

# 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

# CUSTOMER SERVICE IMPROVEMENTS

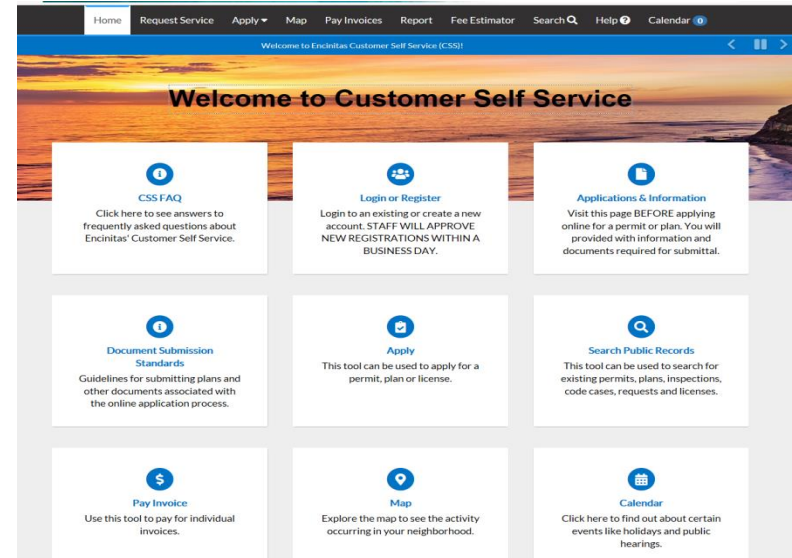
## Centralized Permit Center

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



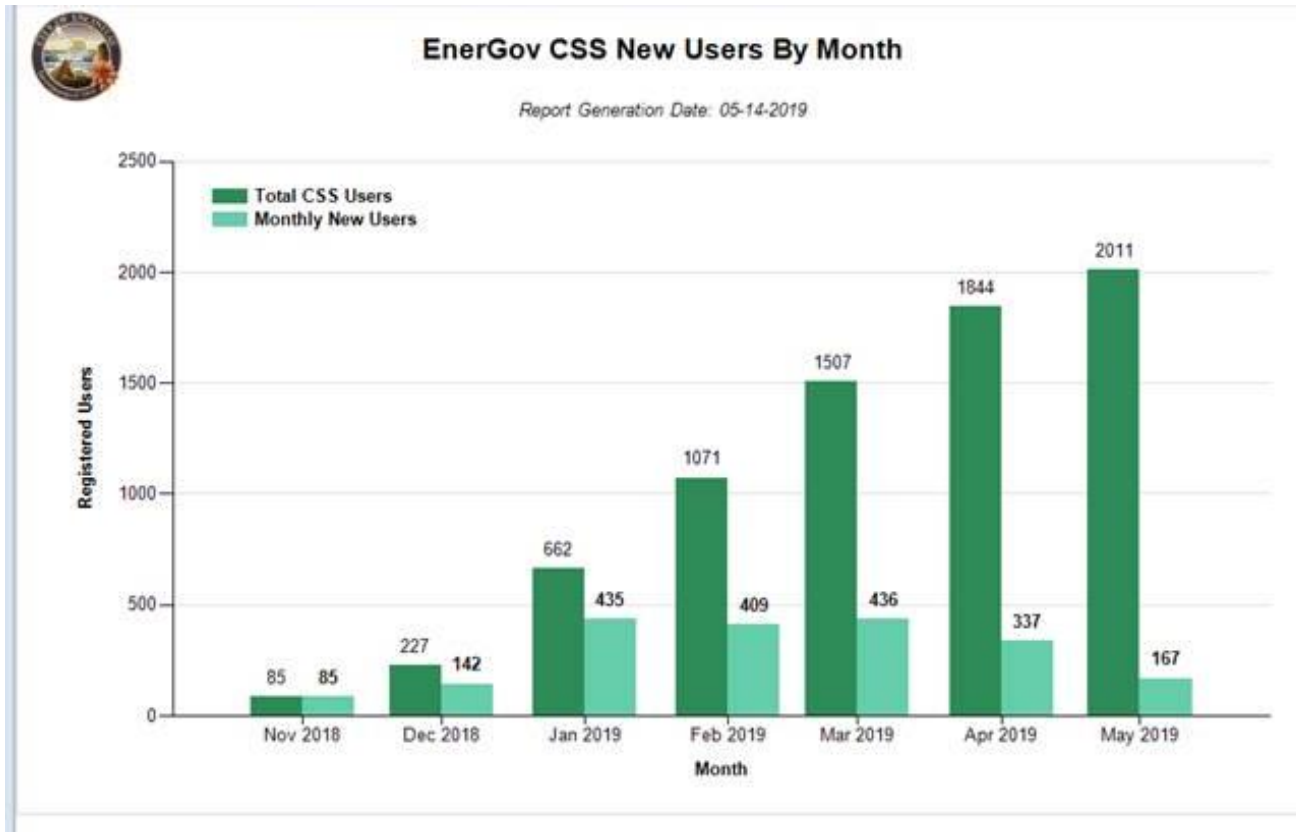
## Enhanced Customer Self-Service (CSS) Site

