

# BIRD ROCK NEWSLETTER

OCTOBER &  
NOVEMBER 2022



**BRCC  
PRESIDENT  
JOHN  
NEWSAM**

## **PRESIDENT'S COLUMN**

I was out of the country on September 11th and unable to participate in the Bird Rock cleanup effort on that National Day of Service and Remembrance. In anticipation of the day, though, I was able to find time before our departure to pick up litter on some streets nearby our home.

In past years, I have usually found myself contemplative on September 11th. I am comfortable with my own thoughts and remembrances, without a need to be with a larger crowd in commemoration. The memories of that day in 2001 are still raw. I was fortunate not to lose anyone close to me in New York, Washington or Pennsylvania, but I was then, and remain, deeply affected by the individual tragedies. I visited ground zero with my daughter only two weeks after the attack. The gaping hole where the twin towers of the World Trade Center had stood, the cloaking ash and dust and, particularly, the cloying stench were jarring. I use those thoughts as reminders of a need for vigilance and the benefits of community service.

BRCC activities and those of the Bird Rock working groups are all undertaken by volunteers. If you (or a contact), might be interested to contribute, please reach out to [info@birdrockcc.org](mailto:info@birdrockcc.org).

Any BRCC member in Bird Rock, who meets residency, property ownership, or Bird Rock business ownership requirements, is eligible to serve on the BRCC board. Annual elections for BRCC board members takes place in early November. *(Continued on page 4)*

## **BIRD ROCK ELEMENTARY FALL FESTIVAL**



**The Bird Rock Elementary Fall Festival returns on Wednesday, October 26.**

This much beloved annual festival is open to the community. Hosted by the Bird Rock Foundation, the activities run from 12:15 pm until 4:15 pm on Wednesday, October 26 and take place on the upper field, off Waverly Ave. Enjoy games, inflatables, food trucks, LOTS of prizes and more! Wristbands will be available for sale through The Foundation beforehand and at the event.

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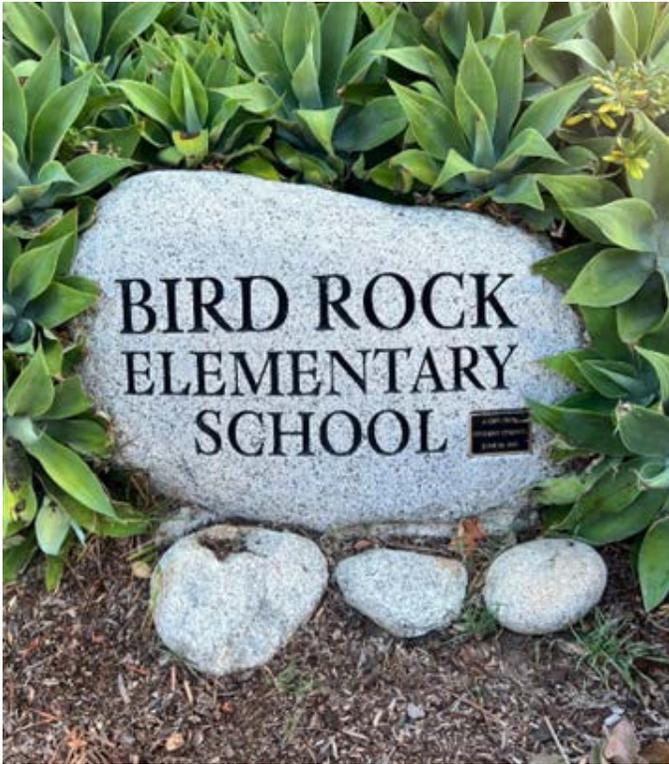
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## Bird Rock Elementary School Update

*by K. Bruner*

Bird Rock Elementary (BRE) students, teachers and parents welcomed the start of the new school year and are happy to be back with in-person learning. The first weeks of school brought much excitement with families returning to campus.

Parents were able to attend the Back-To-School-Night with classroom visits. The school is energized by the community coming together to help start a fabulous year of in-person learning.

## Bird Rock Elementary needs your support!

Advertise your business and support BRE. Business partner benefits include: school social media promotion, gala recognition, on site ads, logo on Jr Olympics Tshirts, eblast placement and much more.

Not only are the funds tax deductible, but donations help supplemental programs to enrich the educational experience of the students, including Critical Enrichment Programs (art, music, technology and science), resource teachers and additional classroom teachers to help address class size.

BRE Sponsorship Contacts: Julia Pautz or Kelsey Martin [fundraising@birdrockfoundation.org](mailto:fundraising@birdrockfoundation.org) .





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**President's Column** (continued from page 1)

I hope to see you at a next community meeting, on Tuesday October 4 and/or Tuesday November 1. If you have an item you would like to put on the agenda, or a guest that you would like us to invite, please let us know by email to [info@birdrockcc.org](mailto:info@birdrockcc.org). Please note that our Tuesday December 6 community meeting will be very brief and serve as the introduction to our community holiday party kindly being hosted by Wayfarer Bread & Pastry.

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## BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

The Annual Bird Rock Maintenance Assessment District (MAD) meeting for assessed property owners in the Bird Rock MAD District will be held on Tuesday, November 1, 2022, from 6:15 pm to 7 pm for the annual MAD update and for review and acceptance of the proposed Fiscal Year 2024 (FY24) MAD budget that runs from July 1, 2023, through June 30, 2024. This allows adequate time for review, input, and revision of the proposed budget before final submission to the MAD Division of the San Diego City Park and Recreation Department by the mid-January budget submission deadline.

The Bird Rock MAD Advisory Committee commends the Bird Rock MAD consulting manager Matt Mangano for his stellar management, productivity, and dedication and commitment to the MAD.

To report problems, ask questions, send MAD-focused information, and provide feedback, comments, or requests, please send an email directly to the Bird Rock MAD manager Matt Mangano, [admin@manganoconsulting.com](mailto:admin@manganoconsulting.com).

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## Switchback Velo, a New Bird Rock Business

Switchback Velo is a new, local full-service bike shop, open 7 days a week, and located at 5699 La Jolla Blvd. (facing Bird Rock Ave.). See <https://www.switchbackvelo.com/>.

**What they do:** “We at Switchback Velo aspire to be an inclusive cycling hub that serves all aspects of the community by offering everyone the highest level of integrity in all the work that we do. We aim to help everyone, from getting to work, to getting on podiums.”

“We are here to help. We are a full service bike shop. If its broken, we can fix it.”

