



# Chula Vista's Water Stewardship Plan



## A Unified Vision:

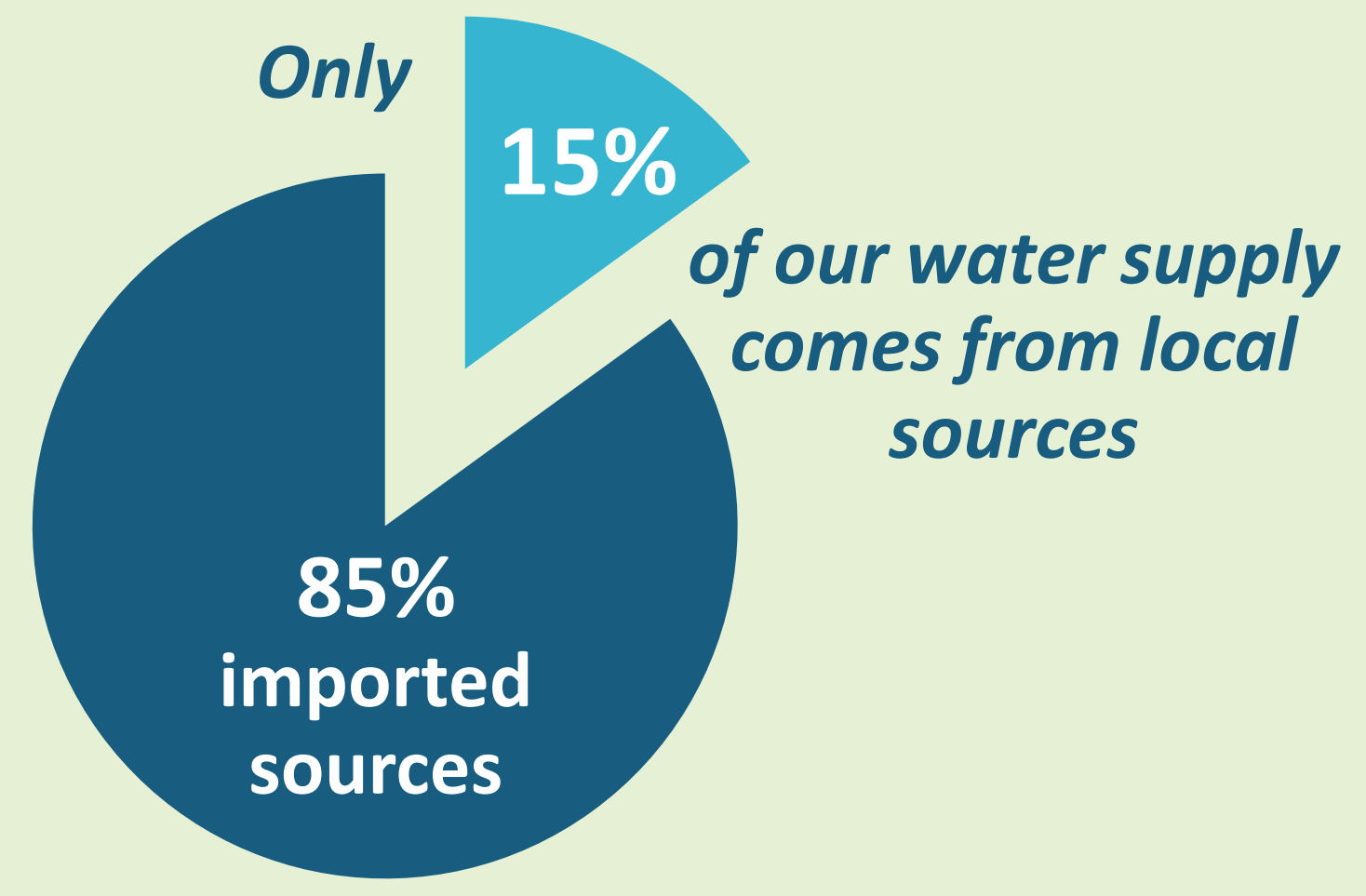
Through the development of the Water Stewardship Plan, the City worked with staff, our utility providers, and the community to establish a unified vision for water stewardship in Chula Vista.

