

Statistical / Supplemental Section

Community Profile

The City of Encinitas offers a unique blend of old-world charm and sophistication, and new-world culture. Incorporated in October 1986, the City brought together the communities of New Encinitas, Old Encinitas, Cardiff-by-the-Sea, Olivenhain and Leucadia to create a single city rich in history and steeped in tradition. With an estimated population of 62,000 people, the City of Encinitas has something for everyone. With its pristine beaches and rolling hills, famous Botanic Garden and vibrant downtown business district, the City of Encinitas attracts visitors from all over the world.

The century-old Downtown 101 coastal shopping district features historic architecture, quaint shops, sidewalk cafes, specialty retail stores and upscale restaurants.

Encinitas is home to some of the most beautiful beaches in California and is known for its excellent surfing conditions. Each year, surfers from all over gather in Encinitas to compete in local surfing tournaments. The San Elijo Lagoon Reserve boasts the largest coastal wetland in San Diego County and is home to nearly 300 different bird species throughout the year.

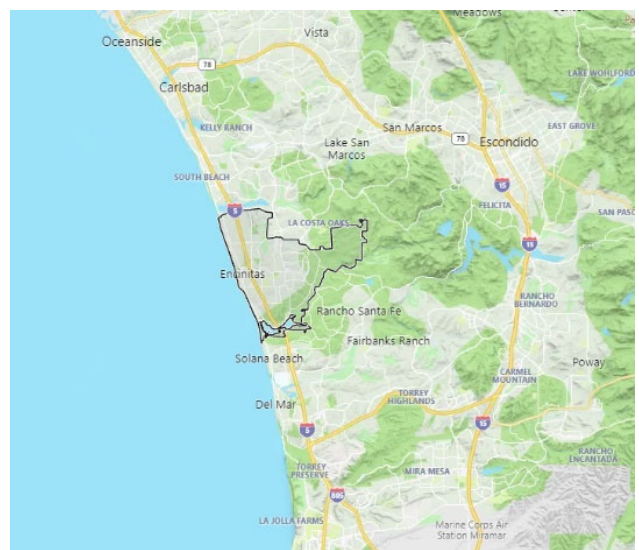
San Diego Botanical Gardens, complete with an Amazon Rainforest, showcases the largest display of bamboo in the world, while the gardens of the Self Realization Center offer spectacular views of the Pacific Ocean in a serene garden-like setting.

Golf enthusiasts can enjoy a round of golf at the Encinitas Ranch Golf Course, a championship 18 hole, par 72 course with panoramic ocean views. This public facility has five tees and facilitates golfers at all skill-levels.

The warm California sunshine provides for year-round enjoyment of our beautiful parks, beaches and trails and makes Encinitas a spectacular place to live, work, visit and raise a family.

Geography

The City encompasses approximately 21.4 square miles and is located 25 miles north of the City of San Diego— in the northern coastal area of San Diego County overlooking the Pacific Ocean. Topography of the surrounding area varies from broad coastal plains to fertile inland valleys backed up by mountain ranges to the east. The climate is equable in the coastal and valley regions. The community has long, dry summers and mild temperatures, with mean temperatures of 70 degrees and an average annual rainfall of 10.36 inches.



Form of Government

The City is a general law city and is governed by a City Council consisting of a Mayor and four Council members under the Council-Manager form of government. The Mayor is elected at-large for a two-year term of office. The City of Encinitas has transitioned to a system where City Council members are elected by district instead of serving "at large" with the sequence of elections for district elections in Council Districts 3 and 4 in 2018, and district elections in Council Districts 1 and 2 in 2020. In the general municipal election held on November 3, 2020, the Mayor was elected for a full two-year term of office and Council Members were elected by district for a full four-year term of office for Districts 1 and 2.

The City Council appoints the City Manager and City Attorney. All other staff positions are appointed by the City Manager or their designee. The City Council acts as the Board of Directors for the San Dieguito Water District, the Encinitas Housing Authority, and the Encinitas Public Financing Authority.

The City provides a full range of municipal services such as:

- Fire and paramedic services
- Marine safety
- Development services
- Street maintenance and construction
- Wastewater services
- Law enforcement (contract)
- Parks, beaches and trails
- Recreation services
- Traffic control
- Water services

City Hall is located on Vulcan Avenue between D and E Streets, adjacent to the Encinitas Train Station and downtown. The City maintains an active Community and Senior Center located at Encinitas Boulevard and Balour Drive; the 44-acre Encinitas Community Park located at 425 Santa Fe Drive along with 20 other park sites. The City's Moonlight Beach located at 400 B Street attracts an estimated three million visitors annually. There are six fire stations located throughout the city as well as one sheriff substation which is owned and operated by the County of San Diego. The corporate yard for both the City of Encinitas and San Dieguito Water District is located on Calle Magdalena near Encinitas Boulevard. The Wastewater Collections division is located at the San Elijo Water Reclamation Facility located in Cardiff.