**Questions?** Call them at (858)-230-6484.

**Read about their “Team”** Corey Jameson, Ian Campbell, and Max Haggard on their website.

**Read about the services** they can provide, including various levels of bike tuning, coaching, bike fitting, aero testing, and more. They carry a number of bike components, including all of the major brands, and carry or have access to full product lines from Shimano, Sram, Rotor, Ritchey, Zipp, Enve, Rolf, Selle Italia, Vittoria, Lezyne, Muc-Off, Kuant, Wahoo and many more. They also carry a “number of brands that evoke a sense of a ‘Speed Shop’ such as Wattshop, FastTT. bike, SLF Motion, SRM, and Velobike” as well as “soft goods” from brands such as Oru Case, Heavy Pedal, and more. They are happy to make calls to source you the parts you are looking for.

**Website:** <https://www.switchbackvelo.com/>.



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## Scouts Help With Bird Rock Clean Up – September 11, 2022 National Day of Service and Remembrance

Members of Boy Scout Troop 4, one of the nation’s oldest Boy Scout Troops, helped with the community clean-up project on Sunday September 11, 2022, a special day of remembrance



The results were noticeable.

All involved deserve our sincere thanks including the troop masters and adults.

Additional thanks to the parents for encouraging a second generation of volunteers and highlighting the important tradition of volunteerism.

The Scouts are always happy to help the Bird Rock community, and Bird Rock is appreciative of their support.

*Left to right, Boy Scout Troop 4, Jackson McGrath, Luke Siddons, Tyler Mebust, Daniel Danganan, Wyatt Raspotnik, Preston Wilcher, Drake Richardson, Zevan Valvonis, and Dashiell Richardson*



*Daniel Danganan, Wyatt Raspotnik*



**Bird Rock Community Council (BRCC)**  
Bird Rock Community Development Corporation

**SUPPORT the EAGLE SCOUT PROJECT to Repair/  
Replace Two Memorial Benches at Calumet Park**

Please help La Jolla Boy Scout Troop 4 member Dash Richardson with his Eagle Scout Project to repair and/or replace two deteriorating memorial benches at Calumet Parks by donating to cover the cost for supplies. The project has been approved by La Jolla Parks and Beaches and the BRCC. Dash is in the process of obtaining bench design and other approvals from the City Parks and Recreation Department and the Right-Of-Entry (ROE) permit from the City Of San Diego. Calumet Park is a shoreline mini park in the Bird Rock neighborhood. A number of the benches at Calumet Park are in need of repair or replacement, and some have concrete legs and back supports that are crumbling and cracked, increasingly unsafe, and in need of replacement.



To make a tax deductible donation towards Dash Richardson's Eagle Scout Project to replace two memorial bench at Calumet Park, please complete the information below, make your donation check payable to "BRCC," mark "Eagle Scout Project" or "Calumet Bench Project" in the memo section, and mail or deliver this form and your tax deductible contribution to:

**Bird Rock Community Council (BRCC)**  
**5666 La Jolla Blvd, PMB 168, La Jolla, CA 92037**

Print Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Email address \_\_\_\_\_

Thank you for your support



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## WHAT CLIENTS ARE SAYING

*"I can't recommend Vidi enough! She must work around the clock because she quickly responds to my phone calls, texts and emails. Vidi is a San Diego native and has an eye for perfection. She knows what buyers are looking for and she taught me that the little details make a big difference when selling. I'm so glad I went with her suggestions! Her hard work, trust and dedication have made me a customer for life!" - Brad P.*

*"Vidi is a total professional: knowledgeable, accessible, and full of creative ideas on how to get the most out of your house sale. I needed to sell my parents' house, and Vidi made it a seamless process, from quoting and executing repairs, staging the home, marketing the house, and closing the sale. We were only on the market three days before we were in escrow! Best of all, Vidi is such a fun-loving person. She truly cares about her clients and makes the process a blast. I am so happy that I trusted her to sell my childhood home (and at top dollar!). Thank you, Vidi!" - Jill K.*

*"Vidi's extremely professional, dedicated, punctual and knowledgeable about the San Diego market and industry. She's a great client advocate and has excellent communication/ negotiating skills. She has exceptional attention to details and she's very generous with her time and knowledge. I wouldn't work with ANYONE else! Best agent I have ever had the pleasure of working with." - Anna H.*

To learn more about Vidi and how she can help your real estate dreams come true, follow her on Instagram at [@Vidiljrealestate](https://www.instagram.com/Vidiljrealestate) or give her a call at 619-990-7703

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Vidi's 5-star reputation is a result of her widely recognized, unparalleled service and her in-depth knowledge of the San Diego luxury real estate market. She is committed to staying up-to-date on industry knowledge, marketing and technology, ensuring optimal results for her discerning clientele. Her natural eye for design is essential in helping clients achieve the highest sales price in the shortest number of days. Through Vidi's design aesthetic, she tells the unique story of your home through print marketing, social media and video, bringing it to life for a targeted audience. Vidi's forward thinking approach and commitment to exceeding even the highest of expectations provides her clients with an invaluable service and proven results.

### CLAIM TO FAME

Vidi is a third generation realtor who formed a passion for real estate at a young age. She is an expert at styling homes and perfecting that first moment when a buyer walks through the door until the moment they leave to ensure an incredible experience is had and in turn the sale is made.

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WORD SEARCH

FALL IN BIRDROCK

- Scarecrow                      Birdrock
- Changing Leaves              October
- Hot Chocolate                 Autumn
- Halloween                     Blanket
- Fall                                Pumpkin
- Trick or Treat                 Sunset
- Thanksgiving                 Cozy
- September                     Picnic
- Fireplace                        Feast
- November                        Chilly

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 U F G E A F B I N M U T U A P E C L  
 P U M P K I N F E A S T I I T M N A  
 T H A N K S G I V I N G N U C B I F  
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 I A T O H C O R W E O L U E P W U R  
 J C A O L O T J M U L W U E T A N D  
 E C A C B E B S E Y D T B W E L S R  
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 E Q A I M S N M Y O E Y U L E U M K  
 N L I T J R N P X R C E D A R Y R A  
 B S E V A E L G N I G N A H C C I U

BIRDROCK FUN FACTS



The neighborhood was named after a rock, that – you guessed it – was shaped like a bird.

The first war-time sinking of a U.S. submarine occurred off the coast near Bird Rock.

The neighborhood was subdivided by pioneer developer Michael F. Hall in 1906, who officially named it “Bird Rock – City by the Sea.”

During World War II, the area was home to the Bird Rock Coastal Defense and Anti-Aircraft Training Center.

The 26th season of MTV’s The Real World was filmed in Bird Rock in 2011.