The vision was formed by community members, utility providers, and City staff who provided thoughtful feedback. Several key themes emerged that helped formulate this vision:

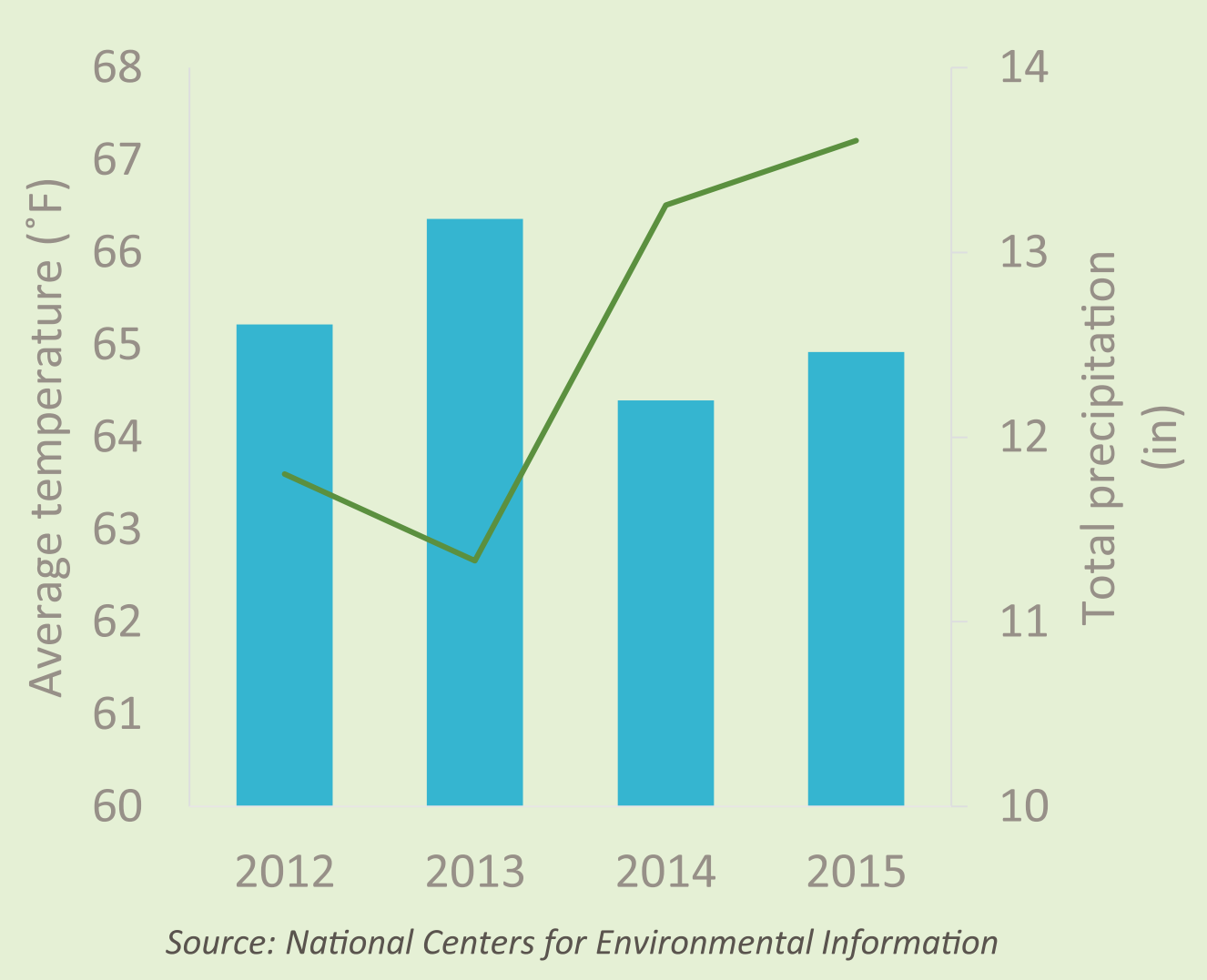
- Accountability
- Engagement
- Equity
- Elimination/waste
- Cultural change
- Community
- Integrated approach
- Local landscape character

The community of Chula Vista is a proven steward of water resources, where local residents, businesses, utility providers, and municipal staff are proactive, accountable and engaged in protecting water supplies, eliminating water waste, and embracing the region's natural landscape.