Demographics and Economics

Population

At incorporation in 1986, there were about 48,558 people in the City limits. As of January 1, 2021, the California Department of Finance estimates that Encinitas has grown to a population of 62,289, and by 2035, SANDAG estimates the population to be 64,178 as identified in the City's General Plan. Encinitas is a low-density community consisting predominately of single-family homes.

Annual Population Estimates

(As of January 1)

Source: California State Department of Finance

Year	City of Encinitas	County of San Diego	State of California
2017	62,347	3,303,366	39,352,398
2018	62,394	3,321,118	39,519,535
2019	62,296	3,333,319	39,605,361
2020	62,243	3,331,279	39,648,938
2021	62,289	3,315,404	39,466,855

Assessed Value of Taxable Property

Scheduled of Assessed Property

(As of June 30)

Source: California Municipal Statistics, Inc. and San Diego County Auditor-Controller

Year	Secured	Utility	Unsecured	Total
2017-18	\$15,217,980,587	\$0	\$150,680,923	\$15,368,661,510
2018-19	16,216,152,399	0	158,545,225	16,374,697,624
2019-20	16,997,224,279	0	164,396,903	17,161,621,182
2020-21	17,908,169,190	0	176,289,867	18,084,459,057

Principal Taxpayers

Total 2019-20 Local Secured Assessed Valuation: \$16,997,224,279

Source: California Municipal Statistics, Inc.

	Property Owner	Primary Land Use	2019-20 Assessed Valuation	⁽¹⁾ Percent of Total
1.	TRC Encinitas Village LLC	Shopping Center	\$ 87,967,299	0.52 %
2.	Collwood Pines Apartments LP	Apartments	81,811,027	0.48
3.	Belmont Village Tenant 2 LLC 3535	Convalescent Home	60,651,170	0.36
4.	Pacifico Encinitas Apartment Homes LP	Apartments	53,937,600	0.32
5.	Encinitas Town Center Associates I LLC	Shopping Center	37,675,337	0.22
6.	NCHC 3 LLC	Professional Building	37,437,936	0.22
7.	Weingarten Nostat Inc.	Shopping Center	36,726,296	0.22
8.	Encinitas Marketplace LLC	Shopping Center	32,402,500	0.19
9.	Home Depot	Commercial	31,850,710	0.19
10.	SSL Landlord LLC	Convalescent Home	26,415,600	0.16
11.	Mission Ridge LLC	Apartments	25,776,141	0.15
12.	Shea Homes LP	Residential Development	35,349,134	0.15
13.	Vons Companies Inc.	Shopping Center	25,021,750	0.15
14.	Paul H. Meardon, Trust	Residential/Medical Buildings	24,778,879	0.15
15.	RPG Pacifica Station LLC	Commercial	24,480,000	0.14
16.	Keith B and Sara S. Harrison	Hotel	22,579,138	0.13
17.	RAF Pacifica Encinitas LLC	Auto Sales	21,450,000	0.13
18.	Quail Pointe Apartment Homes LP	Apartments	21,420,297	0.13
19.	Sterling Family Trust	Apartments	19,859,936	0.12
20.	Plenc El Camino LLC	Shopping Center	19,565,707	0.12
			\$717,156,457	4.22 %

Principal Employers

Fiscal Year 2019-20

Total Employees: 31,600

Source: Data Axle

	Employer	Industry	Employees	% of Total City Employment
1.	Scripps Memorial Hospital	Shopping Center	1,017	3.22%
2.	Paul Ecke Ranch	Apartments	453	1.43%
3.	Walmart Supercenter	Convalescent Home	335	1.06%
4.	Home Depot	Apartments	303	0.96%
5.	Encinitas Union School District	Shopping Center	300	0.95%
6.	YMCA	Professional Building	300	0.95%
7.	Scripps Rehabilitation Services	Shopping Center	265	0.84%
8.	Target	Shopping Center	250	0.79%
9.	San Diego Hebrew Homes	Commercial	220	0.70%
10.	Objectiva Software Solutions	Convalescent Home	201	0.64%
			3,644	9.00 %

Income Levels

The City of Encinitas is primarily a bedroom community with primary employment in nearby cities. Encinitas median household income is \$113,175, which is 183% higher than the national average of \$61,937 and 150% higher than the State of California average of \$75,277.

