

Proposal for Partners for Places

Cover Sheet (2 pages max.)

A. **Name of Applicants:** please list the names of the team partners including the sustainability director and name of foundation(s)

City or County: City of Chula Vista State CA
Name of Person Brendan J. Reed, LEED-AP, CEM
Title Environmental Resource Manager
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Foundation name: The San Diego Foundation
City: San Diego State CA
Name of Person Emily Young
Title Vice President, Community Impact
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B. Primary Contact Person

Name: Nicola Hedge
Title: Director, Environment Initiatives
Organization: The San Diego Foundation
Mailing address: 2508 Historic Decatur Road, Suite 200
City: San Diego State: CA Zip: 92106
Email: Nicola@sdfoundation.org
Telephone: 619-814-1384 Ext: _____

C. Proposed Grant Recipient

Name of Organization: The San Diego Foundation
Federal Tax ID #: 95-2942582
Contact Person: Kathlyn Mead
Title President & CEO
Mailing address 2508 Historic Decatur Road, Suite 200
City: San Diego State CA Zip 92106

Email: Kathlyn@sdfoundation.org

Telephone: 619-814-1322

Ext: _____

D. **Amount of request:** \$67,500.00

E. **Amount of Local Match:** \$67,500.00

Name of matching organization(s): The San Diego Foundation (SDF)

F. **Total Project Budget:** \$142,600.00*

*Includes \$7,600.00 in-kind management from the City of Chula Vista and the San Diego Foundation

G. **Project Title** (for use on website's "Idea Bank"): Advancing Chula Vista's Resiliency through Water Reuse Opportunities

H. **Purpose of Project (25 words or less):** To instigate the next level of water management and resiliency that supports the City's broader goal of becoming a sustainable world-class city.

I. **Brief description of project goals, strategy, and key activities (250 words or less):** *Advancing Chula Vista's Resiliency through Water Reuse Opportunities*, a partnership between the City of Chula Vista and the San Diego Foundation, will result in a formal Water Reuse Framework to guide the City's expansion of water reuse and conservation efforts. The Framework will include a cost-benefit analysis of short and long-term water reuse strategies (i.e., on-site water harvesting, centralized storm water capture and reuse, wastewater reuse, and graywater) that incorporates public recommendations and input. In addition, the Framework will assist in revealing the best strategies for implementation in Chula Vista, which can be supported through state, federal, and/or private funding. Key activities include research and analysis; public presentations and convenings to encourage resident action and maintain the already documented public support for water reuse; and identification of strategies that have the highest likelihood of success.

I do do not agree to have the above primary contact person (B), project title (G), purpose of the grant (H), and brief project description (I) uploaded to the "Idea Bank" on the Funders' Network website.

A. Background rationale for project

The City of Chula Vista (the City) is located at the center of one of the richest cultural, economic, and environmentally diverse zones in the United States. As the second-largest municipality in San Diego County with a population of 250,000, it boasts more than 50 square miles of coastal landscape, canyons, rolling hills, mountains, quality parks, and miles of trails and is nestled between the cities of Tijuana and San Diego. Since the 1990s, Chula Vista’s sustainability and resiliency efforts have been tightly aligned with broader municipal goals designed to improve community quality of life and to deliver effective government services. As part of the City’s General Plan, which was updated in 2005, the City intentionally incorporated a variety of sustainable development objectives to reduce greenhouse gas emissions by requiring more efficient buildings, encouraging mixed-use development, facilitating transit system improvements, maximizing the use of low-and zero-emissions equipment and vehicles, and meeting water demand through conservation and efficient use.



At both a city and regional level, maintaining reliable, clean water supplies to serve our growing region has long been top of mind for residents, a concern heightened with California’s ongoing and severe drought. And while significant progress has been made regionally in diversification of water supplies, approximately 85% of the San Diego region’s water is still imported annually from the Colorado River and rivers of Northern California (see left image from *San Diego, 2050 is Calling: How Will We Answer*). Cities, public agencies, and water districts throughout San Diego County recognize the urgency to meet regional water demands through new local supply development such as water reuse, water recycling, and stretching available supplies through efficient water use practices.

