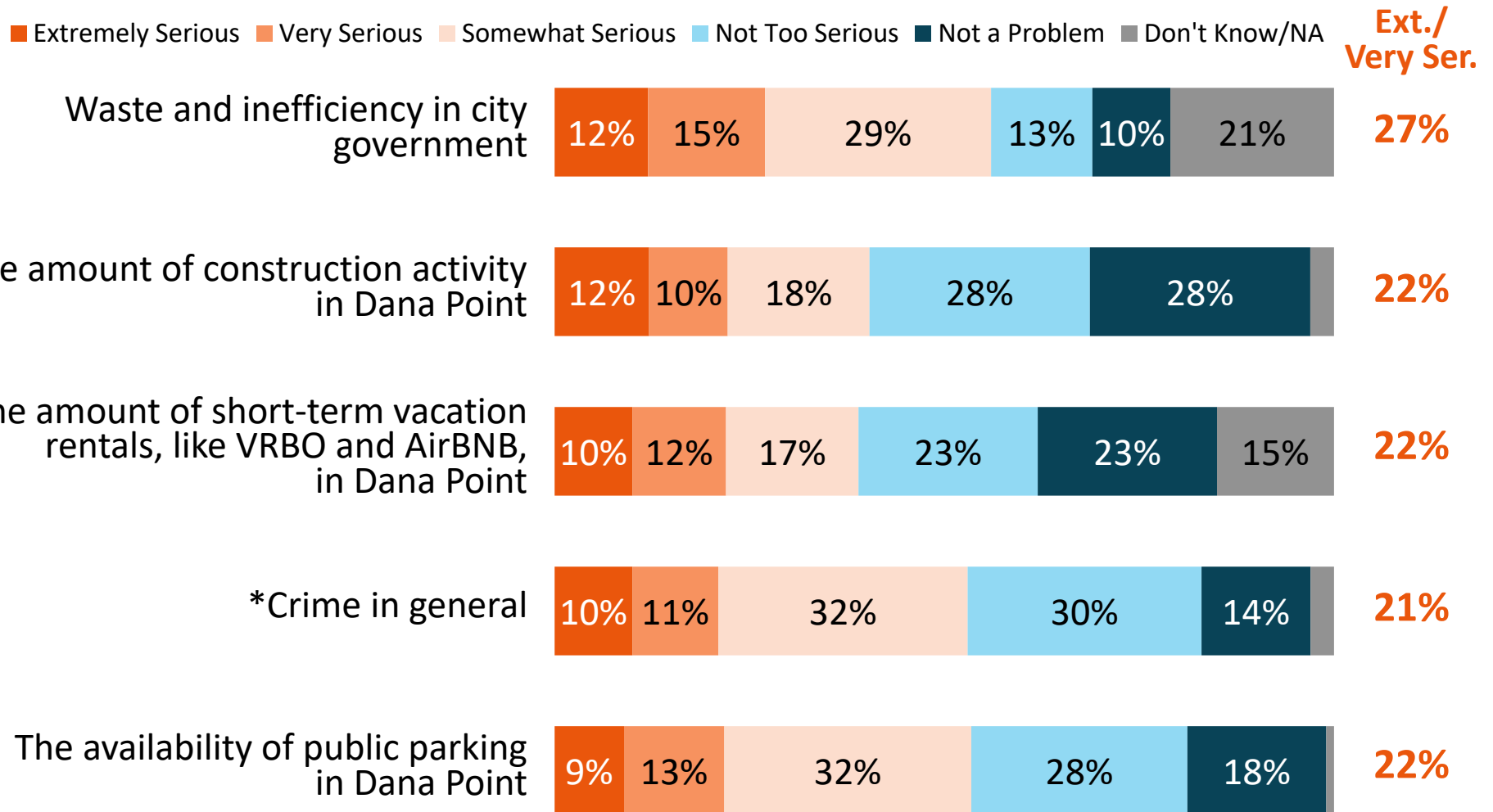


Homelessness and the amount of sober living facilities are also the highest ranked problems among a list provided in the survey.



Q8a, b & e-g. Now 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

Several other issues such as construction, short-term vacation rentals, crime and parking and not seen as very serious problems by many residents.



Q8c, d & h-j. Now 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

There was not a great deal of change in the level of concern about most issues since last year.

(Extremely/Very Serious Problem)

Issues in Dana Point	2017	2018	Difference
The number of homeless people in Dana Point	61%	65%	+4%
A lack of affordable housing	35%	37%	+2%
*Crime in general	21%	21%	NC
Pollution that flows into storm drains and empties into local coastal waters and onto local beaches	52%	51%	-1%
Waste and inefficiency in city government	28%	27%	-1%
The amount of sober living facilities or half-way homes in Dana Point	57%	54%	-3%
*The amount of traffic on local streets and roads	28%	24%	-4%
*The amount of short-term vacation rentals, like VRBO and AirBNB, in Dana Point	27%	22%	-5%
*The amount of construction activity in Dana Point	28%	22%	-6%

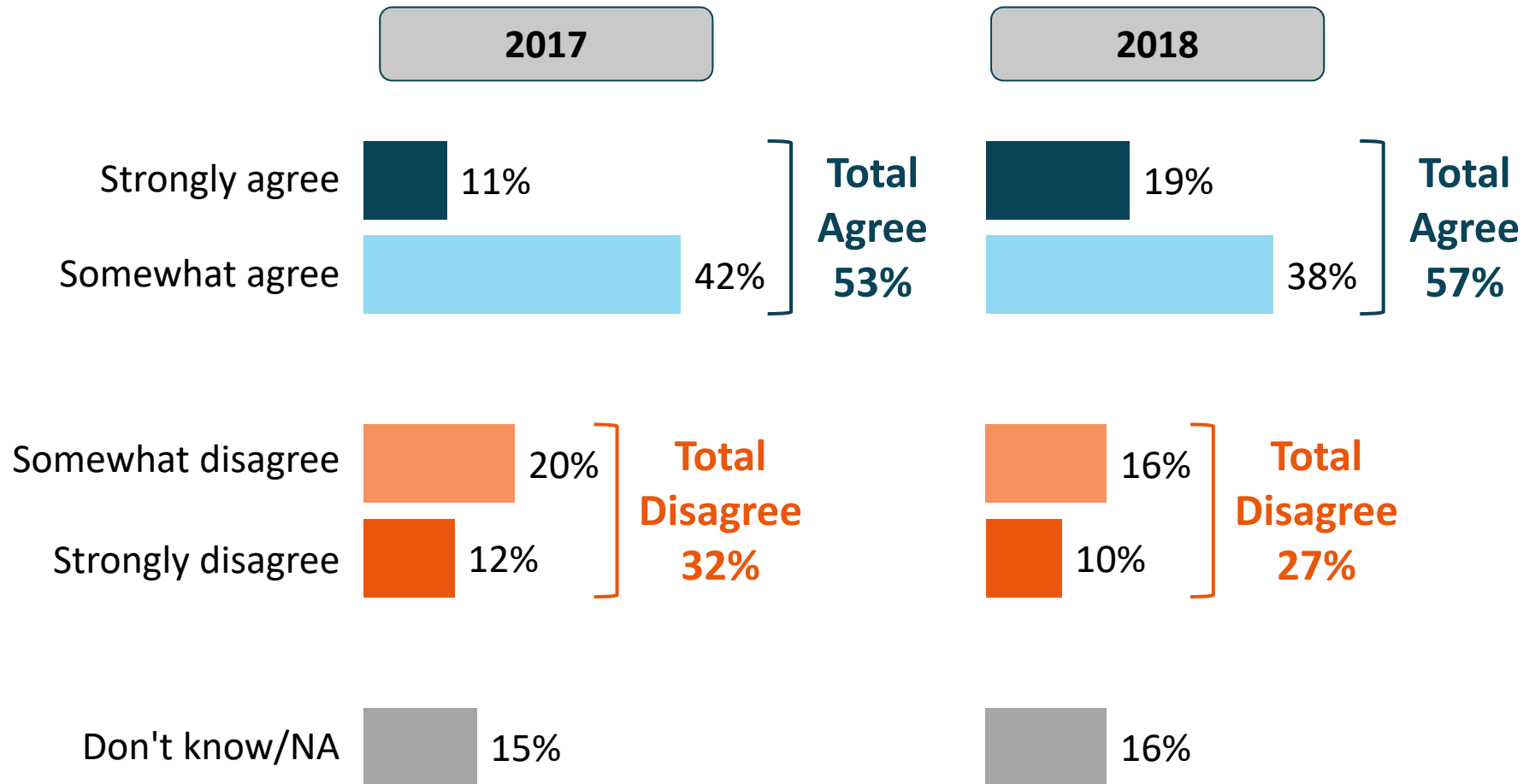
Q8 a, b, d-j. Now I am going to mention a list of issues people in the City of Dana Point may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, not too serious a problem, or not a problem at all for people who live in the City of Dana Point. *Split Sample



Satisfaction with City Government and City Services

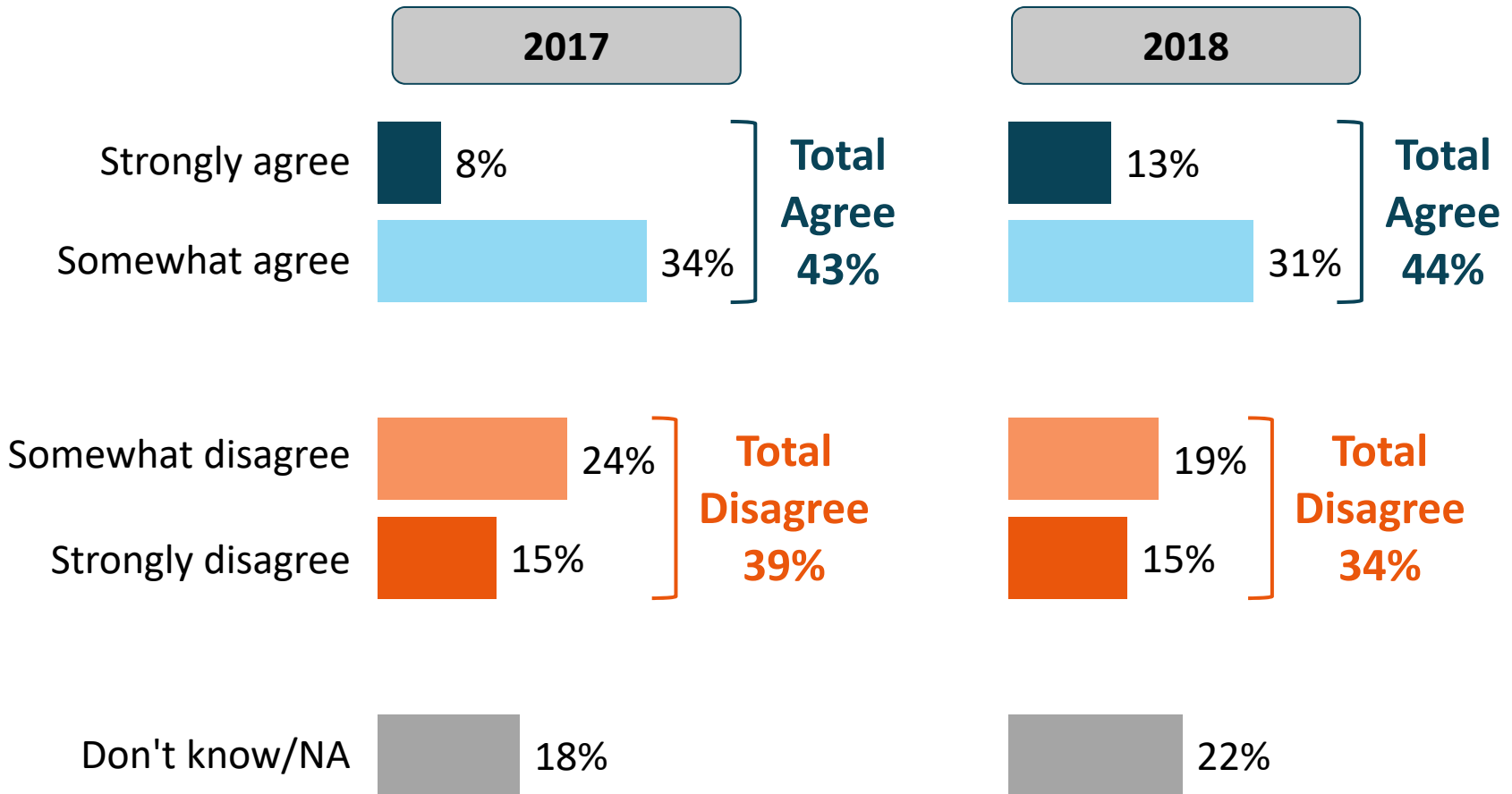
Residents increasingly believe the City is responsive to their needs.

The City is responsive to residents' needs



Residents are also still somewhat more divided about whether the City listens to residents when making important decisions.

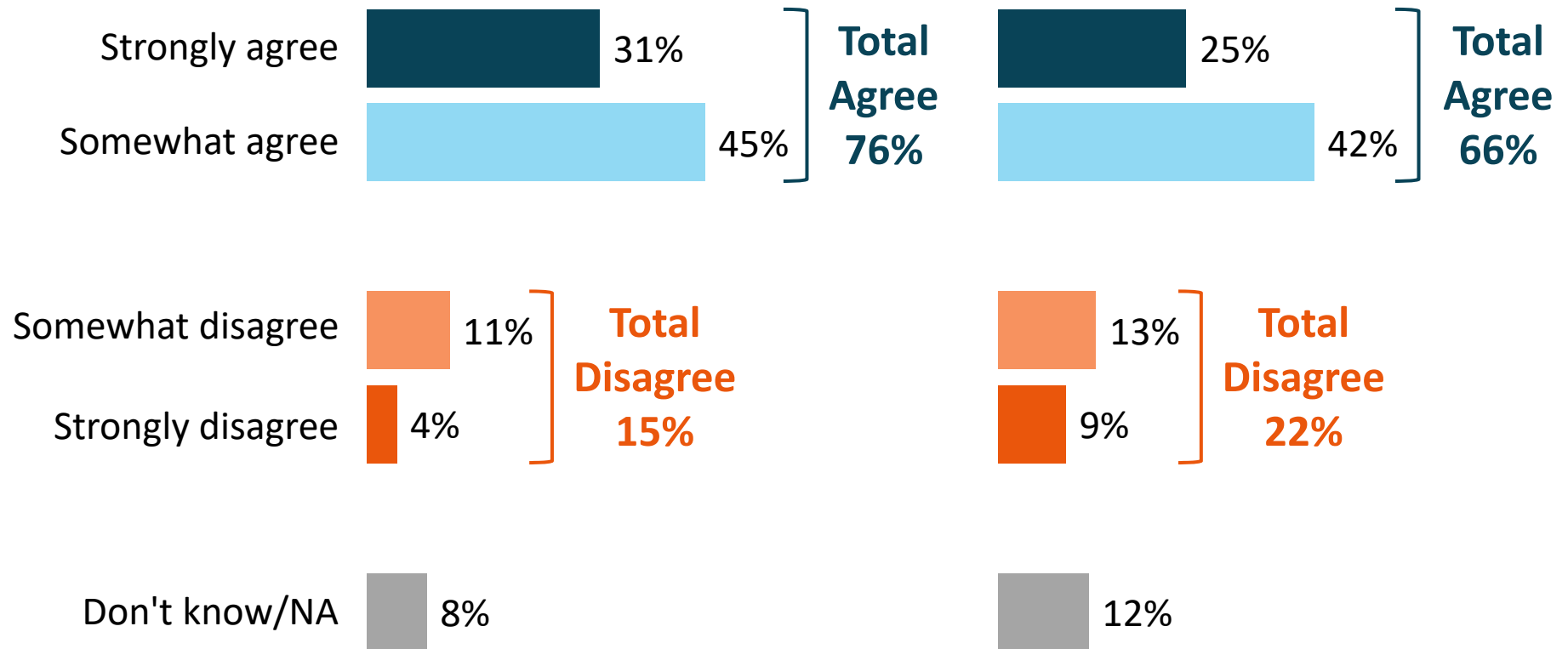
The City listens to residents when making important decisions.



