

PRESENTATION TO LAFCO COMMISSION - AUGUST 2023

OUR PURPOSE

> La Jolla is a top regional destination to be maintained, enhanced and serviced to the highest level, so all people are able to enjoy this unique natural and cultural asset of San Diego County.
>
> **By governing ourselves, we do better for all.**



OUR LEADERSHIP TEAM

- The founding leadership team has met since September 2021
- The Association for The City of La Jolla (ACLJ) incorporated as a 501(c) 6 non-profit in August 2022
- This team is comprised of engaged community leaders who focus on results.



Trace Wilson
President



Janie Emerson
Vice President



Diane Kane
Second Vice President



Ed Witt
Treasurer



Mary Munk
Board Member



Sharon Wampler
Board Member

EXAMPLES



MALIBU



ENCINITAS



SOLANA BEACH

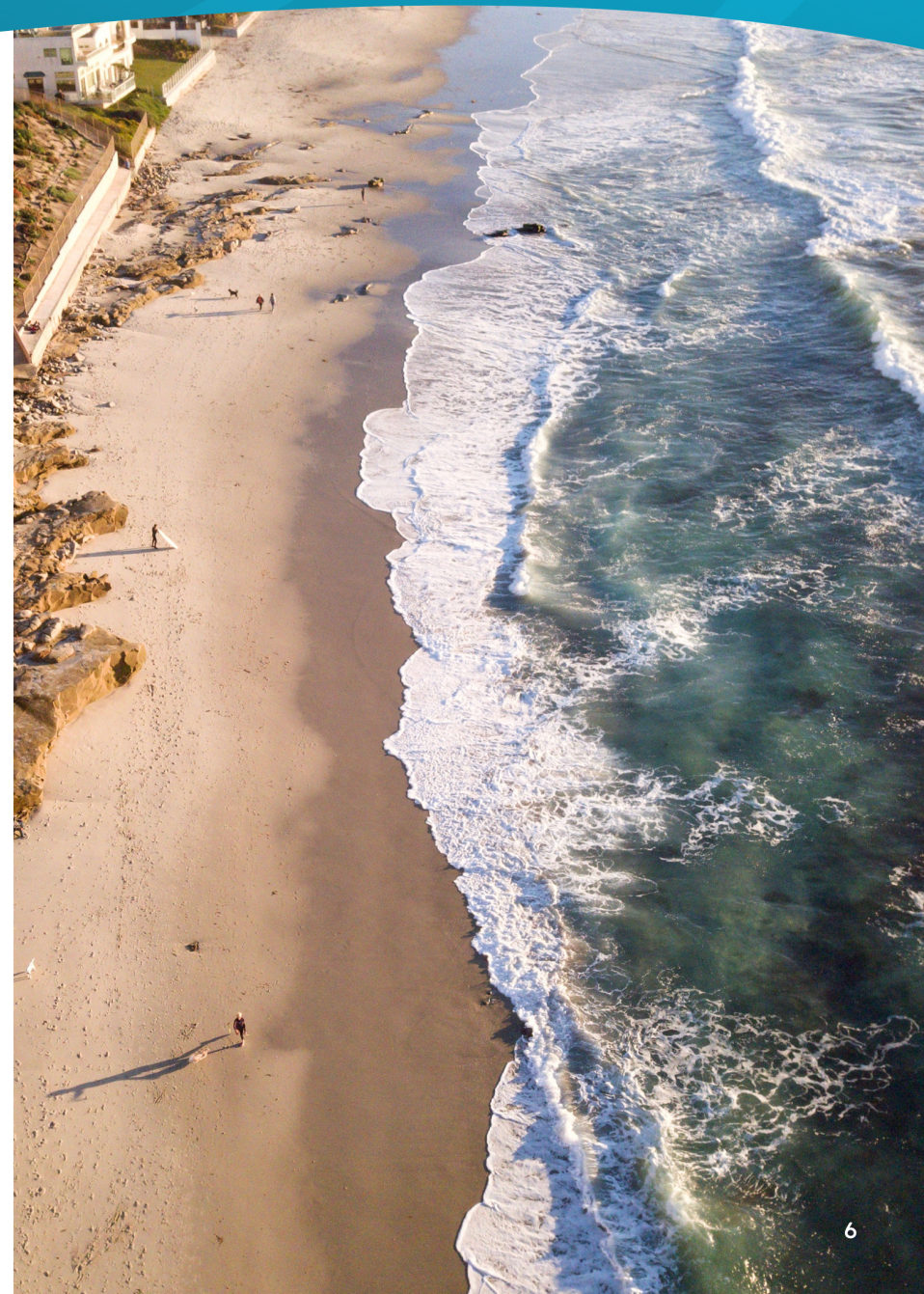
By incorporating, each of these cities have exercised more control over their growth while maintaining the respective cultures and economies.

