



CITY OF DANA POINT

2024 STRATEGIC PLAN MEASURES

GOAL 1: MAINTAIN AND ENSURE PUBLIC SAFETY

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



	2022	2023	2024	 Average response time
Assigned enforcement (calls)	10,901*	10,437*	9,888	PRIORITY 1: 4.5 MINS
Observed enforcement (pedestrian/bike/e-bike/traffic stops and patrol checks)	7,841*	7,540*	5,524	PRIORITY 2: 14 MINS
Community outreach events	45	53	46	PRIORITY 3: 22 MINS
 Social media followers (FB/Instagram)	N/A	N/A	7,165 5,598	
 Social media reach (FB/Instagram)	N/A	N/A	316,000 340,000	

*Includes OC Harbor Patrol

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



	2022	2023	2024	
 Opened/Active code enforcement cases	1,372	771	912 153	
Percentage of cases resolved with initial contact	81%	75%	86%	
 NICE meetings & collaborative cases	N/A	11 22	12 29	
STR hotline calls citations	N/A	8 5	10 4	

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



	2022	2023	2024
Unique Individuals contacted	192	194	207
Individuals housed	41	36	30
Active clients monthly	10	11	11

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

	2022	2023	2024	
Emergency Plan is current per all applicable standards				
Tsunami & Storm-Ready certification is maintained				
All Flood and Disaster mapping is current				
Emergency Preparedness Exercises	2	3	5	
CERT trainings	1	5	5	
 RACES meetings hosted	N/A	N/A	5	

GOAL 2: MAINTAIN AND IMPROVE INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY

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

	 Miles of streets slurry sealed	2022	2023	2024
	 Miles of streets resurfaced	9.09	9.25	7.37
	System-wide average road Pavement Condition Index (OCTA "Good Condition" Range is 75 - 85)	2.24	2.55	.57
		84	83	84

MAINTAIN AND IMPROVE COMMUNITY FACILITIES, PARKS, AND LANDSCAPING



Satisfied with maintenance of public landscapes and parks



ENHANCE MULTI-MODAL AND ACTIVE TRANSPORTATION IN THE CITY



Trolley Ridership	2022	2023	2024
	83,992	83,552	77,881

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



Bulky Item Clean Up Days	2022	2023	2024
	2	3	3
Educational and science program participants	434*	720*	2,107
Visitors to the Nature Interpretive Center	19,414**	34,932	40,403

*Student participation only

**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

- ⇒ Updated Park Use Policy adopted 1/16/2024
- ⇒ DPMC Chapter 5.42 - Small Wireless Facilities Business Regulations adopted 4/16/2024
- ⇒ City Council Policy Series 100 adopted 5/7/2024
- ⇒ DPMC Chapter 11.10 - Noise Control adopted 7/2/2024
- ⇒ DPMC Chapter 14 - Streets and Sidewalks adopted 7/2/2024
- ⇒ DP LCPA19-0003/ZTA19-0003 of the Dana Point Harbor Revitalization Plan adopted 9/3/2024
- ⇒ City Council Policies 201-210 adopted 12/3/2024
- ⇒ DPMC Chapter 4.04—Fireworks adopted 12/3/2024



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

	2022	2023	2024
Percentage of online plan check applications	N/A*	12%*	30%
*Started September 2023			
 Percentage of permits issued over-the-counter	N/A	N/A	65%
 Building Permits Issued/Valuation	2,150 \$79.3MM	2,095 \$82.7MM	1,904 \$106MM
 Average wait time at the counter	PLANNING BUILDING ENGINEERING	7 MINS 15 MINS 14 MINS	5 MINS 10 MINS 9 MINS
			4 MINS 7 MINS 7 MINS

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

	2022	2023	2024
 Business Retention Visits	9	63	28
Collaborations with local businesses	23	40	43