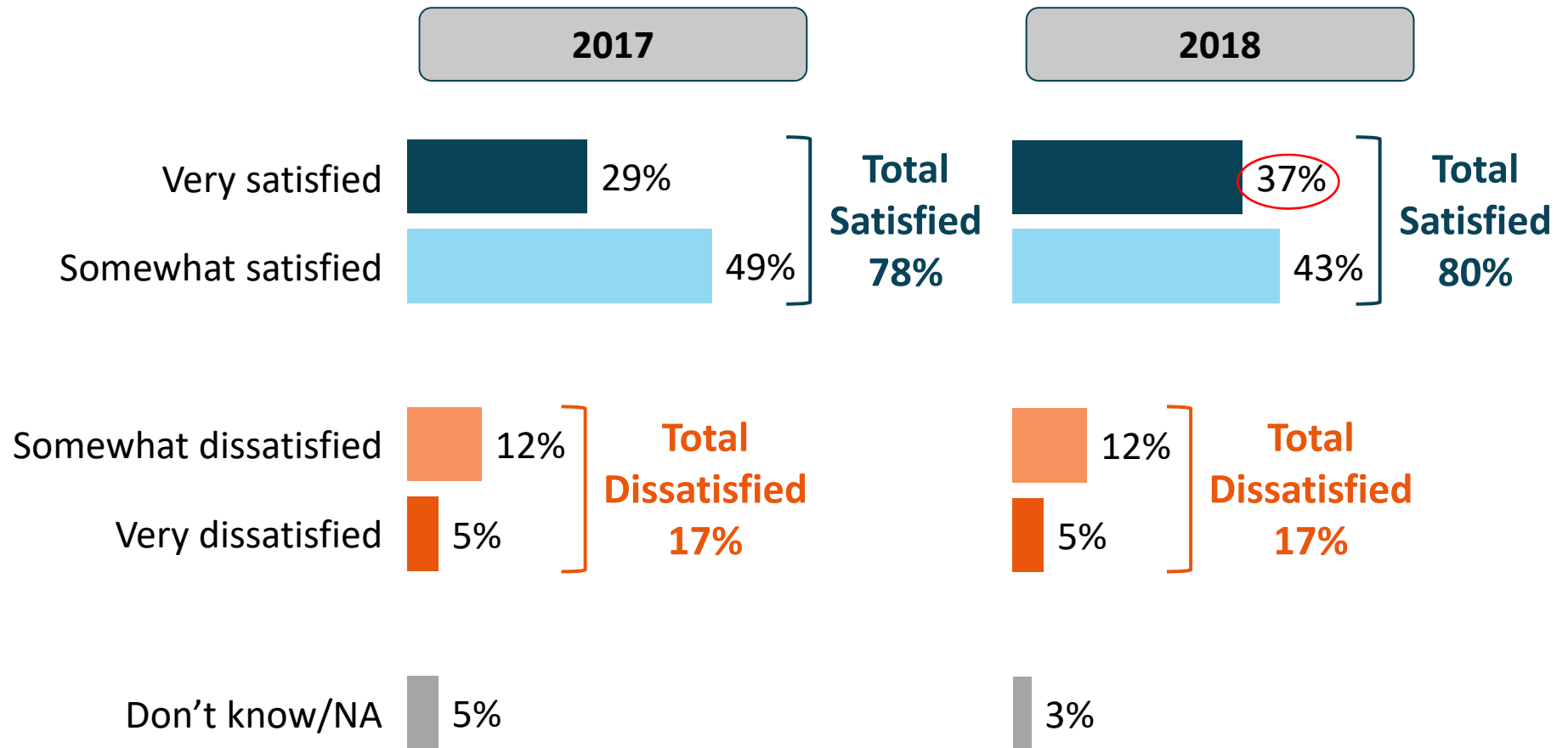
Residents mostly agree that the City provides a consistent level of service and a good value for local taxes.

The City provides a consistent level of service.

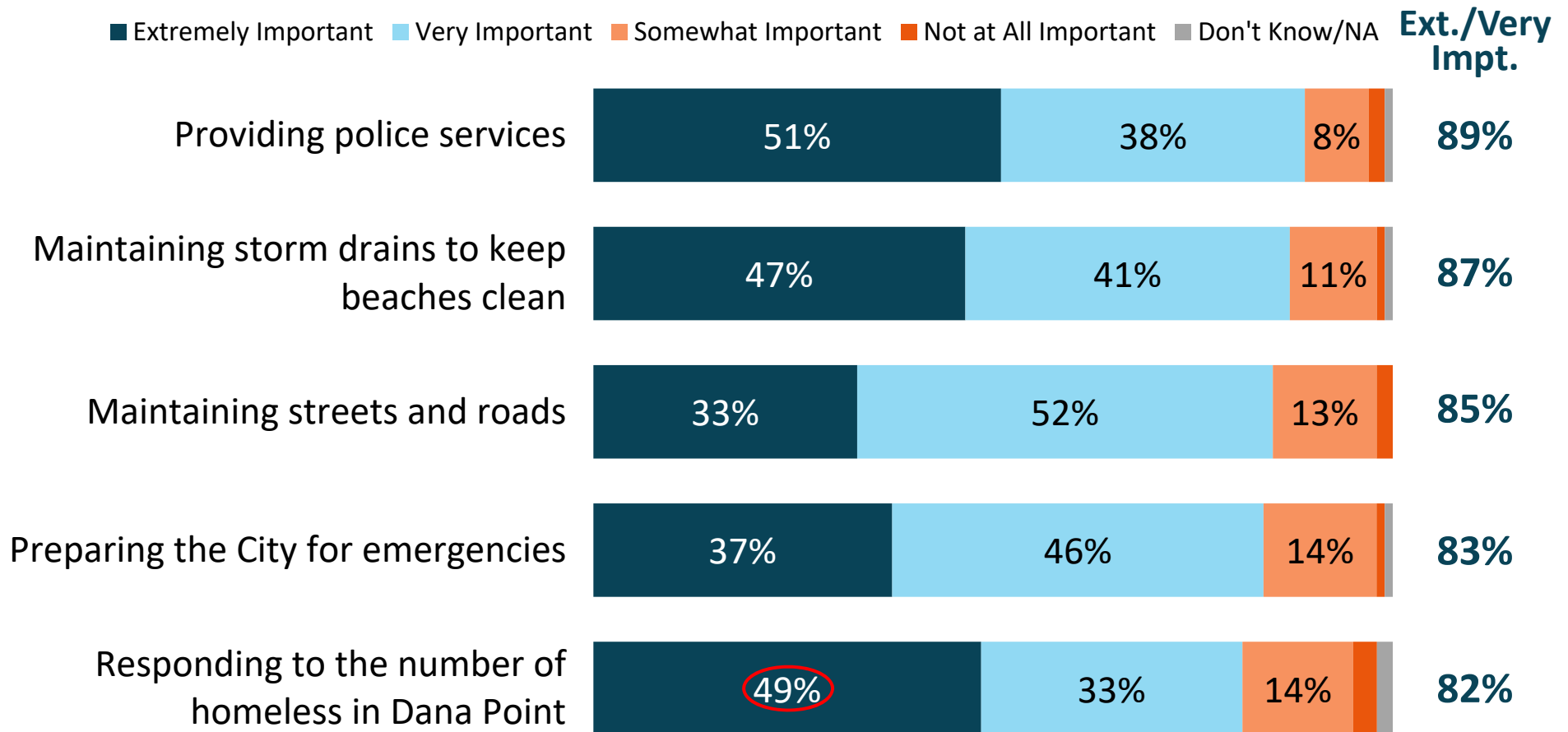
The services the City provides are a good value for the local taxes I pay.



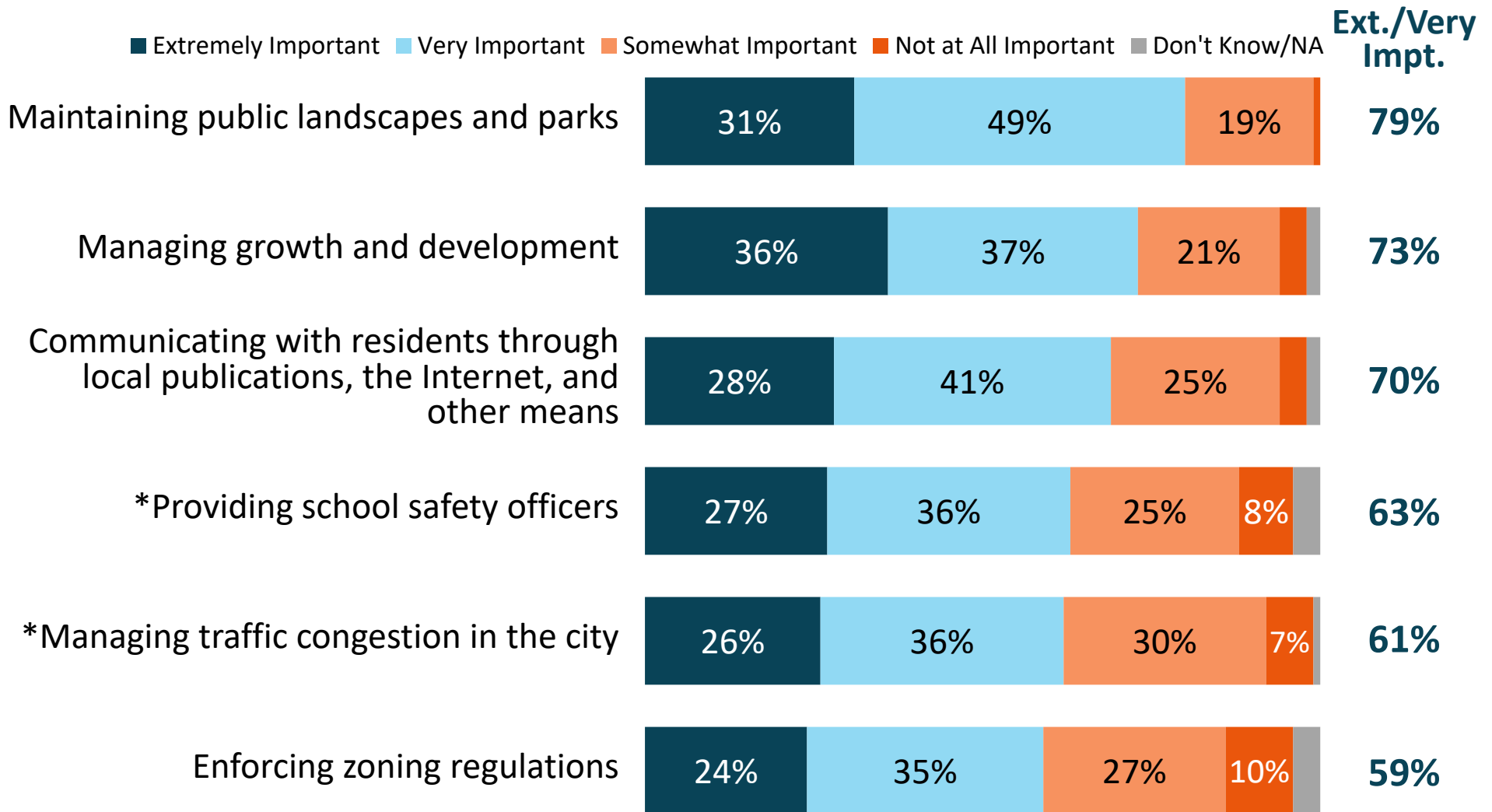
Residents remain overwhelmingly satisfied with the job the City is doing in providing services.



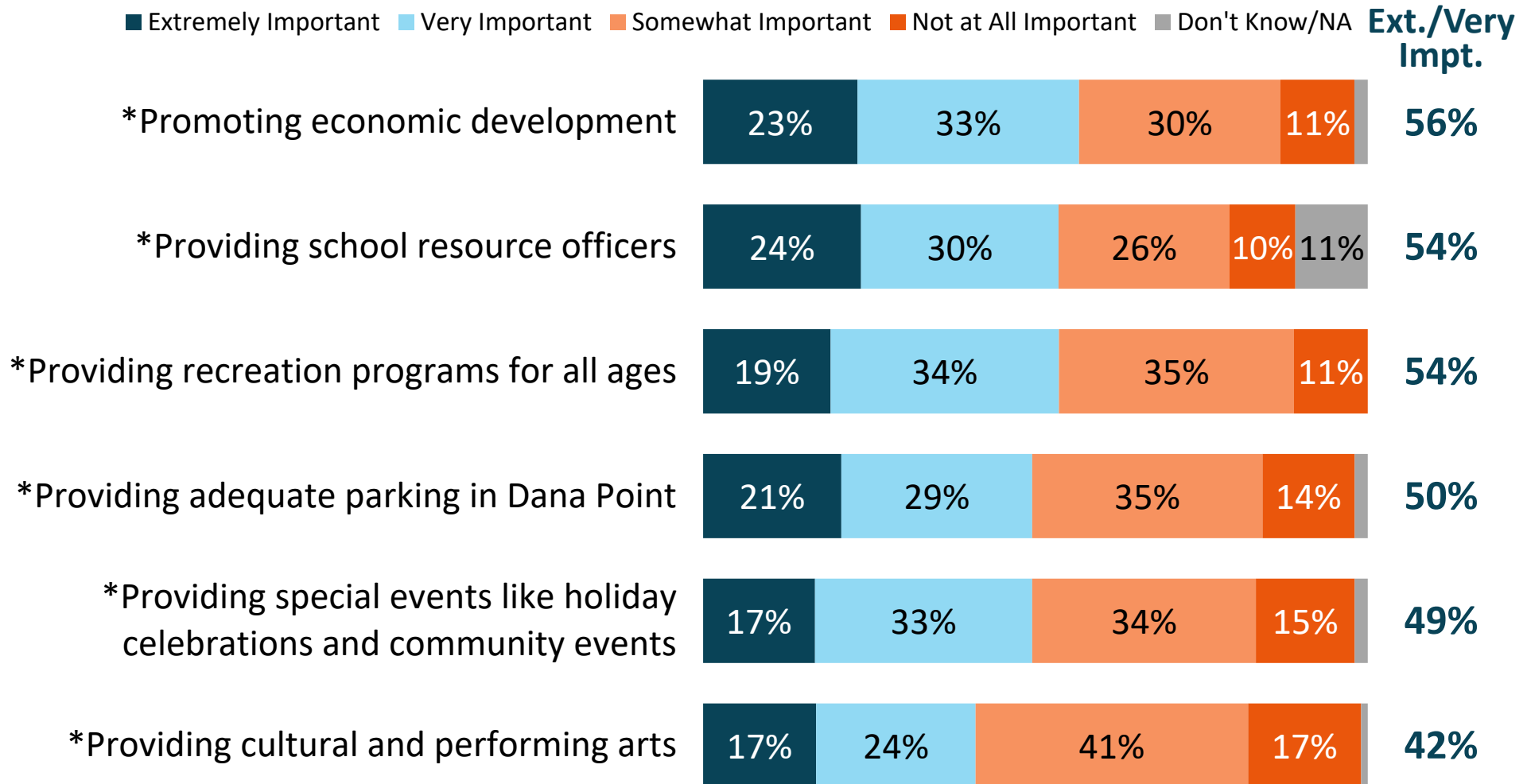
Providing police services, maintaining storm drains and responding to homelessness are considered the most important services provided by Dana Point City government.