Aviator Charles Lindbergh ate at the Bird Rock Inn before taking his historic flight.

Source: Lajolla.com



# Short-Term Residential Occupancy (STRO)

City of San Diego, Office of the City Treasurer (updated 9/2/2022)

<https://www.sandiego.gov/treasurer/short-term-residential-occupancy>

The webpage includes information about the STRO Implementation Timeline, Application Process, and Frequently Asked Questions (FAQ).

The following are important dates:

- October 3, 2022 - STRO License Application opens for all tiers (#1-4).
- November 30, 2022 - The application period for Tier #3 and Tier #4 closes.
- December 16, 2022 - The lottery is conducted for Tier #3 and Tier #4 and the host is notified.
- January 6, 2023 - License Fees are due for Tier #3 and Tier #4. Hosts selected in the lottery who do not pay the fee by 1/6/2023 lose their lottery status, and the STRO license application is cancelled.
- May 1, 2023 - The STRO Ordinance is implemented.

“The STRO Ordinance requires a license for all Short-Term Residency Occupancy (STRO) of a dwelling unit, or part thereof, for less than one month within the City of San Diego.” There are four (4) license types with varying requirements on the number of days and type of dwelling available for the STRO. A host may hold only one license and may not operate more than one dwelling unit for STRO at a time; licenses are not transferrable between ownership or location/dwelling unit.

The City website lists the following four STRO license tiers:

Tier 1 Part-Time	Tier 2 Home Sharing	Tier 3 Whole Home (excluding Mission Beach)	Tier 4 Mission Beach Whole Home
Rented for an aggregate of 20 days or less per year The owner or permanent resident does not need to reside onsite during the STRO	Renting a room or rooms in the home for more than 20 days per year so long as the owner or permanent resident resides onsite The owner or permanent resident may be absent from the permanent residence during the STRO for up to 90 days per calendar year Home sharing includes duplex properties and eligible accessory dwelling units when the host resides onsite	Rentals for more than 20 days per year where the owner or permanent resident does not reside onsite. To determine your dwelling unit's Community Planning Area (CPA), reference the <a href="#">City of San Diego Community Plans Map</a> . If your dwelling unit is within the Mission Beach CPA, you would fall into Tier 4 Mission Beach Whole Home. Any other CPA would fall into Tier 3 Whole Home (excluding Mission Beach).	
		The number of licenses issued will not exceed 1% of San Diego's total housing units outside the Mission Beach Community Planning Area* Guest two-night minimum stay required	The number of licenses issued will not exceed 30% of the Mission Beach Community Planning Area* Guest two-night minimum stay required

For more information, go to <https://www.sandiego.gov/treasurer/short-term-residential-occupancy> .



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The 2022 Susan G. Komen San Diego 3-Day will take place November 18-20, 2022. The San Diego 3-Day is an experience not to be forgotten. The feeling of strength and pride while walking 60 miles through San Diego's cool surfside neighborhoods is only matched by the spirit and gratitude of the communities you encounter and those you are helping along the way. The first day begins with an inspirational Opening Ceremony and the start of the 3-day walk along the Pacific Coast Highway and through Del Mar, Torrey Pines, La Jolla, Bird Rock, Pacific Beach, and Mission Bay.

Do it for yourselves and your sisters, brothers, mothers, fathers, daughters, sons, and friends. Since 2003, more than \$875 million has been raised to save lives, support community programs, and make huge strides in breast cancer research. The route is fully supported by an experienced and energetic crew who will keep you safe and cheer to you the finish line!

Learn more at [www.The3Day.org](http://www.The3Day.org)



IN DEDICATION TO ALL VOLUNTEERS WHO HAVE HELPED DELIVER & CREATE THE BIRD ROCK NEWSLETTER ALL OF THESE YEARS. THANK YOU!



**Bird Rock Elementary Joint-Use Park Regulations and Non-School Day Hours**

The City of **SAN DIEGO**  
Parks and Recreation Department

**Bird Rock Elementary Joint Use Park**

**Hours of Operation (Non-School Days)**

Sunday	8:00 a.m. - 8:00 p.m.
Monday	8:00 a.m. - 8:00 p.m.
Tuesday	8:00 a.m. - 8:00 p.m.
Wednesday	8:00 a.m. - 8:00 p.m.
Thursday	8:00 a.m. - 8:00 p.m.
Friday	8:00 a.m. - 8:00 p.m.
Saturday	8:00 a.m. - 8:00 p.m.

THE CITY OF SAN DIEGO

**BIRD ROCK ELEMENTARY JOINT-USE FIELD**

This field is operated and maintained for the public benefit through a Joint-Use Agreement between the San Diego Unified School District and The City of San Diego.

The following Regulations apply during non-school hours thirty (30) minutes after the end of school until thirty (30) minutes before the beginning of the school day, holidays and weekends.

**REGULATIONS**  
Per San Diego Municipal Code

- DOGS** Dogs are allowed and must be leashed. Please clean up after your pet.
- NO GLASS CONTAINERS**
- NO SMOKING**
- NO LITTERING**
- NO GOLF**

ALL ORGANIZED SPORT LEAGUES OR EVENTS MUST HAVE A PERMIT (858) 581-9927

The City of **SAN DIEGO**  
Parks and Recreation Department

**THIS IS NOT AN OFF-LEASH DOG PARK**

**PLEASE KEEP YOUR DOG ON LEASH AT ALL TIMES**

**BIRD ROCK ELEMENTARY SCHOOL JOINT USE TURF**  
For further information about this field, please contact La Jolla Recreation Center at (858) 552-1658



## **Follow Up Re: Bird Rock Elementary 5th Grade Class of 2021 Gift**

A little more than one year ago, two New Zealand Christmas trees were planted on August 11, 2021, as a gift from the Bird Rock Elementary School 5th grade class to replace the huge, old, shade-providing Ficus tree that was damaged in a late January 2021 storm and subsequently removed from the Bird Rock Joint Use Park for safety reasons.



Slightly more than a year later, both New Zealand Christmas trees are thriving and growing.





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(As voted in the La Jolla Light)

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## California regulators approve phaseout of new gas-powered lawn mowers, leaf blowers, and other small off-road engines (SORE)

AB 1349, the bill banning the sale of new gas-powered small off-road engines (SORE) and machines powered by them, was introduced in March 2021 by Assemblyman Marc Berman (D-Menlo Park) and Assemblywoman Lorena Gonzalez (D-San Diego) and approved by the California assembly and Governor. The new law directed the California Air Resources Board (CARB) to draft cost-effective and technologically-feasible regulations governing these types of gas-powered engines and tools by July 1, 2022, so that the state, counties, and cities can adopt them. Ban of the sale of new tools containing gas-powered small offroad engines, rated at or below 25 hp (19 kW), would commence by the beginning of 2024.

