



# **CITY OF DANA POINT**

## **MID-YEAR STRATEGIC PLAN METRICS**

**JULY - DECEMBER 2025**

# GOAL 1: MAINTAIN AND ENSURE PUBLIC SAFETY

## ENSURE RESPONSIVE AND PROACTIVE POLICING BY ADDRESSING EMERGING CRIME TRENDS TO ENHANCE BOTH ACTUAL SAFETY AND THE PUBLIC'S PERCEPTION OF SAFETY



|   |                        |
|---|------------------------|
| Assigned enforcement (calls)  | <b>8,100</b>           |
| Observed enforcement (pedestrian/bike/e-bike/traffic stops and patrol checks) | <b>4,260</b>           |
| Community outreach events   | <b>51</b>              |
| Facebook followers/engagement   | <b>8,363   189,262</b> |
| Instagram followers/engagement  | <b>9,100   38,300</b>  |



Average Response Time  
**PRIORITY 1: 4.5 MINS**  
**PRIORITY 2: 8 MINS**  
**PRIORITY 3: 13.5 MINS**  
**PRIORITY 4: 19 MINS**

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



Top case types and average Resolution Times

- 1. PROPERTY MAINTENANCE: 30 DAYS**
- 2. OVERGROWN VEGETATION: 20 DAYS**
- 3. SIGN VIOLATIONS: 3 DAYS**

|                              |                  |
|------------------------------|------------------|
| Cases opened   closed        | <b>610   530</b> |
| Nice meetings   cases        | <b>6   28</b>    |
| STR calls   citations        | <b>7   1</b>     |
| Unpermitted STRs   citations | <b>58   20</b>   |

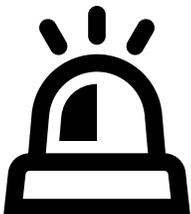
Top NICE issues  
**1. PROPERTY NUISANCES**  
**2. TRESPASSING**

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



|   |            |
|---|------------|
| Unique individuals contacted                | <b>189</b> |
| Individuals assessed for housing            | <b>136</b> |
| Individuals housed                          | <b>9</b>   |
| Active clients monthly                      | <b>14</b>  |
| Percentage of service-resistant individuals | <b>91%</b> |

## ENHANCE EMERGENCY PREPAREDNESS AND RESPONSIVENESS TO ENSURE THE CITY IS READY TO RESPOND TO A DISASTER

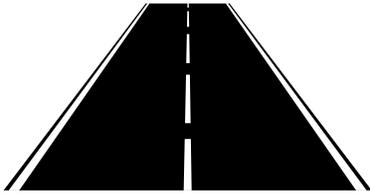


|                                    |           |
|------------------------------------|-----------|
| Emergency preparedness exercises   | <b>2</b>  |
| Emergency Services outreach events | <b>2</b>  |
| Dana Point CERT Academy graduates  | <b>17</b> |
| Tri-Cities RACES meetings hosted   | <b>2</b>  |



# GOAL 2: MAINTAIN AND IMPROVE INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY

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



|   |            |
|---|------------|
| Sidewalk work orders generated  | <b>146</b> |
| Progress of CIP projects  | <b>95%</b> |
| System-wide average Pavement Condition Index near 80 (OCTA "Good Condition" Range is 75-85) | <b>85</b>  |

## MAINTAIN AND IMPROVE COMMUNITY FACILITIES, PARKS, AND LANDSCAPING

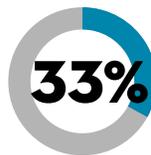
Trees planted **100**



## ENHANCE MULTI-MODAL AND ACTIVE TRANSPORTATION IN THE CITY



|                             |               |
|-----------------------------|---------------|
| Trolley ridership           | <b>53,719</b> |
| E-bike education engagement | <b>1</b>      |



**33%** of street segments upgraded to complete streets

| <u>Bicycle average daily traffic</u>     | <u>WEEKDAY</u> | <u>SATURDAY</u> |
|--|----------------|-----------------|
| Dana Point Harbor Drive & Golden Lantern | <b>361</b>     | <b>308</b>      |
| Pacific Coast Highway & Del Obispo       | <b>541</b>     | <b>621</b>      |
| Pacific Coast Highway & Selva            | <b>115</b>     | <b>481</b>      |
| Coast Highway and Camino Capistrano      | <b>579</b>     | <b>582</b>      |

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



|  |                       |
|--|-----------------------|
| Bulky Item Clean Up Days participants          | <b>1,186 CARS</b>     |
| Household hazardous waste participants         | <b>136 HOMES</b>      |
| CR&R equipment failures                        | <b>8</b>              |
| Education and Science Program participants     | <b>2,468</b>          |
| Visitors to the Nature Interpretive Center     | <b>20,268</b>         |
| Trash removed from CDS units and inlet filters | <b>63,850 GALLONS</b> |

# GOAL 3: FOSTER ECONOMIC HEALTH AND PROSPERITY

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

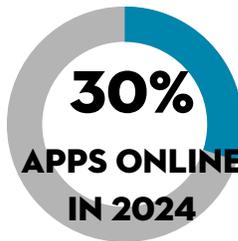
### Zoning Code Updates

- 4.40 - Density Bonus Ordinance repealed in its Entirety
- 7.37 - Urban Lot Splits
- 9.07.210 - Accessory Dwelling Unit (ADU) Regulations
- 9.07.28 - Density Bonus Application Requirements and Processing
- 9.75 - Single Family Residential Duplexes



