Community Information

Encinitas

Encinitas

Located along six miles of Pacific coastline in northern San Diego County, Encinitas has an approximate population of 60,000 and is characterized by coastal beaches, cliffs, flat-topped coastal areas, steep mesa bluffs and rolling hills. Our city was incorporated in 1986, drawing together the communities of New Encinitas, Old Encinitas, Cardiff-by-the-Sea, Olivenhain and Leucadia.

There is a significant flower growing industry in the City and many people claim that Encinitas is the Flower Growing Capital.   As the City has developed, it has grown up around the pre-existing flower growers. Quail Botanical Gardens is a beautiful oasis to visit with an Amazon Rainforest and the largest display of bamboo in the world. The gardens of the Self Realization Center are beautiful and sit overlooking the ocean in a serene garden-like setting.

Golf enthusiasts will enjoy our new Encinitas Ranch Golf Course, a championship 18 hole par 72 course with panoramic ocean views. This public facility has five tees available and can be enjoyed by golfers of all abilities.

Downtown 101 is a coastal shopping district over 100 years old featuring historic architecture, quaint shops, sidewalk cafes, and restaurants framed by beautiful flower baskets. The organization Downtown Encinitas Merchants Association (DEMA) is a great resource for information on business in Encinitas.
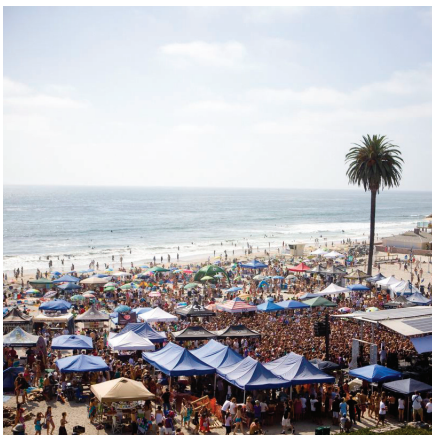
The beaches in Encinitas are outstanding. There are many stretches of beach that lie between Cardiff-by-the-Sea and La Costa. The surfing is unbeatable and many surf contests are held throughout the year in Encinitas. The San Elijo Lagoon Reserve is the largest coastal wetland in San Diego County and is home to nearly 300 different bird species throughout the year.

The Encinitas Visitor's Center, located at 859 Second Street, within the Chamber of Commerce's offices, is an informational site promoting Encinitas. The center directs visitors to local landmarks, restaurants, lodging and provides information on area demographics. Maps, publications, brochures, and souvenirs are available, as well as discounted tickets to Legoland, Wild Animal Park, and the San Diego Zoo.

The natural beauty of our communities, along with temperatures between 40 and 85 degrees year-round make Encinitas a spectacular place to live.

History

This place called Encinitas sits on the coastline of the Pacific Ocean and is embraced by the Batiquitos Lagoon to the north and the San Elijo Lagoon to the south. The first inhabitants were Indians called the San Dieguitos, the La Jollans, and the Dieguenos.   It was the Diegueno's group who were mission converts and helped to build the Spanish Missions. In 1669, the Governor of Baja California, Gaspar de Portola, led an expedition throughout the San Diego and Monterey areas. His mission was to build several "presidios," establishing a teaching base for schools and religion. When the expedition made its way through Encinitas on the El Camino Real, he named the area for the small oak trees on the surrounding hills. He named this area "Encina Canada," Spanish

for "Hills of Live Oaks." The area changed governmental hands from Spain to Mexico and in the 1800-s the Mexican government issued land grants to ranchers who would establish settlements in the San Diego area and who were willing to be under Mexico's rule.

In 1881, Jabez Pitcher settled in Encinitas and is considered to be the father of the town. Pitcher came to San Diego and filed a claim for 160 acres on a mesa near the railroad tracks where the Encinitas Civic Center is now located. In 1870, a few miles north of the railroad tracks, English spiritualists named their settlement Leucadia after one of the Greek Isles. The name means "Isle of Paradise" or "Place of Shelter." The five-acre tracts were named after Greek gods and mythical figures.

The modern history of "Cardiff" began in 1875 when the McKinnon family homesteaded on the north shore of the San Elijo Lagoon. In 1909, J. Frank Cullen bought a large tract in San Elijo, had it surveyed, and established streets and lots. He named his town in 1914, calling it "Cardiff-by-the-Sea," after Cardiff, Wales.   The "Olivenhain" portion of Encinitas was established as a community in 1884 by a small group of German immigrants. The old Olivenhain Meeting Hall is still used today for social events and meetings.

