City Highlights and Accomplishments

June 2018 through June 2019
THE TOP ACCOMPLISHMENTS

TRANSPORTATION AND MOBILITY

Temporary MOU for Rail Right-of-Way with NCTD

El Portal:
  100% Draft plans
  California Public Utilities Commission (CPUC) approval no later than October 2019
  SANDAG Letter of Consistency

Leucadia Streetscape:
  Concept finalized – we are on our way!
  SANDAG Letter of Consistency

Green Bike Lanes (2.5 miles): La Costa and Leucadia; Bollards on Leucadia
Pedestrian Lanes (3 miles): Neptune and Vulcan

Cardiff Coastal Rail Trail - Complete
Chesterfield Quiet Zone - Complete
San Elijo Lagoon Double Track - Complete
THE TOP ACCOMPLISHMENTS

CLIMATE ACTION LEADERS

CCE Feasibility Study and Draft Governance Study Completed
Gotcha Regional Bike share agreement approved and Micro-mobility Ordinance Adopted
Sand Replenishment at South Ponto Beach
Cardiff Living Shoreline Completed
Urban Forestry Downtown Palette
Greening the Fleet by reducing fossil fuels 10% by 2020 and 30% by 2030

HOUSING

Housing Element Adopted
HCD Letter Nearing Certification
Coastal Commission Staff Favorable Recommendation of Housing Element
ADU Pre-approved plans with program branding

PUBLIC SAFETY

Implemented Leucadia Fast Response Fire Team
38% Property Crime Reduction
Increased Downtown Presence with 980 Deputies
THE TOP ACCOMPLISHMENTS

ENHANCED COMMUNICATION
- 2018 Annual Report produced and mailed
- Short-term rental mapping
- Increased social media following by 250% since October 2017

FISCAL ACCOUNTABILITY
- Strategic Financial Planning – Developed Framework for Success
- Fiscally Strong
- Solid Reserves
- $4.3 Revenues over Expenditures – Fiscal Year 2017-18
- Host Compliance identified 229 unpermitted short-term lodging units
- GovInvest pension modeling and created new pension policies
- Fiscally responsible long-term SEIU contract

ORGANIZATIONAL REFINEMENTS CREATING GREATER EFFICIENCIES
- Customer Service Initiative – Secret Sauce/Summits
- Energov
- Public Works Re-Accreditation Achieved (1 of 2 in San Diego, 19 in CA and 142 Nationally)
- Temporary Housing Coordinator March 2018
Centralized Permit Center

- All Cashiering/Payments to be offered in one location
- Implementation by July 1, 2019

Enhanced Customer Self-Service (CSS) Site

- Easy to access 24/7
- Expanded services with CSS account
- Customized user dashboard
- Ease of City/customer communication

Welcome to Customer Self Service

- Frequently Asked Questions (FAQ)
- Expand or Register
- Applications & Information
- Customer Submission Standards
- Pay Invoice
- Map
- Calendar
Customer Usage since November 2018
CUSTOMER SERVICE IMPROVEMENTS

**Paperless Process currently being implemented**

**EnerGov**

• Convenient and Environmentally Friendly
  - Customer saves on printing costs - no paper plans
  - Staff completes plan review electronically
  - Plans remain associated to the EnerGov record for future reference
CUSTOMER SERVICE IMPROVEMENTS

Fire Department's Paperless Process went live in April 2019

EnerGov

Fire Prevention plan checks done electronically

- Customer applies via Customer Self Service (CSS)
- Uploads electronic plans
- Payments made remotely
- Reduces trips to City Hall

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EnerGov

Fire Prevention plan checks done electronically

- Customer applies via Customer Self Service (CSS)
- Uploads electronic plans
- Payments made remotely
- Reduces trips to City Hall
CUSTOMER SERVICE IMPROVEMENTS

Information Technology

- Americans with Disabilities Act (ADA) improvements on the City’s website to improve navigation

