

2024-2025 Strategic Plan



San Dieguito Water District

Vision

To offer exceptional service to all our customers by managing our organization and water resources to meet evolving regulatory requirements and water supply needs.

Mission

San Dieguito Water District is proud to be a customer focused utility providing safe, reliable water in a cost effective and environmentally sustainable manner.

Focus Areas



Safe & Reliable Services

Safe and Reliable Service means the District will provide safe and clean water, meet or exceed current regulatory public health standards, optimize asset management to identify improvements, and prioritize proactive



Customer & Community Focused

Customer & Community Focused means being attentive to customer and community needs, providing excellent customer services, and providing education and resources to customers.



Responsive, Safe, Committed, and Innovative Work Force

Responsive, Safe, Committed, and Innovative Work Force means empowering a team of high performing, solution-oriented, and problem-solving staff. This includes recognizing exceptional performance, retaining and attracting talent, and providing a safe working environment.



Proactive & Data-Driven Asset Management

Proactive & Data-driven Asset Management means a commitment to proactive asset management. This includes implementing industry best practices, improving internal controls, proactive maintenance, and planning for improvements to District assets.



Water Efficient & Climate Resilient

Water Efficient & Climate Resilient means we are committed to being environmentally responsible. This includes promoting water use efficiency, diverse water supply portfolios, and water recycling.



Fiscally Sound & Efficient

Fiscally Sound & Efficient means making sound decisions in the best interest of customers. This includes, cost-effective applications of industry best practices, procuring and developing cost-effective water sources, targeted maintenance and repairs, seeking partnerships to maximize impact, and developing a long-term financing plan to improve District assets.

San Dieguito Water District

A public agency providing water and recycled water services within the communities of Old Encinitas, Leucadia, Cardiff, and portions of New Encinitas

160 Calle Magdalena, Encinitas, CA 92104 | www.sdwd.org | (760) 633-2650