We are a **thriving seaside city** with an active and casual beach culture, high quality of life, and enterprising economy. Our beaches, waterfront and harbor, aerospace industry and regional mall serve to frame our safe family centered neighborhoods with award winning schools.

**Sustainability is important to us** – as the community changes and evolves over time, we want to be able to adapt in an environmentally, economically, and fiscally responsible way embracing new technologies and economies to move towards a balance between our residential and employment sectors.

Redondo Beach is **safe, family-friendly** and a **highly desirable place to live**. Our residents and businesses have strong community ties and are invested in the future of our neighborhoods in ways not found in larger cities. Our police and fire departments serve our community as if it were a small town—providing neighborhood service rooted in earlier traditions.

Our City provides a **variety of housing** that appeals to the life styles and affordability needs of our residents. Multiple generations of homeowners and renters including families with children, first time home buyers, working professionals, empty nesters and retirees choose to live here.

We are an **active, health-oriented community** that enjoys outdoor living. Our recreational opportunities, attractive streetscapes, vibrant gathering spaces, and walkable corridors, contribute to the health and well-being of residents and visitors. Our parks and open space amenities and programs are vital components of our community. These recreational spaces, active and passive, are distributed equitably throughout the community and are connected through our network of bicycle and pedestrian trails.

Business and technology are important in Redondo Beach. We **embrace creativity, innovation, and technological advances** to attract businesses that are on the cutting edge of their industries. We have **reimagined and revitalized our corridors, the waterfront, our regional mall, and all commercial and industrial sectors** to create more quality jobs and unique destinations for residents, employers, and visitors.

We continue to **adopt new modes of transportation**—reducing our reliance on personal automobiles. Our location along the Green Line connects our residents to regional employment centers and cultural destinations throughout the greater Los Angeles region. Advancements in transportation, coupled with changes in land use policies, have transformed the way we move around our City and have alleviated our once congested streets.

Our **City leaders support meaningful civic engagement** to ensure decisions related to the future of our community are informed, transparent and reflective of our citizens’ views. The City’s open lines of communication allow for respectful, well-informed and productive discussions that result in balanced decisions regarding the future of our community.

Redondo Beach is the best of both worlds—all the **excitement and opportunity** of a large city with the **charm, beauty and attitude** of a small town.