

City of San Diego  
Parks and Recreation Department

## **Item 6g: Informational Update on Sea Lions – Status of Management Strategies at La Jolla Cove**

California Coastal Commission  
December 10, 2025

# Overview

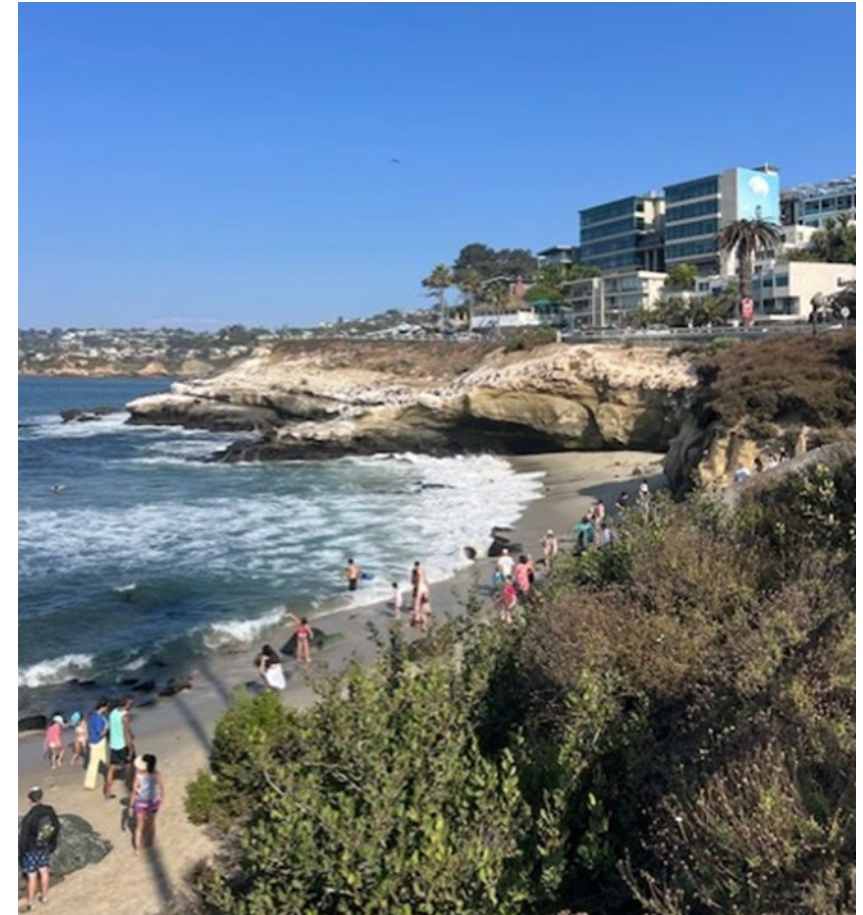
- Shoreline Parks
- Park Rangers
- Signage
- Tourism Engagement
- Possible Future Enhancements
- Conclusion



Source: City of San Diego – August 22, 2025

# San Diego Shoreline Parks

- The City manages over 13 miles of coastline.
- In 2024, San Diego beaches hosted 27.8 million visitors.
- During that timeframe, 2.3 million people visited La Jolla Cove (Ellen Browning Scripps Park) from across the region, the state, and all over the world.
- Common activities at the Cove include swimming, bathing, snorkeling, and sightseeing.
- Park rangers provide support at all shoreline parks with a focus on La Jolla Cove.