Looking ahead, challenges to our water supplies will only grow more extreme. According to the *San Diego, 2050 is Calling: How Will We Answer?* report released by the San Diego Foundation (SDF) and Climate Education Partners in 2014, regional water demand from San Diego County is expected to increase 46 percent by 2035 due to our growing population, rising temperatures, longer intervals without rain, and increased evaporation from the soil and water reservoirs. Local water supplies will be under stress from more intense and frequent drought and from more evaporation and increasing water demand due to rising temperatures. Water availability from both the Sierra Nevada (via State Water Project) and the Colorado River will also be more stressed from warming temperatures and extended droughts that reduce the amount of snowpack and river flow. But, there is a lot we can do today to manage these changes and prepare for a “new normal”.



WARMER TEMPERATURES MEAN LESS SNOWPACK AND GREATER EVAPORATION. SCIENTISTS ARE EXPECTING A 12% DECREASE IN THE RUNOFF AND STREAMFLOW THAT IS REPLENISHING OUR MAJOR WATER SOURCES!

Why this project?

It is with this in mind that the City of Chula Vista and SDF are looking to partner on a water reuse project for consideration in Round 6 of the Partners for Places. In an effort to improve resiliency and address water demands through reuse and conservation strategies, the City and SDF will partner to develop a formal Water Reuse Framework, which will assess near and long-term opportunities and applicable implementation strategies to reuse graywater, storm water, and wastewater. The City’s water availability and use persists as a key variable in achieving sustainable change. In California’s third year of drought, Chula Vista’s local water districts recently increased the drought severity to Level 2 (Mandatory Water Restrictions) as a means to further protect the region’s water supplies¹. City level concerns are mounting about our water supplies, increased water demand, and shrinking resources, which negatively affect Chula Vista’s residential, business, and municipal sectors if action is not taken to address these issues.

Similar to many municipal governments, the City of Chula Vista is not the water provider in its area. Water services are mainly provided by two independent special districts – Otay Water District and the Sweetwater Authority. Since Chula Vista is not the water provider, the City has struggled with finding the most appropriate avenues to directly

¹ Sweetwater Authority. (25 September 2014). *California Drought Update – Level 2*. Available online: <http://www.sweetwater.org/index.aspx?page=24&recordid=219&returnURL=%2findex.aspx%3fpage%3d1>

address California’s serious drought conditions. At the same time, the City wields many relevant engagement and leadership tools as well as connections with the community, which it could deploy more effectively to help reach this water saving goal, as it has with other energy and sustainability goals. Though the City has implemented public water education and conservation efforts to date, an analysis to inform meaningful next steps for water reuse have yet to be tackled due to limited available resources, lack of in-house technical expertise, and unknown regulatory processes.

City of Chula Vista’s Track Record of Success in Sustainability

The City of Chula Vista has long been a sustainability champion, effective in implementing programs with tangible results; engaging residents, community groups, and businesses to address critical climate change issues; and serving as a sustainability resource for other municipalities in our region and nationwide. Beginning in the 1990s, the City of Chula Vista was one of the first jurisdictions in the country to develop a Carbon Dioxide Reduction Plan as part of ICLEI’s Cities for Climate Protection initiative, and has expanded on that leadership since with updated climate mitigation and adaptation strategies in 2008, 2011, and 2014. In its latest Climate Action Plan (CAP), Chula Vista and its elected officials have committed to developing innovative ways to promote local water reuse. We are confident that through our proposed partnership, we will achieve tangible successes to build water reuse and conservation efforts in the City, and Chula Vista will serve as a model for other cities, as it has in many past sustainability activities.

This sustained commitment from City leaders and the broader community has provided Chula Vista with the unique ability to launch innovative programs and to pilot new technologies. The City has been especially adept at leveraging its unique authority (such as business licensing, building codes, and affordable housing services) to institutionalize sustainability principles. As Chula Vista’s Environmental Resource Manager, Brendan Reed has led these initiatives and leads the development of sustainability programs and policies dealing with energy management, water conservation, and global climate change, including the award-winning Chula Vista CAP. Moreover, every municipal department participates in the CAP’s development and ongoing implementation. This involvement from every department has helped to institutionalize the City’s climate action strategies across municipal practices and services.