On December 9, 2021, the California Air Resources Board “approved a measure that will require most newly manufactured small off-road engines such as those found in leaf blowers, lawn mowers and other equipment be zero emission starting in 2024. Portable generators, including those in recreational vehicles, would be required to meet more stringent standards in 2024 and meet zero-emission standards starting in 2028.”

Two major types of new equipment that will be banned under the new legislation are gas-powered lawn mowers and leaf blowers, which contain small, highly-polluting engines. Fortunately, battery technology is evolving fairly rapidly.

According to the CARB, “Californians can continue to operate their current CARB-compliant gasoline-powered SORE equipment; there will be no ‘ban’ on using older models or used equipment purchased in the future. Older models on store shelves can also be purchased even if they are gasoline-powered.”

Reduced noise levels are a major benefit of electric motors which should positively impact many residential areas. Battery-powered systems have quieter operation, meaning equipment can run at any time, allowing more jobs to get done in areas where noise ordinances exist. Reduction or removal of gas engine exhaust, evaporative emissions, and particulates is another benefit.

The California Air Resources Board estimates that “the volume of smog-forming emissions from this type of equipment has surpassed emissions from light-duty passenger cars and is projected to be nearly twice those of passenger cars by 2031. Today, a commercial operator using one backpack leaf blower for one hour generates the same smog-forming emissions as a car driving 1100 miles. These regulations will reduce emissions of smog-forming emissions by 72 tons per day.” For further information, see: <https://ww2.arb.ca.gov/news/carb-approves-updated-regulations-requiring-most-new-small-road-engines-be-zero-emission-2024>.

*“CARB’s mission is to promote and protect public health, welfare, and ecological resources through effective reduction of air pollutants while recognizing and considering effects on the economy. CARB is the lead agency for climate change programs and oversees all air pollution control efforts in California to attain and maintain health-based air quality standards.”*



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NEW LISTING

Perfect Home at the Beach  
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Sparkling Bay Views  
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SOLD

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SOLD

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COMPASS



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**City of San Diego Environmental Services**

Household Batteries (<https://www.sandiego.gov/environmental-services/ep/hazardous/battrecycle>)

**Where to Recycle Batteries**

All types of batteries are considered hazardous waste in California. Batteries may contain metals including cadmium, lead, lithium, mercury, nickel, silver and zinc. According to state law, batteries and other types of universal waste must be handled properly and are **not allowed** to be disposed of at the solid waste landfill.



**Recycling Events**

The City of San Diego offers eight (8) one-day battery and bulb collection events in the spring and fall as a convenient way to dispose of hazardous materials and prevent them from ending up in the Miramar Landfill. Items accepted at these events include oil, antifreeze, oil filters, car batteries, household batteries and fluorescent bulbs.

If you have other Household Hazardous Waste (HHW) to dispose of, please check the City's HHW webpage, <https://www.sandiego.gov/environmental-services/ep/hazardous>, for information on proper disposal options.

Recycling events are funded by the Environmental Services and Public Utilities Departments and a grant from the State of California Department of Resources, Recycling and Recovery (CalRecycle).

**Upcoming recycling events**

<b>Mission Bay South Shores (parking lot)</b> 404 Sea World Dr., San Diego, CA 92109	October 8, 2022
<b>City of San Diego, Public Utilities Department (parking lot),</b> 5571 Topaz Way, San Diego, CA 92123	October 22, 2022

**Other Household Battery Recycling Options,** <https://www.call2recycle.org/recycling-101/>.

**5 Tips for Safe and Easy Battery Recycling**

- Safety first!** Be sure to safely prep your batteries. There are two options: bag or tape. Option A: Bag each battery in its own clear plastic bag before placing it in a storage container. Option B: you can tape the terminals with clear packing, non-conductive electrical or duct tape, keeping label visible.
- Stay cool.** Store the batteries in a cool, dry place. Incidents can occur when batteries (or the devices they power such as a cellphone or tablet) are exposed to inclement or excessively hot weather. Store them in a plastic [or glass] container; avoid metal.
- Possible damage?** If you see a swollen or bulging battery, immediately put it in a non-flammable material such as sand or kitty litter in a cool, dry place. **DO NOT THROW AWAY.** Contact **Call2Recycle customer service at 1-877-723-1297**, the manufacturer or retailer immediately for instructions, especially if the label says it is Lithium or Lithium-Ion.
- Timing is everything.** Aim to drop batteries to recycle within six months, ensuring they are bagged or taped. You can use our [locator](#) to find the nearest drop-off site.
- Spread the word.** As we all use batteries to power our world, share the knowledge about battery recycling. It's the right thing to do and helps keep batteries out of landfills!



## BIRD ROCK COMMUNITY MEETING, SEPTEMBER 6, 2022

Bird Rock Community Council Board Vice President Joe Parker called the meeting to order at 6:02 pm, welcomed attendees, and introduced BRCC Board members.

### San Diego Council District 1 Councilmember Joe LaCava

Councilmember LaCava noted the Stage 3 Power Alert. The California Coastal Commission (CCC) decided not to weigh in on the City of San Diego Vending Ordinance, meaning that the City can enact the ordinance in the coastal area once it has been amended to not require CCC approval. The Park and Recreation Dept. is hiring additional park rangers to enforce the code.

Mr. LaCava expressed frustration with the Development Service Department (DSD) regarding the encroachment of the restaurant at 5680 La Jolla Blvd into the public right of way and loss of a portion of the Maintenance Assessment District (MAD) landscape area with resulting removal of landscaping and permeable ground area and replacement of landscaped areas with concrete. He noted that this was the second time that DSD had allowed a developer to step into a MAD area (first time in Torrey Hills), and that he planned to take action to prevent future occurrences.

Mr. LaCava discussed 1) the Capital Improvement Plan (CIP) joint request list from the La Jolla Community Planning Association, 2) clarifying language proposed for the Municipal Code regarding beach fires, 3) the update regarding Community Planning Groups and conformance with the City Charter, and 4) the impending selection of a preferred developer for the Sports Arena site. He provided a further explanation of Mayor Gloria's "Build Better" program and Development Impact Fees (DIF).

Joe Parker asked about a locally-proposed ban on gas-powered landscape maintenance blowers.