- Help Desk support number combined for both Network Operations and Applications support (2898)

- Network Automation Center with enhanced 24/7 cybersecurity monitoring

- Tyler Notify text messaging capability for SDWD customers: bill reminders, alerts and shut-offs
EFFICIENCIES

Community Center Technology Enhancements
- New publicly accessible Info Lab with computers and audio visual (AV) equipment
- Upgraded Banquet Room audio visual (AV) equipment

Public Works Reorganization
- Merged facilities maintenance staff from Parks & Recreation to Public Works
- Transferred storm water inspectors from Development Services to Public Works – One Water Concept
- Consolidated integrated waste management by transferring staff from City Manager’s Office to Public Works
• Established stronger relationships with regional partners
  NCTD – SANDAG – CALTRANS

• Responded to 499 Public Records Requests from June 1, 2018 to May 31, 2019, an 18 percent increase from the prior year

• Ongoing hosting of the City’s Climate Dashboard to present progress on Climate Action Plan implementation

• Continuous updates to City’s project page to provide up-to-date details on CIP

• Short-term rental map (at right)
Finance

**FY 2017-18 Operating Budget Surplus $4.3 million**

**Maintaining Policy Directed Reserves**
- 20% General Fund Operating Reserve
- 2% Revenue Stabilization Reserve
- $500,000 additional payment to unfunded pension liability and pay-off of unfunded liability for newer pension plans

**Labor Agreement**
- 4-Year Labor Agreement
- 2% Annual Cost of Living Adjustments

**Fire Governance Cooperative**
- Developed an Administrative Fee formula to recoup more City costs from other members
- Addressed need for additional Fire Marshall Services through reclassification of existing City of Encinitas position (mostly funded by Coorperative Fire Management Services Agreement)
Host Compliance

- 366 Short-Term Lodging Permits as of May 31, 2019
- 229 Short-Term Unpermitted Lodging Units Identified
  - Initiated outreach and compliance efforts
  - 150 Notices have been sent

Pension Obligations

- Water rates incorporate 15 year vs. standard 30 year unfunded liability amortization payoff; netting $5.0 million in savings
- GovInvest Project - Allows future modeling of pension costs and unfunded pension liability which resulted in unfunded liability policy change
- New pension policy to save City $2.75 million over 25 years, based upon paying $500k/year for next 5 years

Operating Budget and Six-Year CIP Plan

- Developed a balanced FY 2019-20 and FY 2020-21 Operating Budget and Six-Year Capital Financing Plan

Financial Statements Awarded Clean Audit

- Comprehensive Annual Financial Report Recognized by the Government Finance Officers’ Association
City obtained more than $10 Million in State and Federal Grants

Funded projects include:

- Santa Fe Drive South Sidewalk Construction West of Bonita
- Santa Fe Drive Active Transportation Improvements from Bonita to El Camino Real
- Santa Fe Drive “Z” Crosswalk Between Nardo and Bonita
- El Portal Bicycle and Pedestrian Undercrossing
- Traffic Mitigation for Upgrades to Left Turn Phases
- Pedestrian Activated Crossings on Highway 101 in Leucadia
- Installation of LED Street Lighting and Safety Lighting
- $2 Million Grant for Cardiff Beach Living Shoreline

$4.69 Million in Federal Grant Funding for the Pedestrian Railroad Undercrossing at El Portal
FISCAL STEWARDSHIP – AWARDED GRANTS (Additional $535,085)

Rail Corridor Study Grants
• Cross-Connect Implementation Plan- Prioritizing and conceptualizing design for pedestrian crossings and connections: $210,000 grant with $40,000 match
• Future Coastal Rail Trail Segments in an Integrated Transportation Network- Partnering with SANDAG, the lead applicant: $265,085 grant with $34,344 match

