

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

- ✓ 100% affordable housing
 - Choose site, define project, explore funding options
- ✓ Expand habitat stewardship and explore open space preservation
 - Identify resources to fund and better manage our natural resources
- ✓ Prioritize remaining streetscape elements
 - Complete C, Stormwater, B, A South
- ✓ Consider Infrastructure Task Force prioritization and funding recommendations
- ✓ Safe, legal railroad crossings and establish citywide quiet zones
- ✓ Build on the bike safety emergency declaration goals and implement Vision Zero



FOCUS AREAS

EFFECTIVE CITY SERVICES
&
RELIABLE INFRASTRUCTURE

ENGAGEMENT
&
EDUCATION

ENVIRONMENTAL
HEALTH &
LEADERSHIP



HOUSING
&
AFFORDABILITY

ENSURING & PRESERVING
COMMUNITY CHARACTER

MOBILITY &
ALTERNATE
MODES

is FIVE UNIQUE COMMUNITIES
THRIVING as ONE GREAT CITY.