### CITY OF ENCINITAS

# **Strategic Plan**



**Vision** 

Encinitas is five unique communities thriving as ONE great City.

**Mission** 

Leading the preservation and evolution of our City and providing innovative services that enhance the quality of life for residents, visitors, businesses, and our communities.

#### **Focus Areas**



## **Effective City Services**& Reliable Infrastructure

Effective City Services and Reliable Infrastructure means services are provided consistently, timely, and predictably and infrastructure investments are planned and executed in a fiscally responsible manner.



#### **Housing & Affordability**

Housing and Affordability means providing diverse and affordable housing, including workforce housing, having a roof over everyone's head, engaging underrepresented populations, preserving existing affordable housing, and ensuring the provision of support services.



#### **Engagement & Education**

Engagement and Education means taking initiative to listen and learn from the community using diverse and inclusive communication tools. The City continually adapts and builds relationships with our community through education, proactive communication, accurate information, and a focus on equity.



## **Ensuring & Preserving Community Character**

Evolving and Preserving Community Character reflects the importance of balancing growth and preservation in a welcoming beach community while striving to maintain its unique character, embracing diversity, fostering innovation, and enhancing quality of life.



#### **Environmental Health & Leadership**

Environmental Health and Leadership means continuing our environmental leadership by showing our commitment to good stewardship of our natural resources; meeting our goals on Climate Action remains a priority, including decarbonization, mobility mode choice, clean air and water, responsible solid waste disposal, storm and wastewater reuse, shoreline, and open space preservation.



#### **Mobility & Alternate Modes**

Mobility and Alternate Modes mean we strive to be a nation-wide leader in mode choice by providing data-driven solutions to create a safe and functional transportation network along with programs that educate and empower people to reach destinations by active transportation and micro-mobility.

### **2024-2025 Council Goals**

- 2 100% affordable housing
  - Choose site, define project, explore funding options
- Prioritize remaining streetscape elements
  Complete C, Stormwater, B, A South
- Safe, legal railroad crossings and establish citywide quiet zones

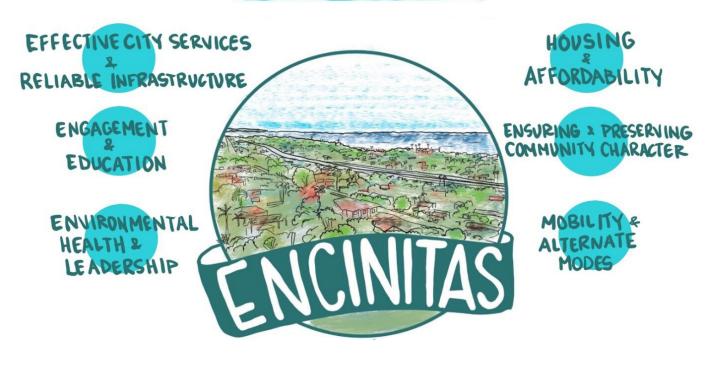
- Expand habitat stewardship and explore open space preservation
  - Identify resources to fund and better manage our natural resources
- Consider Infrastructure Task Force prioritization and funding recommendations
- Build on the bike safety emergency declaration goals and implement Vision Zero

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# FOCUS AREAS



THRIVING AL ONE GREAT CITY.