The City of Encinitas was founded over 100 years ago and is now made up of five communities that take pride in their own distinct personalities. "Historic Encinitas" fills the Highway 101 Corridor that parallels the beautiful beaches and ocean. "New Encinitas" centers on El Camino Real ("The Kings Highway" founded by the early missionaries from Spain). "Cardiff-by-the-Sea" is made up of quaint homes dotting the hillsides overlooking the sea. "Leucadia" is famous for its giant eucalyptus trees that line the main thoroughfare on the Coast Highway. "Olivenhain" (which means "olive grove" in German) boasts plenty of open horse country, pastures, and a rural way of life.

Utilities

Frequently Asked Questions

Q. How do I get my electricity or gas heat turned on?
A. Call SDG&E to set up your service: Customer Service, Billing and General Information (24 hours a day) 1-800-411-SDGE (7343).

Q. I smell gas in my home, who do I call?
A. SDG&E will send out a service person, free of charge, to investigate the problem. Call 1-800-411-SDGE (7343) to schedule an appointment.

Q. I am planning to move. How can I get my gas and electric service transferred to my new address?
A. To transfer your gas and electric service, call 1-800-411-SDGE (7343) at least five working days before your scheduled move date.

Q. I am buying a new house and will need gas and electric meters installed. What steps do I take?
A. Call 1-800-411-SDGE (7343) to apply for the installation of meters at your new home. It is important to remember that you must receive final inspection

approvals from both SDG&E and from the city or county before we can install the gas and/or electric meters.

Q. There are trees around my home that are touching power lines. Do I call SDG&E or the City of Encinitas to have them trimmed?
A. SDG&E will contact the City of Encinitas and get the "ok" to trim the trees. SDG&E will trim trees when the contact between tree branches and power lines, between poles, is determined to be unsafe.   Mail SDG&E Now to request an inspection.

Q. How do I know which water district I'm located in?
A. The City of Encinitas is served by two water districts - the San Dieguito Water District (SDWD) and the Olivenhain Municipal Water District (OMWD). In general, the San Dieguito Water District serves most properties west of El Camino Real while the Olivenhain Municipal Water District serves the remainder of the City. There are some exceptions to this rule and if you need further clarification you may contact the SDWD at (760) 633-2709 or OMWD at (760) 753-6466.

Q. Who takes care of picking up my trash?
A. The City of Encinitas has an exclusive franchise agreement with EDCO Waste and Recycling Services to provide solid waste collection services in Encinitas for both residential and commercial customers. EDCO is the only authorized company that can haul solid waste in the City of Encinitas.

Q. I want to recycle - who do I call?
A. Residential trash service includes curbside green waste collection and recyclable materials (mixed paper, glass, plastic and aluminum cans) collection at no additional charge. To arrange for recycling containers, please contact EDCO at (760) 436-4151. For information regarding recycling of other items, please contact Solana Center for Environmental Innovation at (760) 436-7986.

Q. How do I dispose of household hazardous waste?
A. Encinitas residents may dispose of their household hazardous waste (HHW) at permanent collection facilities located in Poway and Vista. Door-to-door HHW pickup is available for homebound elderly and handicapped citizens at no charge. All other residents may receive home pickups for a $10 co-payment. In addition, periodic one-day collection events (Citywide and regional) are held. For further information regarding the City's HHW programs, please call (800) 444-4244.

Q. How is my sewer service charge calculated and billed?
A. Sewer service charges are billed on your property tax bill, which is mailed by the County Assessor's Office in September.

For residential customers in the Encinitas Sanitary Division and the Cardiff Sanitary Division, the charge is based on the two lowest bi-monthly water readings taken during the winter months (December through May). For customers serviced by the Olivenhain Municipal Water District (OMWD), monthly water readings are combined to obtain bi-monthly readings (i.e., December+January = January, February+March = March, April+May = May).

The charge for commercial customers is based on an entire year's water use

(readings from July through June).

Sewer services for some residents of Leucadia and New Encinitas are provided by the Leucadia Wastewater District. Please call 760-753-0155 for further information on fees and services.