Parks, Recreation and Cultural Arts Grants
• Awarded $20,000 for a concert piano for the Community Center from San Diego County
• Awarded $3,000 for the Art Nights entertainment from the Community Coastal Foundation
• Awarded $5,000 from Patrons of Encinitas Parks for the new dance floor at Community Center
• Awarded $10,000 for the Community Grant Program from the Ecke Family

Fire and Marine Safety Grants
• Awarded a $9,870 federal grant for a Regional Swiftwater Rescue Trailer (Marine Safety)
## FISCAL STEWARDSHIP

$10,135,000 PENDING GRANT APPLICATIONS

<table>
<thead>
<tr>
<th>Grant</th>
<th>Request</th>
<th>Match</th>
<th>Submittal Date</th>
<th>Expected Award Date</th>
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<tbody>
<tr>
<td><strong>TRANSPORTATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal Railroad Administration: Verdi Undercrossing</td>
<td>$6M</td>
<td>$1.5 M</td>
<td>6/2018</td>
<td>7/2019</td>
</tr>
<tr>
<td><strong>PARKS, RECREATION &amp; CULTURAL ARTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prop 68 Per Capita Program</td>
<td>$200K</td>
<td>$40K</td>
<td>1/2020</td>
<td>3/2020</td>
</tr>
<tr>
<td>Prop 68 Competitive Grant</td>
<td>$3.5M</td>
<td>$0K</td>
<td>8/2019</td>
<td>1/2020</td>
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<tr>
<td>CPRS Playground Grant</td>
<td>$200K</td>
<td>$200K</td>
<td>8/2019</td>
<td>9/2019</td>
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<tr>
<td><strong>HOUSING</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>SB-2 Planning Grant</td>
<td>$310K</td>
<td>$0K</td>
<td>11/2019</td>
<td>Non-Competitive</td>
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<tr>
<td><strong>SEA LEVEL RISE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Coastal Resilience Fund</td>
<td>$125K</td>
<td>$125K</td>
<td>7/2019</td>
<td>11/2019</td>
</tr>
</tbody>
</table>
TRANSPORTATION AND MOBILITY IMPROVEMENTS

Completed Projects: Rail-Related

- Coastal Rail Trail – Chesterfield Drive to Santa Fe Drive (Part of $50M SANDAG mobility improvements to Encinitas)
- Chesterfield Intersection Improvements & Quiet Zone (Approx $800K City, $5M total)
- San Elijo Lagoon Double Tracking (Approx $80M)
TRANSPORTATION AND MOBILITY IMPROVEMENTS ($2.63M)

Completed Projects: Sidewalks and ADA Improvements

- Lumberyard Sidewalk (Approx $1.1M)
- ADA Improvements at Morning Court and Springwood Lane, Phase I (Approx $900K)
- Requeza Street Sidewalk (Approx $180K)
- Montgomery Sidewalk (Approx $150K incl. $98K grant)
- Encinitas Blvd. Guardrail (Approx $150K)
- Downtown Cardiff ADA Improvements- in Construction (Approx $150K incl. $98K grant)
TRANSPORTATION AND MOBILITY IMPROVEMENTS

Completed Projects: Pedestrian and ADA Improvements
(Approximately $250K of Work Completed)

- Capri Elementary School Crosswalk Improvements
- Mackinnon Avenue at Birmingham Avenue
- Striping/Crosswalks/Bike Buffers (Willowspring Crossing; Gardenview; Saxony)
- Pedestrian Crossing at Via Cantebria (near Leo Mullen Park)
- Paseo de Las Verdes
- Montgomery Avenue (near Cardiff Elementary School)
TRANSFORMATION AND MOBILITY IMPROVEMENTS - $334,500

Completed Projects: Restriping for Multi-Modal Use

• Requeza Street Slurry and Restriping - $240,000
• Neptune Avenue Slurry and Restriping - $84,500
• Vulcan Avenue/San Elijo Avenue Slurry and Restriping (E Street to Montgomery Avenue) - $10,000
TRANSPORTATION AND MOBILITY IMPROVEMENTS