The second tier of importance includes maintaining public landscapes/parks, managing growth and development and communicating with residents.



Less than a majority feel it is “extremely” or “very” important to provide special events or cultural and performing arts programs.

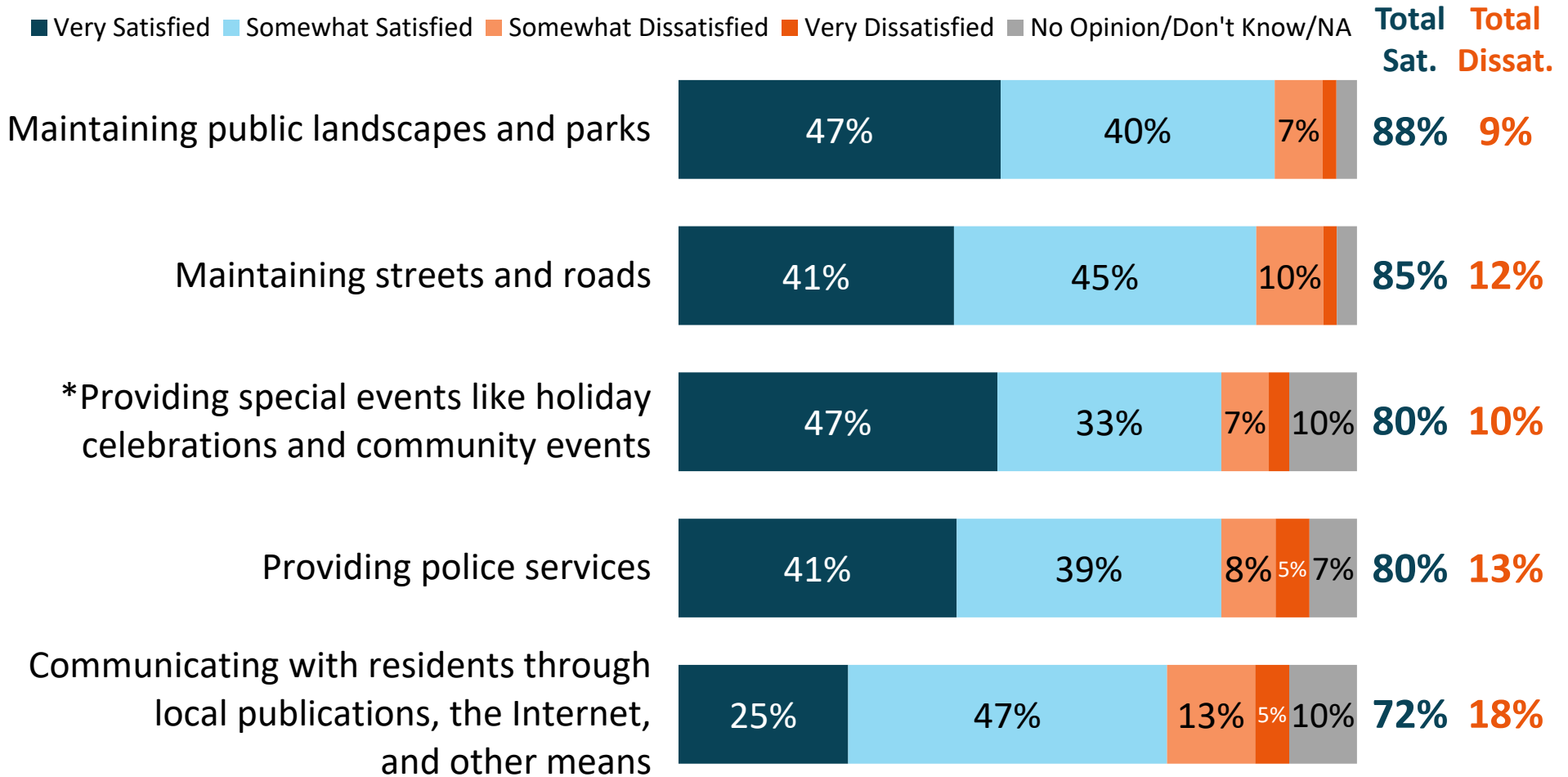


Changes in the Importance of City Services

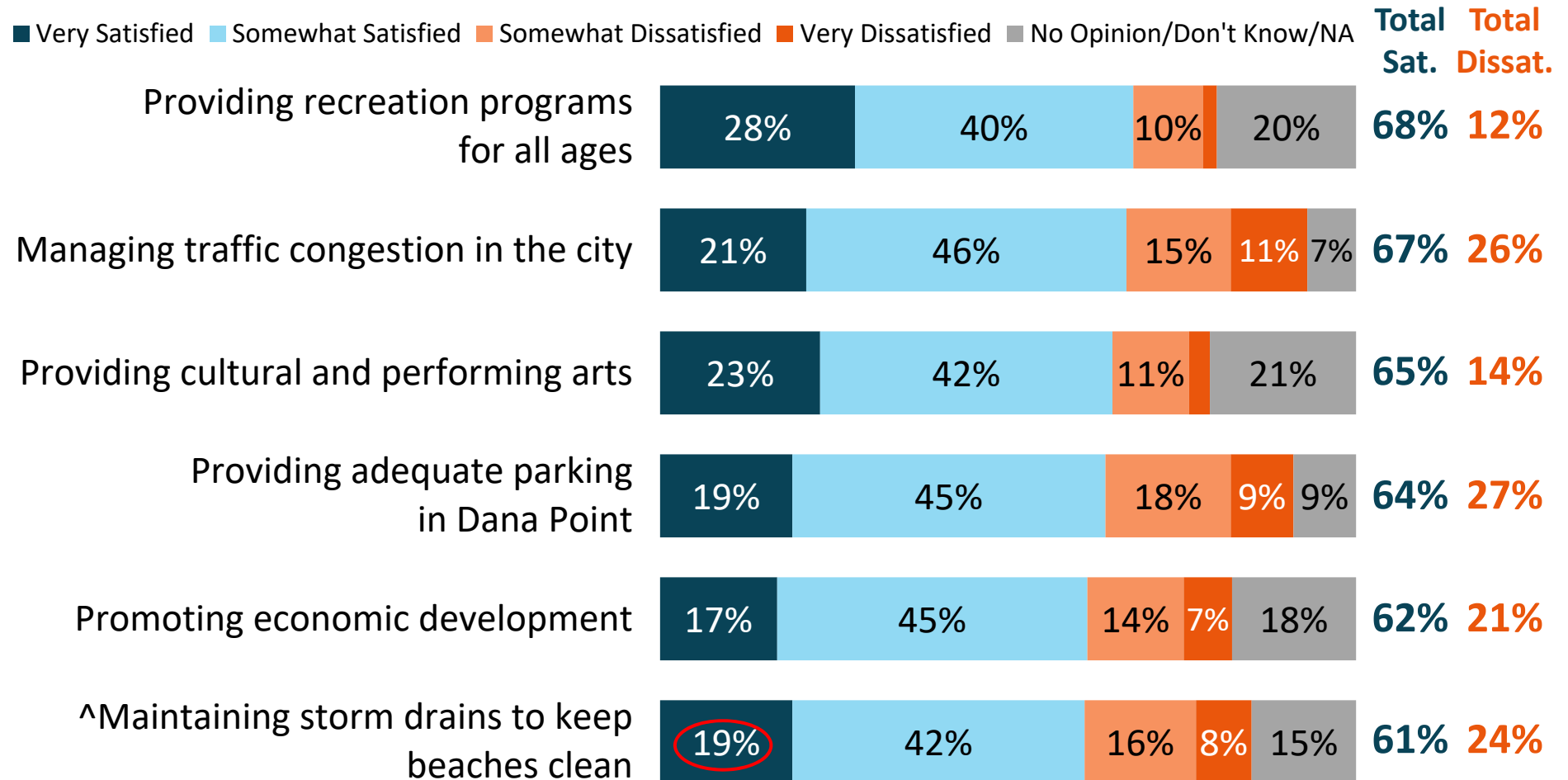
(Extremely/Very Important)

Services	2017	2018	Difference
Preparing the City for emergencies	78%	83%	+5%
Responding to the number of homeless in Dana Point	78%	82%	+4%
Providing police services	87%	89%	+2%
Maintaining streets and roads	84%	85%	+1%
*Providing recreation programs for all ages	53%	54%	+1%
Maintaining storm drains to keep beaches clean	87%	87%	NC
*Promoting economic development	58%	56%	-2%
*Providing special events like holiday celebrations and community events	51%	49%	-2%
Maintaining public landscapes and parks	82%	79%	-3%
*Managing traffic congestion in the city	64%	61%	-3%
Enforcing zoning regulations	62%	59%	-3%
Managing growth and development	77%	73%	-4%
Communicating with residents through local publications, the Internet, and other means	74%	70%	-4%
*Providing cultural and performing arts	47%	42%	-5%
*Providing adequate parking in Dana Point	57%	50%	-7%

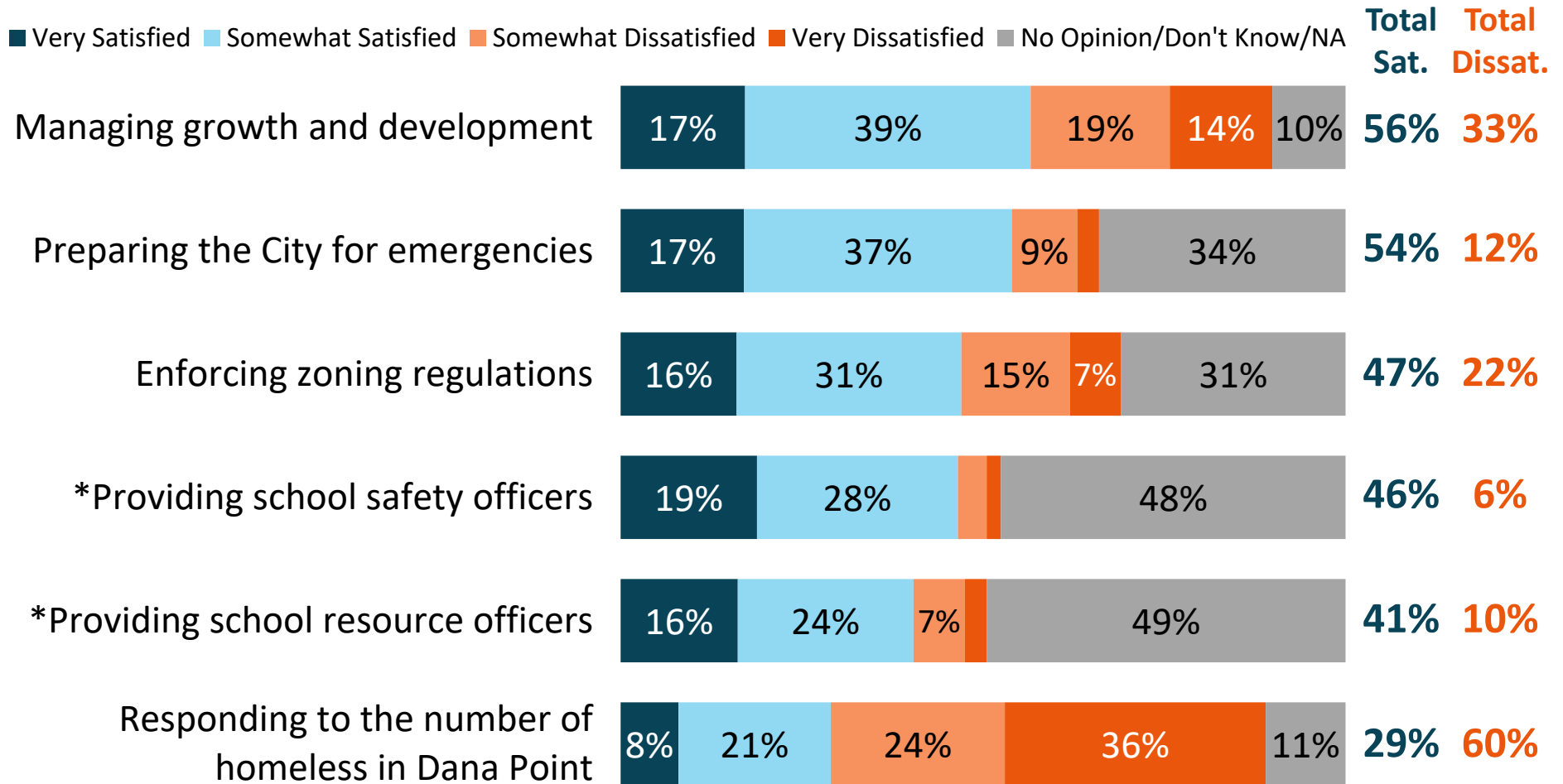
Residents are most satisfied with landscape, park and street maintenance, special events and police services.



There is room for growth in residents' satisfaction with storm drain maintenance, given the level of importance for this service.



The most significant sources of dissatisfaction are the ways the City manages growth and development and responds to the number of homeless.