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



# CUSTOMER SERVICE IMPROVEMENTS

## Customer Usage since November 2018

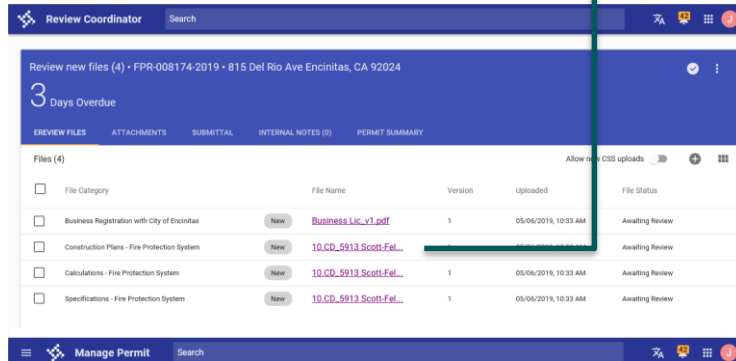
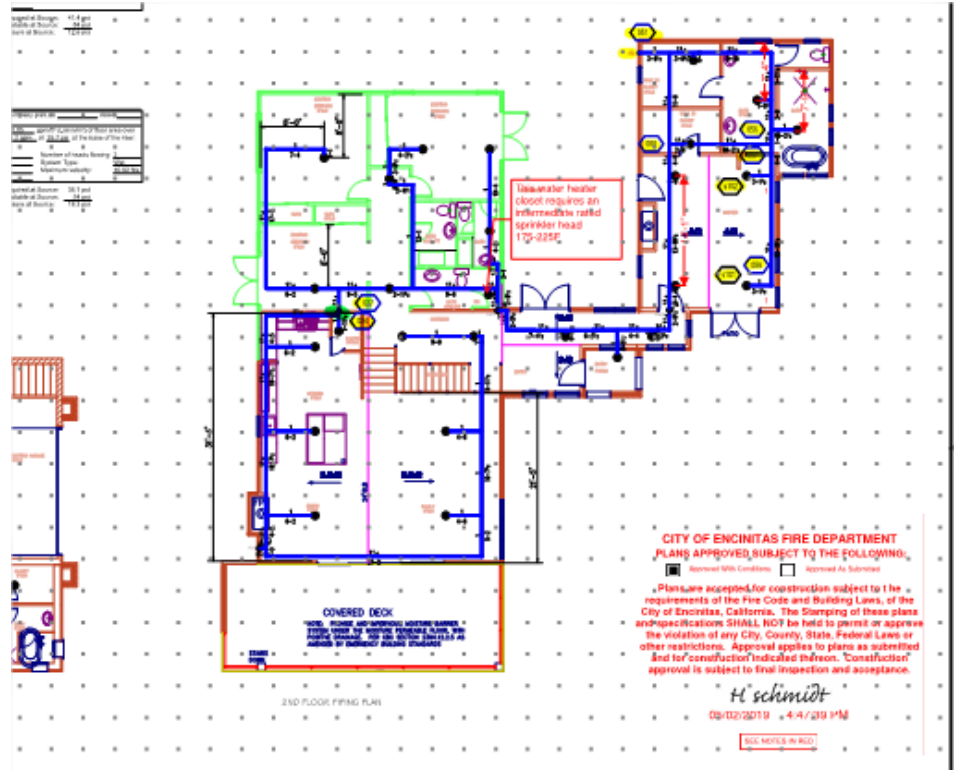