Completed Projects: Traffic Calming and Multi-Modal

- Speed Cushions - Windsor Road, Cornish Drive, Avenida de Las Adelsas
- Leucadia Boulevard (Between I-5 and Quail Gardens Drive) Bike Lane Bollards
- Melba Road and Bonita Drive Corner Bollards near Ocean Knoll Elementary School
Completed Projects: Traffic Calming and Multi-Modal Improvements on North Coast Highway 101

- North Coast Highway 101 Speed Tables, Rectangular Rapid Flashing Beacons, Speed Reductions:
  - El Portal Street
  - Basil Street
  - Phoebe Street
  - Grandview Street

- North Coast Highway 101 Greenback Sharrows

- Reduced speed limit
Cardiff 101 Main Street Bike Racks

- Patagonia- Chesterfield Drive at San Elijo Avenue
- Cardiff Shopping Center- Aberdeen Drive at San Elijo Avenue
Nearing Construction:

- Bonita Drive Sidewalks – Construction Summer 2019
- ADA Parking Lot Upgrades at Senior Center- Construction Fall 2019
- B Street Improvements- Construction Fall 2019
- Morning Sun Drive Sidewalk (Phase II) – Construction beginning 2019

Bonita Drive: No Sidewalk at Ocean Knoll Elementary
TRANSPORTATION AND MOBILITY IMPROVEMENTS

Key Projects In Design – Rail Related

- El Portal Pedestrian Undercrossing
  - 100% Draft revisions underway
  - CPUC approval anticipated in September
  - $10.19M Budget, pending SANDAG input
  - Construction to begin Summer 2020; managed by SANDAG

- Verdi Pedestrian Undercrossing
  - 50% Draft revisions underway
  - $11.1M Budget
  - Awaiting FRA grant results

- Citywide Quiet Zone Study
  - Finalize Report end of June
TRANSPORTATION AND MOBILITY IMPROVEMENTS

Key Projects In Design

- Leucadia Streetscape (60% plan submittal by Fall 2019)
- Birmingham Drive (90% draft underway)
- Leucadia Boulevard and Hygeia Avenue roundabout (50% - June 2019)
- El Camino Real Active Transportation–green bike lanes and “Z” crossing (100%)
- Recreational Trails 82 and 95

N. Coast Highway 101 Streetscape – Temporary Parking Concept
TRAIL & PARK PROJECTS - CURRENTLY IN DESIGN

Trails

- Adams Run Trail Connector (20%)
- Trail 82 (Rancho Santa Fe Road) and Trail 95 (El Camino Del Norte have been combined into one project (50%)

San Elijo Joint Powers Authority Trail Connection
TRAIL & PARK PROJECTS - CURRENTLY IN DESIGN

Standard Pacific Park Site (30%)
- Unanimous Planning Commission Approval
- Estimated Groundbreaking January 2020
- Estimated Completion September 2020

Shade Structures (100%)
- Encinitas Community Park (Completed)
- Leo Mullen Sports Park
- Sun Vista Park
Housing Plan Update 2019

- December 12, 2018, San Diego Superior Court order requires City to adopt compliant housing element within 120 days
- March 13, 2019, City adopts 2019 Housing Element
- March 15, 2019, final Housing Element Submitted to HCD
- March 18, 2019, submittal to Coastal Commission
- April 25, 2019, HCD letter indicates compliance pending Coastal Commission approval
- May 2019, resolved Housing Litigation with SD Tenants & BIA
- June 2019, anticipate Coastal Commission approval
- September 2019, anticipate HCD certification
Accessory Dwelling Units (ADUs) Program – Fully Implemented January 2019 and Created Market Branding

• Permit-Ready Plans – Permit-Ready plans available, saving applicants time and money
• 2019 – To date issued 4 ADU permits, 37 in plan check (7 using permit-ready plans)

Inclusionary Housing - Adopted August 8, 2018

• Coastal Commission certifies LCP to increase requirement from 10% to 15% and lowered threshold to 7 and more units
• Feasibility report and Nexus Study underway

