A Maintenance Assessment District (MAD) is a legal mechanism by which property owners can vote to assess themselves to pay and receive services above-and-beyond what the City of San Diego normally provides. This above-and-beyond service level is called “special benefit.” What the City normally provides (both in terms of standard appearance and baseline service levels) is called the “general benefit.”

The Park and Recreation Department manages 55 MADs located throughout the City, serving all Council districts and located in all types of communities, including older established communities as well as newly developing neighborhoods. MAD staff members work with landscape, tree, and specialty vendors as well as other City departments to provide these special benefits, which may include enhanced landscaping on a median, ornamental street lights, decorative neighborhood signage, enhanced open space, and focal landscaping.