CITIES IN SAN DIEGO COUNTY

CITY	DATE OF INCORPORATION	LAND AREA	CURRENT POPULATION	AVERAGE SIZE
Carlsbad	07/10/1956	39,11	114.756	Charter City July 21, 2006
Chula Vista	01/17/1911	TBD	276.000	
Coronado	01/02/1890	32,67	28.511	
Del Mar	07/15/1959	1,77	4.287	Charter City July 15, 1959
Encinitas	1986	20,16	62.007	Most recent > 30 yrs ago
Imperial Beach	07/18/1956	14,47	26.137	
La Mesa	07/18/1956	9,1	61.121	
Lemon Grove	07/01/1977	3,88	27.677	
National City	1887	TBD	59.000	
Poway	12/01/1980	39,16	48.517	
San Marcos	01/28/1963	24,36	94.833	
Santee	12/01/1980	16,72	60.037	
Solana Beach	1986	3,52	12.941	Most recent > 30 yrs ago
Vista	12/01/1980	19,1	93.381	
La Jolla	**2025**	**7,1**	**38,168**	**Not an outlier on pop or land area**

DUE DILIGENCE

- 2005 Fiscal Impact Report Analysis proved La Jolla can afford to be it's own city
- ACLJ has met with:
  - The City of Del Mar Mayor and Staff
  - The former Planning Director for City of Del Mar and Malibu
  - The land use attorney who took West Hollywood, Malibu and other communities to Cityhood
  - LAFCO
- Contacted San Diego County Tax Assessor and Registrar of Voters
- Confirmed map boundaries
- La Jolla Town Council Forum with La Jolla Light conducted a poll
  - 87% of 385 La Jolla respondents in favor



ACTIONS TAKEN

- Refined the map boundaries
- Formed as 501(c)6 non-profit
- Hired Berkson Associates to prepare a preliminary fiscal impact report
- Leadership team outlined a management plan
- Briefed the Offices of:
  - CD1 – Joe LaCava
  - County Supervisor – Terra Lawson Reimer
  - Assembly member – Tasha Boerner Horvath
  - State Senator President Pro Tem – Toni Atkins
  - State Senator – Catherine Blakespeare
  - CA Congressmember – Scott Peters
- Meetings continue with the Mayor Todd Gloria's Office
- Presented at La Jolla Town Council Forum for the public
- Informational public outreach meetings continue to build community support
- Leadership team meets weekly



PROPOSED BOUNDARY

La Jolla, California

The proposed boundary rationale:

- Respects the cultural and geographical history of the community (The Village, La Jolla Shores, and Bird Rock)
- Includes Scripps Memorial Hospital
- Excludes UCSD campus
- Follows the natural boundaries of the La Jolla community .
- Includes Torrey Pine State Park which provides:
  - A clean demarcation between La Jolla and Del Mar
  - Puts La Jolla at the state level with a state park within the boundaries
- I-5 serves as the eastern boundary

