

Vision Statement

SAN DIEGO

“America’s Finest City”



OUR VISION

A well managed City in a thriving community!

OUR MISSION

We provide a fiscally-sound, effective government that is responsive and dependable; a safe, well-maintained and healthy environment; and abundant opportunities so our residents and visitors can enjoy the highest quality of life.

OUR VALUES

ACCOUNTABILITY

We take responsibility for our actions and for delivering results

ONE CITY

We work as a team across all boundaries to achieve more

DIVERSITY

We treat each person with dignity, fairness, and respect; we respect the diversity of our workforce and our community

OPENNESS

We are honest and open as we do our work

INTEGRITY

We demonstrate honor in all we do, we do the right thing

SERVICE

We are responsive to the needs of our community, we are proud to deliver City services with excellence

OUR GOALS

Safe, clean neighborhoods

Fiscally-sound, efficient city government

Sustainable growth and economic prosperity

Responsive and innovative workforce