Source: City of San Diego Lifeguards



# Park Rangers

Park rangers focus on several areas of visitor engagement at La Jolla Cove, including:

- Public safety
- Marine wildlife education, protection, and monitoring
- Visitor education and information
- Data collection



Source: City of San Diego

# Park Rangers

Shoreline Park Rangers are onsite at La Jolla Cove and Point La Jolla during the following hours (adjusted seasonally):

- Winter: 9:00 a.m. – 5:00 p.m. (Nov 2<sup>nd</sup> – March 5<sup>th</sup>)
- Spring: 10:00 a.m. – 6:00 p.m. (March 6<sup>th</sup> – May 26<sup>th</sup>)
- Summer: 11:00 a.m. – 7:00 p.m. (May 27<sup>th</sup> – Sept 6<sup>th</sup>)
- Fall: 10:00 a.m. – 6:00 p.m. (Sept 7<sup>th</sup> – Nov 1<sup>st</sup>)



Source: City of San Diego

# Park Rangers

Shoreline Park Rangers are fully staffed with 8 park rangers and 10 volunteers:

- **Monday – Thursday:** One park ranger rotates every two hours to maintain continuous coverage at La Jolla Cove and Point La Jolla.
- **Friday – Sunday and Holidays:** Two park rangers rotate every four hours and are supported with volunteers at the educational table in the dirt area near both La Jolla Cove and Point La Jolla (*see map at right*). This location provides great visibility to all wildlife areas.



The star shows the dirt area where the educational table is posted between La Jolla Cove and Point La Jolla.

Source: City of San Diego



# Park Rangers

## Standard Communication and Consistent Messaging



- Communications focus on **safety** of park patrons and wildlife.
- **On December 7<sup>th</sup>, park rangers started to conduct hourly standard safety messages and reminders to the public via bullhorn.**
- This standard message, along with warnings to specific offenders, is shown on the next slide.

Source: City of San Diego  
La Jolla Cove: November 25, 2025 – 1:46 PM

# Park Rangers

## First Public Announcement/Standard Reminder to Park Patrons

"Attention beach visitors: please respect the marine wildlife in this area. The National Marine Fisheries Service recommends maintaining at least 50 yards of distance from seals and sea lions to avoid injury to you or to the animals. Please move away from the sea lion or harbor seal."



## Second Public Announcement/Focus on Specific Individual Observed Violating Law

*Park Rangers will repeat the announcement and include a brief descriptor of the individual(s) involved.*

"Attention beach visitors [insert descriptor of individual(s)] please respect the marine wildlife in this area. The National Marine Fisheries Service recommends maintaining at least 50 yards of distance from seals and sea lions to avoid injury to you or to the animals. Please move away from the sea lion or harbor seal."

## Third Public Announcement/Direct Focus on Specific Offenders

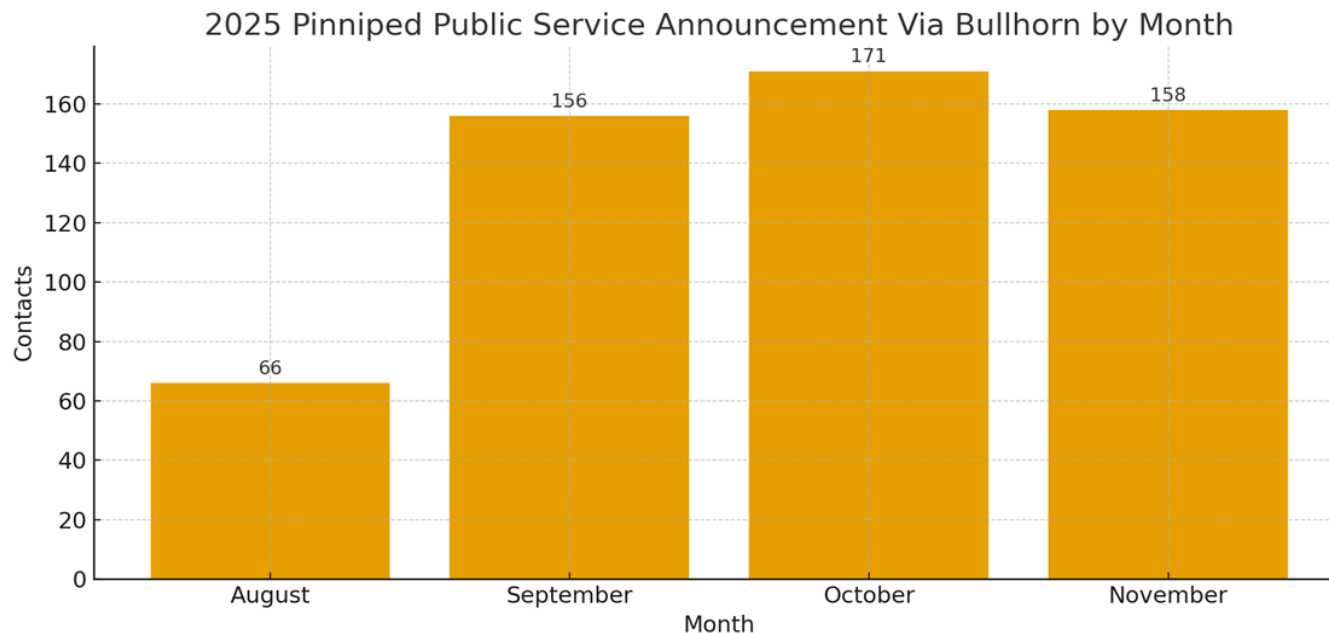
*Park rangers will address the individual(s) directly and notify them of potential violation.*