### Updates and Web information from Representatives of Elected Officials

**Priscilla Huang** ([Priscilla.Huang@mail.house.gov](mailto:Priscilla.Huang@mail.house.gov)), staff assistant for Congressman Scott Peters, was not present and provided a written update. See Mr. Peters' website <https://scottpeters.house.gov/>.

**Cole Reed** ([Cole.Reed@sen.ca.gov](mailto:Cole.Reed@sen.ca.gov)), State Senate President pro Tempore Tony Atkins (39th Senate District) representative deferred time to CD 1. See the senator's website, <https://sd39.senate.ca.gov/>.

**Rachel Granadino** ([Rachel.Granadino@asm.ca.gov](mailto:Rachel.Granadino@asm.ca.gov)), District Director for Assemblymember Chris Ward (78th District). Please see Assemblymember Ward's website at <https://a78.asmdc.org/>.

**Rebecca Smith** ([Rebecca.Smith2@sdcounty.ca.gov](mailto:Rebecca.Smith2@sdcounty.ca.gov)), Field Representative for San Diego County Board of Supervisors Tara Lawson-Remer, County of San Diego 3rd District, was not present.

See <https://www.supervisorterralawsonremmer.com/>. Newsletter at: <https://remer.nationbuilder.com/join>.

**Matthew Griffith** ([GriffithM@sandiego.gov](mailto:GriffithM@sandiego.gov)), representative for Mayor Todd Gloria, was not present. The official website for Mayor Gloria is <https://www.sandiego.gov/mayor>.

**Steven Hadley** ([SRHadley@sandiego.gov](mailto:SRHadley@sandiego.gov)), Director of Community Outreach for District 1 Councilmember Joe LaCava. See CD1 website, <https://www.sandiego.gov/citycouncil/cd1>.

### San Diego Humane Society: Julianna Tetlow, Director of Government Relations, and Danee Cook, Humane Law Enforcement Captain of Operations

Juliana Tetlow and Danee Cook gave a presentation about San Diego Humane Society (SDHS), a private non-profit organization, a national leader in animal welfare. SDHS has a 5-year contract, expiring 6/30/23, with the City of San Diego to provide services including animal control, lost and found, licensing, and humane law enforcement. SDHS provides animal shelter, animal care and veterinary services, field and dispatch services, adoptions, behavior training, and more to 14 cities including San Diego. The San Diego campus is located at 5500 Gaines St., San Diego 92110, with main hours from 10 am – 6 pm Tues.-Sun. (ph 619-299-7012). SDHS cares for more than 40,000 animals annually.

For off-leash violations, residents can call 619-299-7012, ext. 1, to reach dispatch or email [investigations@sdhumane.org](mailto:investigations@sdhumane.org). An available officer will be dispatched when officers are not handling urgent calls involving animal cruelty, injury, or imminent danger to animals or people. Some violations may not be witnessed by a responding officer, however SDHS does conduct park specific patrols and has information recorded in their dispatch system to help prioritize parks with on-going issues and identify problematic times of day or days of the week. Note that the SDHS does not handle barking dogs which is the responsibility of San Diego City Code Enforcement.



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### **Updates from Bird Rock Committees and Working Groups**

Don Schmidt from the Ad Hoc Bird Rock Coastal Overlooks Committee had no update. Craig Bender, Bird Rock Merchants Group, reported that Halloween Merchant Window Painting will be Sat. October 22. Arianna Opsvig, (Vision Bird Rock) noted that the Birdstock neighborhood event is postponed to next year.

### **Bike Path Enhancement and Beautification Plan**

Trace Wilson discussed ideas for improving, re-naturalizing, enhancing, and beautifying the Faye Avenue Extension Bike Path from Nautilus to Via del Norte and from Via del Norte to Camino de la Costa. Varied ownership and oversight of the bike path include the City Streets Division, Park and Recreation Dept., and Real Estate Assets and private entities. He thanked Debbie Adams for long-term efforts towards bike path clean up projects. Trace presented ideas including resurfacing the path, enhancing ADA compliance, adding native plants and shade-producing trees, creating hiking paths, as well as adding post and chain railings where needed. There is a lot of support for the project which would be relatively easy to accomplish with potential funding from county and state agencies. With increased usage and oversight, it should be easier to maintain the path and avoid or mitigate various problems that have plagued the area.

### **Safer La Jolla Boulevard Speed Limit Reduction Petition**

Bird Rock resident Harry Bubbins noted that La Jolla Blvd from Loring St. to south of the Colima St. roundabout is 35 MPH. It drops to 15 MHP in the roundabouts and is 25 MPH between roundabouts. He believes the speed limit on La Jolla Blvd between Loring St. and the Colima St. roundabout is too high and that a slower speed limit would save lives, prevent injuries, and reduce the drive-overs and traffic accidents at the Colima roundabout. He has started a petition to lower the 35 MPH speed limit on La Jolla Blvd at <https://www.change.org/p/safer-speed-limit-on-la-jolla-boulevard?signed=true>.

### **Upcoming Events**

Halloween Window Painting Saturday October 22 (subject to confirmation); Susan G Komen Walk for the Cure, Friday Nov. 18, 2022; December Holiday Party, Tuesday Dec. 6

### **Bird Rock Maintenance Assessment District (MAD) Update**

At the 3rd Quarter City July 28 inspection of the Bird Rock MAD, the MAD received an excellent report. Trees and tree wells throughout the MAD were inspected. Tree wells were filled with large river rocks as a best management practice to reduce trip hazards. Frequent tree trimming maintains adequate pedestrian clearance and safe distance between branches and adjacent buildings for fire code and vector control.

Excessive speed and distracted driving along La Jolla Blvd have resulted in drive overs/hit-and runs with MAD landscaping, irrigation, and guard railing damage. All damage is checked and repaired.

Vandalism and code compliance issues have been noted. Problematic, illegally placed signs are removed from within MAD areas and from City street signs, crossing signals, and utility poles and boxes, as required by the MAD contract. Missing and damaged street signs continue to be reported to the City.

### **Public Comment**

Faulty pedestrian crossing signals are reported. A future capital improvement project would be to upgrade or replace pedestrian crossing signal lights and hard-to-see, non-functional in-road crossing lights in Bird Rock with the higher intensity, horizontal, pole mounted, rapid flashing, solar powered beacon lights.

La Jolla Capital Improvement Plan (CIP) requests for FY23/24 were endorsed by La Jolla Community Planning Association, La Jolla Shores Association, La Jolla Parks & Beaches, and BRCC for submission to Council District 1 and included high priority, much-needed CIPs for City FY 23/24 budget consideration. The resulting list included 7 high priority items including the repair and restoration of La Jolla Hermosa Park in Bird Rock. The list and brief cover letter were sent to Councilmember Joe LaCava with copies to Mayor Todd Gloria and the 8 other Council District members.