# CUSTOMER SERVICE IMPROVEMENTS

## 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



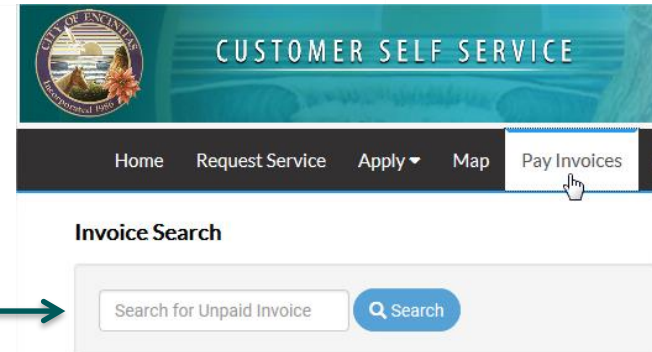
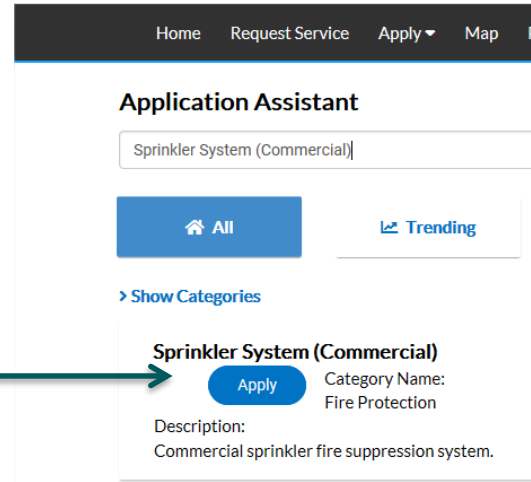
# CUSTOMER SERVICE IMPROVEMENTS

## 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





# 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**

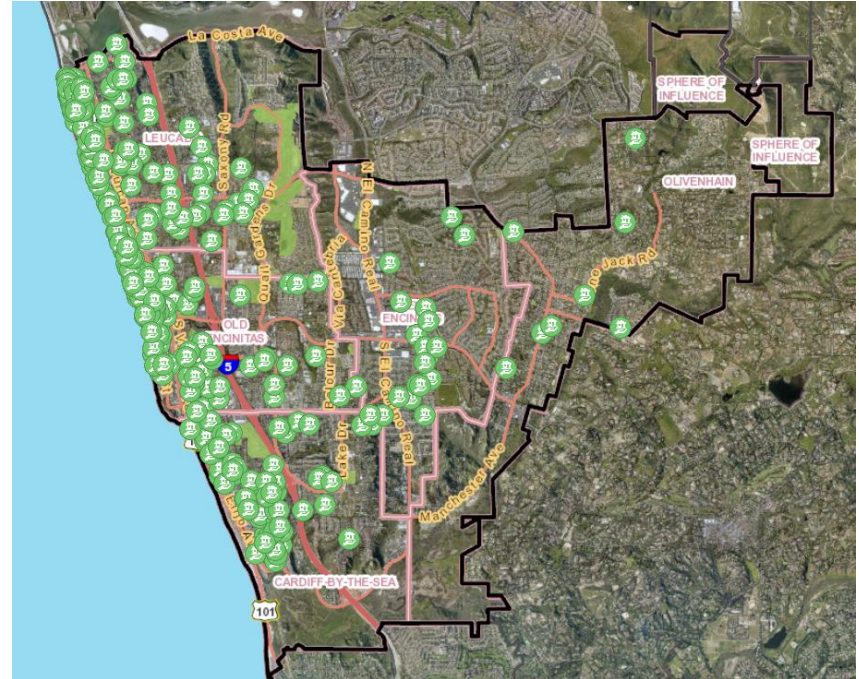
- New publicly accessible Info Lab with computers and audio visual (AV) equipment
- Upgraded Banquet Room audio visual (AV) equipment

## **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

# TRANSPARENCY

- 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)



# FISCAL ACCOUNTABILITY

## 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 Cooperative Fire Management Services Agreement)

# FISCAL ACCOUNTABILITY

## 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

# FISCAL STEWARDSHIP – AWARDED GRANTS



*\$4.69 Million in Federal Grant Funding for the Pedestrian Railroad Undercrossing at El Portal*