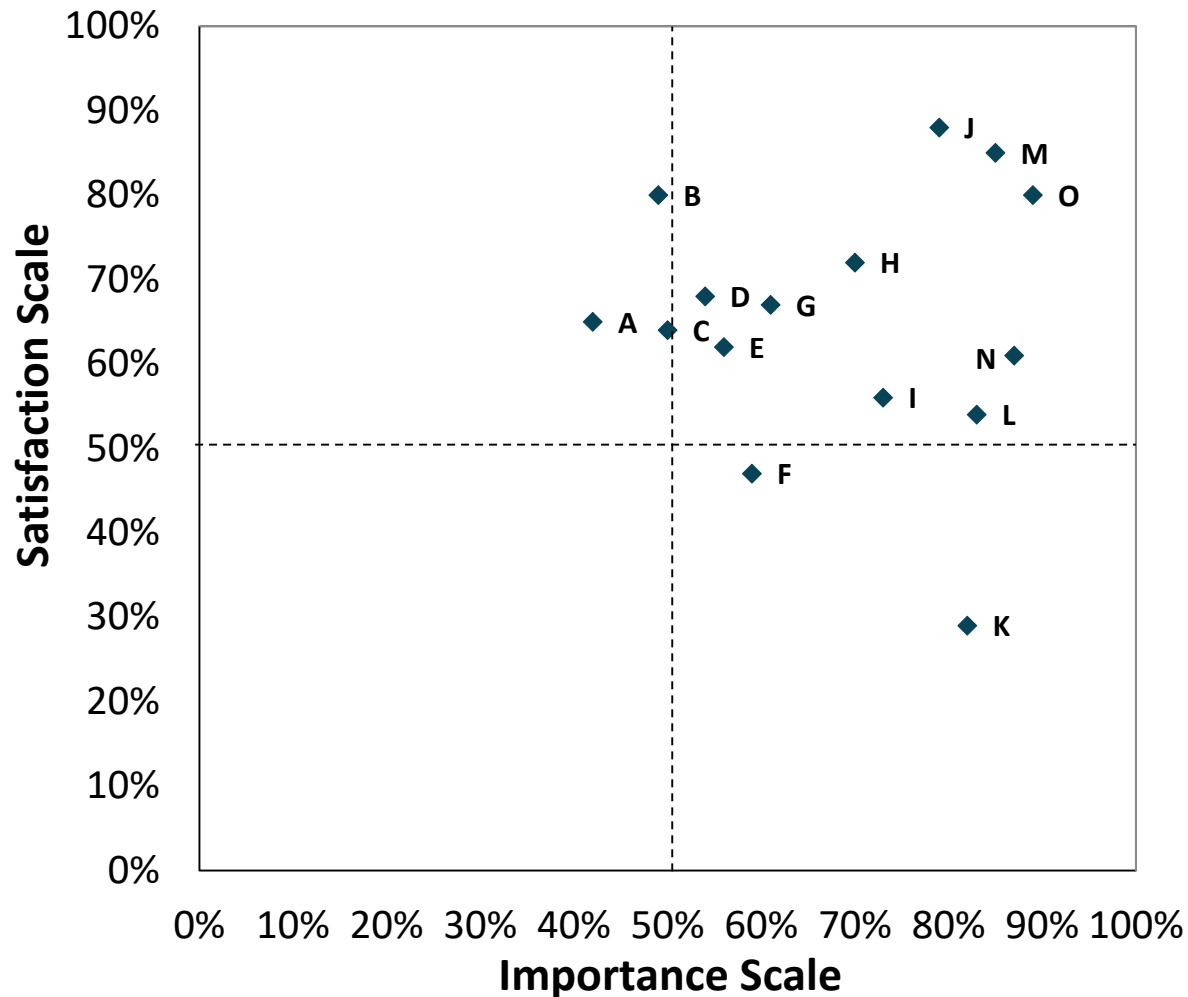
Changes in Satisfaction with City Services

(Total Satisfied)

Services	2017	2018	Difference
Communicating with residents through local publications, the Internet, and other means	59%	72%	+13%
*Promoting economic development	51%	62%	+11%
Responding to the number of homeless in Dana Point	18%	29%	+11%
*Providing adequate parking in Dana Point	54%	64%	+10%
*Managing traffic congestion in the city	59%	67%	+8%
Managing growth and development	48%	56%	+8%
Maintaining streets and roads	78%	85%	+7%
Maintaining storm drains to keep beaches clean	54%	61%	+7%
Enforcing zoning regulations	41%	47%	+6%
Maintaining public landscapes and parks	84%	88%	+4%
Providing police services	76%	80%	+4%
Preparing the City for emergencies	50%	54%	+4%
*Providing special events like holiday celebrations and community events	77%	80%	+3%
*Providing recreation programs for all ages	66%	68%	+2%
*Providing cultural and performing arts	64%	65%	+1%

Comparison of Importance of and Satisfaction with City Services

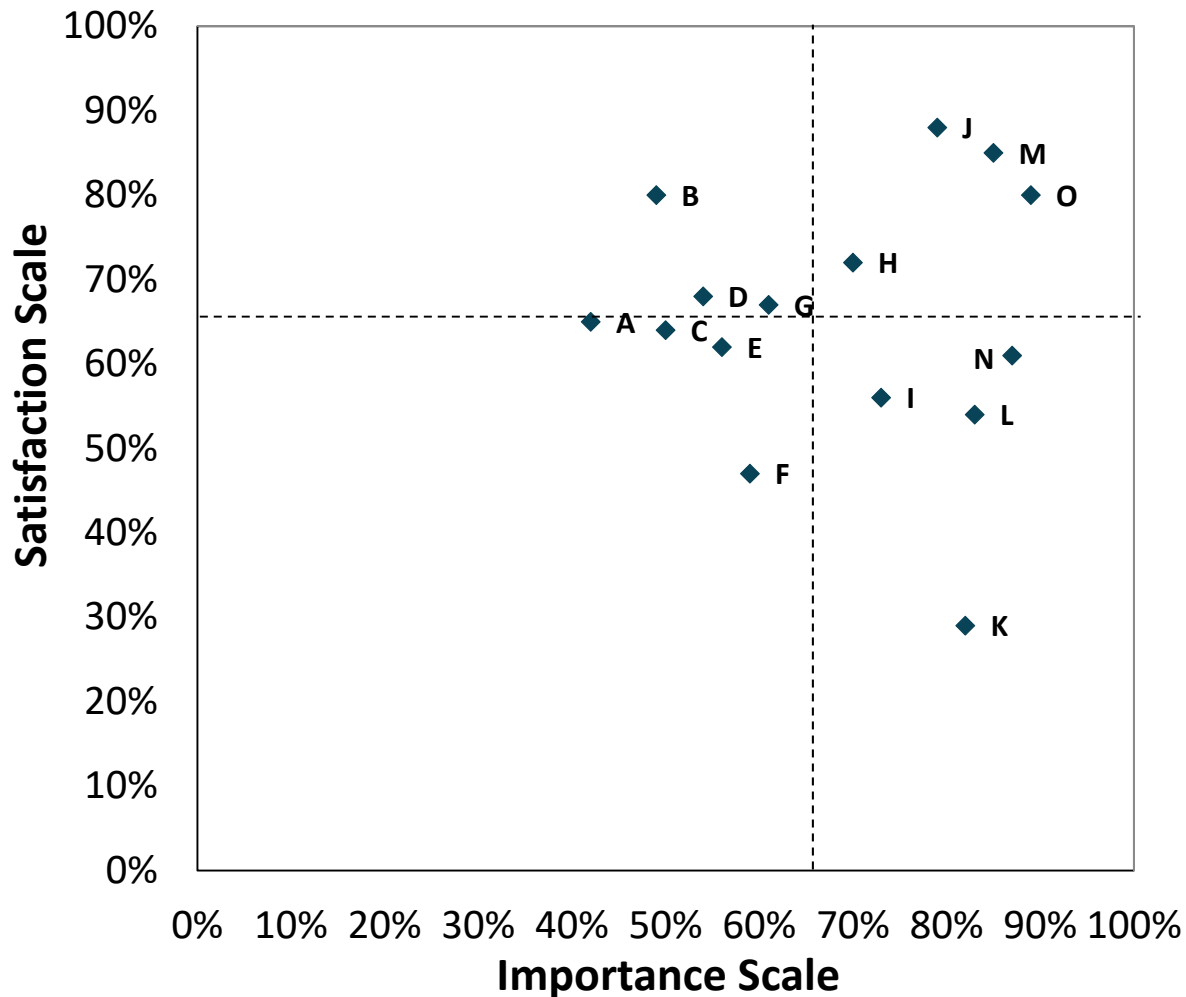
(Ext/Very Important and Very/SW Satisfied)



- A. Providing cultural and performing arts
- B. Providing special events
- C. Providing adequate parking
- D. Providing recreation programs for all ages
- E. Promoting economic development
- F. Enforcing zoning regulations
- G. Managing traffic congestion in the city
- H. Communicating with residents
- I. Managing growth and development
- J. Maintaining public landscapes and parks
- K. Responding to the number of homeless
- L. Preparing the City for emergencies
- M. Maintaining streets and roads
- N. Maintaining storm drains to keep beaches clean
- O. Providing police services

Comparison of Importance of and Satisfaction with City Services

(Ext/Very Important and Very/SW Satisfied)

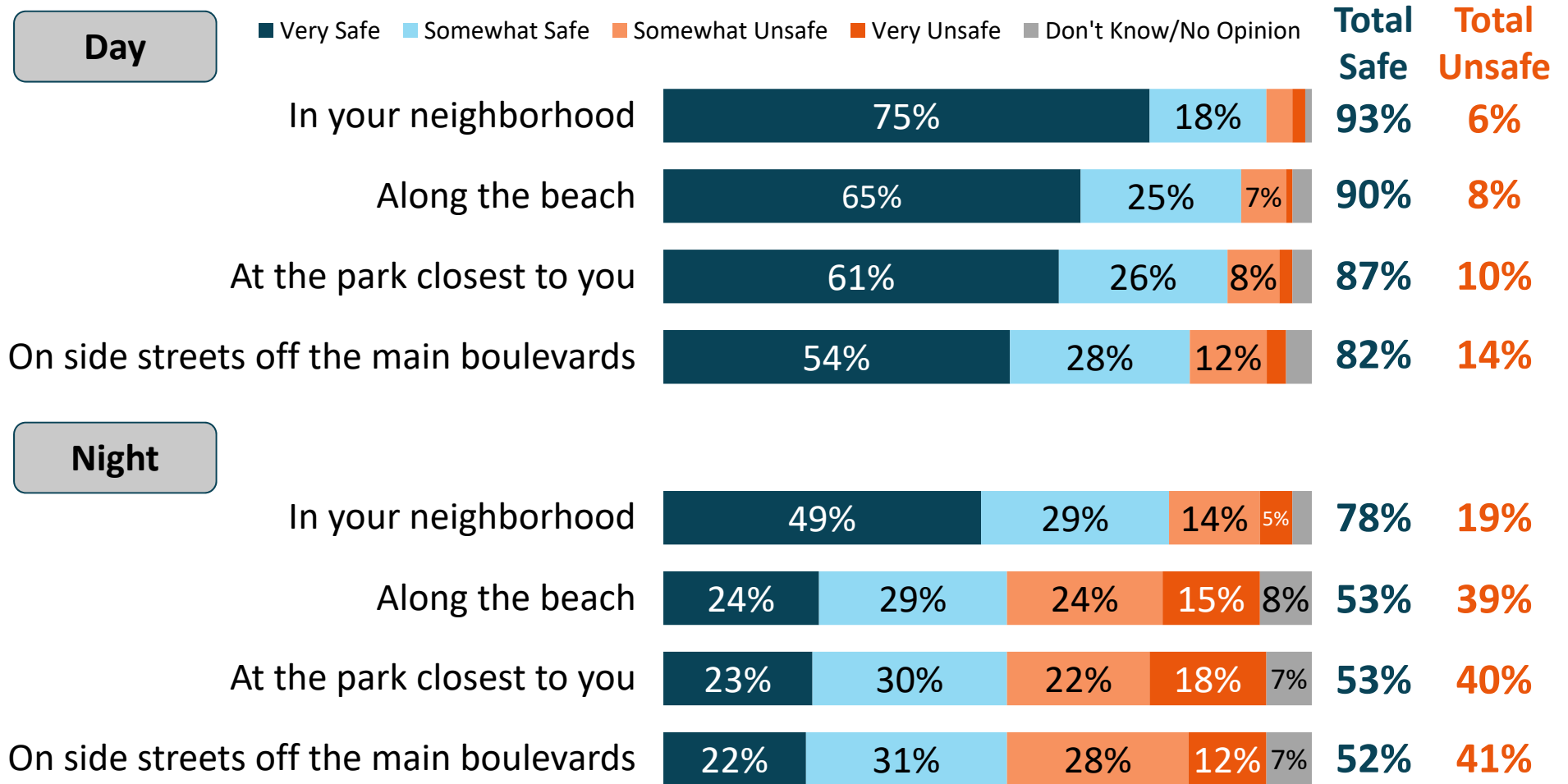


- A. Providing cultural and performing arts
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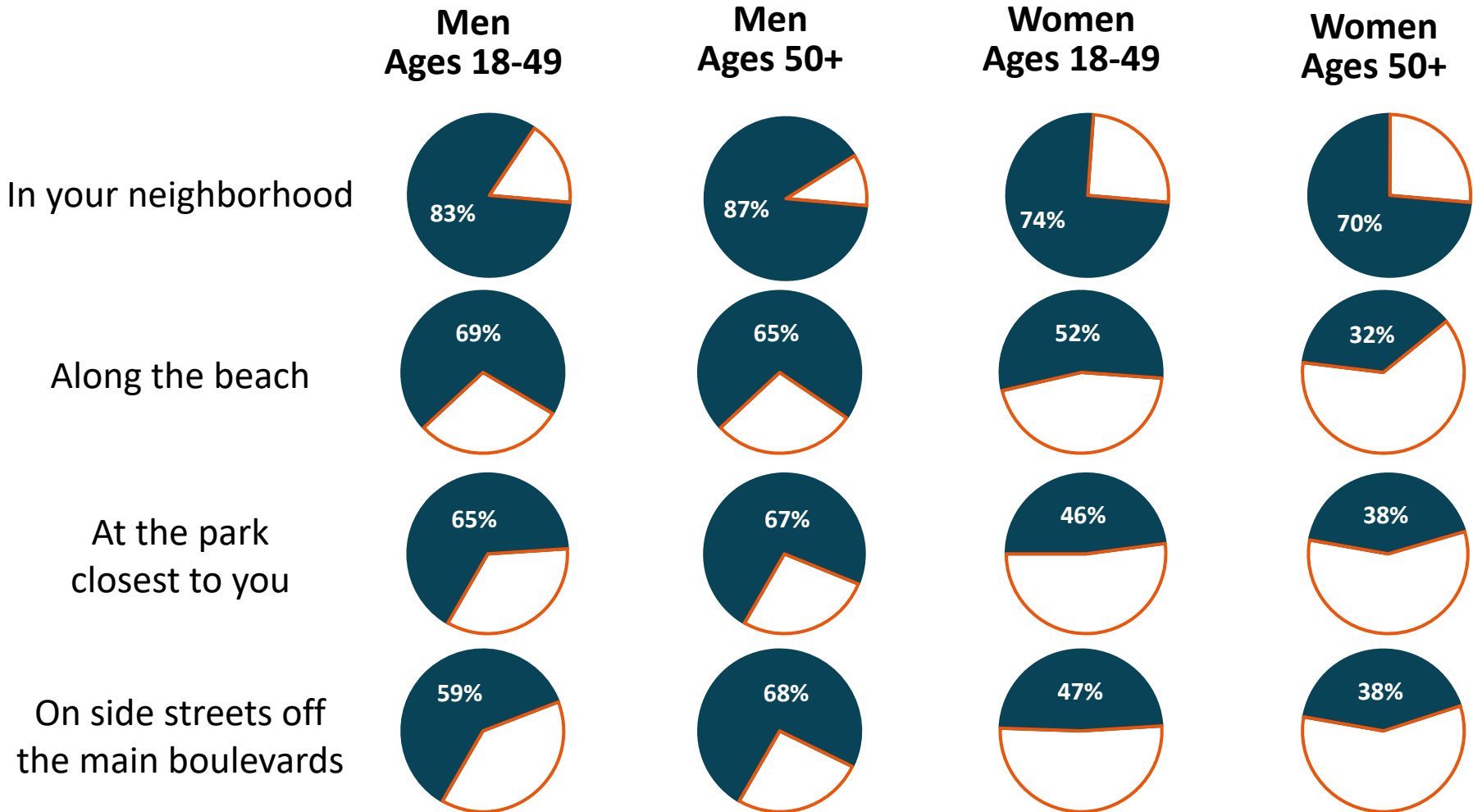
Public Safety and Police Services

Residents report overwhelmingly feeling safe around Dana Point during the day, but a substantial number feel unsafe in certain areas at night.