## A plan was needed.



## The climate is getting hotter and drier.

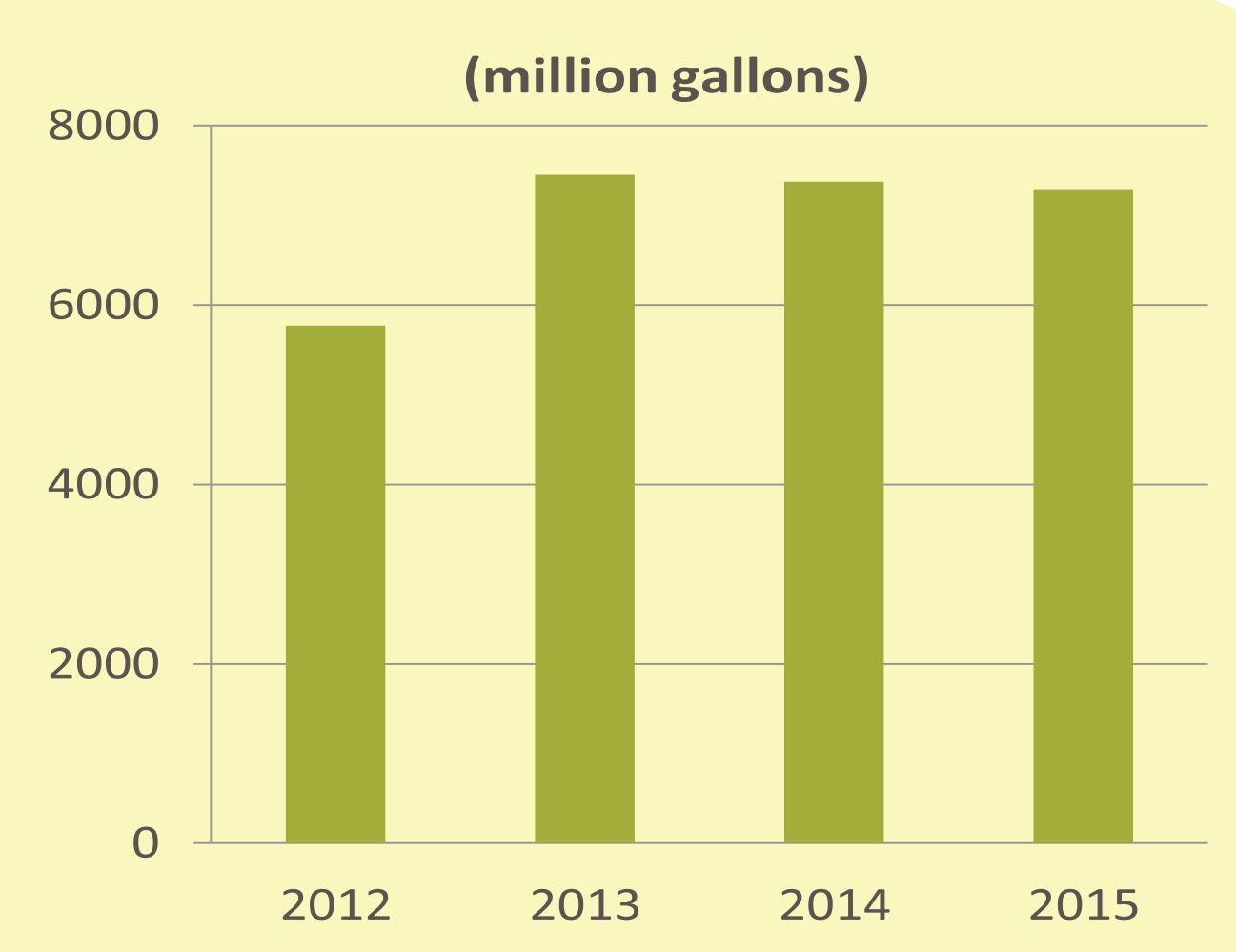


## Water Consumption:

Following a spike between 2012 to 2013, water use by the overall Chula Vista community remained relatively flat from 2013 to 2015. During this timeframe:

- The city's population grew by more than 15,000 people (nearly 6%)
- The annual average temperature increased by 3°
- California had one of the worst, multi-year droughts in state history

