Mission, Vision and Values

Mission

The City of Carlsbad enhances the lives of all who live, work and play in our city by setting the standard for providing top quality, efficient local government services.

Vision

A world class city.

City of Carlsbad

Community Values

Small town feel, beach community character and connectedness

Enhance Carlsbad's defining attributes — its small town feel and beach community character. Build on the city's culture of civic engagement, volunteerism and philanthropy.

Open space and the natural environment

Prioritize protection and enhancement of open space and the natural environment. Support and protect Carlsbad's unique open space and agricultural heritage.

Access to recreation and active, healthy lifestyles

Promote active lifestyles and community health by furthering access to trails, parks, beaches and other recreation opportunities.

The local economy, business diversity and tourism

Strengthen the city's strong and diverse economy and its position as an employment hub in north San Diego County. Promote business diversity, increased specialty retail and dining opportunities, and Carlsbad's tourism.

Walking, biking, public transportation and connectivity

Increase travel options through enhanced walking, bicycling and public transportation systems. Enhance mobility through increased connectivity and intelligent transportation management.

City of Carlsbad

Sustainability

Build on the city's sustainability initiatives to emerge as a leader in green development and sustainability. Pursue public/private partnerships, particularly on sustainable water, energy, recycling and foods.

History, the arts and cultural resources

Emphasize the arts by promoting a multitude of events and productions year-round, cutting-edge venues to host world class performances, and celebrate Carlsbad's cultural heritage in dedicated facilities and programs.

High quality education and community services

Support quality, comprehensive education and lifelong learning opportunities, provide housing and community services for a changing population, and maintain a high standard for citywide public safety.

Neighborhood revitalization, community design and livability

Revitalize neighborhoods and enhance citywide community design and livability. Promote a greater mix of uses citywide, more activities along the coastline and link density to public transportation. Revitalize the downtown Village as a community focal point and a unique and memorable center for visitors, and rejuvenate the historic Barrio neighborhood.

Organizational Values

Character

We conduct ourselves with integrity, openness, courage and professionalism, driven by a calling to serve others.

Innovation

We are thoughtful, resourceful and creative in our quest for continuous improvement, always looking for better, faster ways to get things done.

Stewardship

We responsibly manage the public resources entrusted to us.

Excellence

We hold ourselves to the highest standards because our community deserves the best.

Empowerment

We help people achieve their personal best by creating an environment where they feel trusted, valued and inspired.

Communication

We communicate openly and directly. Promoting engagement and collaboration makes our organization better and our community stronger.

City of Carlsbad