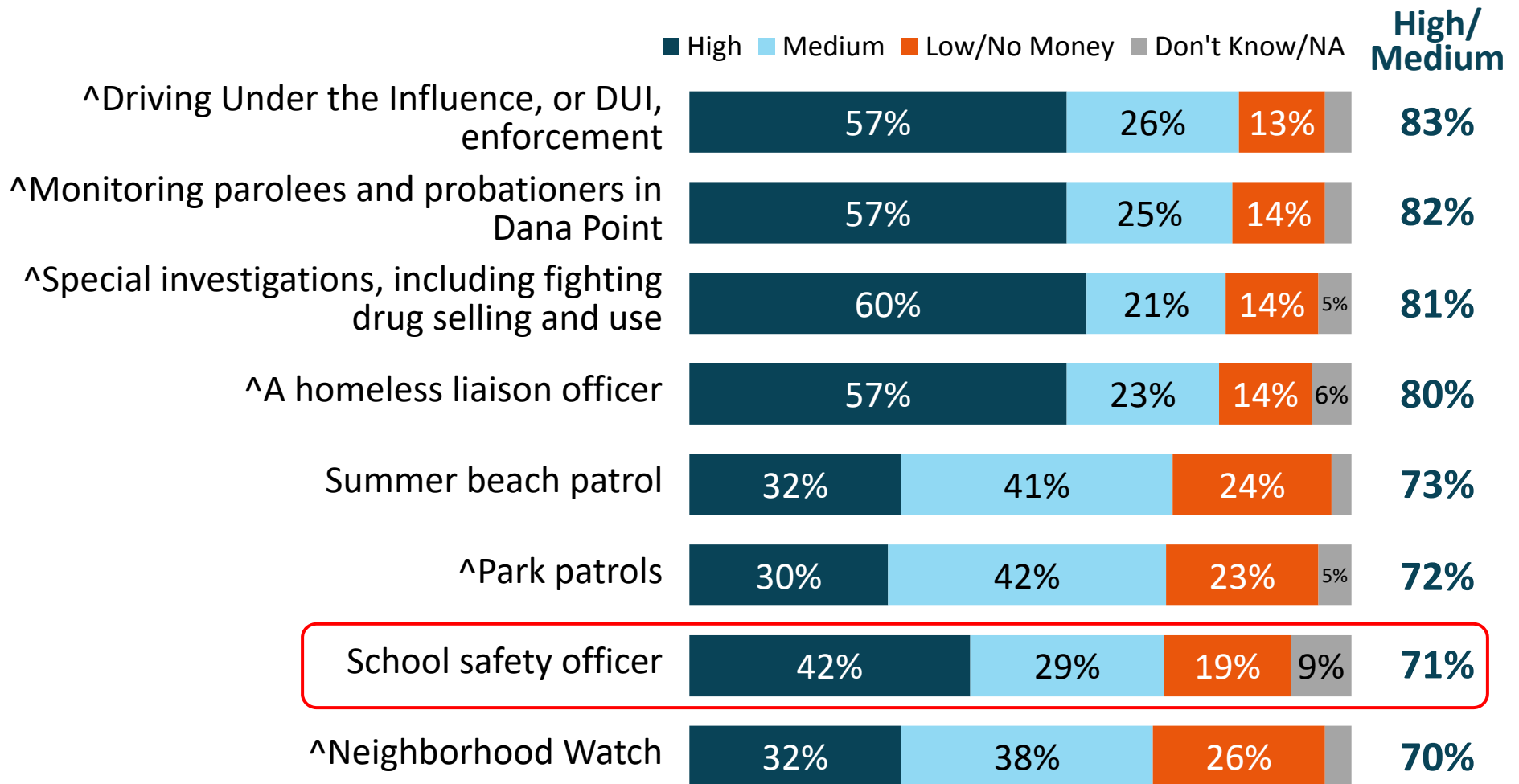


Women, particularly those over age 50, are far more likely to report feeling unsafe at night in various areas of the city.

Percentage Feeling Safe in Dana Point **AT NIGHT**



The top public safety priorities are protecting against DUIs, fighting drug selling and use, monitoring parolees and a homeless liaison officer.

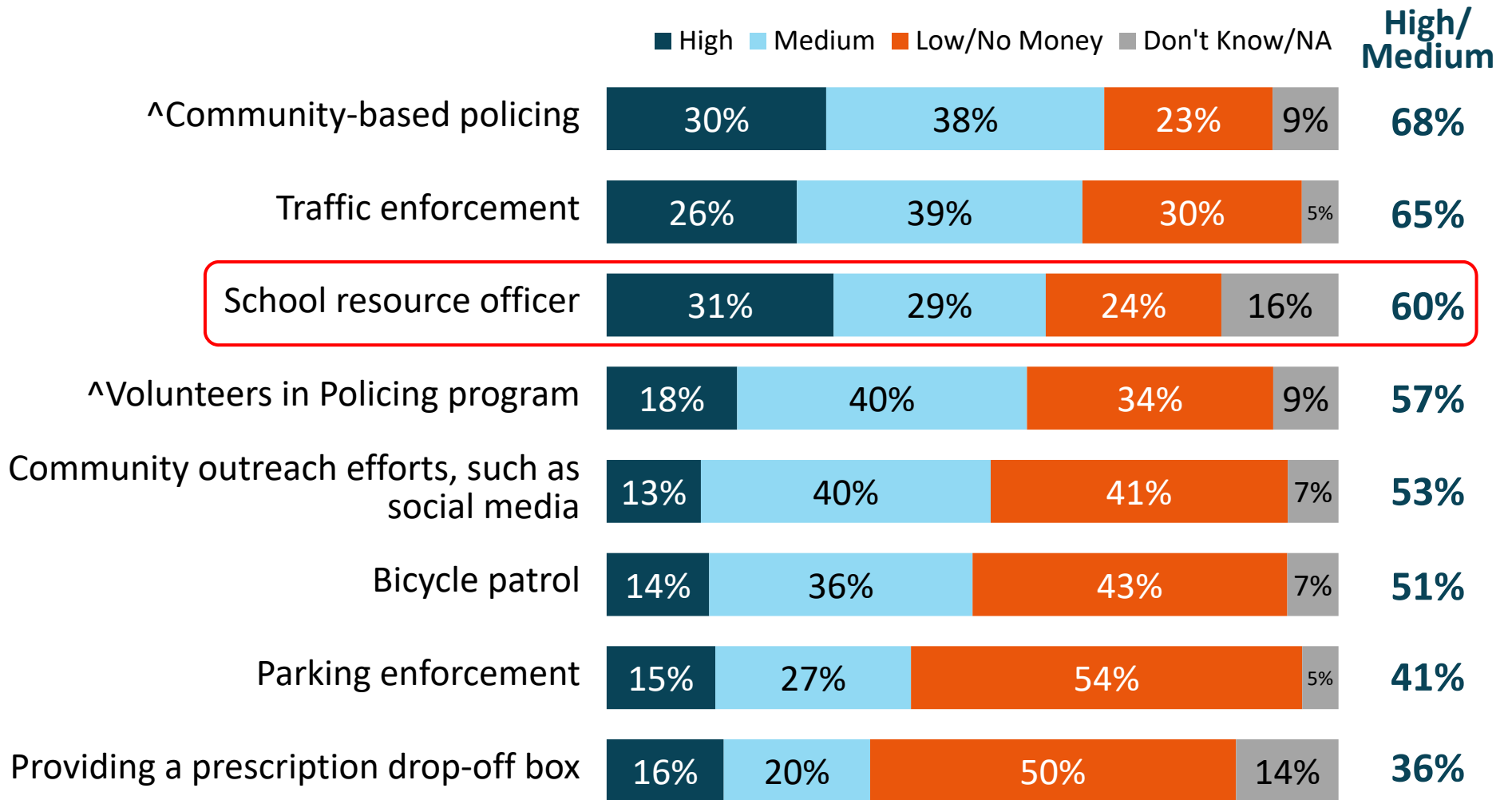


Q19a, c-g, m & p. The next question is about public safety services. I am going to mention a number of public safety services provided by Dana Point Police Services. Please tell me whether you think the City should make the service a high priority, a medium priority, or a low priority for public safety 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. Here is the (first/next) one:

Should this item be a high, medium, or low priority for public safety spending or should the City not spend any money on this service?

^Not Part of Split Sample

Residents place a lower priority on having a “school resource officer” than a “school safety officer.”



Q19b, h-l, n & o. 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. Here is the (first/next) one:

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Changes in Priority Level of Public Safety Services

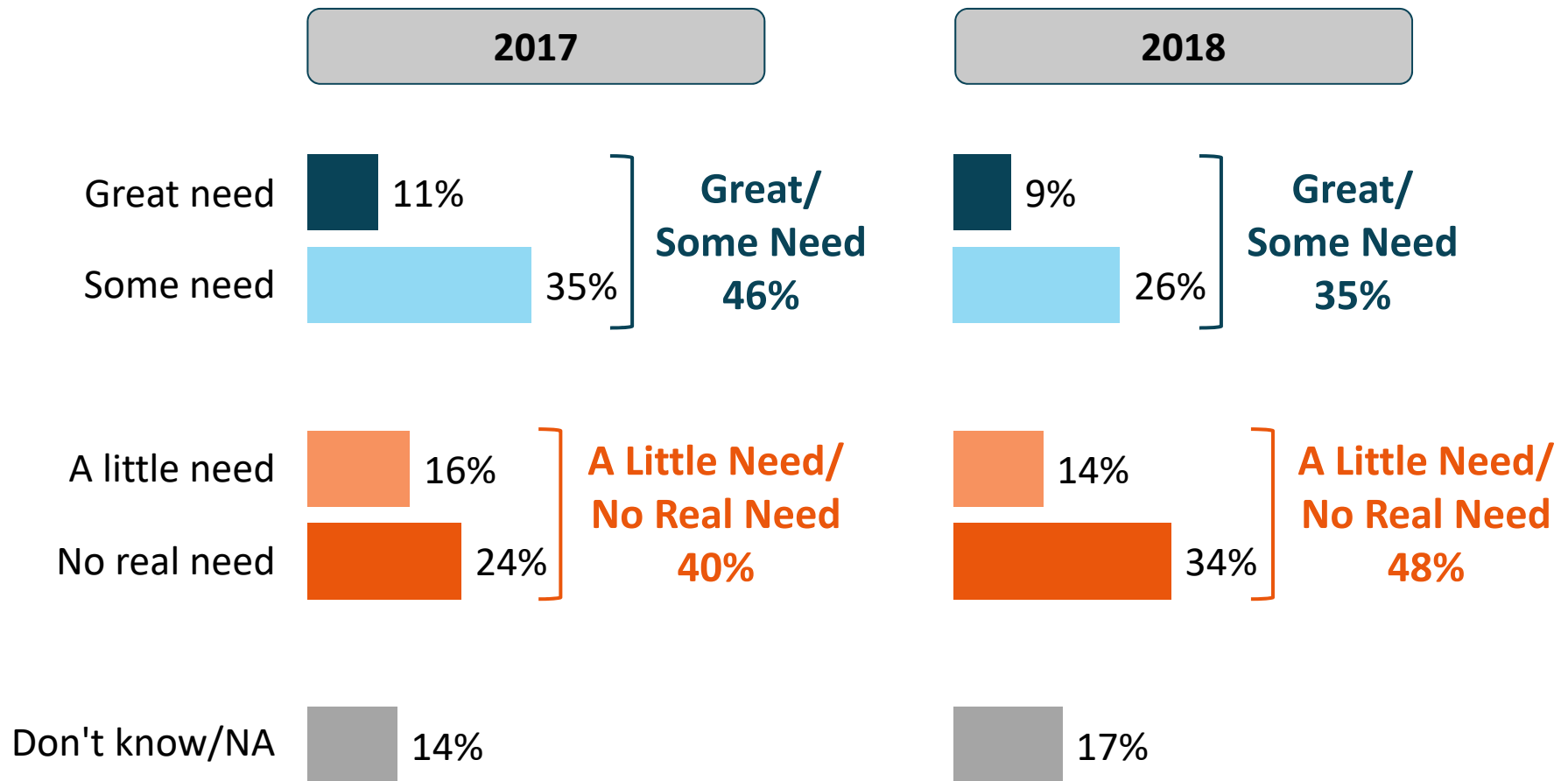
(High/Medium Priority)

Public Safety Services	2017	2018	Difference
Summer beach patrol	65%	73%	+8%
Providing a prescription drop-off box	31%	36%	+5%
^Driving Under the Influence, or DUI, enforcement	79%	83%	+4%
School resource officer	56%	60%	+4%
^Park patrols	69%	72%	+3%
^Volunteers in Policing program	54%	57%	+3%
^Community-based policing	67%	68%	+1%
Traffic enforcement	64%	65%	+1%
Bicycle patrol	50%	51%	+1%
^A homeless liaison officer	80%	80%	NC
Community outreach efforts, such as social media	53%	53%	NC
^Special investigations, including fighting drug selling and use	82%	81%	-1%
^Monitoring parolees and probationers in Dana Point	85%	82%	-3%
^Neighborhood Watch	74%	70%	-4%
Parking enforcement	46%	41%	-5%



Need for and Uses of Additional Funding

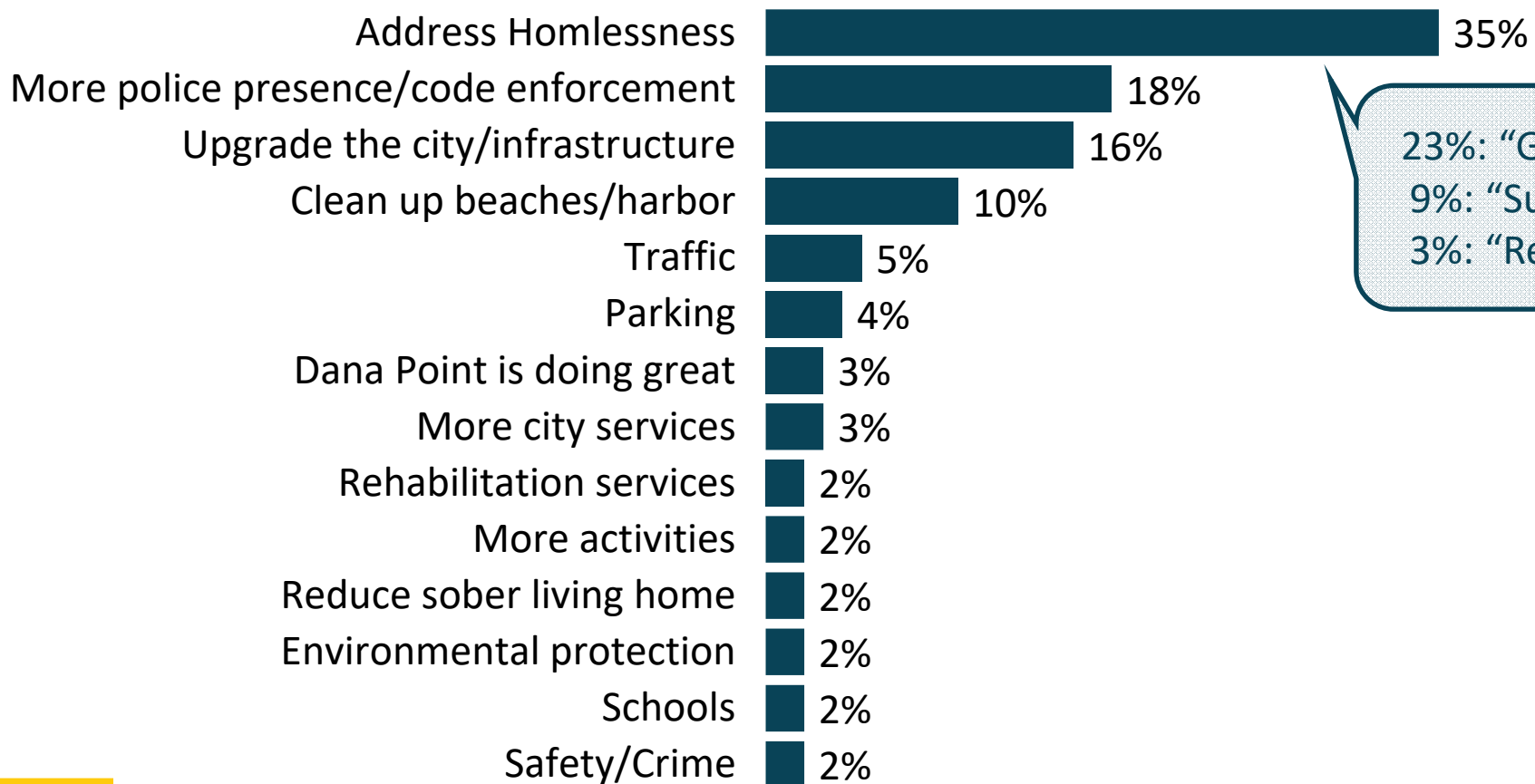
Fewer than four-in-ten voters think the City has a need for additional funding, down from 2017.