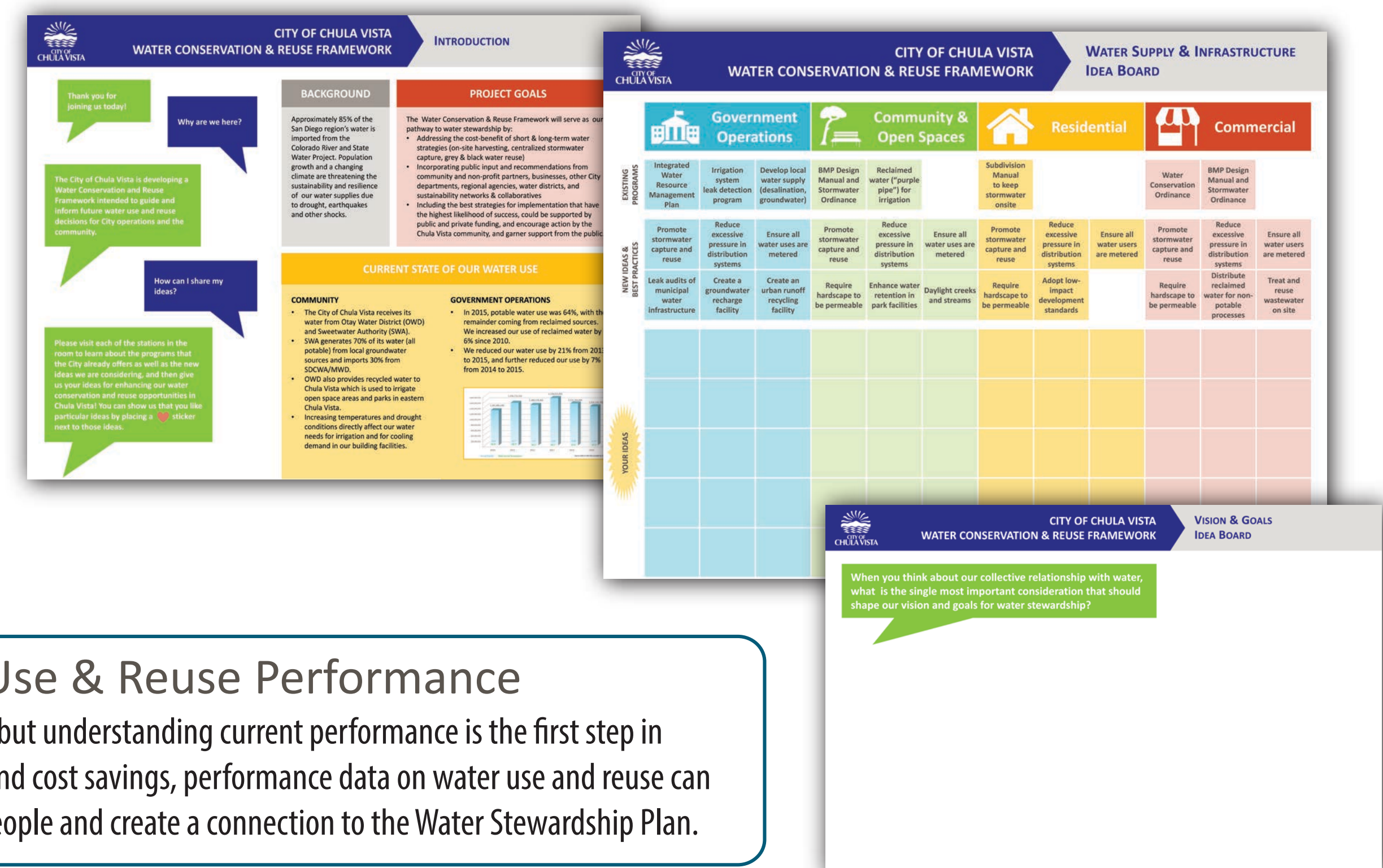
These factors impeded the community's ability to substantially cut water use, while demonstrating the importance of advancing water stewardship during a time of population growth and a changing climate.