**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

# 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

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



# TRANSPORTATION AND MOBILITY IMPROVEMENTS

## Completed Projects: Rail-Related

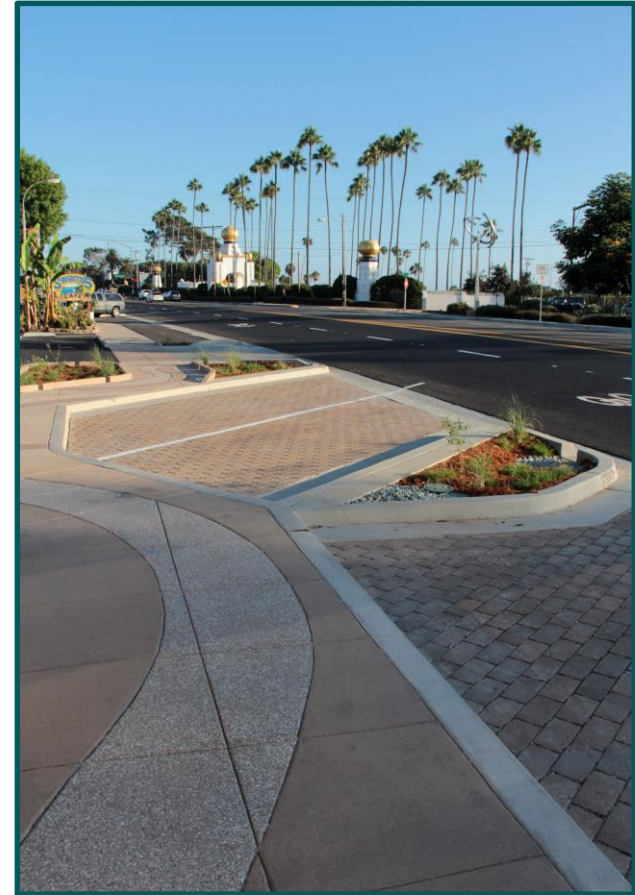
- Coastal Rail Trail – Chesterfield Drive to Santa Fe Drive (Part of \$50M SANDAG mobility improvements to Encinitas)
- Chesterfield Intersection Improvements & Quiet Zone (Approx \$800K City, \$5M total)
- San Elijo Lagoon Double Tracking (Approx \$80M)



# 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)



Capri Elementary



Montgomery Avenue

# TRANSPORTATION 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



Neptune Avenue



Requeza Street

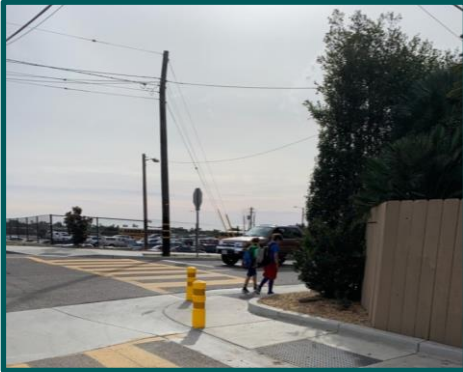


San Elijo Avenue

# 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



Melba Road/ Bonita Drive



Windsor Road



Leucadia Boulevard

# TRANSPORTATION AND MOBILITY IMPROVEMENTS

## 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



# TRANSPORTATION AND MOBILITY IMPROVEMENTS

## Cardiff 101 Main Street Bike Racks

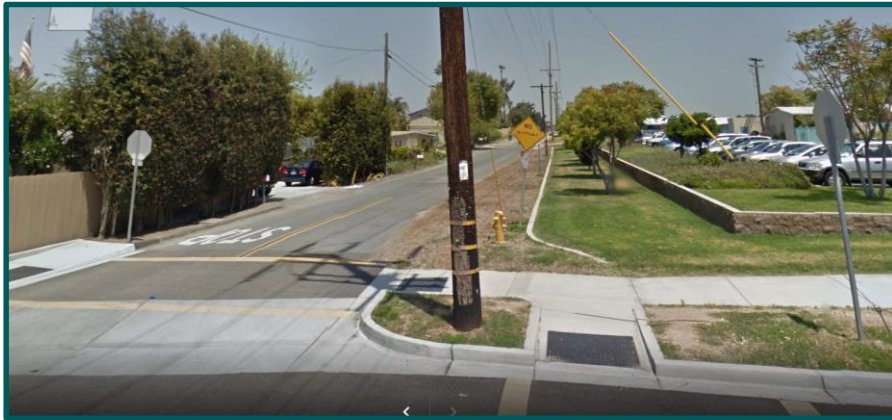
- Patagonia- Chesterfield Drive at San Elijo Avenue
- Cardiff Shopping Center- Aberdeen Drive at San Elijo Avenue