Addressing homelessness is also residents' highest priority for the use of additional funds.

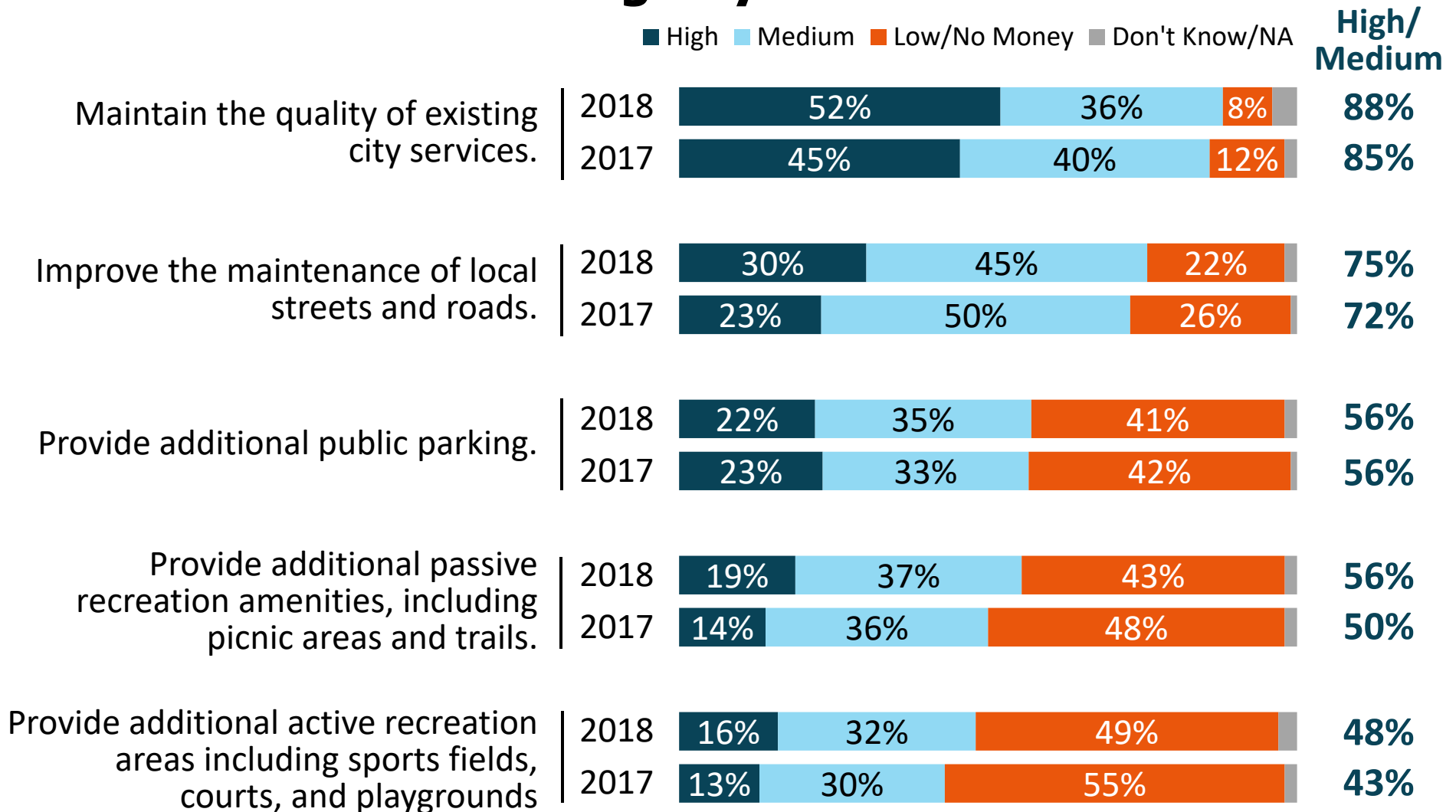
For what purpose does the City of Dana Point have the greatest need for additional funds?

(Open-ended question where no response options were provided; responses grouped; responses of 2% or greater shown)



23%: "General"
9%: "Support"
3%: "Remove"

In terms of future spending, a majority of residents place a high priority on maintaining the quality of existing city services.



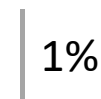
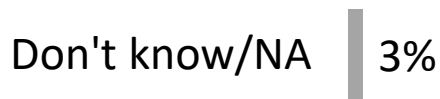
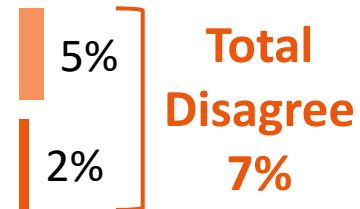
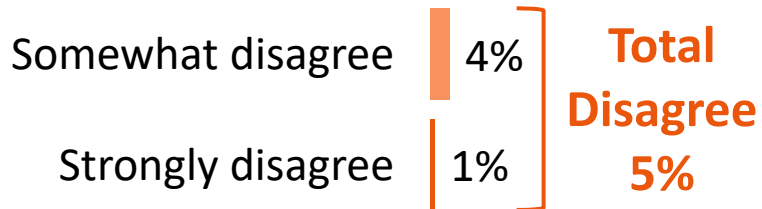
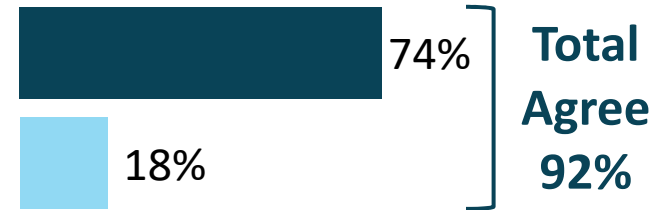
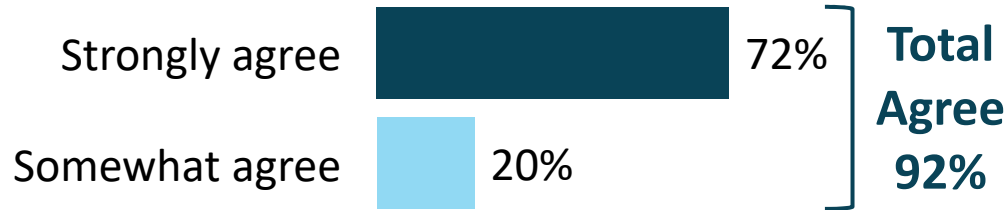


Quality of Life in Dana Point

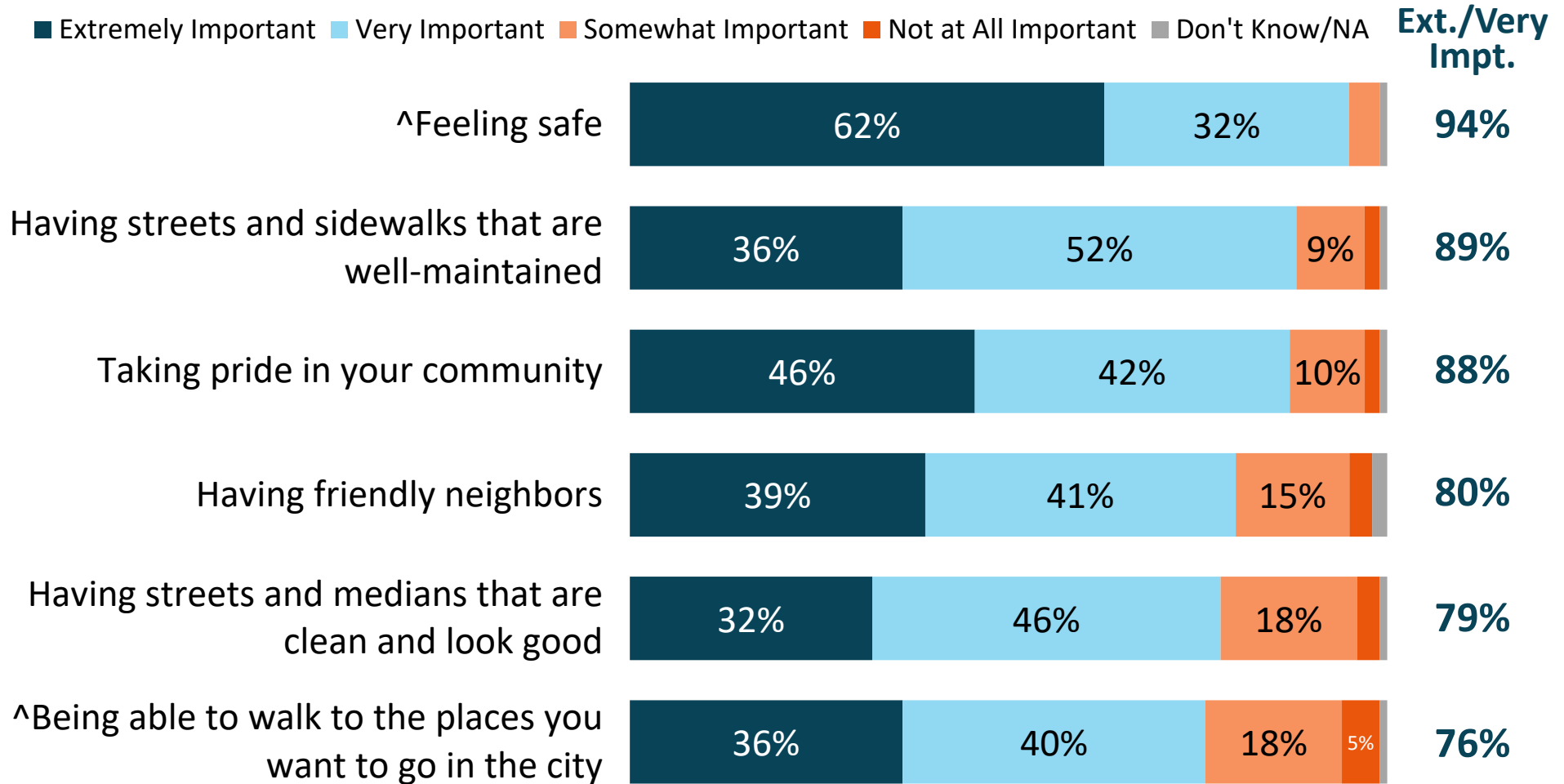
There is overwhelming pride in Dana Point and sense that the City is a place to share with family and friends.

I am proud to live in Dana Point.

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

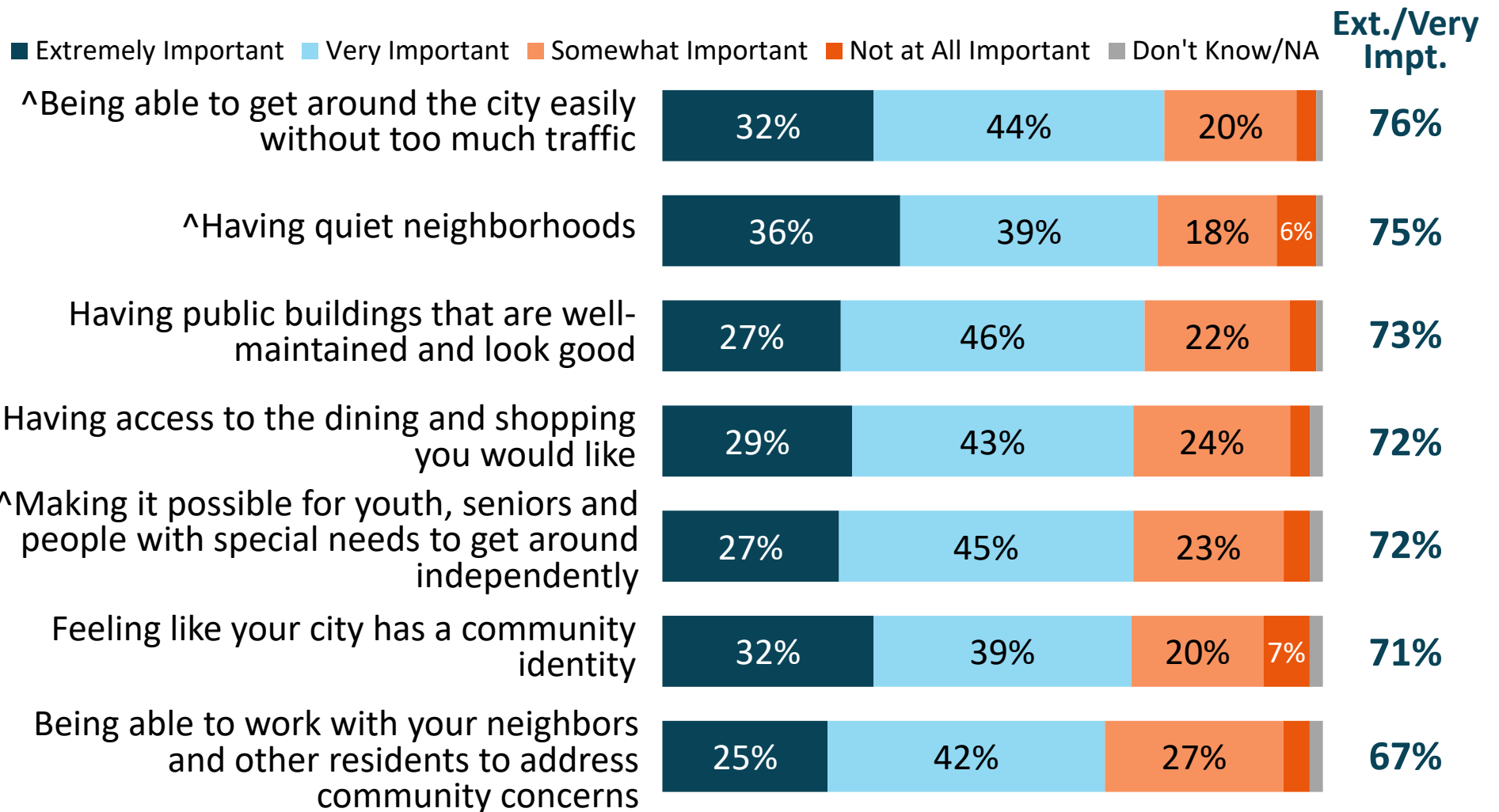


The most important aspects of life to residents are feeling safe, having well-maintained streets/sidewalks and taking pride in their community.