Q. Why are you using flow-based rates instead of flat (fixed) rates?
A. Flow-based rates are more equitable since each customer pays for what they put into the sewer system. Since our costs for sewer collection and treatment increase as the amount of wastewater from your home or business increases, it is the fairest method of billing for sewer service.

Q. How will I know what my charge is going to be each year?
A. Your annual sewer service charge appears as a separate line item on your property tax bill. You may also call the Public Works Department at 760-633-2840 to obtain this information after it has been determined (normally by late August). When calling, please be sure to have your Assessor's Parcel Number or your address.

Q. How does the flow-based rate structure account for water used outdoors?
A. Our rate structure considers that a percentage of your metered water use will not be returned to the sewer system. In calculating your charge, a predetermined percentage is discounted. The percentage used differs based upon type of customer (residential, and non-residential). The percentage is determined by analyzing the total water consumption and total sewage flows entering the treatment plant.

Q. What if I have an unusual circumstance that results in a charge that is not reflective of my amount of discharge into the sewer?
A. Annual sewer service charges can be adjusted when it can be positively demonstrated that any of the following situations exist:

A water leak;

The percentage of water returned to the sewer is less than our established percentage;

Water from one or more meters is not discharged into the sewer system;

Ownership of property changes and the water consumption history from the previous owner does not reflect your use.

If you wish to request an administrative review of your charge for the above reasons, you may complete an official application form provided by the Public Works Department.

Q. How can I lower my charge?
A. The San Dieguito Water District (SDWD) and Olivenhain Municipal Water District (OMWD) provide water conservation tips for cutting indoor and outdoor usage, which may result in a lower sewer service charge. Both agencies arrange residential water surveys, in which a representative will visit your home and identify areas for water saving opportunities. For more information, please contact SDWD at 760-633-2709 or OMWD at 760-753-6466.

Q. How do I get my telephone turned on?
A. Call 1-800-310-BELL (2355) for residential customer service, weekdays from 8am to 6 pm, or call Pacific Bell's 24 Hour Information Line 1-800-21-GUIDE (1-800-214-8433) which will answer most frequently asked questions.
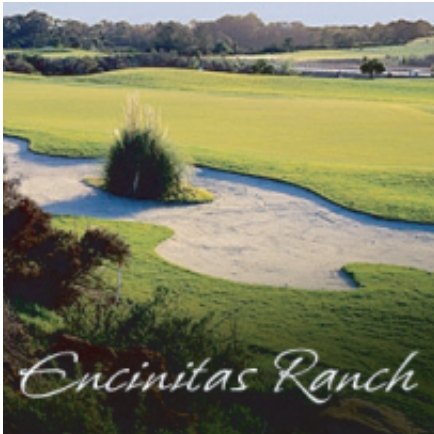
Q. Who do I call to get cable installed at my home?
A. This depends on where you live. There are two providers, Cox Communications (North County Office (760) 806-9809) and Time Warner (Customer Service 1-877-213-1053). You'll need to contact them about what services they provide and their areas serviced.

Encinitas Ranch Golf Course

The Encinitas Ranch Golf Course, located on rolling hills overlooking the Pacific Ocean, is one of the City's gems. The City owns the course and administers the operations contract. Daily operations of the course have been contracted to J.C. Resorts.

The course is located at 1275 Quail Gardens Drive, at the intersection of Leucadia Blvd. and Quail Gardens Drive. For course information, please call (760) 944-1936 or 1-800-662-6439. You can also learn more about the course by visiting the J.C. Resorts web site at http://www.jcgolf.com/encinitas.htm.
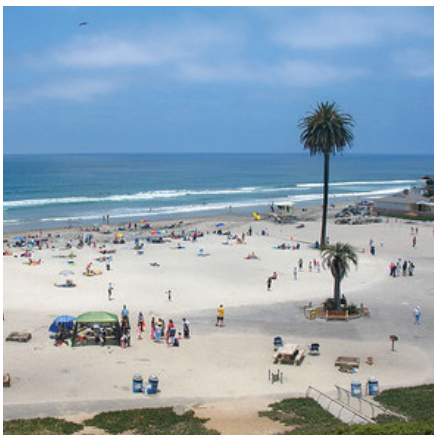
Beaches & Parks

With no less than 11 beaches, each having its own unique appeal, there is truly a beach place for everyone. Some are city beaches while others are state beaches where camping is allowed and tide pools are found. Whether it is surfing, scuba diving, sunning, hiking or just basking in the serenity of a secluded beach, it is all here.