"You [insert descriptor of individual(s)] may be in violation of the Marine Mammal Protection Act. Your actions are being documented and will be forwarded to Federal Law Enforcement personnel for review."



# Park Rangers

## Visitor engagements each month at La Jolla Cove



Source: City of San Diego

November data only shows the first three weeks.

- Park ranger engagement at La Jolla Cove has significantly increased from August to date.
- These encounters focus on public safety and efforts to keep public and marine wildlife separated from each other.

# La Jolla Cove

## The Cove Is Not Closed

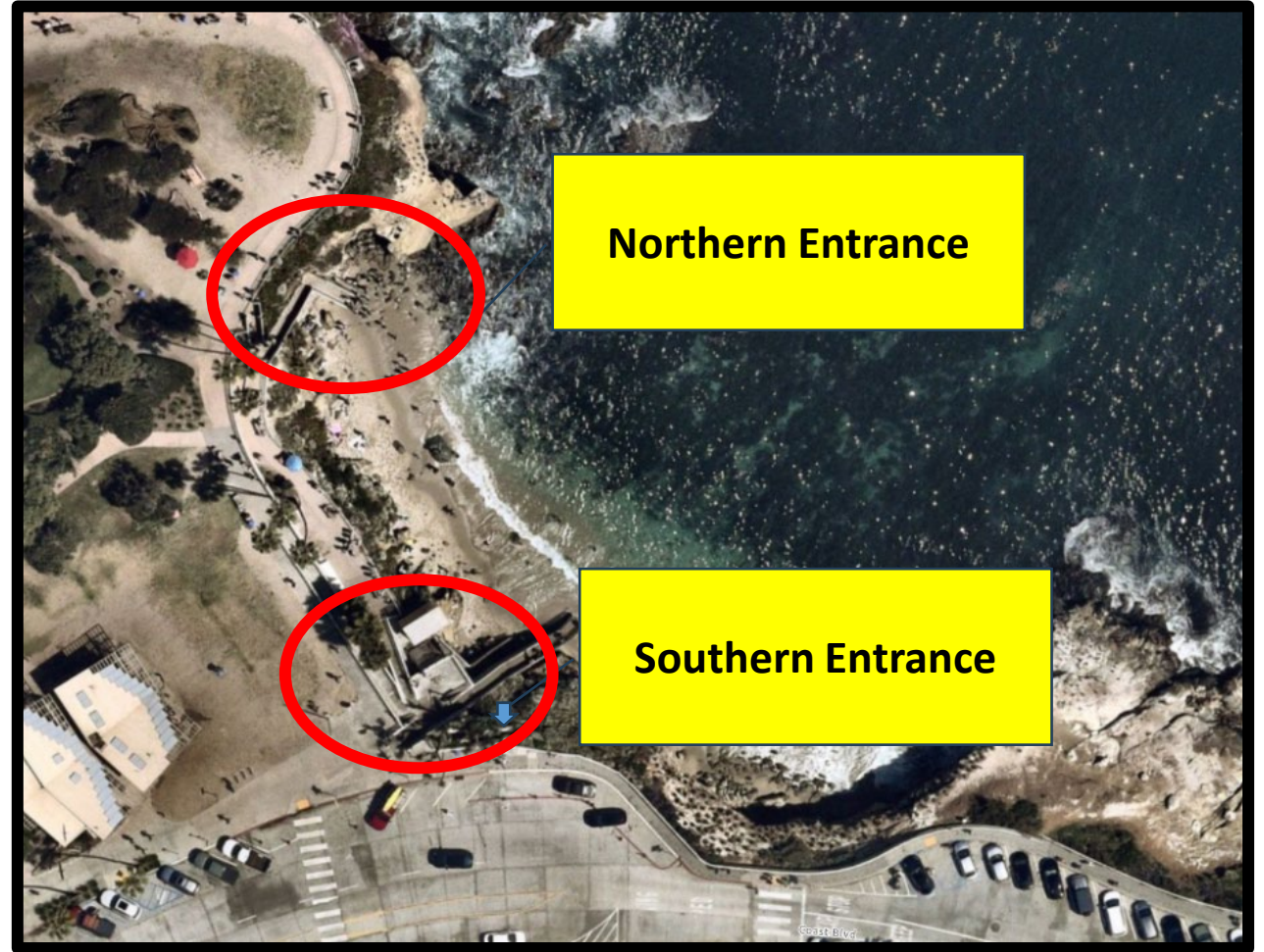
- With the park rangers now at full strength, the City anticipates increased enforcement will result in changed behaviors that will align with safety for park patrons and marine wildlife.
- Coastal access remains a City priority at La Jolla Cove, especially with the ongoing closures of Point La Jolla (ongoing) and Children's Pool (seasonal). The Cove hosts substantial water-based activities including scuba diving, rough water swimming, snorkeling, etc.



Source: City of San Diego

# La Jolla Cove Signage

- Since August, City staff performed a sign audit and created draft signage.