Brendan also serves on several local, regional, and national committees through which the City can share lessons learned, including the San Diego Regional Climate Collaborative, California Alliance of Regional Collaboratives for Climate Adaptation, the Local Government Sustainable Energy Coalition, and League of California Cities’ Environmental Quality Policy Committee. In addition, the City is one of only 14 jurisdictions statewide that have been invited to join Green Cities California, a coalition of California’s largest and most environmentally progressive jurisdictions that also serves as a regional chapter of the Urban Sustainability Directors Network (USDN) network. Through Green Cities California, Chula Vista shares its cutting-edge sustainability policies and practices with other jurisdictions and helps accelerate the adoption of them at the local, regional, and national levels.

B. Project goals/purpose

This project will build upon the current momentum of statewide action, community desire, city council support, and existing work of key agencies to jumpstart the analysis needed to implement successful and sustainable methods of water reuse. Specifically, the project will examine short and long-term water reuse strategies (i.e., on-site water harvesting, centralized storm water capture and reuse, wastewater reuse, and graywater) and provide a cost-benefit analysis of strategies that would work best for the City of Chula Vista.

Furthermore, City residents and stakeholders will remain engaged by recommending strategies to review (the City has already begun collecting recommendations through its CAP update work) and assisting the City in prioritizing strategies following the analysis. Maintaining stakeholder engagement not only increases community understanding and knowledge about water reuse, it helps ensure that implemented strategies are sustained and supported over time by residents, businesses, and agencies. In order to reach a more representative sample of stakeholders, the project will utilize successful community engagement strategies identified from the Smart Corridors Project, a past Funders’ Network awarded project that tested public engagement methods. Example strategies that proved successful and may be replicated include partnering with local nonprofits to provide walking tours, social media, and surveying. The end goal of the project is a formal Water Reuse Framework, that incorporates the analysis and community input, to guide the City’s expansion of water reuse and conservation efforts. The Chula Vista Water Reuse Framework

project’s purpose is to instigate the next level of water management and resiliency that supports the City’s broader goal of becoming a sustainable world-class city that respects the people and places that make Chula Vista unique.

C. Detailed work plan that describes project activities, deliverables, and timeline

Step	Timeline*	Major Activities and Deliverables	Lead (Supporting Partners)
1. Expand and solidify partner network	Month 1	a. Share project brief with at least 10 existing partners to solidify support and receive leads for partners b. Meet with key stakeholders to gain input on consultant scope	a. City (SDF) b. City (SDF)
2. Hire research consultant	Month 2-4	c. Present project to Resource Conservation Commission (RCC) d. Draft consultant’s scope of work e. Post competitive bid & confirm consultant	c. City (SDF) d. City e. City
3. Begin analysis	Month 4-8	f. Research on-site water harvesting, centralized storm water reuse, wastewater reuse, and graywater g. Conduct cost-benefit analysis on strategies, as is possible, and identify early-action opportunities	f. Consultant g. Consultant (City, SDF)
4. Provide add’l engagement options	Month 5-8	h. Host at least 2 creative engagement activities to share project and seek input online and through social media	h. City & Consultant (SDF & nonprofits)
5. Prioritize water strategies	Month 8-9	i. Review analysis results; Present early findings to RCC j. Host community engagement event for community to prioritize strategies k. Consolidate findings/finalize prioritized strategies	i. City & Consultant (SDF) j. City, SDF & nonprofits k. City & Consultant
6. Draft Water Reuse Framework	Month 9-11	l. Draft Framework document and incorporate findings and public input m. Present to City Council and RCC for approval	l. City & Consultant m. City & Consultant (SDF)
7. Initial framework implementation	Month 11-12	n. Develop initial water reuse ordinance and/or site-specific project design o. Pursue other funding for expanded framework implementation	n. City & Consultant (SDF) o. City
8. Share lessons with partners	Month 12	p. Share plan and lessons with other local cities and local government networks	p. City & SDF

*Some steps may occur concurrently

D. Intended outcomes and impacts

The project’s outcomes and impacts include:

- Assess the City’s reuse short and long-term opportunities for storm water, wastewater, and graywater, to include suggestions from community members
- Create a cost-benefit analysis for prioritized strategies
- Host at least 3 events to engage and educate the public
- Draft the Water Reuse Framework for Resource Conservation Commission and City Council approval
- Initiate design of a water reuse strategy project, to be funded by state, federal, and/or private sources

By developing the Framework and identifying the best strategies to implement, this project leads to more equitable and sustained access to water for all members of the community, including future generations of water users.

