

RESOLUTION NO. 2024-XXXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
SAN MARCOS ADOPTING FOUR CORE  
ORGANIZATIONAL VALUES

WHEREAS, the culture of the City of San Marcos, as an organization, has long been summarized with three words, the “San Marcos Way;” and

WHEREAS, while not formally defined, the San Marcos Way has become shorthand for an approach to running local government with a business mindset; and

WHEREAS, in 2023, the City’s Executive Team undertook a comprehensive, iterative process to define the combination of characteristics that was truly unique to how San Marcos operates; and

WHEREAS, the following four core organizational values that emerged from this process included:

- Customer Service: Be a problem solver;
- Fiscal Responsibility: Operate like an efficient business;
- Teamwork: Be a good partner;
- Professional: Build to last; and

WHEREAS, naming these core values does not mean they are the only values important to the San Marcos organization; instead, they shine a light on those things most fundamental to how City staff, on a day to day basis, serves the community, makes decisions, and prioritizes resources; and

WHEREAS, with the passage of Measure Q November 6, 2024, San Marcos voters approved 10 years of funding needed to keep San Marcos safe and strong; and

WHEREAS, the City of San Marcos wishes to demonstrate every day that taxpayer resources are being put to their highest and best use.

NOW, THEREFORE, be it resolved that the City Council of the City of San Marcos, California, does hereby adopt the four core organizational values demonstrate its commitment to ensuring San Marcos continues to set the bar for efficient, customer-focused local government.

PASSED, APPROVED and ADOPTED by the City Council of the City of San Marcos, California, this 11<sup>th</sup> day of March, 2025 by the following roll call vote:

AYES: COUNCILMEMBERS:  
NOES: COUNCILMEMBERS:  
ABSENT: COUNCILMEMBERS:

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Rebecca D. Jones, Mayor  
City of San Marcos

ATTEST:

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Phillip Scollick, City Clerk  
City of San Marcos