New Affordable Housing

• Housing Coordinator and Housing Consultant developed Affordable Housing Strategy to target methods to increase affordable housing beyond inclusionary requirement
• Affordable Housing Incentive Roundtable discussion to include development community, affordable housing advocates and public – May 30, 2019
• Council approved Habitat for Humanity lease – October 2018
• Created temporary Housing Administrator position – May 2018
## FY 2017-18 Goals & Accomplishments

<table>
<thead>
<tr>
<th>Goal</th>
<th>Actual</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assessments Completed</strong></td>
<td>50</td>
<td>13</td>
</tr>
<tr>
<td><strong>Households Assigned to Housing Navigator</strong></td>
<td>70</td>
<td>67</td>
</tr>
<tr>
<td><strong>Households Matched to Housing Resources</strong></td>
<td>70%</td>
<td>23</td>
</tr>
<tr>
<td><strong>Households Placed into Permanent Housing</strong></td>
<td>32</td>
<td>20</td>
</tr>
<tr>
<td><strong>Referrals to County Social Worker</strong></td>
<td>15</td>
<td>7</td>
</tr>
</tbody>
</table>

### The Community Resource Center (CRC) Opening Doors Program 2018-19 (through 3rd Quarter):

- Assisted 102 unique households
- Helped 20 formerly homeless households (43 individuals) secure permanent housing, of which:
  - 50% were families with children
  - 65% were housed in North County, 10% of those in Encinitas
- Collaborated with Mira Costa College to create social worker program

*The City has provided $107,905 in General Funds annually, since the program was established in 2016*
City’s Climate Action Plan and CAP Implementation efforts ranked #1 (Silver) in the County by Climate Action Campaign’s 2018 Annual Report Card

• City’s CAP awarded “Outstanding Climate Change Document” by the California Association of Environmental Professionals (March 2019)

• Completed a Community Choice Energy Technical Feasibility Study with partner cities of Del Mar, Carlsbad and Oceanside (April 2019)

• City declared its intent to pursue the development of a Community Choice Energy program (April 2019)
  • CCE Governance Study Draft Completed

• Adopted a Mobility Ordinance and selected Gotcha Ride to operate a bike share program for the City of Encinitas and North County Coastal Partner cities with Council approval of bike share agreement

• Received SANDAG mini-grant to host three bike safety events at the Leucadia Farmers Market

• Acquired a Civic Spark Fellow to facilitate CAP implementation, including public outreach, events, and tracking CAP progress

• December 2018 interim CAP progress report prepared and placed on web

• Climate Dashboard kept current on web – 13% reduction in emissions by 2019 and 41% by 2030

• Co-hosted June 2019 Zero Waste Fair with “I Love a Clean San Diego”
CLIMATE ACTION PLAN

- Green Fleet (100% by 2030)
  - 100% Heavy Duty fleet (renewable diesel – non-petroleum based)
  - Light Duty 39.5% fleet converted

Exceeding tree planting goals:
  - The CAP’s goal is 150 new trees by 2020
  - Planted 280 trees through Arbor Day 2019
  - Additional trees coming in 2019 and 2020

- 10 Electric Vehicle Public Works charging stations (March 2019)
- Completed a Local Water Sharing Agreement with the Santa Fe Irrigation District (June 2018 with 10 years in the making)
- Converted to plant-based dog waste bags
- Up and Running - City Hall Zero Waste & Compost Program - an average of 100 pounds of food waste is diverted per month

- Leaf blower ordinance public workshop May 13, 2019; to City Council on June 19, 2019
## Building & Development Activity

### Building Permits

<table>
<thead>
<tr>
<th></th>
<th>FY 18/19*</th>
<th>FY 17/18</th>
<th>FY 16/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permits Issued</td>
<td>1,089*</td>
<td>5,197</td>
<td>3,835</td>
</tr>
<tr>
<td>Assessed Valuation</td>
<td>$56,533,097*</td>
<td>$68,908,469</td>
<td>$55,731,603</td>
</tr>
</tbody>
</table>