E. Plans for evaluating success and tracking/demonstrating impact

This project’s evaluation plan will include formative and summative evaluations. Formative evaluations will assess the following questions, among others: (1) *Is the project working as anticipated?* (2) *Are public- and professionally-recommended strategies being analyzed?* (3) *Is stakeholder engagement maintained?* (4) *Do stakeholders learn and understand sustainable water use options in order to provide input?* (5) *Are any significant changes needed?* Summative evaluations will assess several key

Advancing Resiliency through Water Reuse Opportunities

questions and indicators including, but not limited to: (1) *Does the framework highlight realistic strategies for implementation, including enough information to pursue initial projects to be funded by state, federal, and/or private sources?* (2) *Were levels of public support for water reuse maintained or increased?* (3) *What lessons does this project present to local governments about water reuse in sustainability-related planning?* (4) *What lessons does this project present to local foundations about water reuse in sustainability-related planning?*

Throughout the project's duration, data will be collected from the water analysis, online comments, and transcribed public workshop discussions. SDF is also committed to share findings with not only project partners and their stakeholders, but also through its Center for Civic Engagement, which hosts public educational programming, and its philanthropic networks such as the FSG Collective Impact Forum and the Council of Foundations. Additionally, as a member of Green Cities California (a regional network of the Urban Sustainability Directors Network), the City of Chula Vista is committed to sharing results of this project with other California cities.

F. Key staff or implementation partners

As mentioned throughout the application, the following are the key staff and implementation partners:

- **City of Chula Vista's** Public Works Department, Conservation (led by Brendan Reed) with support from:
 - City Engineering staff
 - City Stormwater and Wastewater staff
- **San Diego Foundation's** Environment Division (led by Nicola Hedge) with support from:
 - The Chula Vista Charitable Foundation, an affiliate of the San Diego Foundation
 - The Center for Civic Engagement, a program of the San Diego Foundation

The City and the SDF will engage the following key stakeholders several of which have previously partnered with the City on sustainability programs, but also several new partners:

- **Water Districts** (the region's water authority San Diego County Water Authority; Sweetwater Authority; Otay Water District; California American Water)
- **Nonprofit Partners** such as those we've worked with on past projects (San Diego Coastkeeper; WILDCOAST; I Love a Clean San Diego)
- **Community Partners** (Civic Associations; Chula Vista Public Libraries; Chula Vista Chamber of Commerce; Third Avenue Village Association; Chula Vista Resource Conservation Commission)
- **Regional Sustainability Partners** (San Diego Regional Climate Collaborative; US Green Building Council – San Diego Chapter; Resource Conservation Commission)

G. URL link to the 1) officially adopted local sustainability, climate action or comprehensive plan provision that explicitly addresses sustainability

- 2011 Chula Vista Climate Action Plan
http://www.chulavistaca.gov/clean/conservation/Climate/documents/ClimateActionPlanUpdate_Oct11ProgressReport_FINAL.pdf
- Chula Vista Climate Action Plan - 2014 Recommended Updates (adopted by Council in December 2014)
<http://www.chulavistaca.gov/clean/conservation/Climate/documents/Binder1.pdf>
- 2005 Chula Vista General Plan - 3.1.3 Meeting Water Demand Through Conservation and Efficient Use
http://www.chulavistaca.gov/City_Services/Development_Services/Planning_Building/General_Plan/documents.asp

H. Additional Information on how the project addresses key selection criteria.

1. Degree to which the partnership project advances a community-focused sustainability, climate action, or comprehensive plan provision that specifically addresses sustainability.