Encinitas Quick Facts

Date of Incorporation	October 1, 1986
Form of Government	Council-Manager
Population	Approximately 62,289
Miles of Public Streets	168
Area of City within Incorporated Boundaries	12,547.25 acres, 19.6 square miles
Area of City's Sphere of Influence (Nov 4, 1998)	797.6 acres, 1.25 square miles
Taxable Assessed Value (San Diego County Assessor June 29, 2020)	\$17,159,943
Median Age	43.1
Average Household Size	2.6
Median Income	\$113,075
Average Household Size	2.6
Unemployment Rate	9.6%

Police Protection

(provided by contract with County Sheriff, numbers are approximate)

Number of Stations	1
Patrol Deputies	25.59
Supervisors	5.2
Detectives	6.0
Special Purpose Officers	5.8
Traffic Deputies	8.9
Community Services Officers	3.5

Recreation & Culture

Developed Parks	20
Undeveloped Parcels	3
Parkland Developed	313.89 acres
Parkland Undeveloped	14.18 acres
Maintained Beaches / Accesses	7 beaches/6 accesses
Maintained Beaches / Accesses	33.74 acres
Habitat / Open Space	90.08 acres
Viewpoints	8 (7 developed, 1 undeveloped)
Community and Senior Center	1
Libraries	2 (1 in Cardiff, 1 Encinitas)
State Marine Conservation Areas	2
YMCA and Ecke Sports Park	1
Boys & Girls Club	1
Museum	1
Trails / Streetscapes	40.5 / 10.47 miles
Golf Course	1

City Housing

Total Units	26,760*
Single Family Detached	15,618
Single-Family Multiple Unit	4,963
Multi-Family Dwelling Units	5,501
Mobile Homes	678
Occupied	24,935
Persons per Households	2.48
Vacancy Rate	6.8%

Source: www.dof.ca.gov/Forecasting/Demographics/Estimates, January 1, 2021

Hotels/Motels

Number of Lodging Properties	16
Total Number of Rooms	725

City Employment

City Total Authorized Positions, FY 2020-21	218.30
City Total Authorized Positions, FY 2021-22	224.05

Does not include temporary/contract employees and San Dieguito Water District FTE's

Encinitas Sanitary Division

Population (estimate)	16,500
Square Miles	2.85

Cardiff Sanitary Division

Population (estimate)	19,600
Square Miles	12

Fire Stations

Station 1, 415 Second Street
Station 2, 618 Birmingham Drive
Station 3, 801 Orpheus Avenue
Station 4, 2011 Village Park Way
Station 5, 540 Balour Drive
Station 6, 770 Rancho Santa Fe Road

Lifeguard Facilities

Guarded Year-Round

Moonlight Beach
Moonlight Beach North Tower
Swami's Station

Summer

D Street Tower
Beacon's Tower
Grandview Tower
Sylvia Street
Sea Bluff
Stonesteps Tower

Other Facilities

Civic Center, 505 S. Vulcan Avenue
Public Works Yard, 160 Calle Magdalena
Encinitas Library, 540 Cornish Drive

Subsidiary and Other Independent Service Districts

The City also has one Subsidiary District and several Independent Servicing Districts within City boundaries, including:

Subsidiary Districts

(City Council acts as Board of Directors)

San Dieguito Water District

Population	37,500
Square Miles	8.8
Number of connections	11,790

Other Independent Servicing Districts

(Independent of City of Encinitas)

Leucadia Wastewater District

Population (estimate)	62,400
Square Miles	16.00
Number of EDU's	28,760

Olivenhain Municipal Water District

Population (estimate)	86,500
Square Miles	Over 48.00
Number of connections	Over 28,000

School Districts

San Dieguito Union High School District
Encinitas Union Elementary School District
Cardiff Elementary School District

Operating Indicators

San Diego County Sheriff's Department

Criminal arrests	1,061
Traffic arrests	202
Traffic accidents	221
Traffic citations	7,009
Calls for service	19,406
Deputy initiated action	21,106

Fire

Number of emergency fire calls	476
Number of EMS/Rescue	4,031
Other	1,532
Inspections	1,532

Engineering

Number of permits issued	360
--------------------------	-----

Parks and Recreation

Number of recreation class registrations	10,310
Number of facility rentals	491

Planning and Building

Number of planning permits issued	242
Number of new dwelling units issued	76
Environmental review	4
Appeals	7
Plan checks	2,464
Code enforcement complaints	1,341

Water

New connections	225
Average daily consumption (millions of gallons)	4.71

Sewer

New connections	16
Average daily sewage	1.26