* July 1, 2018 – May 16, 2019

### Discretionary Permits

<table>
<thead>
<tr>
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<th>FY 18/19*</th>
<th>FY 17/18</th>
<th>FY 16/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Commission</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>▪ Discretionary Permits</td>
<td>48*</td>
<td>42</td>
<td>47</td>
</tr>
<tr>
<td>▪ Policy Recommendations</td>
<td>2*</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Administrative Permits</td>
<td>54*</td>
<td>65</td>
<td>69</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>104*</td>
<td>110</td>
<td>117</td>
</tr>
</tbody>
</table>

* July 1, 2019 – May 2, 2019
38% reduction in property crimes in Encinitas

<table>
<thead>
<tr>
<th></th>
<th>Oct-18</th>
<th>Nov-18</th>
<th>Dec-18</th>
<th>Jan-19</th>
<th>Feb-19</th>
<th>Mar-19</th>
<th>Apr-19</th>
<th>Total</th>
<th>% change from same time frame last year</th>
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<tbody>
<tr>
<td>Commercial Burglary</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>26</td>
<td>-35%</td>
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<tr>
<td>Residential Burglary</td>
<td>12</td>
<td>6</td>
<td>8</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>50</td>
<td>-17%</td>
</tr>
<tr>
<td>Larceny from Vehicle</td>
<td>15</td>
<td>19</td>
<td>28</td>
<td>12</td>
<td>12</td>
<td>13</td>
<td>10</td>
<td>109</td>
<td>-45%</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>29</td>
<td>40</td>
<td>24</td>
<td>20</td>
<td>20</td>
<td>17</td>
<td>185</td>
<td>-38%</td>
</tr>
</tbody>
</table>

Accomplishments

- Consistent decrease in response time each year. Deputies responded and arrived to calls for service faster.
- Use of overtime funding for downtown and beach details. This continued funding provided an added presence to the downtown area during evening hours.
- Authorized use of overtime funding for speed enforcement along Coast Highway 101. This had a huge impact on speed reduction and made it safer for bikes, pedestrians and vehicles.
• Updated the Cooperative Management Agreement
  ➢ Revised cost allocation formula which reduced the proportional cost to the City
  ➢ Added 40 hr. Administrative Battalion Chief
  ➢ Added Senior Deputy Fire Marshall
• Began a Leucadia Fast Response Vehicle Pilot-Program (Jan. 2019) to improve response times in the North Leucadia/Saxony Canyon Area
• Over 1,250 local children participated in Junior Lifeguard Program
• 27 residents completed CERT Training
• Taught Hands-Only CPR to over 5,000 students
• Installed new Mobile Data Computers in all fire units
• Provided training to fire crews on Cancer Prevention and Mental Health/PTSD training
• Updated the Multi-Jurisdictional Hazard Mitigation Plan
• Provided Wildfire Community Preparedness information to all Olivenhain residents
• Held a smoke alarm fire safety challenge on social media
• First Meritorious Service Awarded for Lifeguard’s response to shark event
<table>
<thead>
<tr>
<th>Call Type</th>
<th>CY 16</th>
<th>CY 17</th>
<th>CY 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire &amp; Medical</td>
<td>6,611</td>
<td>6,868</td>
<td>6,572</td>
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<tr>
<td>Water Rescues</td>
<td>1,135</td>
<td>1,658</td>
<td>1,601</td>
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<tr>
<td>Beach Medical Aids</td>
<td>2,229</td>
<td>2,067</td>
<td>1,778</td>
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<tr>
<td>Preventative Beach/Ocean Contacts</td>
<td>15,704</td>
<td>17,262</td>
<td>20,766</td>
</tr>
<tr>
<td>Total</td>
<td>25,679</td>
<td>27,855</td>
<td>30,717</td>
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</tbody>
</table>
COASTAL ZONE ADMINISTRATION