This project helps meet goals of the City's Climate Action Plan, specifically Adaption Strategy #4: Local Water Supply & Reuse. Per Strategy #4, the City is tasked with "...educat[ing] the community about the benefits and appropriate

Advancing Resiliency through Water Reuse Opportunities

uses of local water supplies and further integrat[ing] recycled water/onsite water reuse systems into new development” (page 13). Through the work of this project, community members will learn about water reuse benefits and the importance of water conservation. In addition, the project provides research-based information to inform which recycled water/onsite water reuse systems strategies will best serve the City.

In 2014, the City’s Climate Change Working Group (CCWG) – comprised of residents, business, education, non-profit, and utility representatives – was tasked by the City Council with identifying new opportunities to help reach the Chula Vista CAP’s greenhouse gas (GHG) reduction goal of 30% below 2005 levels. As such, the CCWG has identified 12 action areas that could generate up to 166,000 metric tons in reductions by 2020, while improving local air quality, generating utility savings, reducing traffic congestion, and promoting a healthier community. The first action area in the CCWG’s recommendations accepted by the Council in fall of 2014 is “Water Conservation and Reuse,” on page 1, as these can help the City both reduce GHG emissions (an estimated 6,000 MT CO₂e) *and* prepare for climate change. These measures include (where #3 is the focus of this proposal):

- **#1 Water Education & Enforcement** - Expand education and enforcement (through fines) targeting landscape water waste.
- **#2 Water Efficiency Upgrades** - Use sewer ratepayer funds to incentivize indoor water conservation and provide on-bill financing opportunities; Update the City’s Landscape Water Conservation Ordinance to promote more water-wise landscaping designs; and Require water-savings retrofits in existing buildings at a specific point in time (not point of sale)
- **#3 Water Reuse Plan & System Installations** - Develop a Water Reuse Master Plan to maximize the use of storm water, recycled water (such as indoor commercial use), and onsite water reclamation; Promote graywater through a Laundry-to-Landscape installation program and by simplifying complex systems’ permit review.

City staff, with Brendan Reed as lead, has now been tasked with implementing the above strategies, and was actively looking for partnerships to get started on these, especially #3 above. To develop this proposal, he has already met and spoken with leaders from several other City departments (public works, storm water, wastewater, economic development) to solidify buy-in and the project approach.

Finally, this effort helps meet goals of the 2005 Chula Vista General Plan. Within Chapter 9: Environment, Section 3.1.3 Meeting Water Demand through Conservation and Efficient Use, it states that “the demand for water will continue to increase as Chula Vista experiences further growth. Chula Vista can help to ensure adequate water supply for future generations by continuing to promote the development of water efficient communities and to implement water conservation programs” (page E-23). This project’s analysis and prioritized strategies for water reuse implementation will set the foundation for increased water resiliency in Chula Vista.

2. Extent to which there is a collaborative process between a city or county sustainability director and local place-based foundation(s) in developing the proposal, including the role of each in implementing the project and how the project fits into the local funder’s grant strategy

This project meets goals of both the City of Chula Vista and SDF, and was developed through ongoing dialogue as well as collaborative development of the proposal to clarify roles and long-term goals to ensure a lasting partnership. This effort, coupled with emerging community interest in water reuse and the recent passage of the California Water Bond, provides a major opportunity to improve the community’s resilience to the current drought and expected climate change impacts on water resources.

With its release of *San Diego, 2050 is Calling* in June 2014, SDF has been looking to advance partnerships with local governments that are actively looking to prepare for climate changes outlined in the report. Ideally, this project will inspire additional local government collaborations around the report’s findings. Since 2006, SDF has been committed to providing critical leadership and philanthropic investment to catalyze more comprehensive regional action on climate change and environmental sustainability through its Environment Division. SDF has done so by investing in locally-based research, technical expertise, nonprofit advocacy, convening stakeholders to promote collaborative

action, as well as peer-to-peer networking for staff from our region's 18 cities, the County, and public agencies including with the City of Chula Vista.

Additionally, one of nine local affiliate foundations being managed and developed by SDF is the Chula Vista Charitable Foundation (CVCF), which aims to improve the quality of life within Chula Vista by promoting and increasing responsible and effective philanthropy. This local foundation is just completing its fifth ever grant cycle, which is currently focused on the environment, and will serve as a community engagement partner for the City.