Population: +/- 40,000



WORKING CLOSELY WITH LAFCO

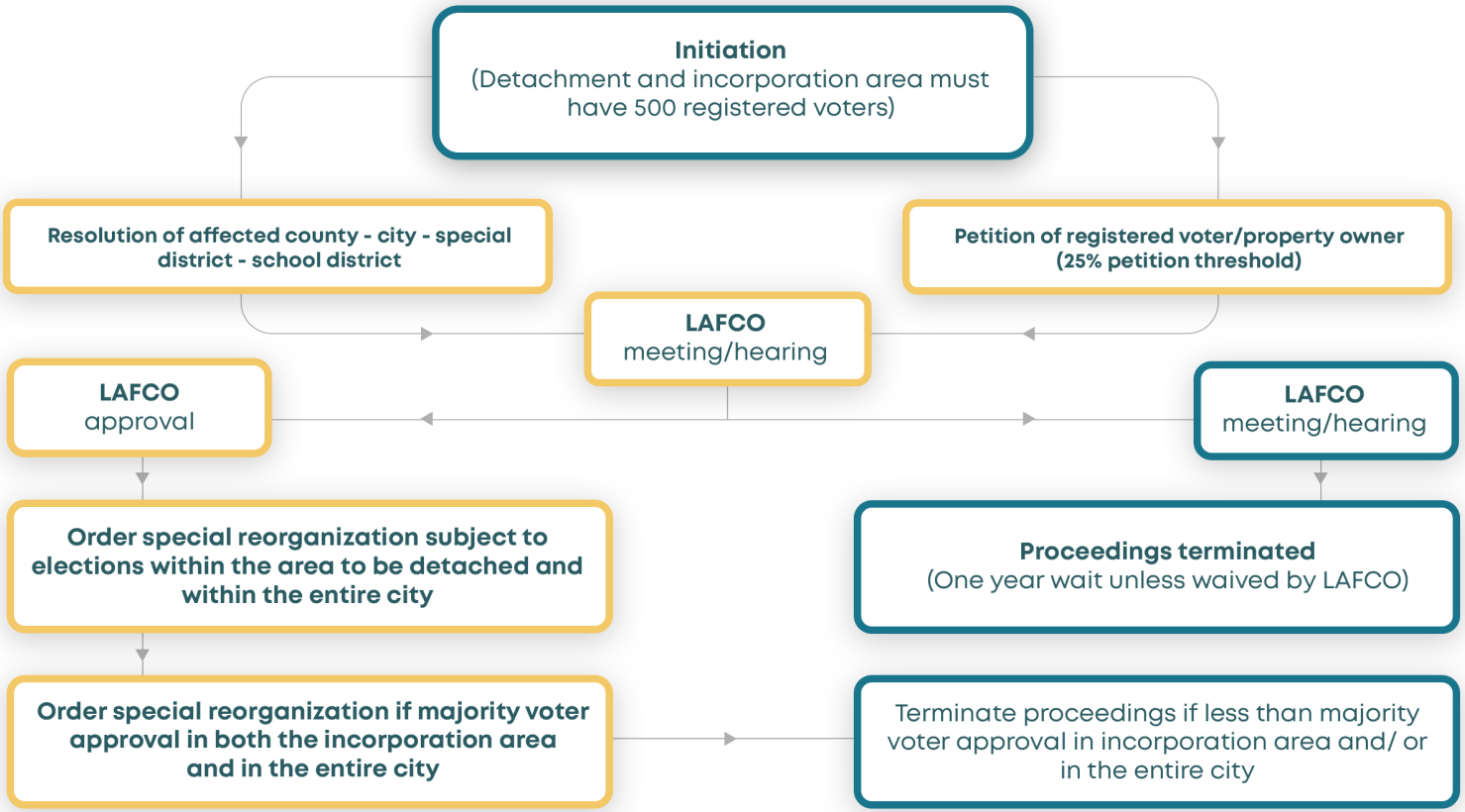
Local Agency Formation Commission

- Watchdog for local governance
- Comprised of locally elected and appointed officials
- Holds regulatory and planning power to coordinate and oversee the establishment of cities, towns, special districts and municipal service areas
- Defines the process to be followed



LAFCO PROCESS

The legal and political process required to change city governments to incorporated status



Local Agency Formation Commission (LAFCO)

For more information go to https://www.sdlafco.org

PROPOSED SERVICES

IN-HOUSE

- City Manager
- City Attorney
- Finance/Clerk/ Admin Services
- Parks & Recreation Department
- Lease Space for initial City Hall
- Development Services Department (Planning)
- Library
- Public Works

LEASED SERVICES

- Police Force
- Fire & Lifeguard Services
- Public Schools (Remains with SDUSD)
- Ambulance
- Environmental Services
- SDG&E (No Change)
- Animal Control
- Water/Waste Water (Remains with The City of San Diego)