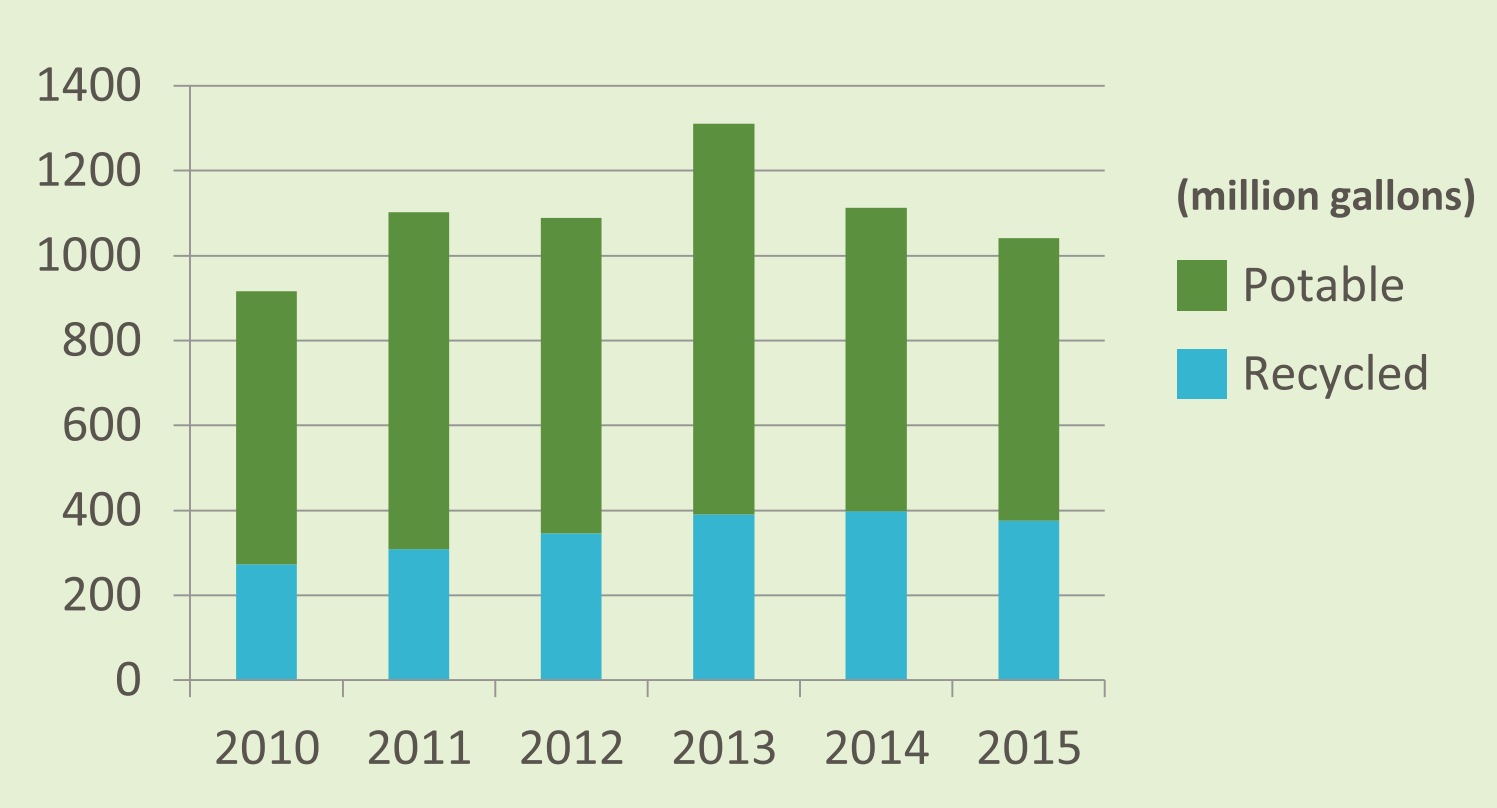
## Idea Boards:

Interactive boards were utilized to gather ideas about how to conserve in four sectors:

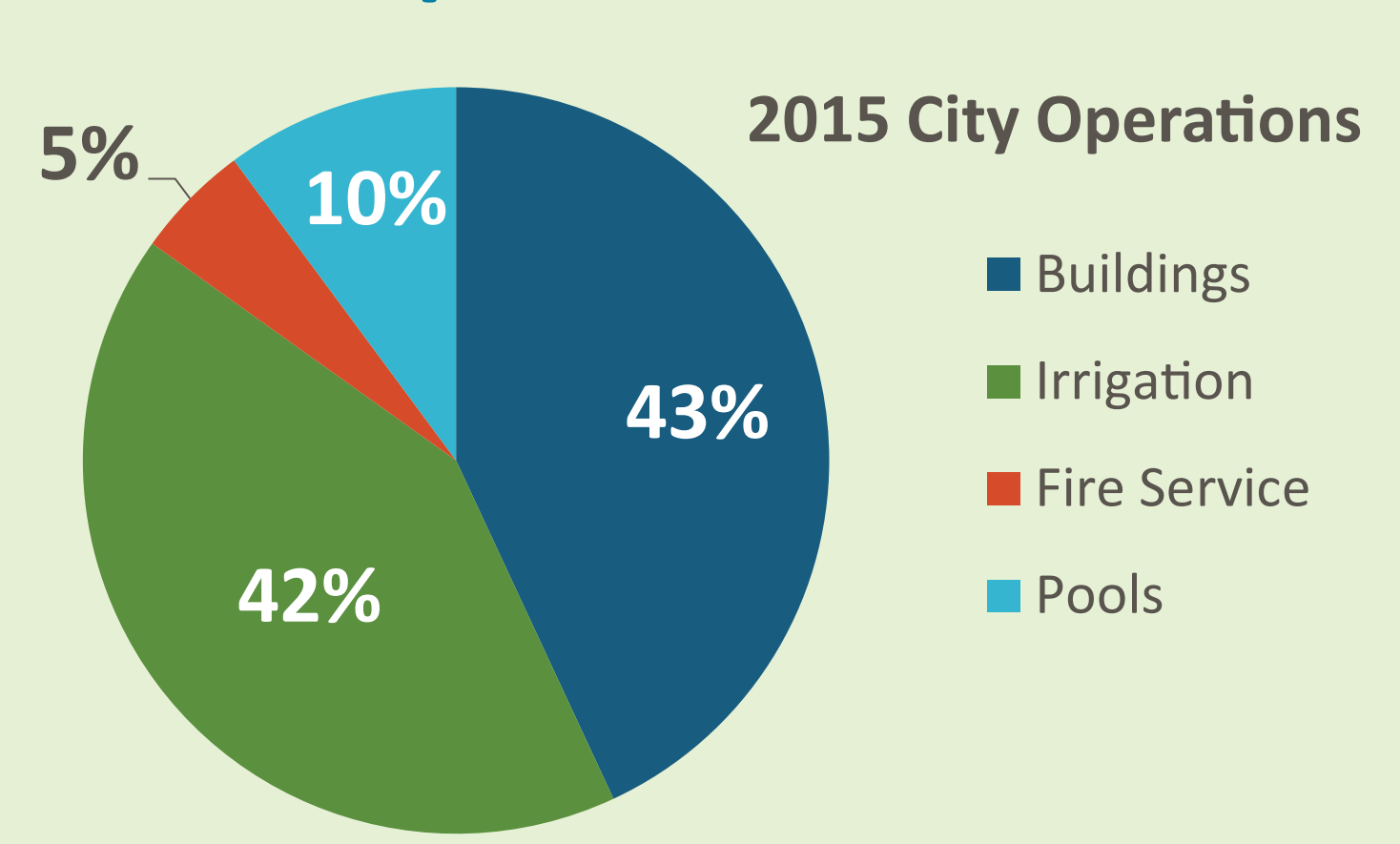
- Government Operations
- Residential
- Community & Open Spaces
- Commercial



## Water Use:



## Total Potable Water Consumption:



## Actions:

- 1. Raise the Profile of Water Use & Reuse Performance**  
Californians have come to accept water scarcity, but understanding current performance is the first step in improvement. Beyond revealing expenditures and cost savings, performance data on water use and reuse can be a powerful means to motivate and engage people and create a connection to the Water Stewardship Plan.
- 2. Promote & Expand Water Capture & Reuse**  
With an annual rainfall of approximately 10 inches, it is imperative that water supplies and resources diversify to sustain community and lifestyle. Working with the community to develop reuse opportunities is crucial.
- 3. Improve Water Efficiency & Reuse Capacity**  
Improving water efficiency and reuse capacity within the built environment (existing buildings and facilities) is a key action, results in cost savings, and conserves precious water supplies for the community.
- 4. Encourage Water Efficient Landscape Decisions**  
Outdoor irrigation accounts for approximately 60% of overall water use in homes. With the help from the Otay Water District and Sweetwater Authority, water conservation strategies, monitoring, and efficient landscaping will help reduce water waste.
- 5. Promote Green Infrastructure & Low-Impact Development**  
Promoting green infrastructure is central to the Plan and will help facilitate the City's ability to expance rainwater reuse and groundwater use opportunities. It also utilizes natural processes to enhance water quality and reduce pollutant loads.