# TRANSPORTATION AND MOBILITY IMPROVEMENTS

## Nearing Construction:

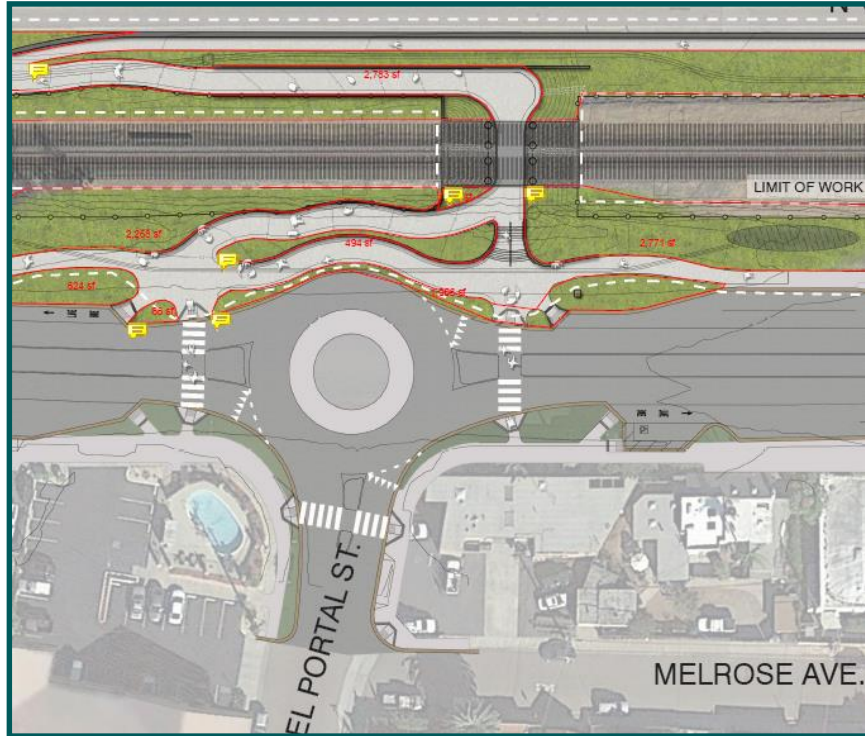
- Bonita Drive Sidewalks – Construction Summer 2019
- ADA Parking Lot Upgrades at Senior Center- Construction Fall 2019
- B Street Improvements- Construction Fall 2019
- Morning Sun Drive Sidewalk (Phase II) – Construction beginning 2019