For the fitness enthusiast who thrives on challenge, try Stonesteps Beach. The killer stairs leading down from the bluffs are sure to surpass your expectations. The beach disappears at high tide, so beware; check the tide charts before exploring this uncrowded beach.

For the surfer there is Swami's Beach, which was forever immortalized in the Beach BoysSurfin USA.

This beach is a surfer's heaven! Great scuba diving is just offshore from Swami[1]s at the Encinitas Marine Life Refuge, North County's only underwater park. Moonlight Beach could be labeled [3]the beach with everything because it has all the typical amenities including lifeguard towers, play areas, restrooms, telephones and a snack bar.

Education

Encinitas Union School District
101 S. Rancho Santa Fe Road / Encinitas, CA 92024
(760) 944-4300 / FAX (760) 942-7094 / www.eusd.k12.ca.us

Elementary Schools
Capri
941 Capri Road / Encinitas, CA 92024
(760) 944-4360 / http://www.eusd.net/ca/

Flora Vista
1690 Wandering Road / Encinitas, CA 92024
(760) 944-4329 / http://www.eusd.k12.ca.us/fv/

Ocean Knoll
910 Melba Road / Encinitas, CA 92024
(760) 944-4351 / http://www.eusd.net/ok/

Park Dale Lane
2050 Park Dale Lane / Encinitas, CA 92024
(760) 944-4344 / http://www.eusd.k12.ca.us/pd/

Paul Ecke Central
185 Union Street / Encinitas, CA 92024
(760) 944-4323 / http://www.eusd.k12.ca.us/pe/

San Dieguito Union High School District
5951 Village Center Loop Road / San Diego, CA 92130
Phone: (858) 350-0253 / Fax: (858) 350-0280 / www.sduhsd.net

Middle Schools
Diegueño
2150 Village Park Way / Encinitas, California 92024
Phone: (760) 944-1892 / Fax: (760) 944-3717
http://www.sduhsd.net/dg

Oak Crest
675 Balour Drive / Encinitas, California 92024
Phone: (760) 753-6241 / Fax: (760) 942-0520
http://www.sduhsd.net/oc

High Schools
Canyon Crest Academy
5951 Village Center Loop Road / San Diego, California 92130
Phone: (858) 350-0253 / Fax: (858) 350-0280
http://www.sduhsd.net/cc/

La Costa Canyon
1 Maverick Way / Carlsbad, California 92009
Phone: (760) 436-6136 / Fax: (760) 943-3539
http://lc.sduhsd.net

San Dieguito Academy
800 Santa Fe Drive / Encinitas, California 92024
Phone: (760) 753-1121 / Fax: (760) 753-8142
http://www.sduhsd.net/sd/

Private Schools

Encinitas Country Day School (Middle School)
www.countrydayschools.org

Grauer School (Private, college preparatory)
http://www.grauerschool.com/

Pacific Academy
http://pacificacademy.org/Welcome.html

Population and Housing Estimates
City of Encinitas

SANDAG

	Jan 1, 2021
Total Population	**62,289**
Household Population	61,761
Group Quarters Population	528
Persons Per Household	**2.48**

Housing and Occupancy

	Total Units	Households	Vacancy Rate
Structure Type	**26,364**	**24,935**	**5.4%**
Single Family - Detached	16,186	15,325	5.3%
Single Family - Attached	5,334	5,024	5.8%
Multi-Family	4,105	3,891	5.2%
Mobile Home and Other	739	695	6.0%

Household Income
Households by Income Category (2010 $, adjusted for inflation)