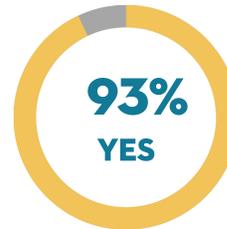
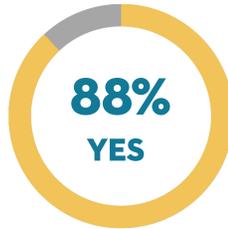
ASSESS POTENTIAL FOR IMPROVEMENTS TO PRIVATE INFRASTRUCTURE

	2022	2023	2024
  Major utility upgrade projects	10	14	2
 Encroachment permits issued to utility companies	438	307	170
 Broadband projects	N/A	N/A	14

GOAL 4: EFFECTIVE, EFFICIENT, AND INNOVATIVE CITY ADMINISTRATION

ENGAGE WITH THE COMMUNITY TO PROVIDE CONSISTENT AND QUALITY SERVICE

The 2024 Community Survey was conducted in November 2024.



Satisfied with the job the City is doing to provide city services

Agree that City services are a good value for local taxes

Was Staff helpful?

Was Staff professional?

Was Staff accessible?

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

MANAGED SECURITY OPERATIONS CENTER PROVIDER

ONLINE SOLAR PERMITTING

NEW GIS COMMUNITY VIEWER

TIDEPOOL STEWARDS

WINLINK SYSTEM

CAMERA REGISTRY PROGRAM

REAL TIME OPERATION CENTER

2022

2023

2024

CENTRALSQUARE

ACTIVENET PARK RENTALS

DANA POINT APP

DOCUSIGN

CLEARGOV CITY BUDGET

ONLINE EMPLOYEE PERFORMANCE EVALUATIONS

FLOCK CAMERAS

MICROSOFT TEAMS

ONLINE EMPLOYEE ONBOARDING

ONBASE

ONLINE PLAN CHECK SUBMITTALS

ONLINE PUBLIC RECORDS SEARCH



REPORT 2 DP APP

Total citizen accounts

2023
2,593

2024
2,827

Unique users

254

209

Work orders

1,999

1,813

Website visitors

2022

708,511

2023

708,498

2024

706,402

Newsletter subscribers

8,257

8,522

8,894

Facebook followers



6,003

6,545

6,907

Facebook reach

109,549

240,402

139,006

Instagram followers



8,953

10,690

12,976

Instagram reach

33,614

43,449

96,234

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



Obtain GFOA Award for Financial Reporting Excellence



RECRUIT, DEVELOP, AND RETAIN QUALITY STAFF FOR A KNOWLEDGEABLE AND HELPFUL WORKFORCE



Employee training hours completed

2022
1,915

2023
1,675

2024
1400



Number of employee team building events

2022
3

2023
4

2024
8



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

RECREATION	2022	2023	2024
Youth recreation classes/participants	130 548	76 726	104 744
Adult recreation classes/participants	198 3,878	229 4,650	224 8,427
Summer camps/participants	N/A	3 19	16 145
SENIOR SERVICES	2022	2023	2024
Congregate meals served	5,227	6,576	7,899
Food deliveries to homebound seniors	20,850	18,357	20,271
SPECIAL EVENTS	2022	2023	2024
City special events/Attendance	29	29 45,400	30 44,560
Collaborations with non-profits	29	108	103
Park Rental Permits	N/A	325	365
Non-City Special Events Permitted	N/A	111	118
New art in public places	16	7	16



2024 COMMUNITY SURVEY RESULTS

MAINTAIN AND ENSURE PUBLIC SAFETY PERCEPTION OF SAFETY



In your neighborhood

In City parks

At night

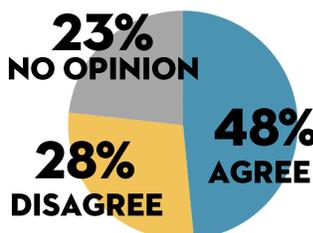


ADDRESSING HOMELESSNESS

Satisfied with how Dana Point is responding to homelessness

EFFICIENT, EFFECTIVE, AND INNOVATIVE CITY ADMINISTRATION

City listens to residents when making important decisions



Agree City provides consistent service



Proud to live in Dana Point



Wants to share Dana point with friends and family

MAINTAIN AND IMPROVE INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY



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