

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



Mobility & Alternate Modes

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



Engagement & Education

Engagement and education means taking initiative to listen and learn from the community using diverse and inclusive communication tools that continually adapt and build relationships with our community stakeholders. Communication and engagement are characterized as fair, civil, timely and transparent.



Housing & Affordability

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



Fiscal Stewardship & Effective City Services

Fiscal Stewardship means using resources in a prudent and efficient manner consistent with City goals. Effective City Services means services are provided respectfully, responsibly, timely and predictably.



Evolving & Preserving Community Character

Evolving & Preserving Community Character means managing growth while maintaining an accessible, innovative, and welcoming unique beach city; ensuring that diversity of the community includes a great mix of businesses, people, housing and open space that results in a high quality of life.



Environmental Health & Leadership

Environmental Health & 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 shift, clean air and water, responsible solid waste disposal, storm and wastewater reuse, shoreline, and open space preservation.

2023-2024 Council Goals

- ✓ Safe, legal railroad crossings and establish citywide quiet zones
- ✓ Expand habitat stewardship and explore open space preservation
- ✓ Prioritize remaining Streetscape elements
- ✓ Quail Gardens Drive – Saxony – Westlake: Prioritize safe routes to school and complete streets projects for this area
- ✓ Utilize Housing Solutions Manager to explore solutions for the homeless and unhoused
- ✓ 100% Affordable Housing (choose site, define project, explore funding options)