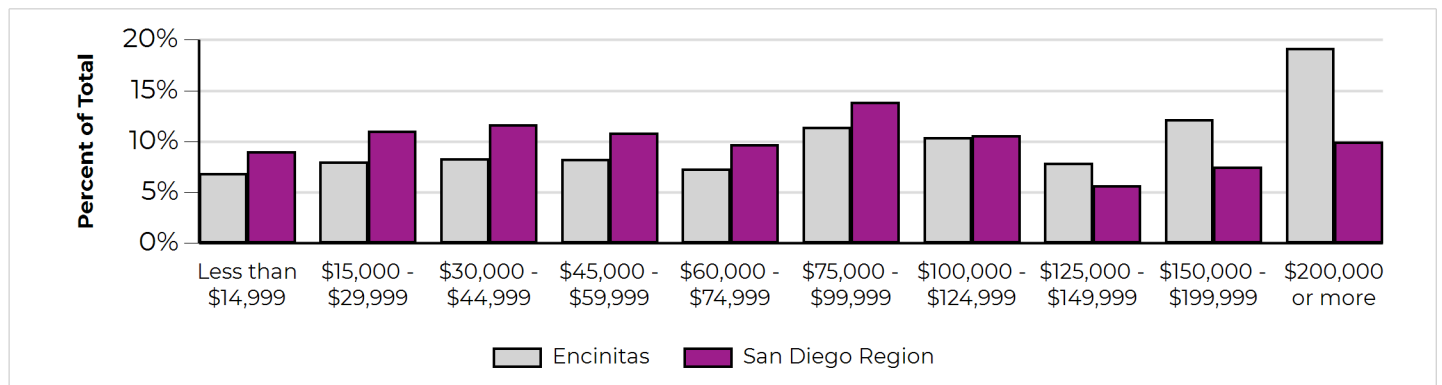|	Less than $15,000	$15,000-$29,999	$30,000-$44,999	$45,000-$59,999	$60,000-$74,999	$75,000-$99,999	$100,000-$124,999	$125,000-$149,999	$150,000-$199,999	$200,000 or more
% of Total	7%	8%	8%	8%	7%	11%	10%	8%	12%	19%

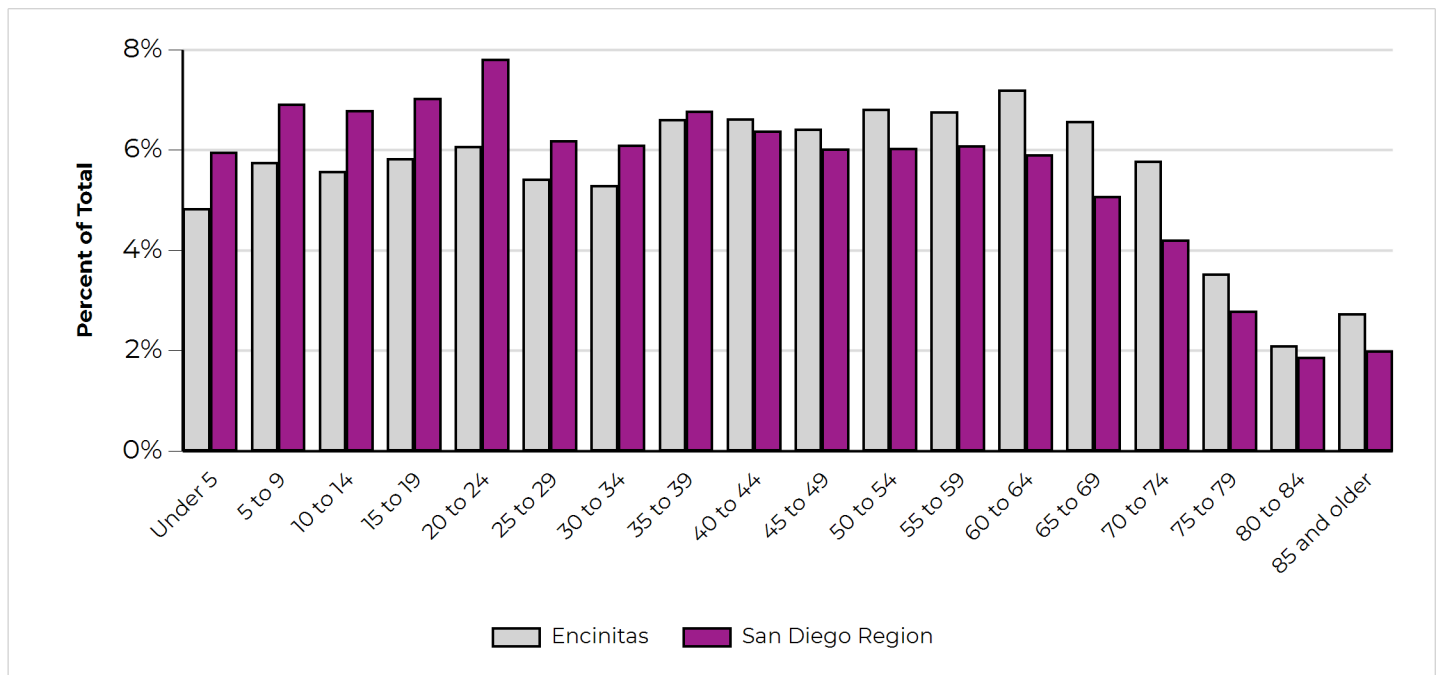| **Median Household Income**	2021
Adjusted for Inflation (2010 $)	$99,373
Not adjusted for inflation (current 2020 $)	$123,043