• 45,000 cubic yards of sand placed through Opportunistic Sand Replenishment Program
• New Coastal Zone Program Administrator hired
• Cardiff State Beach Living Shoreline Project – June 2019 Completion
• Economic Development Presentation to North County Economic Development Board
• Conducted Small Business Workshop – June 11, 2019 (21 attendees)
• Coordination with Encinitas 101 to install wayfinding signs downtown
• Earned award from North County Economic Development Council for Excellence in Economic Development for Leucadia Streetscape Project
URBAN FORESTRY

- Council approval of Downtown Urban Forestry Street Tree In-Fill Program
- 50 trees planted for Arbor Day
- Tree City 2018 Award

East / West streets have trees which seasonally bloom progressing throughout the year from south to north.

North / South streets have evergreen or semi-deciduous trees; with taller trees at intersections and umbrella shaped canopy trees mid block to create a wide canopy.
### Number of Followers on City e-Newsletters and Social Media Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>As of October 2017</th>
<th>As of October 2018</th>
<th>As of May 2019</th>
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<tbody>
<tr>
<td>CM eNewsletter</td>
<td>1,124</td>
<td>1,203</td>
<td>1,231</td>
</tr>
<tr>
<td>Facebook</td>
<td>13,552</td>
<td>14,190</td>
<td>14,882</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,406</td>
<td>3,090</td>
<td>3,352</td>
</tr>
<tr>
<td>Instagram</td>
<td>2,406</td>
<td>3,090</td>
<td>4,897</td>
</tr>
<tr>
<td>NextDoor</td>
<td>-</td>
<td>21,513</td>
<td>24,190</td>
</tr>
</tbody>
</table>
Published & Enhanced the City’s Second Annual Report

Prepared State of the City Address

Working on Leucadia Streetscape Public Information Plan
AWARDS & RECOGNITION

- Earned award from North County Economic Development Council for Excellence in Economic Development for Leucadia Streetscape Project
- City’s Climate Action Plan and CAP Implementation efforts ranked #1 (Silver) in the County by Climate Action Campaign’s 2018 Annual Report Card (tied with the City of San Diego for first place)
- City’s CAP awarded “Outstanding Climate Change Document” by the California Association of Environmental Professionals (March 2019)
- Tree City USA 2018 award
- Municipal Information Systems Association of California (MISAC) – Excellence in IT Practices Award. Only 26 out of 350 member agencies earned this award in 2018
- Public Works Accreditation (APWA)
- American Society of Civil Engineers (ASCE) 2019 Project Awards:
  - Award of Merit - Community Improvement Category: South Coast Highway 101 Sidewalk Improvement Project
  - Award of Merit – Small Project Category: Requeza Street Sidewalk improvements Project
CITY MANAGER PRIORITY
Organizational Development & Training

Comprehensive Training Program

Employee Engagement

Investing in Employee Development

Conducted City Wide Customer Service Summits
1. **OUR DNA:** We possess intrinsic values of dedication, kindness, patience and accountability

2. **TOGETHER WE CAN:** We are focused on teamwork. We turn to each other.

3. **UNITY FOR THE COMMUNITY:** We are deeply connected to Encinitas and everyone who resides here.

4. **BOUND FOR SUCCESS:** Our professional relationships across all functions are what builds our success.

5. **SUITS AND SAND:** The standard we uphold is distinctly professional, yet our informal culture is what makes us unique.

6. **CREST OF THE WAVE:** We go above and beyond in actions and attitudes.

7. **ACTIVE MINDS:** When we feel informed and knowledgeable, we have extra confidence in speaking up and delivering a custom customer experience.
CITY COUNCIL PLANNING SESSION

- Reviewed the financial outlook and context for priorities
- Confirmed Strategies for 2019-2021
- Established CIP and Project priorities
- Developed a Partnership
- Developed Framework for Success