- In December, City staff met with stakeholders and Coastal Commission staff to gather input on draft signage.
- Signage proposals not yet final and City staff welcomes public input.



Source: City of San Diego



# La Jolla Cove Existing Signage

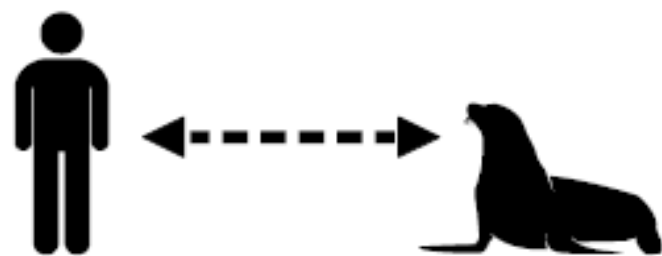
## North Entrance

## South Entrance



Source: City of San Diego

### Do Not Approach Wildlife



These animals may appear tame,  
but they are wild, unpredictable,  
and federally protected.

You are Responsible for your own safety

If you see a beached or injured animal call/text SeaWorld  
If you find deceased animal call NOAA  
To report Marine life harassment call NOAA Enforcement

### Regulations

- No Alcohol • No Glass Containers
- No Smoking • No Littering



### NO DOGS ALLOWED

9am-4pm NOV 1 to March 31  
9am - 6pm April 1 to OCT 31

Floats are prohibited in La Jolla Cove

**BEACH OPEN AT ALL TIMES**

### Marine Protected Area

Matlahuayl State Marine Reserve

#### La Jolla Underwater Park

(Ecological Reserve)

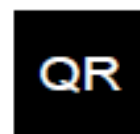
It is illegal to disrupt or disturb or take  
any plants, animals, or marine life.  
Rocks, fossils, and artifacts must not be moved or damaged.