This priority list has been effective in the past and resulted in City-approved funding for the City Traffic and Storm Water project that has solved the 2+ decades flooding problem at La Jolla Blvd and Forward St.

Fundraising is underway for D. Richardson's Eagle Scout project to replace 2 dilapidated Calumet Park benches. A donation form can be found in the Bird Rock Newsletter. Dedication plaques will be moved.

**Announcements** – Next Community Meeting is Tuesday October 4, via Zoom or in person or hybrid

**Adjournment** - Joe P. thanked everyone for attending and adjourned the meeting at 7:31 pm.



**BIRD ROCK COMMUNITY COUNCIL (BRCC)  
2022 Annual Membership Application (please note changes)**

*For residents, property owners, and non Bird Rock residents, tax deductible dues are \$50 (Jan. 1-Dec. 31).*

*For Bird Rock businesses, tax deductible dues are \$100 (Jan. 1 – Dec. 31).*

BRCC is a community volunteer nonprofit organization that publishes the Bird Rock Newsletter, maintains a community web site, hosts monthly community meetings, facilitates member communications, supports the Bird Rock Elementary School and the Bird Rock Neighborhood Watch program, advocates for the Bird Rock neighborhood, and addresses La Jolla Community issues. BRCC hosts annual community events, special seasonal events, and fundraising events throughout the year. The BRCC is responsible for management of the Bird Rock Maintenance Assessment District (MAD), oversees public benefit projects in our community such as bench projects, and advocates for the Bird Rock micro business district.

*Bird Rock Community Development Corporation, dba Bird Rock Community Council (BRCC), a Non-Profit 501(c)(3), Tax ID #33-0952543*

↓ Mark Your Annual BRCC Membership Category	Amount ↓
<b>Bird Rock Resident</b>	<b>(\$50) \$</b>
<b>Bird Rock Property Owner, not residing in Bird Rock</b>	<b>(\$50) \$</b>
<b>Non Resident/ Non Property Owner (Associate, not in Bird Rock)</b>	<b>(\$50) \$</b>
<b>Bird Rock Business Membership</b>	<b>(\$100) \$</b>
<b>Associate Business (Non Bird Rock Business)</b>	<b>(\$100) \$</b>
<b>Additional Tax Deductible Donation</b>	<b>\$</b>
<b>Total Check Amount</b>	<b>\$</b>
<b>MAIL form &amp; check payable to BRCC to: Bird Rock Community Council 5666 La Jolla Blvd, PMB 168, La Jolla CA 92037</b>	<b>ONLINE:</b> Go to the Bird Rock Community Council web site under Membership Services or at the bottom of the Home page and located at: <a href="https://www.birdrockcc.org/join-the-brcc">https://www.birdrockcc.org/join-the-brcc</a> to fill out an online application & pay via PayPal.

Individual/Household Name:			
Business Name (if applicable):			
Resident/Business Address:			
Cell Phone Number:		Home Phone #:	
Email Addresses:			
Property Address: (for Non-Resident Property Owners)			
Comments or Ideas for Community Events/Projects			
<i>I am interested in the following areas:</i>			
<input type="checkbox"/>	Beautification	<input type="checkbox"/>	Fundraising
<input type="checkbox"/>	Board of Directors	<input type="checkbox"/>	Maintenance
<input type="checkbox"/>	Coastal Access, Parks, & Overlooks	<input type="checkbox"/>	Memberships
<input type="checkbox"/>	Code Enforcement	<input type="checkbox"/>	Neighborhood Watch
<input type="checkbox"/>	Community Events	<input type="checkbox"/>	Newsletter
<input type="checkbox"/>		<input type="checkbox"/>	Promotions
<input type="checkbox"/>		<input type="checkbox"/>	Safety
<input type="checkbox"/>		<input type="checkbox"/>	Special Community Events (Halloween, etc.)

*Official use only ↓*



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**Bird Rock Maintenance Assessment District (MAD) Annual Meeting Tuesday, 11/1/21, 6:00 pm**

The annual meeting for assessed property owners in the Bird Rock Maintenance Assessment District (MAD) will be held on Tuesday November 1, 2022, for updates and review and acceptance of the proposed Fiscal Year 2024 (FY24) annual MAD budget (July 1, 2023, through June 30, 2024). The November 1, 2022, meeting allows time for adequate review, input, and revision of the proposed budget before final submission to the MAD Division of the San Diego City Park and Recreation Department by the mid-January deadline. Following further evaluation and finalization, the MAD budget is submitted to and included in the City's annual budget review process which starts on or before February 1 and concludes with the June 2022 budget approval by the Mayor and City Council.

The background leading to the Bird Rock MAD formation is important. Prior to formation of the MAD and re-design of La Jolla Blvd in the Bird Rock area, La Jolla Blvd was 4-5 lanes across with very high-speed traffic and considerable safety issues. After decades of concerns about traffic speed, injuries and fatalities, and safety along La Jolla Blvd and the realization that La Jolla Blvd was a dangerous, fast-moving divider between the east and west portions of the Bird Rock neighborhood, discussions began in year 2000 about neighborhood "traffic calming." Topics included vehicular speed reduction, traffic management, parking issues, pedestrian and vehicular safety, neighborhood "walkability," quality of life, and lighting. The dialogs included ways to implement traffic calming, improve safety for pedestrians crossing La Jolla Blvd (4-5 lanes), enhance beautification, add landscaping and trees, and improve parking in the Bird Rock business district along La Jolla Blvd. without adversely impacting adjacent streets and residential areas. Many Bird Rock neighbors participated and spent numerous hours in research and discussions that resulted in an enormous improvement to Bird Rock. We are grateful to all those people.

In 2004, Bird Rock property owners and the Bird Rock Community Council (BRCC) initiated formation of the Bird Rock Maintenance Assessment District for the purpose of assuming responsibility for maintenance of the public landscaping portion of the City-planned, traffic-calming improvements along La Jolla Blvd and nearby residential streets with the intent of becoming a self-managed MAD (versus City-managed). Self-managed MADs must be managed by stable community non-profit 501(c)(3) corporations. This effort culminated in March 2005 when more than 30% of the property owners signed a petition agreeing to formation of the district. In July 2005, property owners formally voted, via a ballot from the County Registrar of Voters, to approve formation of the MAD, to appoint the non-profit 501(c)(3) Bird Rock Community Development Corporation (BRCDC) dba BRCC as local managers, and to set the initial assessment at \$90 per year per single family property. Upon the San Diego City Council's certification of ballots and approval to form the Bird Rock MAD in August 2005, the BRCC began successful negotiations with the City for a maintenance agreement and self-management of the Bird Rock MAD by BRCC.

