



MISSION STATEMENT

Enhancing the style and character of Encinitas by balancing growth, preservation and conservation for those who live, work and play in our community.

GUIDING PRINCIPLES

CUSTOMER SERVICE FOCUSED

We seek to understand our customers' goals and needs in order to help guide them through our processes and offer available program assistance.

MANAGEMENT SERVICES

PROMOTE QUALITY OF LIFE

We promote and encourage a community that is safe, economically sustainable, and environmentally conscious.

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COMMUNICATION THROUGH COLLABORATION

We value open and honest communication, which is the basis for our collaborative decision-making and action.

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FOCUS ON ACCURACY, TIMELINESS AND COST SAVINGS

We recognize the costs associated with doing business and the value of communicating accurately, while meeting established deadlines.

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SOLUTION ORIENTED

We strive to maximize the desired outcome by using a forward-thinking, goal-directed approach.

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ETHICAL & TRANSPARENT WORK

We conduct ourselves with honesty and integrity, live up to our commitments and openly communicate our processes and actions to the public in order to promote trust.

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EFFICIENT & EFFECTIVE OPERATIONS

We continually improve operational processes and enhance our services through efficient and effective methods and solutions to ensure an organization that is customer-focused, proactive, consistent and responsive.

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WE DO THINGS 'ENCINITAS STYLE'

We recognize and value the unique quality and charm of each of the five communities and through our actions and decisions, we strive to preserve the character and identity that makes Encinitas thrive.