California Fish & Wildlife Code §1583; California Administrative Code §63271

#### NO TAKE RESTRICTIONS APPLY



C.C.R. TITLE 14, SECTION 623.



For Information  
Scan Here



1-888-334-CALTIP (1-888-334-2258)

NOAA Enforcement Hotline (800) 853-1964  
NOAA Deceased Animal (866) 767-6114  
SeaWorld Rescue (619) 455-0709

**Emergency Call**  
**9-1-1**

**San Diego Police Department**  
Non-Emergency  
(858) 484-2154 • (619) 531-2000





# La Jolla Cove Signage Proposal

## North Entrance



## South Entrance

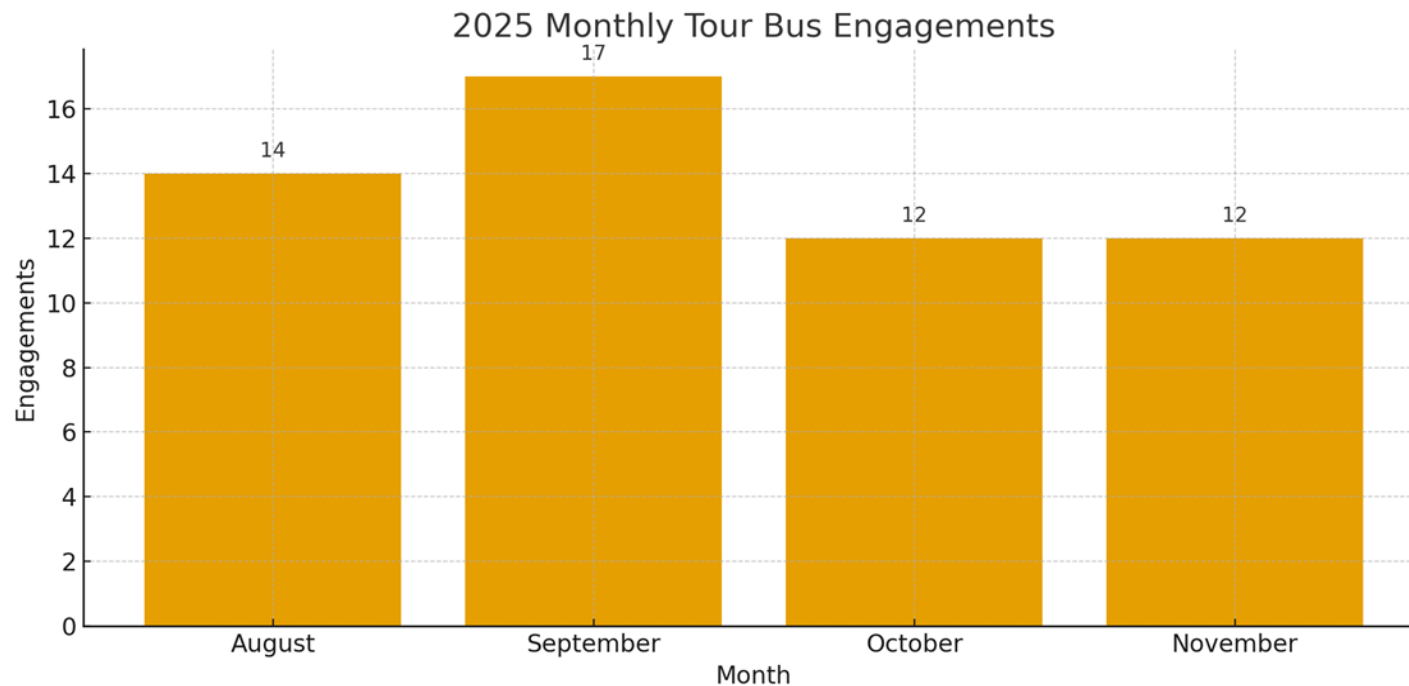


Source: City of San Diego



# Tourism Engagement

Park rangers interact with tour bus operators more commonly to address traffic safety, drop off locations, crowding, and resource interpretive information.