The Bird Rock MAD encompasses the Bird Rock area bounded on the west by the Pacific Ocean; on north by La Cañada Street; on the east by Folsom Drive, Bellevue Avenue, Linda Rosa Avenue, and La Jolla Mesa Drive; and on the south by Bellevue Place, Bird Rock Elementary School/Bird Rock Joint Use Park, the Park La Jolla property, and Wrelton Drive.

The BRCC took over landscape maintenance of phase one of the traffic calming MAD area in 2008 and assumed maintenance responsibilities of phases two and three in May 2009, which encompassed the entire Bird Rock MAD area. The MAD and BRCC Board selected and contracted with 1) an independent contractor to manage day-to-day MAD operations and perform bi-weekly inspections and numerous other management tasks and 2) a City-approved, licensed landscape maintenance contractor for regular landscape and irrigation system maintenance, selected public right of way clean up and trash disposal, and additional services. Newer contracts have been approved and established with City-approved companies since the initial phase. The City reviews the Bird Rock MAD landscaping, irrigation, water usage, all City trees maintained by the Bird Rock MAD and contractual requirements as well as traffic calming, safety, line-of-sight, and maintenance issues during quarterly inspections.



The City is more focused on its Climate Action Plans lately and the required maintenance of City trees. The City has been very satisfied with the supervision, financial oversight, operations, and water saving efforts of the Bird Rock MAD. The BRCC Beautification Committee independently inspects the MAD areas and reviews the landscaping and various MAD-associated environmental, safety, maintenance, irrigation, water conservation, and aesthetic issues. Suggestions for traffic calming, safety improvements, walkability, and beautification are considered. MAD landscaping improvements were approved in 2010 and continue to be implemented to increase traffic calming and safety. Plants that created safety problems or succumbed to traffic emissions, pests, or other causes have been replaced. These ongoing efforts result in safer conditions, better adherence to line-of-sight height limits, traffic calming, reduction of drive overs, adherence to mandated water restrictions and water conservation, decreased long-term maintenance, increased visual appeal, and conformance to the original community-chosen California coastal/ Mediterranean palette.

The Capital Improvement Bird Rock Median LED Light Project on the La Jolla Blvd medians between Forward Street and Camino de la Costa was successfully completed by the City at the end of 2012. The median lights provide mid-block lighting, enhance pedestrian and vehicular safety, create a better walking environment, and improve visibility of adjacent buildings and the roadway. The City-maintained cross-walk systems, street lights, and median lights are monitored, and problems are reported to the City. Similarly, problems noted with street signs, public rights of way, graffiti, potholes, Municipal Code violations, and related issues are also reported to the City.

The BRCDC's separate MAD and BRCC financial accounts are independently audited at the end of each fiscal year. The annual, independent MAD account audit is required by the City. The audit for the recent fiscal year ending June 30 determined that the BRCDC MAD account and regular accounts are in great condition with proper operating procedures, financial controls, and operating reserves.

The Bird Rock MAD budget is funded by annual property owner county property tax assessments, gas tax funds from the City, and offsetting payments from the City for services provided by the MAD which should have been provided by the City (General Benefit Offsets). Currently, there are 1320 assessment-paying property parcels within the 1476 parcel Bird Rock MAD Map Boundary for a total of 1,826.97 EBUs (Equivalent Benefit Units). 156 properties, mostly north of Camino de la Costa plus a few undeveloped parcels, do not pay a MAD assessment as part of their county property tax.

The annual residential assessment rate was \$90 in Fiscal Year 2006 (FY2006), \$50 in FY2007, \$75 in FY2008, and \$79 in FY2009 when BRCC assumed full maintenance of the MAD. The rate dropped to \$25 in FY2010 when the MAD reserve fund maximum balance was reached. For FY2011, FY2012, FY2013, and FY2014, the assessment rate was \$78. To fund increasing MAD costs, anticipated guard railing improvements, and the required reserve fund balance level, the assessment rate for FY2015 and FY2016 was increased to \$90 for residences. The rates for FY2017 and FY2018 were lowered to \$84 due a healthy reserve fund balance and was raised in FY2019 to \$95. The rate for FY2020 through FY 22 was decreased to \$90. Due to cost increases and pandemic effects, the rate for FY 2023 was raised to \$100 for residences, well below the \$214.25 maximum allowable rate. The rate for FY 24 is estimated to remain at \$100, also below the \$224.50 estimated max allowable rate. The condominium rate will be proportionally lower at \$70. The typical commercial property rate should be \$500..

As mandated by state law, the reserve fund balance (excess funds) accumulate in a City-controlled, interest-bearing account. Those funds are reserved and protected for the Bird Rock MAD. The Bird Rock MAD is required by the City to maintain a reserve operating balance between 10% and 50% of annual operating expenses and maintains an emergency reserve as well.

The annual meeting is an opportunity for Bird Rock property owners to review the budget for the next fiscal year, ask questions, and offer comments. Your participation is welcome.



**Park and Recreation Department - Open Space Division  
Maintenance Assessment Districts Program  
Summary of Fiscal Year 2024 (07-01-23 to 06-30-24) Proposed Budget, Rev 09-24-22 for Annual Meeting  
Bird Rock Maintenance Assessment District**

