



MAD Progress Report

December 2020

What better way to ring in the 2021 New Year than with 21 newly planted jacaranda trees along Pearl Street? After three months of planning and coordination, 21 jacaranda trees were successfully planted in empty tree wells and dirt patches along Pearl Street from La Jolla Boulevard to Girard Avenue and in several immediately adjacent areas.

Purchased through a donation from the Village Garden Club of La Jolla, the 21 jacaranda trees arrived on December 18 for temporary storage and staging in the Jack in the Box parking lot and alleyway behind Bishops School. Tree planting began on December 19 and finished on December 24. A final walkthrough of the project was done December 30. All trees are now in the ground and thriving, with the La Jolla Maintenance Assessment District (LJ MAD) now assuming their ongoing care.

The Pearl Street pilot tree planting project was a community effort. Special thanks to Penelope West and Devonna Hall, Co-Chairs of the Village Garden Club of La Jolla's Tree Planting Program; Brian Williams, Facilities Manager at Bishops School; Mr. Mahfuz, Store Manager of the Jack in the Box located at 564 Pearl Street; Armstrong Garden Centers, Pacific Landcare, and the City of San Diego.

In December, LJ MAD performed landscape maintenance, litter control/trash collection, and sidewalk power washing in accordance with vendor contracts. Increased communications with these vendors have also resulted in more expedient resolution on maintenance items requiring immediate attention within the district. LJ MAD vendors are also working to maintain six dog waste stations in the district, ensuring they are regularly stocked with bags for use by those enjoying the district with their four-legged friends. Sidewalk pressure washing activities continue three days per week: daytime sidewalk pressure washing on Thursdays and Sunday and Monday nights reserved for nighttime pressure washing activities.

A project to update the Enhance La Jolla website was completed in December and the new enhancelajolla.org website, Facebook, Twitter and Instagram accounts are now live and being updated regularly. The new website and more robust social media presence will allow for faster communications with LJ MAD regarding items within the district needing attention. There is an "Enhance Alert" feature on the homepage of the new website that directly prompts visitors to an email directed to the LJ MAD District Manager for items needing immediate attention. In addition to visiting the new enhancelajolla.org website, please be sure to like Enhance La Jolla on Facebook and follow us on Twitter and Instagram.

If you see an issue needing attention within the district, please contact Enhance La Jolla at (858) 444-5892 or email manager@enhancelajolla.org