VOTES NEEDED

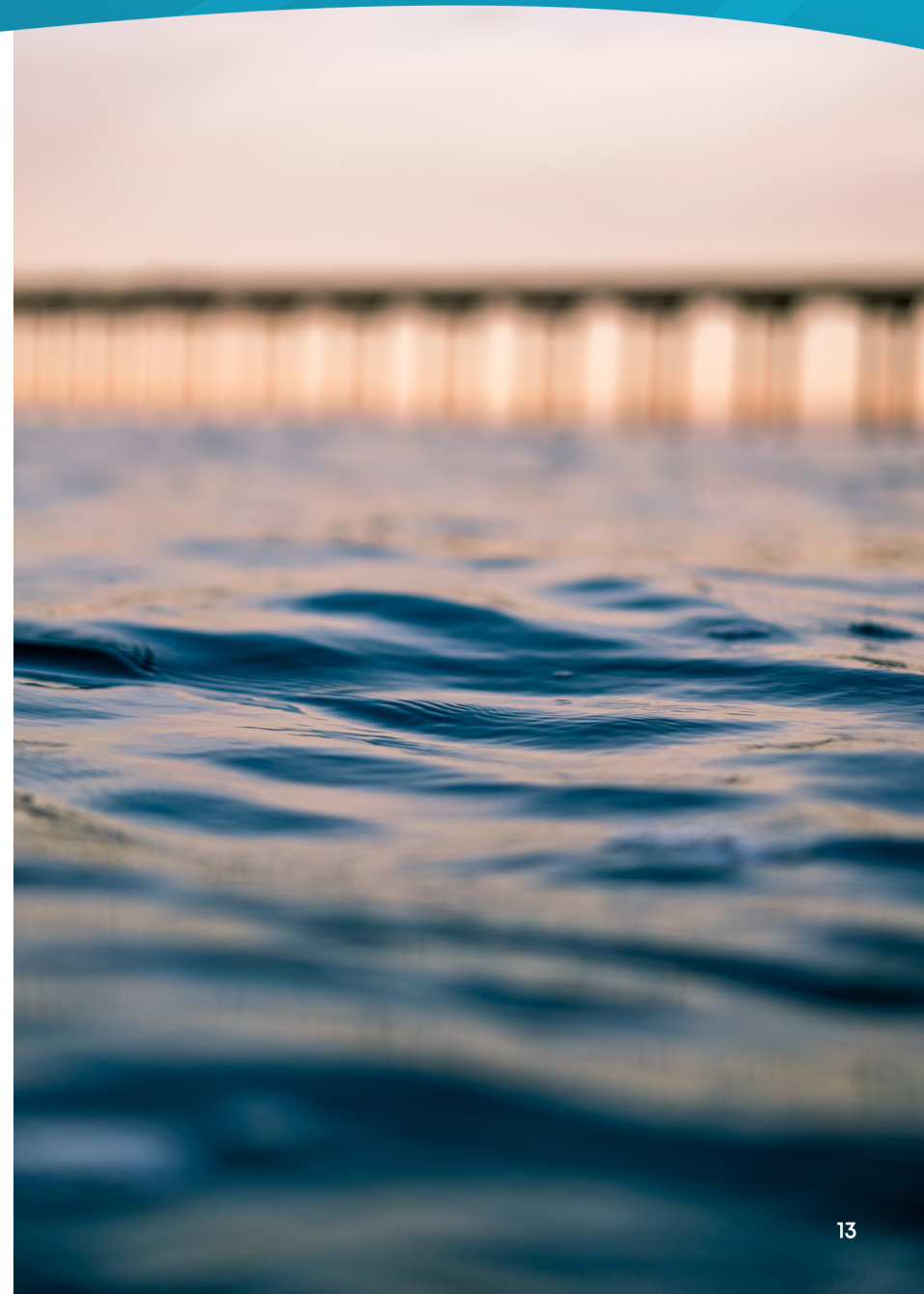
- Vote of support from a majority of citizens within the proposed boundary map

- Vote of support from host city, allowing area to detach



REGIONAL BENEFITS FOR SAN DIEGO

- Provide an income stream to San Diego through leased services
- Relieve San Diego of tremendous cost and liability
- Improve public safety
- Maintain La Jolla's coastline and beaches, for the entire region
- Add to San Diego's TOT and airport landings due to increased tourism
- Create broad economic uplift for the



BENEFITS FOR LA JOLLA

- Improve aged and failing infrastructure
- Improve Public Safety and cleanliness
- Allow La Jollans to define and prioritize needed projects
- Give La Jolla a seat at the table with other Cities in California
- Improve the general quality of life



NEXT STEPS



- Continue meeting with:
  - Mayors Office
  - Political Strategists
  - LAFCO & LAFCO Specialists
  - Union Representatives
- Engage La Jollans in this effort
- Launch website and social media platforms for community engagement
- Based on preliminary fiscal analysis launch LAFCO process:
  - Gather petition signatures
  - File formal application with LAFCO
- Continue to build support across La Jolla and San Diego

THANK YOU

WE MUST BE UNITED

This can only happen when all groups work together in a positive way.

There will be healthy discussion and debate as we work forward for the the good of all.

> **...thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.**
>
> Margaret Mead

Contact us @ www.cityoflajolla.org and follow us soon on