Bonita Drive: No Sidewalk at Ocean Knoll Elementary



# TRANSPORTATION AND MOBILITY IMPROVEMENTS

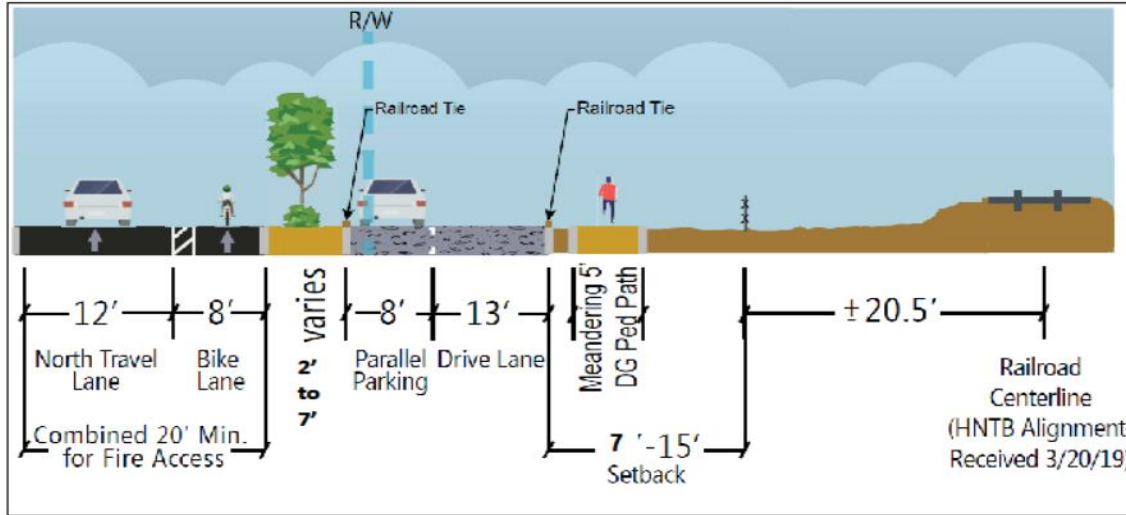


El Portal Undercrossing

## 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



N. Coast Highway 101 Streetscape – Temporary Parking Concept

## Key Projects In Design

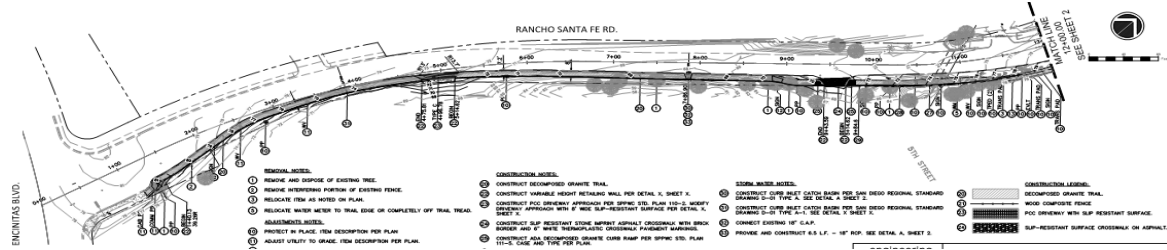
- Leucadia Streetscape (60% plan submittal by Fall 2019)
- Birmingham Drive (90% draft underway)
- Leucadia Boulevard and Hygeia Avenue roundabout (50% - June 2019)
- El Camino Real Active Transportation—green bike lanes and “Z” crossing (100%)
- Recreational Trails 82 and 95

# TRAIL & PARK PROJECTS - CURRENTLY IN DESIGN

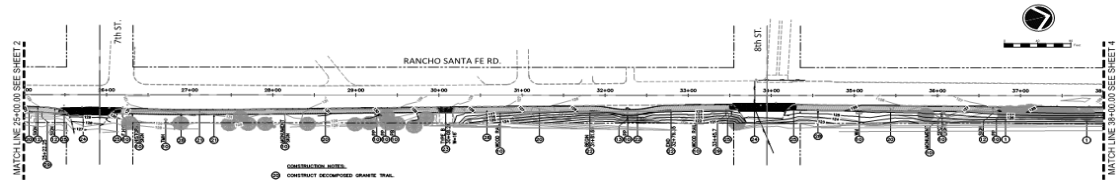
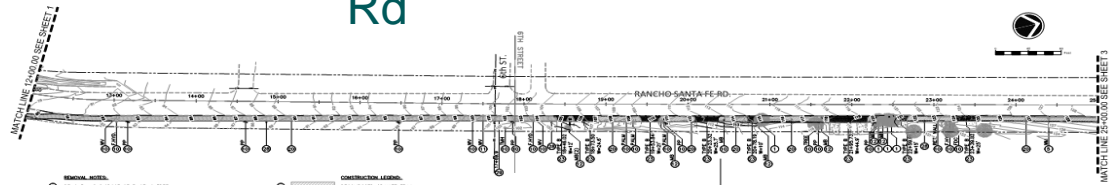
## Trails