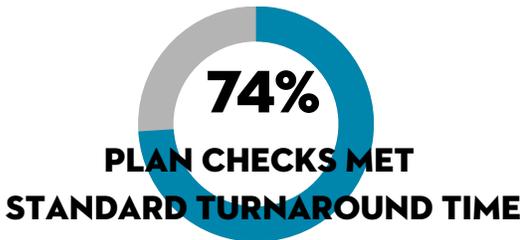
Median time from complete planning application to Public Hearing: **27 DAYS**

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



Building Permits Issued | Valuation

**955 | \$93,399,168**



Average wait time at counter

|                    |               |
|--------------------|---------------|
| <b>PLANNING</b>    | <b>2 MINS</b> |
| <b>BUILDING</b>    | <b>2 MINS</b> |
| <b>ENGINEERING</b> | <b>4 MINS</b> |

Median processing time from a residential remodel application to permit issuance: **37 DAYS**

## EFFECTIVE, EFFICIENT, AND CONSISTENT BUSINESS REGULATIONS THAT RETAIN AND ATTRACT BUSINESSES, SUPPORTING CAPITAL INVESTMENTS AND ENTREPRENEURSHIP IN OUR COMMUNITY TO MAINTAIN A HEALTHY BUSINESS CLIMATE

Capital investments made in businesses

**\$1,518,865**

Retention Visits

**322**

Collaborations with local businesses

**20**

Collaborations with the Chamber and Visit Dana Point

**7**



Median processing time from a tenant improvement application to permit issuance: **49 DAYS**

# GOAL 4: EFFECTIVE, EFFICIENT, AND INNOVATIVE CITY ADMINISTRATION

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



Website visitors **141,161**



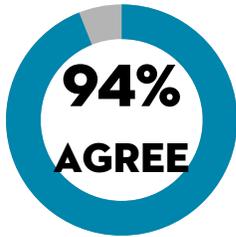
Facebook followers/engagement **8,190 | 58,113**  
 Instagram followers/engagement **15,944 | 26,813**  
 Report 2 DP downloads **252**



### New technology

- New City website + Chatbot
- eTRAKIT Permit Portal
- Selectron/SelectTXT
- Deckard Technologies
- First American Data Analytics
- Business Watch newsletter
- Kiosk at Community Center
- Electronic signature pad
- Active Lifestyle Membership card

## RECRUIT, DEVELOP, AND RETAIN QUALITY STAFF FOR A KNOWLEDGEABLE AND SUPPORTIVE WORKFORCE

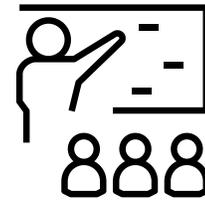


their manager provides the support and resources needed to succeed



with the City as a place to work

Employee training hours completed **850**  
 Team building events **21**



## MAINTAIN A BALANCED BUDGET THAT ADEQUATELY FUNDS CORE SERVICES TO ENSURE FISCAL STABILITY

Maintain an unassigned fund balance equal to 4%-7% of the original adopted General Fund budget   
 Obtain GFOA Award for Financial Reporting Excellence 

General Fund Balance equals to **28%** of Amended General Fund Expenditure budget

## EFFECTIVE AND EFFICIENT CITY CODES THAT ARE CURRENT TO REFLECT CURRENT LAWS AND COMMUNITY GOALS

### MUNICIPAL CODE



12.08.051 - Sleeping in Vehicles Overnight  
 Title 8 - Building Code Updates  
 Title 10 - Animal Control, Welfare, and Licensing Requirements

### CITY COUNCIL POLICY



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

HONOR DANA POINT'S UNIQUE CULTURE, HISTORY, AND LOCAL CHARM TO ENHANCE THE QUALITY OF LIFE AND CREATE POSITIVE, MEMORABLE EXPERIENCES FOR RESIDENTS AND VISITORS

## RECREATION

Youth classes | participants  
Adult classes | participants  
Summer camps | participants

**40 | 309**  
**257 | 4,228**  
**40 | 268**

**LET'S GO!**  
*Summer Camps*



## SENIOR SERVICES

Congregate meals served **3,040**  
Food deliveries to homebound seniors **9,861**

## SPECIAL EVENTS

City special events | attendance  
Collaborations with non-profits  
Park rental permits issued  
Non-City special event permits issued

**21 | 33,602**  
**43**  
**163**  
**85**



## SPECIAL EVENT ATTENDANCE

### CITY EVENTS

SHAKESPEARE FESTIVAL: 1,400  
CONCERTS IN THE PARKS: 20,100  
RAMPS & AMPS: 974  
HALLOWEEN SPOOKTACULAR: 1,000  
DIA DE LOS MUERTOS: 2,200

### COMMUNITY EVENTS

REDO MARKET (APRIL): 15,300  
REDO VINYL (JUNE): 1,600  
CAR SHOW: 5,000  
OHANA FESTIVAL: 86,100  
TURKEY TROT: 12,500  
BOAT PARADE: 25,400

