



MAD Progress Report

January 2021

In recent weeks, the La Jolla Maintenance Assessment District (LJ MAD) met with janitorial, landscaping and pressure washing vendors to review the service area covered within the district boundaries to improve service standards and reinforce a deeper understanding of cleanliness expectations. The result of these meetings are several modifications to daily and weekly maintenance activities that will help the LJ MAD better serve the community.

Cleanup efforts following recent storms have focused janitorial crews on collecting downed tree branches and other debris. These efforts along streets and sidewalks expanded to proactive removal of overgrown vegetation in areas throughout the district to help mitigate the accumulation of additional debris. Several maintenance projects of note include removal of weeds and invasive plant material in tree wells and other areas with vegetation in the public right of way.

Efforts to improve the safety and appearance of tree wells throughout the district continue with the addition of rocks and groundcover to these locations. The immediate goal is to fill most of these areas with exposed dirt in the next several months, completing the project prior to the summer season. Landscaping crews have also pruned and fertilized all potted rosebushes in the district.

Several community members have contacted the LJ MAD with concerns about increased trash along Coast Boulevard. The City of San Diego's Parks & Recreation Division is responsible for administering the area along Coast Boulevard and Ellen Browning Scripps Park. City personnel requested that the LJ MAD leave all trash emptying and pick-up activities in the park and along the coastline to their responsibility. Honoring this request, janitorial efforts of the LJ MAD are focused on all areas within the district apart from the park and Coast Boulevard. While the LJ MAD will not directly interfere with the city's refuse collection efforts in these areas, conversations with the city and other community groups have begun exploring solutions to this problem.

A project to repaint the rusted guardrail at the intersection of Prospect Street and Girard Avenue, sometimes referred to as "The Dip," will soon begin. Chris' Custom Airbrush was awarded a contract for the project, receiving unanimous support of the Enhance La Jolla Board following their review of four bids received for the project. A project timeline is now in the works.

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