

Michael Sacks - Bird Rock Resident

As a third generation La Jollan, I consider it home in the deepest sense. Today, I live in Bird Rock with my wife and 1.5 year old daughter, and I stay involved locally through hands-on volunteer work—supporting Birdstock and helping with cleanup efforts along the bike path. Earlier in my life, I worked as a kayak tour guide at La Jolla Shores. Spending so much time on the water gave me a lasting appreciation for the coastline and a strong belief in the importance of protecting our beaches and ocean.

I'm also a technology business owner where I build and manage software for international trade businesses. I serve as President of the Board of California Walks, a statewide nonprofit focused on street safety and making communities more walkable and accessible. I also serve as a California Conservation Committee Representative for the Sierra Club. These experiences have given me a practical understanding of how local planning decisions shape daily life—how people get around, how safe our streets feel, and how we preserve the character and natural resources that make La Jolla special.

I'm running for the LJCPA Board of Trustees to contribute constructively to local decision-making, to represent a grounded perspective as someone who grew up here and is raising a family here, and to focus on outcomes that matter to residents: safety, thoughtful planning, and maintaining what makes La Jolla such a special place.