

Mayor Gloria Unveils New City of San Diego Strategic Plan

<https://performance.sandiego.gov/>

FACT SHEET

The Strategic Plan outlines how the City of San Diego can have a positive impact on the lives of individuals, families, organizations and communities in San Diego. The plan defines expected outcomes and measures progress toward them on a publicly accessible online dashboard. It is intended to grow and evolve over time and will help the City create opportunity in every neighborhood and offer excellent service for every San Diegan.

Within the Strategic Plan, residents will find the City's vision, mission, operating principles and priority areas of focus for 2022 and beyond.

This action-oriented plan outlines the specific outcomes and related strategies on which City leaders and employees will work collaboratively to deliver what our community needs.

Operating Principles

Customer Service:

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

Empowerment & Engagement:

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

Equity & Inclusion:

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

Trust & Transparency:

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



PRIORITY AREAS OF FOCUS

Create Homes For All of Us

Every San Diegan deserves to have a safe place to call home. The Strategic Plan prioritizes the creation of diverse types of affordable and accessible housing for all.

Protect & Enrich Every Neighborhood

All of us should be able to live in safe and secure communities, with a variety of core amenities that improve quality of life.

Advance Mobility & Infrastructure

San Diegans deserve efficient, safe transportation and well-functioning infrastructure. Improving fundamental paths of travel, like ensuring safe, high-quality roads, will be an important part of improving mobility as a whole.

Champion Sustainability

San Diego will plan its built environment and adapt services in a manner that sustains our natural environment and public health, and ensures the region is resilient amid climate change.

Foster Regional Prosperity

The City of San Diego supports a thriving regional economy and developing the talented workforce we need to sustain economic opportunity in the future.