

City of Encinitas 2013 STRATEGIC PLAN



VISION

"Encinitas is five unique communities thriving as ONE great city."

MISSION

Preserve, protect, and provide innovative services that enhance the quality of life for residents, visitors, businesses and our communities.

OPERATING PRINCIPLES

- **Respectful Partnerships**—encourage honest dialogue, diversity in thinking & problem solving
- **City Council Commissions**—provide expert advice
- **Improvement & Efficiency**—streamline everything we do using best practices
- **Financially Sound Decision Making**—achieve long-term sustainability
- **Data Gathering & Sharing**—enhance informed decision making
- **Measurement & Accountability**—ensure excellent service & the best investment of taxpayer money



**Dialogue . . . Deliberate . . .
Decide how we ALL move Encinitas forward!**

STRATEGIC FOCUS AREAS AND KEY GOALS

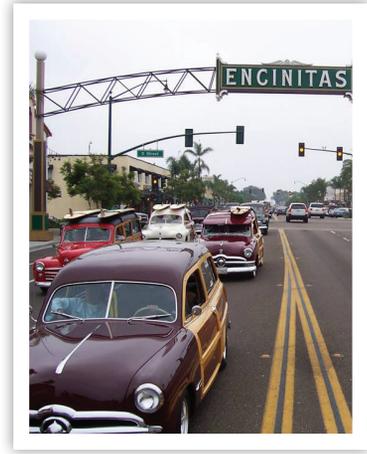
The following elements represent the vital areas of focus for 2013—2015. Together, these elements and their associated goals will ensure that our five unique communities are thriving as one great city.

TRANSPORTATION

Provide effective, safe, and easy transportation for all modes of movement and for all demographics.

Goals

1. Implement Complete Streets, ensuring that roads are designed and operated to enable safe access to all users, regardless of age, ability or mode of transportation.
2. Support mass transit that accommodates more people with minimal impact on the community.
3. Continue the planning, management and maintenance of local transportation infrastructure with an emphasis on roads that give adequate levels of service.



RECREATION

Promote active lifestyles and community health by furthering access to trails, parks, beaches and other recreational opportunities.

Goals

1. Provide diverse recreational opportunities and programs for people and pets.
2. Complete a comprehensive assessment for recreational infrastructure.
3. Improve beach accessibility in partnership with the State, with initial focus on Beacon Beach.



ECONOMIC DEVELOPMENT

Create economic opportunities through innovation, financial stability, and fiscal responsibility.

Goals

1. Develop a strategy for economic development that strengthens the City's strong and diverse economy.



STRATEGIC FOCUS AREAS AND KEY GOALS

ENVIRONMENT

Be good shepherds of open spaces, beaches, parks, and the natural environment.

Goals

1. Implement Climate Action Plan (SB375).
2. Protect and preserve our natural resources.
3. Draft a local water sustainability and management plan.



ARTS & CULTURE

Embrace great places to gather that showcase the City's arts and culture, history, and community charm and character.

Goals

1. Improve historic preservation through appropriate reuse strategies and economic uses.
2. Expand arts and performance venues that provide more diverse opportunities.
3. Partner with groups to expand and leverage opportunities to grow the arts and culture venues.



PUBLIC SAFETY

Create a safe and secure environment for citizens and businesses throughout the City.

Goals

1. Collaborate with other entities on prevention education.
2. Create a safe and secure environment for citizens and businesses throughout the City.



STRATEGIC FOCUS AREAS AND KEY GOALS

ORGANIZATIONAL EFFECTIVENESS & EFFICIENCY

Exhibit leadership that embraces community outreach and delivers efficient and effective services.

Goals

1. Maintain the City's financial health.
2. Improve communication and collaboration among City Council, staff, public, and community organizations.
3. Review policies and procedures to ensure a customer-focused government through transparent services and a positive organizational culture.
4. Maximize use of resources through appropriate staffing levels, employee career development and training, retention strategies, and flexible deployment such as cross training.



COMMUNITY PLANNING

Maintain safe and livable communities through well-maintained infrastructure and facilities, strong public safety, and significant environmental standards while achieving diverse and affordable housing for present and future generations.

Goals

1. Pursue a range of diverse housing opportunities balanced throughout the community.
2. Qualify for Certified Housing Element status.
3. Develop new planning and development approaches to support sustainable communities.



Visit the City of Encinitas website at:

www.EncinitasCA.gov

For Encinitas Strategic Plan information and updates.