More recently, SDF resolved to further emphasize its support of collective impact collaborations in order to adapt to the community's changing needs and address its mission to improve the quality of life in all of our communities by providing leadership for effective philanthropy that builds enduring assets and by promoting community solutions through research, convenings, and actions that advance the common good. By supporting collective impact collaborations, SDF hopes to reduce duplication of services, increase partnerships between community organizations, and invest in cross-sector projects that provide greater impact along WELL (Work, Enjoy, Learn, Live) priorities, as identified in its *Our Greater San Diego Vision*. SDF hopes this project will advance existing environmental initiatives and increase private donor interest in collective impact efforts related to sustainable issues.

Roles of each of the partners are in Section C above, where CVCF falls under and works alongside with SDF.

3. Extent to which the partnership project is thoughtful, pragmatic, and demonstrates impact

Please see Section C.

4. Involvement of a cross-section of the community working on the project

The City of Chula Vista's climate action and sustainability initiatives have been guided by a broad coalition of community stakeholders since the 1990s. As mentioned above, the Chula Vista Climate Change Working Group (CCWG) has facilitated involvement from residents, business associations, non-profit groups, utility representatives, and other public agencies and has helped to build a sense of community "ownership" for the CAP and related programs. In addition, the City Council-appointed Resource Conservation Commission (RCC) provides a monthly forum to gain public input and involvement. The resident-led RCC is responsible for providing ongoing guidance to City Council and staff on matters involving energy and water conservation, resource recovery, environmental sustainability, and other related fields. In implementing this proposed project, City staff would meet with and seek input from the RCC at several key points through the process, and encourage public participation and engagement at those meetings as well as others. Both the CCWG and the RCC will be used for the proposed project to leverage stakeholders' valuable professional experiences and technical insights and ensure the involvement of a cross-section of the community leading to successful and efficient implementation. Additional public events, to engage residents not affiliated with CCWG and RCC, will be hosted in partnership with SDF and CVCF, the City, and nonprofit partners.

5. Whether: 1) the proposal represents a new relationship between a city or county sustainability director and a local place-based funder(s) or 2) demonstrates that it is resulting in a measurably stronger and sustained existing relationship

This proposal represents strengthening an existing organizational relationship between the City of Chula Vista and SDF, as well as developing relationship between new key individuals.

Since the launch of the Climate Initiative, SDF has developed a rich and multi-faceted relationship with the City of Chula Vista. Representatives from the City have served as trusted advisors to help guide SDF's Climate Initiative investments to catalyze regional climate action. Through a robust, multi-year partnership with ICLEI, SDF has also supported technical assistance for climate action planning to every other local government in the region, including Chula Vista, resulting in completion of GHG inventories for 17 local governments and development of a multi-jurisdictional sea level rise planning project for San Diego Bay. City environmental staff has attended regular Regional Climate Protection Network meetings, amongst staff from all of the region's local governments and major public agencies, and now serve with SDF on the Steering Committee for the newly-formed San Diego Regional Climate Collaborative. SDF also served on the 2010-11 Chula Vista Climate Change Working Group.

This project will help deepen relationships between SDF, Chula Vista Charitable Foundation (CVCF) and the City of Chula Vista. While the Chair of the CVCF serves also on SDF's Climate Initiative Advisory Committee and is coincidentally also the Director of the City's Economic Development Department, the three organizations have not worked together on a project together to date. Additionally, SDF and CVCF are recruiting a new staff member to manage south region relationships including the Chula Vista area, ideally to be hired before summer 2015. This project will help solidify a relationship between the City and the new CVCF staff person, which we anticipate will enable partnerships on future projects.

In addition, this proposal represents a new relationship between the City's newly elected mayor and councilmembers with SDF's new CEO and President, Kathlyn Mead, who joined SDF in July 2014. As relationships between the City's and SDF's key decision-makers shape, the municipal-foundation partnership strengthens, given its dual level of support from leadership and implementing managers. This enables the partnership to continue beyond the project, ideally collaborating and engaging other community organizations in larger efforts.