DATA SOURCES AND IMPORTANT ADVISORY:

SANDAG Population and Housing Estimates are derived from a composite of data sources, including the California Department of Finance (DOF) E-5 Population and Housing Estimates for Cities, Counties, and the State, 2020-2022; the 2021 SANDAG Land Use and Housing Units inventory; the Census American Community Survey (ACS) Detailed tables; and the vintage 2020 DOF P-3 Race/Ethnicity and Sex by Age for California and Counties.

Caution should be taken when using Population and Housing Estimates, especially for small areas of geography. Sampling error inherent with the data may materially impact the reliability of the estimates, resulting in a substantial margin of error. Additionally, conclusions should not necessearily be drawn about small differences between two or more estimates because they may not reflect statistically significant differences.

Source: SANDAG, Population and Housing Estimates, v2021
SANDAG
www.sandag.org

March 2, 2023
Encinitas
Page 1 of 3

Population by Age and Sex

	Total	Male	Female	Percent Female
Total Population	**62,289**	**31,092**	**31,197**	**50%**
Under 5	3,010	1,613	1,397	46%
5 to 9	3,589	1,856	1,733	48%
10 to 14	3,475	1,770	1,705	49%
15 to 17	2,259	1,204	1,055	47%
18 and 19	1,375	715	660	48%
20 to 24	3,783	2,014	1,769	47%
25 to 29	3,379	1,731	1,648	49%
30 to 34	3,300	1,674	1,626	49%
35 to 39	4,118	2,095	2,023	49%
40 to 44	4,126	2,125	2,001	48%
45 to 49	4,001	2,044	1,957	49%
50 to 54	4,247	2,102	2,145	51%
55 to 59	4,219	2,071	2,148	51%
60 and 61	1,861	932	929	50%
62 to 64	2,623	1,269	1,354	52%
65 to 69	4,096	1,966	2,130	52%
70 to 74	3,605	1,704	1,901	53%
75 to 79	2,201	1,050	1,151	52%
80 to 84	1,313	568	745	57%
85 and older	1,709	589	1,120	66%
Under 18	12,333	6,443	5,890	48%
65 and older	12,924	5,877	7,047	55%
Median Age	43.5	42.1	45.0	N/A

Population by Age

Source: SANDAG, Population and Housing Estimates, v2021
SANDAG
www.sandag.org

March 2, 2023
Encinitas
Page 2 of 3

Population by Race, Ethnicity and Age

| | Hispanic | Non-Hispanic | | | | |
		White	Black	American Indian	Asian & Pacific Isl.	All Other
Total Population	**11,497**	**45,452**	**341**	**242**	**3,022**	**1,735**
Under 5	775	1,970	15	10	131	109
5 to 9	985	2,322	11	11	145	115
10 to 14	929	2,192	39	13	127	175
15 to 17	563	1,466	23	5	90	112
18 and 19	309	906	42	6	46	66
20 to 24	1,040	2,297	42	13	176	215
25 to 29	919	2,156	27	15	133	129
30 to 34	785	2,220	10	13	165	107
35 to 39	736	2,988	15	14	219	146
40 to 44	789	3,005	16	21	184	111
45 to 49	737	2,900	12	23	237	92
50 to 54	691	3,157	15	22	286	76
55 to 59	605	3,252	21	16	238	87
60 and 61	258	1,476	5	5	93	24
62 to 64	280	2,168	4	6	128	37
65 to 69	402	3,426	11	21	190	46
70 to 74	279	3,096	11	13	166	40
75 to 79	171	1,870	11	10	113	26
80 to 84	115	1,102	9	1	70	16
85 and older	129	1,483	2	4	85	6
Under 18	3,252	7,950	88	39	493	511
65 and older	1,096	10,977	44	49	624	134
Median Age	31.5	47.1	24.8	45.0	47.0	27.9

Source: SANDAG, Population and Housing Estimates, v2021
SANDAG
www.sandag.org

March 2, 2023
Encinitas
Page 3 of 3