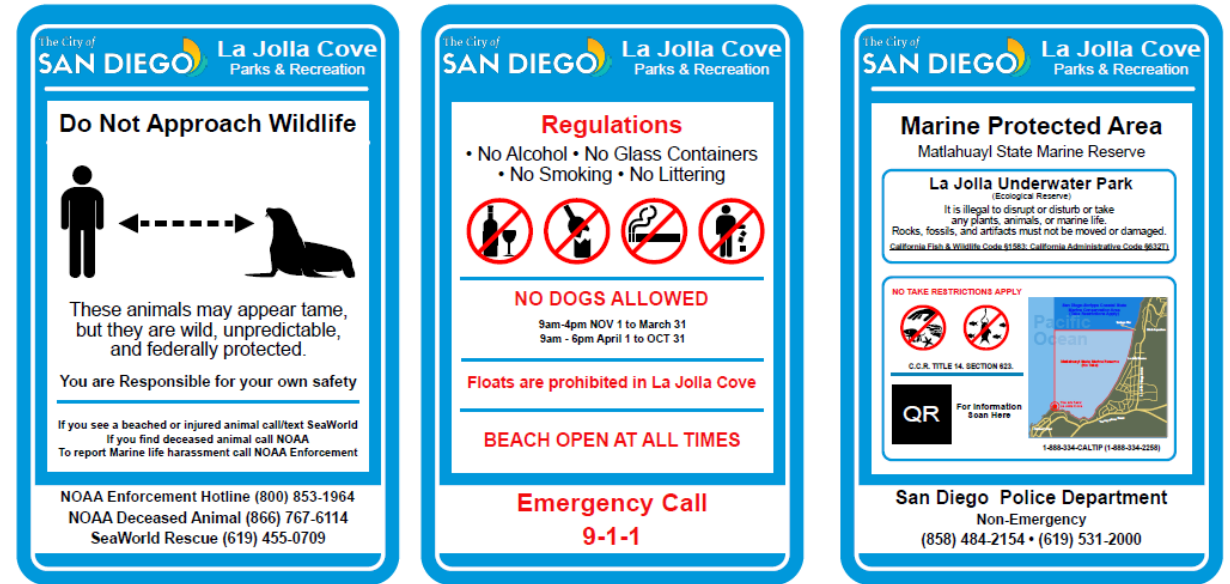


Source: City of San Diego



# Tourism Engagement

- Based on the new signs, park rangers will provide bus operators with key safety, interpretive, and resource management information.
- The City will work with the San Diego Tourism Authority to develop reference material that can be used by bus operators to ensure a safe and responsible visitor experience.



Source: City of San Diego

# Tourism Engagement

- Tour buses are directed to conduct drop off and pick up passengers at an existing green zone located at the intersection of Girard Avenue and Coast Boulevard (interim).



Source: Google Maps



Source: City of San Diego



# Possible Future Enhancements

## Camera and Viewing Deck



Hollywood Beach, Boardwalk, FL (Source: YouTube)

Elephant Seal Cam: <https://elephantseal.org/live-view/>



Sellicks Beach, South Australia (Source: City of Onkaparinga)

# Thank You

The City of San Diego appreciates and thanks the diligent efforts of numerous stakeholders and the California Coastal Commission, all of whom have helped to improve public safety and marine wildlife protection.

Together, we can support this special natural resource and ensure it is a safe space for all to enjoy.



## **Andy Field**

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