

City of Encinitas

City Council Strategic Focus Areas & BUDGET Goals

-April 2022-

Mobility & Resilience

Mobility & Resilience means prioritizing safer, more efficient infrastructure that connects the community through environmental health, adaptation & well-being, including stormwater, wastewater, and roads.

Goals

- 1) Increase the number of non-auto trips throughout the city by a percentage determined by Council annually.
- 2) Work with NCTD and other agencies to implement a citywide Quiet Zone in 10 years.

Mobility & Resilience Ideas:

- *Environment*
 - *Sustainability*
 - *History*
 - *Ecology*
- *Traffic*
 - *Congestion*
 - *Safety*
 - *Multimodal*
- *Environmental Sustainability*
- *Stormwater*
- *Wastewater*
- *Mobility Improvements*
- *Better connectivity for walking, biking & rolling*
- *Resiliency (energy)*
- *More dedicated bike facilities*
- *More railroad crossings*
- *Safe transportation*
 - *Multimodal*
 - *Connectivity*
- *More public transit*

Engagement & Education

Engagement & Education means identifying the diverse ways to connect with and inform the community on City activities and a framework for dialogue and understanding. Help build understanding of the City's tools to engage.

Goals

- 1) Fully implement existing and new online service technologies annually when budgeted.
- 2) Work with arts groups to help achieve 50 percent dollar for dollar match on public funds invested in Arts & Culture projects.
- 3) Increase resident confidence in the City Annually. *

Engagement & Education ideas:

- *Hold meaningful meetings and workshops for residents*
- *Ensure surveys are optimally effective*
- *Better communication with our residents*
 - *Tell the story*
 - *Engagement*
- *Better decorum at Council meetings*
- *Citizen Academy*
- *Mentoring*

*Base line measure to be determined through community survey in FY 2022-23.

Housing & Equity

Housing & Equity means providing a diversity of housing, aiming to have a roof over everyone's head, engaging underrepresented populations, and ensuring the provision of support services.

Goals

- 1) In addition to the Housing Element requirements, ensure availability of 50 City-produced affordable housing units in 5 years.
- 2) Implement 100% of the recommended actions within the Homelessness Action Plan in 5 years.
- 3) Implement and/or address 100% of the goals identified in the Housing Element in 5 years.

Housing & Equity ideas:

- *Help for the people living or becoming unsheltered*
- *Implement the Homeless Action Plan*
- *Regional/state issues*
- *Housing for all income levels*
- *Identify & involve underrepresented populations*
- *Examine policies and procedures around equity for staff, Boards, and Commissions*

Effective Resident Services

Effective Resident Services means services are provided timely, courteously, fairly, and predictably.

Goals

- 1) Improve Development Services' overall customer service rating from "poor" to "excellent" in 3 years.
- 2) Develop long-term funding strategies to meet 100% of identified Capital needs within 5 years.

Effective Resident Services ideas:

- *Fire High-risk areas*
- *Fire future planning (staffing & fire station)*
- *Work the plan vs. being reactive*
- *Provide staff with the resources to do their work*
- *Improve customer service in Community Development*
- *Set clear expectations for Council, staff & residents*
- *Improve policies to support general plan*
- *High level of service to citizens in Community Development*
- *Financial sustainability*
- *Public Health & Safety Commission*
- *Identify options for more \$ to put into needed infrastructure, facilities, etc. to better serve the community.*
- *Create a CIP plan for decision making & implementation (refine processes)*
- *Better Planning process/fewer complaints*
- *Service mindset in Planning Department (efficient, positive, predictable)*