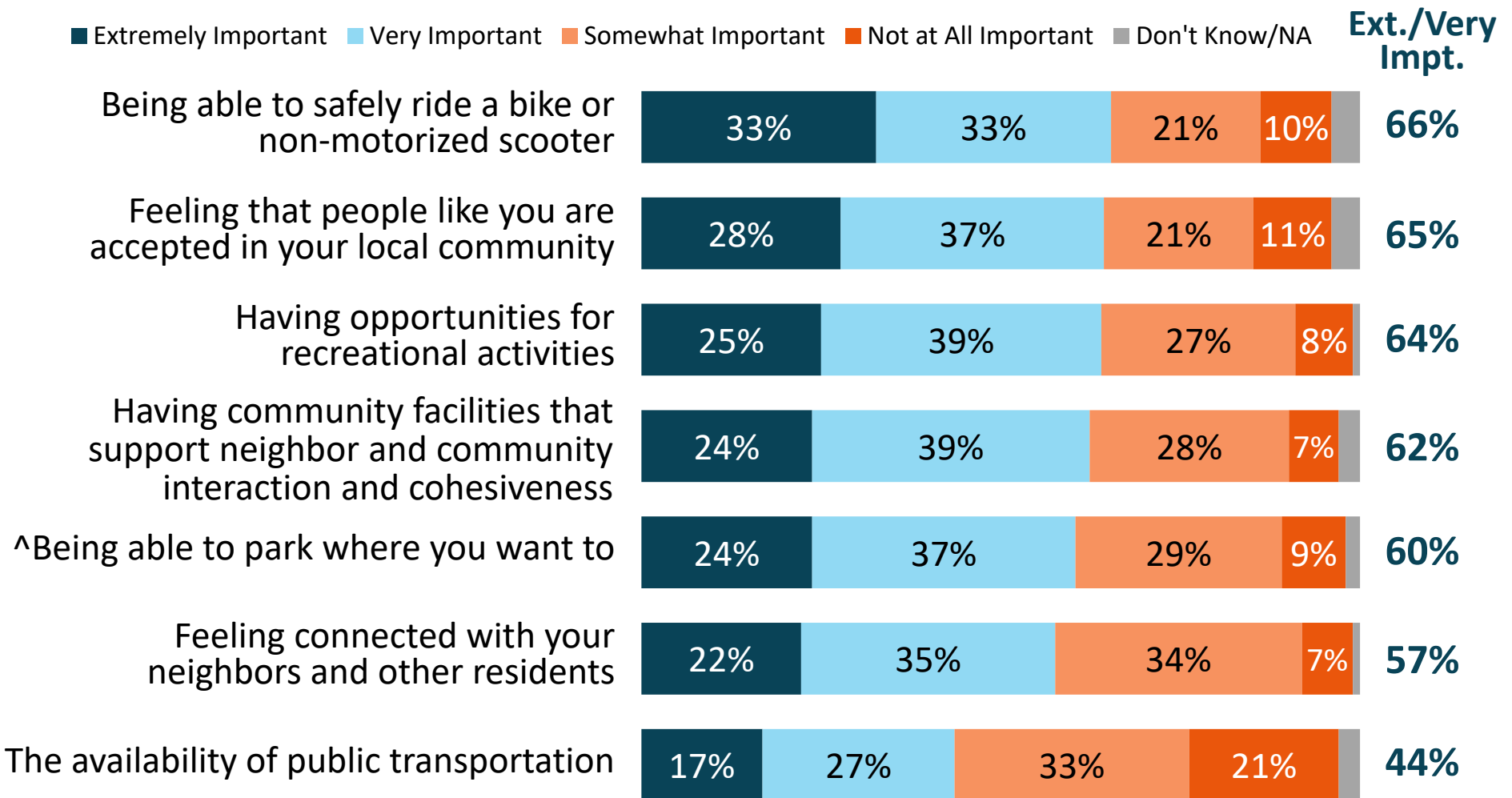
Q13a, b, g, l, p & q. The next few questions are about life in Dana Point. I am going to read you a list of aspects of life in Dana Point, and for each one I mention, please tell me how important that aspect of life in Dana Point is to you personally: extremely important to you, very important, somewhat important, or not at all important. ^Not Part of Split Sample

Getting around the city easily and having quiet neighborhoods are also seen as at least very important by three-quarters of residents.



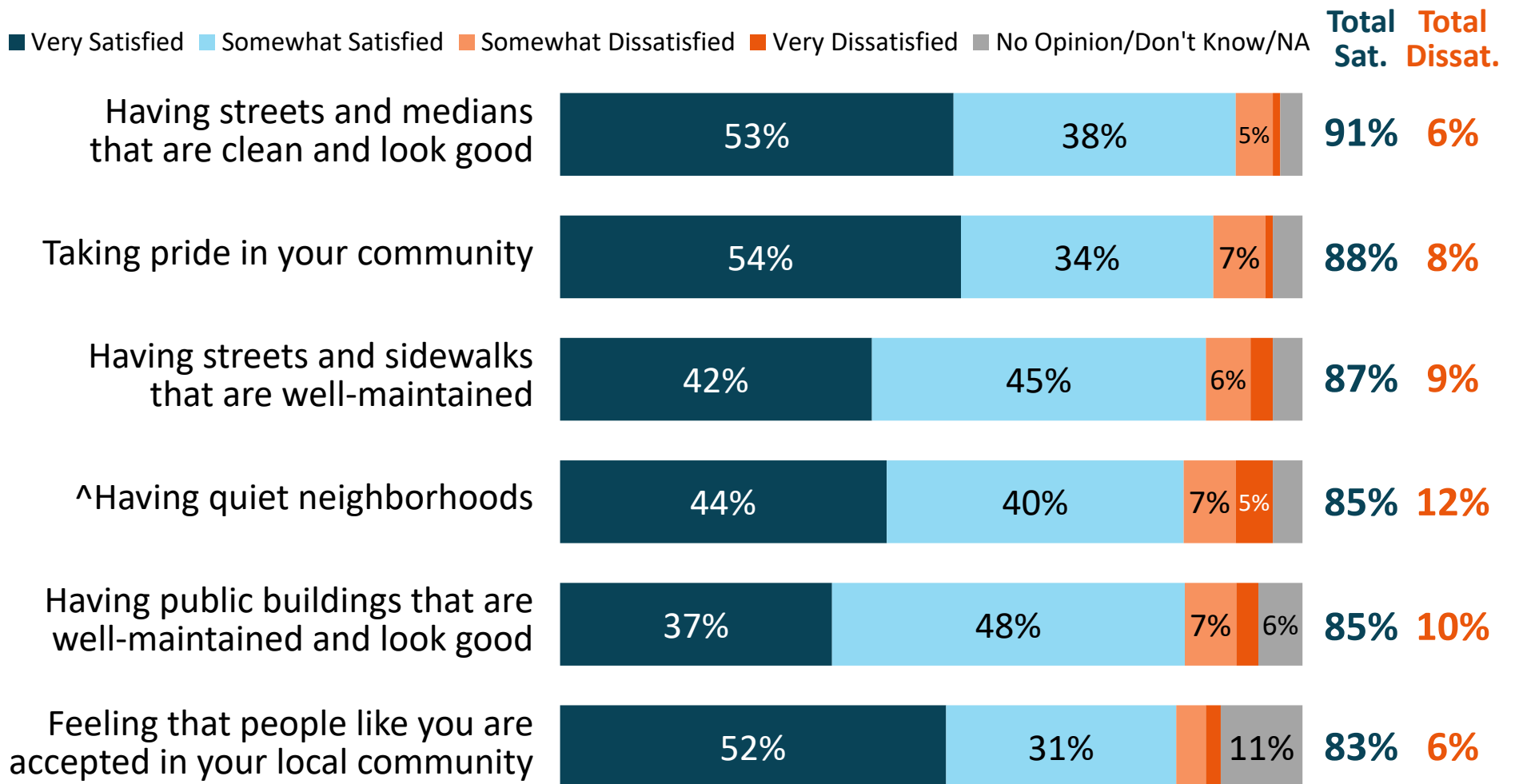
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Less than a majority feel the availability of public transportation is extremely or very important.

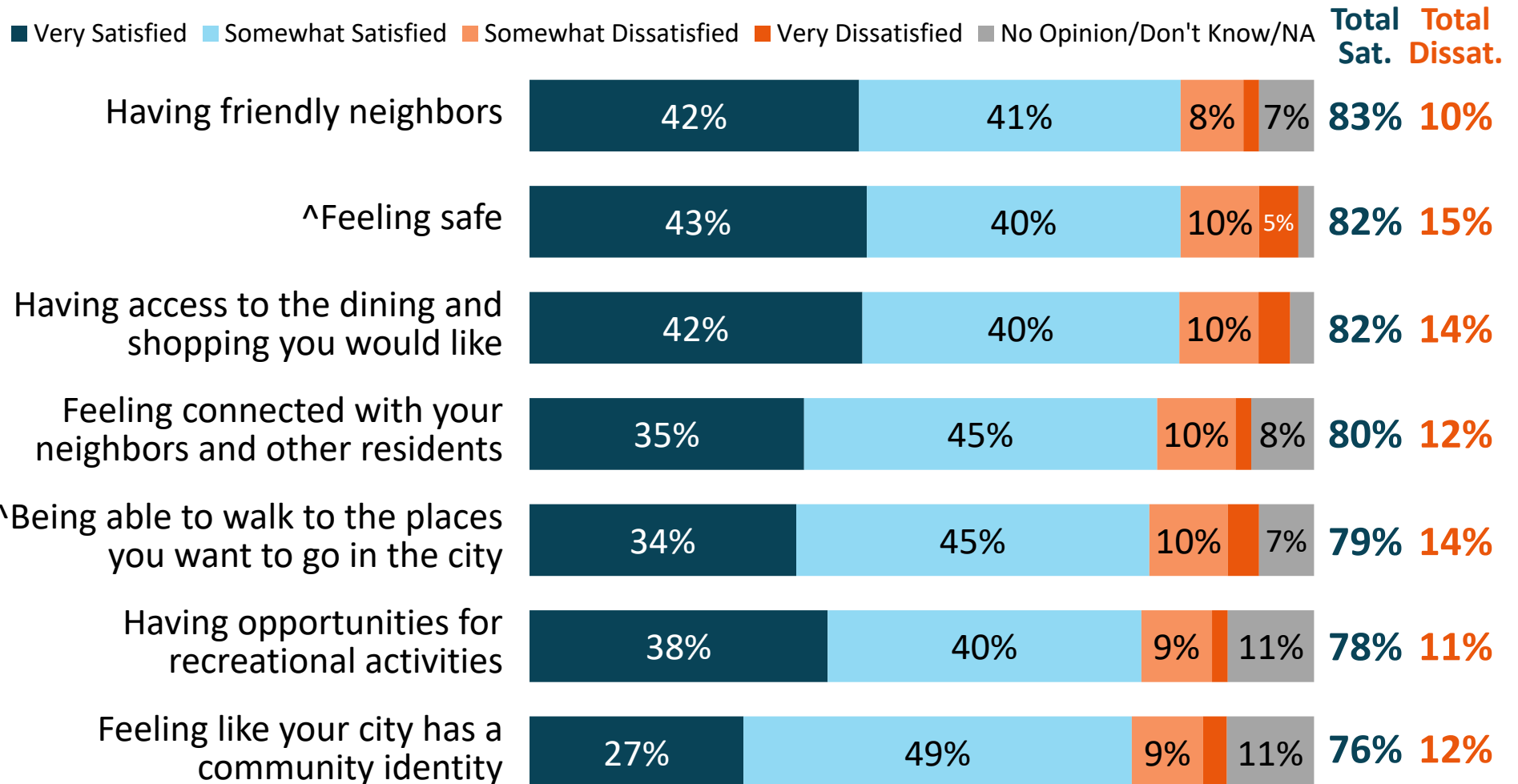


Q13d, h, j, k, m, s & t. The next few questions are about life in Dana Point. I am going to read you a list of aspects of life in Dana Point, and for each one I mention, please tell me how important that aspect of life in Dana Point is to you personally: extremely important to you, very important, somewhat important, or not at all important. ^Not Part of Split Sample

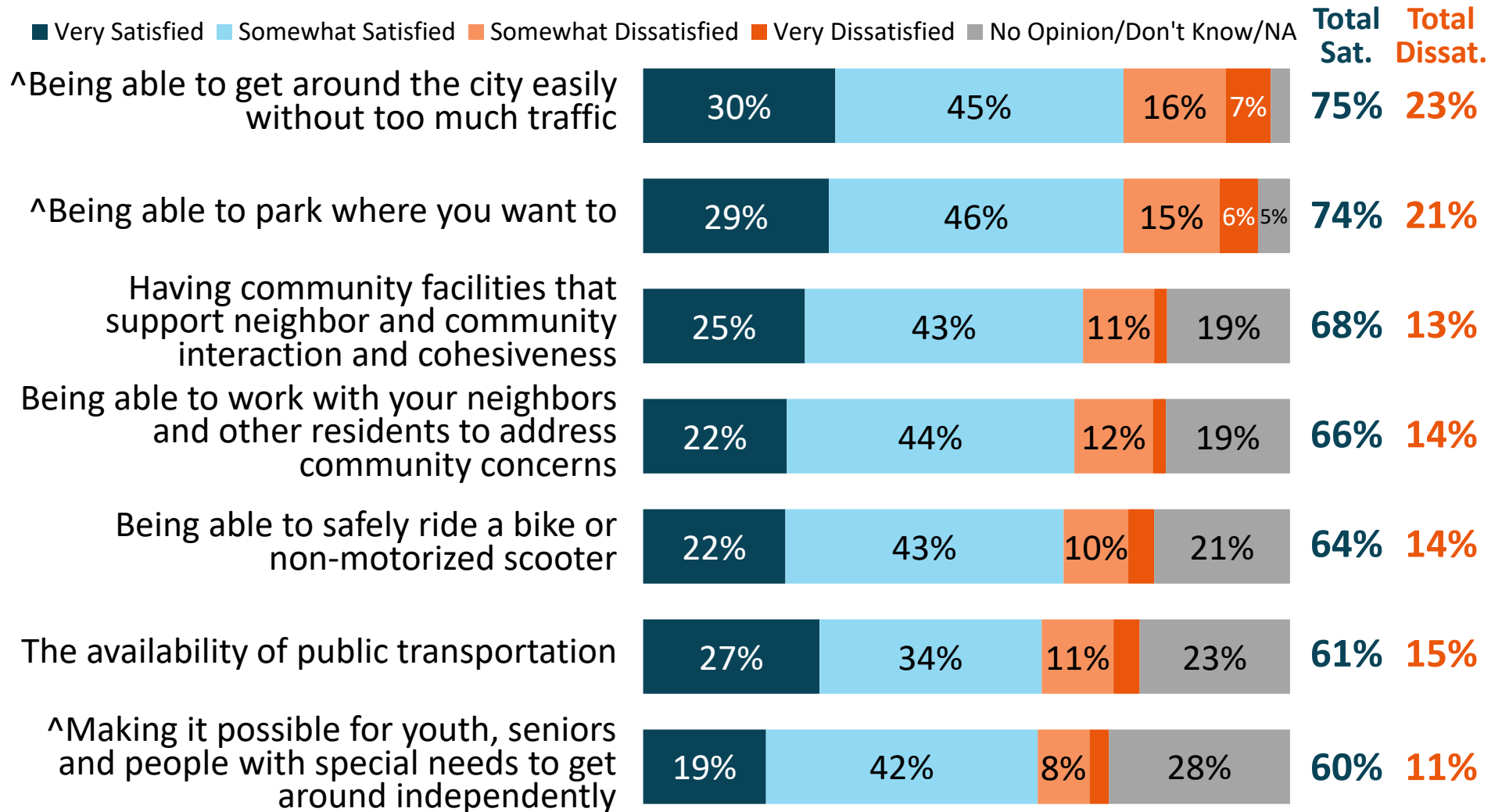
Residents are satisfied with many aspects of life in the city, including the appearance of streets and sidewalks.



