



# City Strategic Plan

## Vision

Opportunity in every neighborhood, excellent service for every San Diegan.

## Mission

Every day we serve our communities to make San Diego not just a fine city, but a great city.

## Priority Areas

- Create Homes for All of Us
- Protect & Enrich Every Neighborhood
- Advance Mobility & Infrastructure
- Champion Sustainability
- Foster Regional Prosperity

## Operating Principles

### Customer Service

We value our residents, customers, and employees by designing solutions and services that put people first.

### Equity & Inclusion

We value equity by taking intentional action to create equal access to opportunity and resources.

### Empowerment & Engagement

We value a "Culture of Yes" where we empower employees to creatively solve problems and offer solutions.

### Trust & Transparency

We value transparency by using data to make better-informed decisions and build trust with the public.

