Strategic Plan

City of San Diego
Fiscal Year 2022 Adopted Budget

MISSION
To effectively serve and support our communities

VISION
A world-class city for all

VALUES

Integrity
- Do the right thing
- Be ethical, truthful, and fair
- Take responsibility for our actions

People
- Value customers and employees as partners
- Recognize that an engaged City workforce is the key to quality customer service
- Promote diversity as a strength

Service
- Exhibit pride in all that we do
- Treat others as we would like to be treated
- Anticipate and promptly respond to requests

Excellence
- Foster a high-performing culture
- Establish clear standards and predictable processes
- Measure results and seek improvement in everything we do

GOALS

Goal 1: Provide high quality public service

Goal 2: Work in partnership with all of our communities to achieve safe and livable neighborhoods

Goal 3: Create and sustain a resilient and economically prosperous city with opportunity in every community

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