

Maintaining Our  
**Beaches, Streets, and  
Quality of Life**



# What Do You Love About Encinitas?

- Local Neighborhoods?
- Local Businesses?
- World Famous Beaches?
- Walking Trails and Community Parks?



# Protecting our Beaches and Waterways

- Preventing trash and pollution from entering our local waterways and beaches
- Safeguarding local reefs and wildlife habitats
- Local beaches need sand restoration and lagoons need dredging



# Maintaining Our Quality of Life

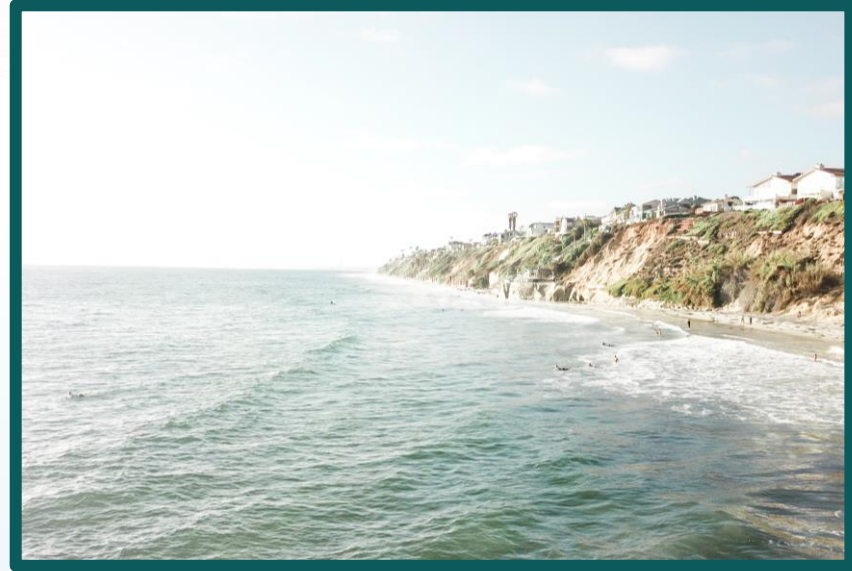


The City of Encinitas currently maintains 172 miles of streets, 66 miles of storm drains, 6 beaches, and 152 acres across 20 parks.

- Fixing potholes, paving/maintaining streets and improving public safety
- Keeping parks, community centers, and public facilities safe, clean, and well-maintained
- Repairing and upgrading aging storm drains, bridges, sidewalks, curbs, and public facilities

# Community Infrastructure Task Force

- Faced with the growing list of projects, the City Council formed a community Infrastructure Task Force (ITF)
- Made up of Encinitas citizen volunteers with relevant experience
- The ITF provided oversight and transparency into assessing our urgent local infrastructure needs
- The list of ITF recommended projects includes paving, storm drains, fire station improvements, and mobility projects.



# Proposed Local Funding Measure

The ITF recommended exploring a one-cent local sales tax, which would raise \$15.4 million annually in local funds that could be used to address necessary repairs, such as:

- Preventing the infiltration of trash and pollution into our lagoons, local waterways and beaches
- Protecting public beaches, restoring sand, and protecting local reefs and wildlife habitats
- Fixing potholes, paving/maintaining streets, and improving public safety
- Keeping parks, beaches, community centers, and public facilities safe, clean, and well-maintained
- Repairing/upgrading aging storm drains, bridges, sidewalks, curbs, and public facilities

# Local Accountability & Control

The ITF recommended the following control measures be put in place:

- Independent citizen oversight, public spending disclosure, and mandatory annual audits
- Assurance that all revenue remains locally controlled and can't be taken away by the State
- Exemptions for groceries, medicine, and feminine hygiene products

## More Information

As we continue to explore options that protect our beaches, community, and quality of life, we want to hear from you. You may provide your feedback via email to [localfunding@encinitasca.gov](mailto:localfunding@encinitasca.gov).

Please visit [EncinitasCA.gov/LocalFunding](https://EncinitasCA.gov/LocalFunding) for more information.



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