Residents are also overwhelmingly satisfied with the friendliness of their neighbors, personal safety and access to dining and shopping.



Only traffic and parking have dissatisfaction rates above 20 percent.



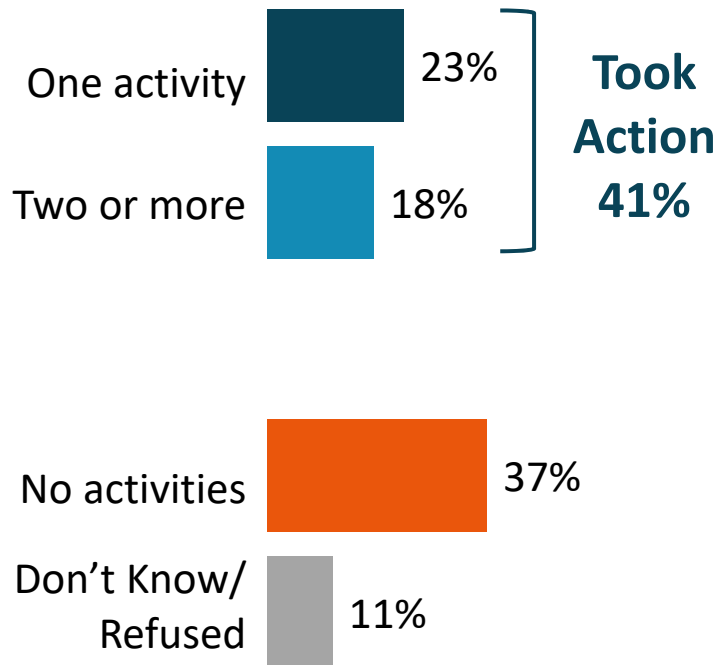


Communication with Residents

More than a four in ten residents had taken an action or participated in an activity to express their opinion on an issue in their community.

Thinking about the issues that contribute to your quality of life in Dana Point, in the last year did you participate in any activities or take any actions to express your opinions on issues in your community?

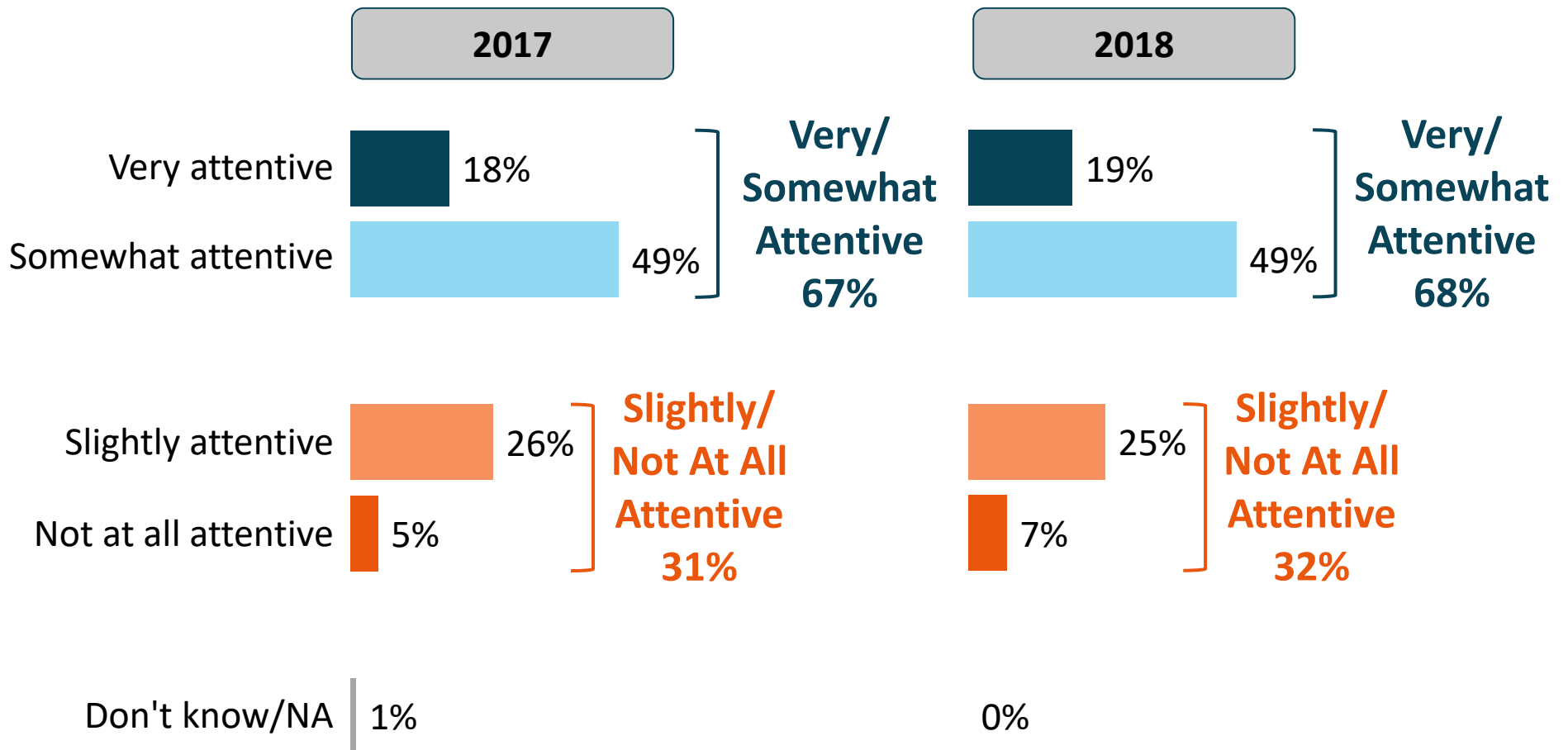
Number of Activities



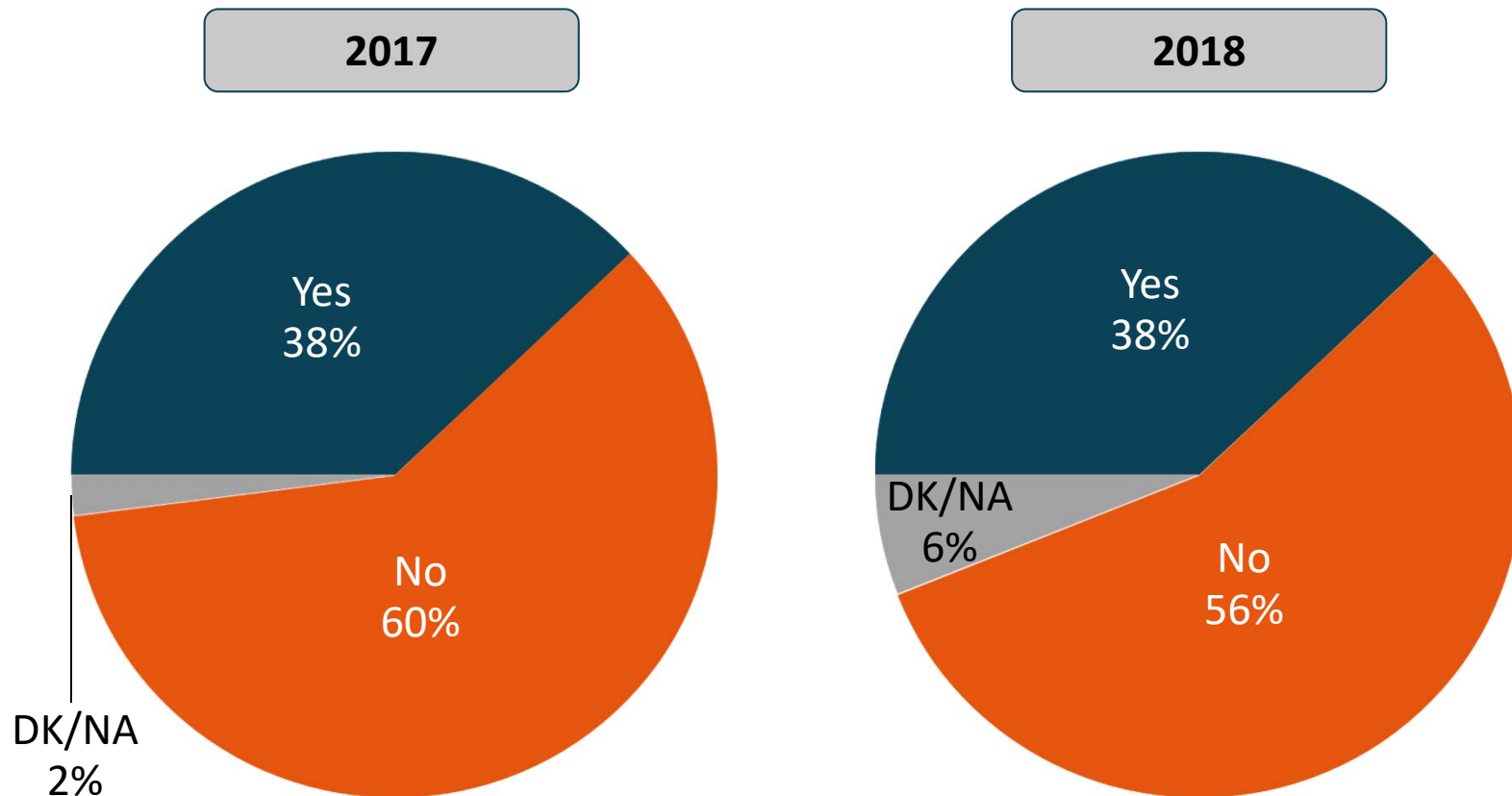
Specific Activities



Most residents feel they are at least somewhat attentive to the issues, decisions and activities of the City government, similar to 2017.

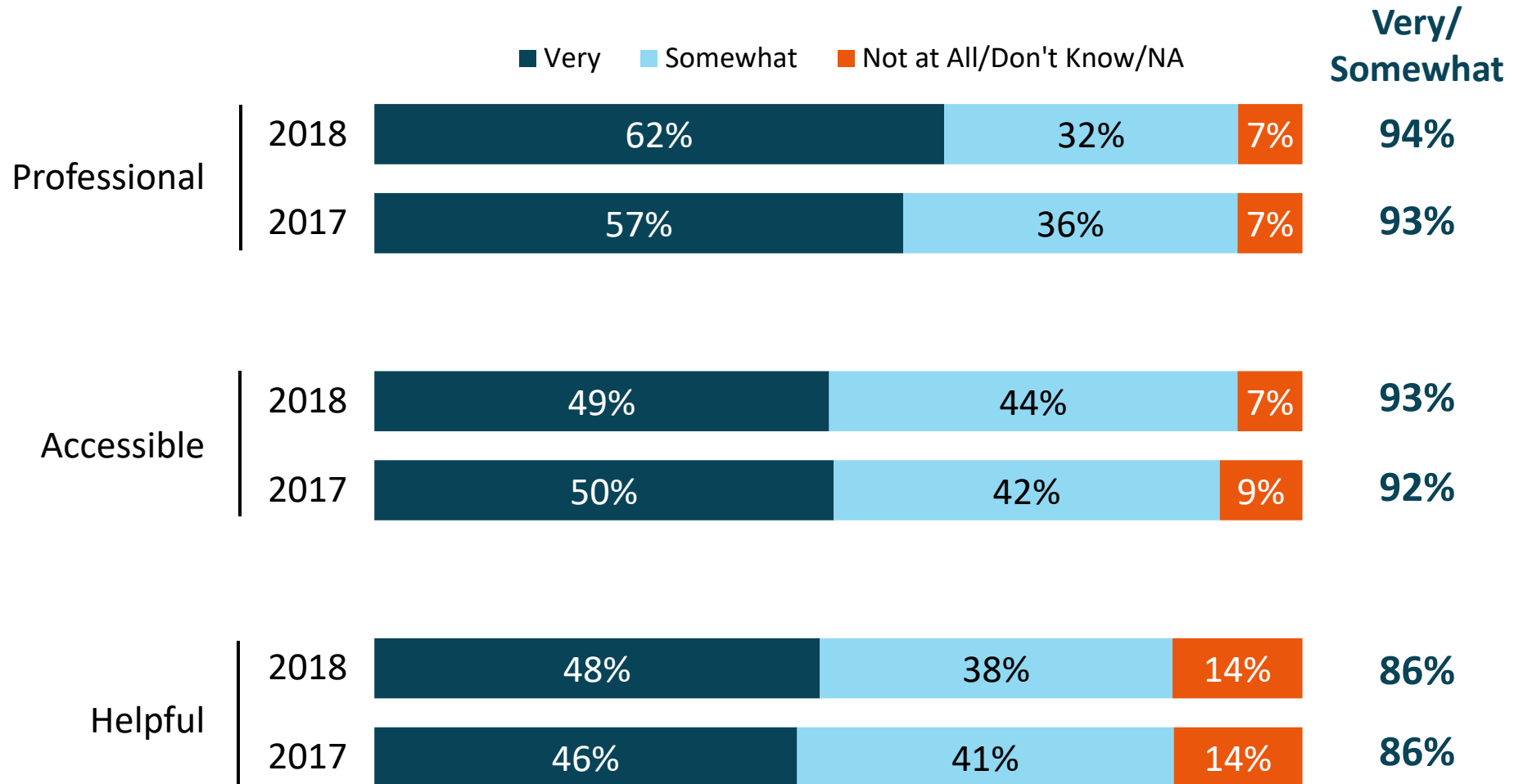


As in the 2017 survey, nearly four-in-ten residents were in contact with City staff in the last year.



City staff continues to receive high marks from residents for being helpful, professional and accessible.

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





Conclusions

Conclusions

- Dana Point residents are extremely satisfied with life in the City. They are happy with the way the City provides most services, including most of the services that are considered to be the highest priorities.
- There are few major changes in the ratings of services, but satisfaction is up across the board.
- In terms of budget priorities, homelessness is clearly the biggest concern and residents' top priority for more resources.
- There are also undercurrents of concern about growth and development, storm drain maintenance, and safety.
- Large percentages of residents are unaware of how the city is preparing for emergencies, enforcing zoning rules and contributing to school safety.

Conclusions, continued

- For the most part, residents view Dana Point as a safe community, but majorities of women feel unsafe at night in various areas of the city.
- Dana Point receives strong reviews for quality of life related to community connections and physical infrastructure.
- Residents continue to have positive impressions of the level of information they receive from the City and their contact with City staff.

For more information, contact:



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