	<b>FY 2024 Proposed</b>	<b>Explanation</b>
<b><u>Bird Rock MAD Costs (District Non-Personnel Costs)</u></b>		
<b><u>Services</u></b>		
<b>Supplies</b>		
Office Supplies (code 512066A)	\$ 500.00	Office supplies (paper, envelopes, etc.)
Postage/ mailing (code 512066B)	\$ 1,300.00	Postage, mailing
Soil & Conditioner (code 512066C)	\$ 2,500.00	Soil & Conditioner
Garden Nursery Stock (code 512066D)	\$ 10,000.00	Plants
Dry Goods, waste cans, seasonal supplies (code 512066E)	\$ 14,000.00	Irrigation parts & controllers, erosion control, temporary barriers, waste cans, trash bags, waste bags, seasonal repairs & supplies
Unclassified Materials and Supplies (code 512066F)	\$ 1,500.00	Miscellaneous supplies, backflow cages/covers
<b>Services</b>		
Insurance (code 512066G)	\$ 5,500.00	Insurance Coverage (CGLI, D&O), CGLI required by City
Photocopy Services, Printing Services (code 512066H)	\$ 2,000.00	Photocopies, printing
Landscape Services, Trash Services (512066I)	\$ 125,000.00	Public landscaping; irrigation maintenance and repair; pruning; tree trimming; dump fees; sidewalk & cross walk sweeping; drain pipe and brow ditch maintenance; trash and animal waste removal
<b>Bird Rock Community Development Corporation -</b>		
Administrative Overhead, Indep. Mgmt Contractor (code 512066J)	\$ 30,000.00	Indep. Management Contractor, Admin. Services + Expenses
Services: Security (512066K)	\$ 1,560.00	Security
Services: Postal Mailbox, Storage (512066L)	\$ 200.00	Postal Mailbox, Storage Services
Accounting, Auditor (512066M)	\$ 7,000.00	Independent Auditor (audit required by City of San Diego), audit exp.
Accounting/Bookkeeping (512066N)	\$ 1,700.00	Bookkeeping
Accounting/Bookkeeping Software (512066O)	\$ 2,000.00	Bookkeeping software
Professional/Tech. Services: Arborist, Irrig., Tree Pruner (512066P)	\$ 20,000.00	Arborist, irrigation tech., additional landscape services
Professional/Technical Services: Guard Rail & Other (512066Q)	\$ 3,000.00	Misc. Contractual Services (paint, rail repair, cleaning, regulators, others
<b>Subtotal Services and Supplies</b>	<b>\$ 227,760.00</b>	
<b>Utilities: Water / Storm Drain / Electrical (514104, 514006/514105, 514100)</b>	<b>\$ 23,388.00</b>	*Utilities: Water, storm drain, electricity - City Estimate
<b>Special District Administration (City Management Costs) (516024)</b>	<b>\$ 3,500.00</b>	City Expenses per contract (lesser of 4% Exp. or \$3,500) - City Est.
<b>Subtotal Supplies, Services, Utilities, &amp; District Administration</b>	<b>\$ 254,648.00</b>	
<b>*Capital Improvements: Lighting</b>	<b>\$ 15,000.00</b>	*Capital Improvement Lighting (drivers/controllers)
<b>*Capital Improvements: Signage</b>	<b>\$ -</b>	*Capital Improvement Signage
<b>Unallocated Reserve (code 512132)</b>	<b>\$ 20,000.00</b>	Replenish Unallocated Emergency Reserve to \$20,000 level per City 10/29/20
<b>TOTAL COSTS</b>	<b>\$ 269,648.00</b>	
<b><u>Bird Rock District Revenues</u></b>		
<b>Annual Assessments</b>	<b>\$ 182,697.00</b>	Estimated Revenue total possible from FY 2022-2023 Assessment Total 1826.97 EBU x \$100/EBU = estimated assessment revenue
Less delinquent or non payments or decreased contributions	\$ -	Less uncollected assessments or decreased contributions
<b>Interest Earnings</b>	<b>\$ 1,700.00</b>	Estimated interest earned on carry over from reserves
<b>City Contributions (subject to change)</b>		
Gas Tax Fund	\$ 12,091.00	Estimated contribution from San Diego City Gas Tax Funds
Other City Contribution (General Benefit Offset, 15.5%)	\$ 31,382.00	Estimated other City contribution, General Benefit Offset
<b>Other Damages Recovered (428128)</b>	<b>\$ -</b>	Recovered damages
<b>TOTAL REVENUE</b>	<b>\$ 227,770.00</b>	Estimated Revenue
<b><u>COSTS less REVENUE</u></b>	<b>\$ (41,778.00)</b>	Deficit
<b><u>Fund Balance - Contingency Reserve (code 512133)</u></b>		**Estimated beginning fund balance (final available after end of FY2022);
<b><u>Bird Rock District Reserves</u></b>		
<b>Beginning Fund Balance</b>	\$ 115,056.00	Balance projected to be carried forward from 2022-2023 (estimate)
Unused funds from prior FY budget	\$ 15,899.10	Estimate, subject to final income & expense totals for FY 22/23
Change in Fund Balance	\$ (41,778.00)	Change in Fund Balance (Revenues less Costs), Estimate FY22/23
<b>Year End Operating Reserves</b>	<b>\$ 89,177.10</b>	Projected reserve at end of Fiscal Year 2024 (June 30, 2024) Reserve is within the required range
<b>Assessment Rate (see note 1), below estimated maximum rate</b>	<b>\$ 100.00</b>	<b>Proposed Assessment Rate/EBU (single family home is 1 EBU)</b> \$100 Rate, the same rate as in 2023 (\$100/EBU).
<b>Note #1: Assessment Rate- single family home is \$100; condominium is about \$70; typical 5.0 EBU commercial lot is about \$500.</b>		
For multi-unit residential properties, the rate is 0.7/unit; duplexes would be 1.4 EBU or an assessment rate of \$140.		
<b>Target Reserves</b>		
Minimum Reserve: 10% of Operating Budget	\$26,964.80	
Maximum Reserve: Six Months Operating Budget	\$134,824.00	
<b>There are 1320 assessment-paying parcels within the 1476 parcel Bird Rock MAD Map Boundary (1826.97 EBU)</b>		
A single family home is 1.0 EBU (Equivalent Benefits Unit), a duplex is 1.4 EBU, a condo is about 0.7 EBU, and a typical commercial lot is about 5 EBU		



# BIRD ROCK NEWSLETTER

OCTOBER & NOVEMBER 2022

## BIRD ROCK INFORMATION

### BRCC OFFICERS

**President:**

John Newsam  
info@birdrockcc.org

**Vice President:**

Joe Parker

**Treasurer:**

David Dunbar

**Secretary:**

Jesse Camen

### BRCC BOARD MEMBERS

Kristin Barret, Craig Bender,  
Barbara Dunbar, Arianna Opsvig,  
Lake Price, Joe Terry

### BIRD ROCK NEWSLETTER

**Online Newsletter:**

birdrockcc.org/newsletters

**Editor:** Barbara Dunbar

**Publisher:** info@birdrockcc.org

### BIRD ROCK MAINTENANCE ASSESSMENT DISTRICT (MAD)

Comments, questions, or report  
problems to: Matt Mangano,  
admin@manganoconsulting.com

**Website Maintenance:**

info@birdrockcc.org

**Bird Rock Community Council**  
5666 La Jolla Blvd #168  
La Jolla , CA 92037

## THANK YOU

TO ALL BIRD ROCK NEWSLETTER  
DELIVERY AND PRODUCTION  
VOLUNTEERS!

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## Bird Rock Community Council

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**BIRD ROCK**  
COMMUNITY COUNCIL