6. Extent to which the partnership project addresses one or more of the eight sustainability priorities:

- **Integrating Climate Change Preparation and GHG Emissions Reductions** – The City's goals to achieve 166,000 metric tons of GHG emissions reductions by 2020 includes the "Water Conservation and Reuse" measures will help to reduce an estimated 6,000 MT CO₂e. This project will be the core action that bridges climate mitigation and adaptation as it is also a climate change adaptation measure to reduce reliance on imported water supplies and help communities brace for overall diminished water availability and higher costs.
- **Incorporating Sustainability and/or Climate Action Into Economic Development Initiatives** – Over the last few years, water rates in the region have increased by as much as 20% for some customer classes. These cost increases are driven by more expensive imported water supplies and related infrastructure needs. For businesses, water rates are having a direct impact on their bottom line and their ability to expand their enterprise. The City itself, for the first time ever, now pays more in water costs for its municipal facilities than electricity and natural gas costs combined. A study by the Equinox Center and Fermanian Business & Economic Institute found that water (both the reliable supply and costs) is likely to be the most critical resource challenge that the San Diego region will face during the next two decades as it strives to achieve sustainable growth. The proposed project will help identify new opportunities to maximize the use of existing, local water sources supporting the City's long-term economic vitality.
- **Mobilizing Resident and Business Actions That Advance Sustainability and/or Climate Action** – Stakeholder engagement increases community understanding and knowledge about water conservation and helps ensure that implemented strategies are sustained and supported over time by City residents, businesses, and agencies. In addition, as strategies are analyzed, these engagements will provide stakeholders with action steps to address water conservation and inform which water reuse strategies should move forward.
- **Undertaking Comprehensive Neighborhood Sustainable Development** - This project will inform the water management, practice, and conservation in neighborhoods across Chula Vista. This involves a framework that will affect the City economically (water for businesses), environmentally (water for local parks; protection of natural water resources), and in an equitable manner (water costs are manageable for all stakeholders).

7. Potential to bring other funding to the project beyond the match

There is high potential for this project to result in additional funding to advance implementation of identified strategies from the Water Reuse Framework. Once the Framework is complete, the City and the Authority will pursue funds from the recently passed California Water Bond, where \$213.5 million is specifically set aside to the South Coast California region (includes San Diego County) for projects related to recycled water pipelines, desalination plans, safe drinking water, and groundwater. Depending on the final strategies outlined in the Framework, the City and Authority may also apply for part of the \$1.25 billion available to all California regions for conservation and storm water capture, building new recycled water pipelines, testing new treatment technology, and/or building desalination plants. Additional funding resources to support the water reuse implementation include funds from California's Cap and Trade Fund, Prop 84, the State Energy Efficiency funding, and SDF (conditional on donor interest). Subsequent findings from the Framework and implemented strategies will provide invaluable data to other San Diego region cities and communities, interested in replicating the project.

Proposed Project Budget

Organization: The San Diego Foundation (The Foundation) & City of Chula Vista

Project Name: Water Reuse Framework

Revenue (including proposed and secured)	
Contributions, gifts, grants	
The San Diego Foundation	67,500.00
Funders Network Partners for Places Matching Fund	67,500.00
In-Kind Support (City of Chula Vista & San Diego Foundation)	7,600.00
Total	142,600.00

Expenses	TOTAL	SDF Funding	TFN Funding
Project Management			
Personnel - City Staff ¹	17,400.00	17,400.00	-
Personnel - Project Interns ²	4,200.00	4,200.00	-
In-kind management support from SDF ³	3,000.00	-	-
In-kind management support from the City of Chula Vista ⁴	4,600.00	-	-
Technical Assistance			
Consultant	102,200.00	40,900.00	61,300.00
Community Engagement			
Public workshops and community events	5,000.00	2,500.00	2,500.00
Online engagement	5,000.00	2,500.00	2,500.00
Reports			
Plan Development and Printing	1,200.00		1,200.00
Total	142,600.00	67,500.00	67,500.00

Notes:

¹City Staff: (1) 60 hrs & (3) 30 hrs

²Intern: (1) 60 hrs

³Lead SDF staff: (1) 30 hrs

⁴Lead City Staff: (1) 40 hrs