- 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 82 – Rancho Santa Fe Rd



# 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



# HOUSING

## **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



# HOUSING - OPENING DOORS ENCINITAS

## Fiscal Year 2018-19 (through 3<sup>rd</sup> Quarter)

| FY 2017-18 Goals & Accomplishments              | Goal                              | Actual | Percentage |
|---|-----------------------------------|--------|------------|
| <i>Assessments Completed</i>                    | 50 Households                     | 13     | 26%        |
| <i>Households Assigned to Housing Navigator</i> | 70 Households                     | 67     | 96%        |
| <i>Households Matched to Housing Resources</i>  | 70% Assigned to Housing Navigator | 23     | 49%        |
| <i>Households Placed into Permanent Housing</i> | 32 Households                     | 20     | 63%        |
| <i>Referrals to County Social Worker</i>        | 15 Households                     | 7      | 47%        |

### The Community Resource Center (CRC) Opening Doors Program 2018-19 (through 3<sup>rd</sup> 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*

# CLIMATE ACTION PLAN



## ***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



## COMMUNITY FORUM ON PROPOSED GAS-POWERED LEAF BLOWER ORDINANCE

Monday, May 13, 2019  
6:00 p.m.

Encinitas Community Center, Banquet Hall  
1140 Oakcrest Park Drive

Join in the community discussion about the City's proposed Gas-Powered Leaf Blower Ordinance and how this proposal will help our environment! Topics will include an overview of the proposed ordinance, how this ordinance will help achieve the City's greenhouse gas emissions reduction goals, and ways that the entire community can do their part.

Learn more about the City's Gas-Powered Leaf Blower Initiative, at our Climate Action Plan webpage; [EncinitasCA.gov/Climate](http://EncinitasCA.gov/Climate)



# BUILDING & DEVELOPMENT ACTIVITY

| Building Permits              | FY 18/19*     | FY 17/18     | FY 16/17     |
|-------------------------------|---------------|--------------|--------------|
| Permits Issued                | 1,089*        | 5,197        | 3,835        |
| Assessed Valuation            | \$56,533,097* | \$68,908,469 | \$55,731,603 |
| * July 1, 2018 – May 16, 2019 |               |              |              |

| Discretionary Permits        | FY 18/19*   | FY 17/18   | FY 16/17   |
|------------------------------|-------------|------------|------------|
| Planning Commission          |             |            |            |
| ▪ Discretionary Permits      | 48*         | 42         | 47         |
| ▪ Policy Recommendations     | 2*          | 3          | 1          |
| Administrative Permits       | 54*         | 65         | 69         |
| <b>TOTAL</b>                 | <b>104*</b> | <b>110</b> | <b>117</b> |
| * July 1, 2019 – May 2, 2019 |             |            |            |

# POLICE SERVICES



## 38% reduction in property crimes in Encinitas

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

## 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.

# FIRE & MARINE SAFETY



- 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

# FIRE & MARINE SAFETY



| Call Type                         | Calls for Service |               |               |
|-----------------------------------|-------------------|---------------|---------------|
|                                   | CY 16             | CY 17         | CY 18         |
| Fire & Medical                    | 6,611             | 6,868         | 6,572         |
| Water Rescues                     | 1,135             | 1,658         | 1,601         |
| Beach Medical Aids                | 2,229             | 2,067         | 1,778         |
| Preventative Beach/Ocean Contacts | 15,704            | 17,262        | 20,766        |
| <b>Total</b>                      | <b>25,679</b>     | <b>27,855</b> | <b>30,717</b> |

# 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

- 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

Option 1 - Drought Tolerant Tree Palette - Planting Plan 1



**ACCENT**

- W - Marina Madrone
- Sp - Silk Tree
- Sp - Golden Trumpet
- Su - Crape Myrtle
- F - Chinese Pistache
- F - Yellow Jacaranda

**EVERGREEN**

- Umbrella
- Escarpment Live Oak
- Island Oak
- Tall
- Lemon-Scented Gum
- Cork Oak

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.



# COMMUNICATIONS

## Number of Followers on City e-Newsletters and Social Media Platforms

|                | As of October 2017 | As of October 2018 | As of May 2019 |
|----------------|--------------------|--------------------|----------------|
| CM eNewsletter | 1,124              | 1,203              | 1,231          |
| Facebook       | 13,552             | 14,190             | 14,882         |
| Twitter        | 2,406              | 3,090              | 3,352          |
| Instagram      | 2,406              | 3,090              | 4,897          |
| NextDoor       | -                  | 21,513             | 24,190         |

# COMMUNICATIONS

**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



# CITY MANAGER PRIORITY

## Organizational Development & Training

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.*



