CITY OF CHULA VISTA

Prepared and Protected



A stock image of a person cleaning their gutters in prepration for a storm.

Extreme weather can take many forms in Southern California, and being prepared can make all the difference when conditions change quickly.

With hot, dry conditions and Santa Ana winds increasing wildfire risk, fire safety remains top of mind. At the same time, the arrival of El Niño means the region could soon face a very different weather threat: heavy rain, flooding and strong storms.

The City of Chula Vista prepares year-round for emergencies and monitors changing conditions to help protect residents, businesses and critical infrastructure. Ahead of severe weather, City teams coordinate with federal, state and local first responders, emergency managers and weather agencies while reviewing emergency action plans and identifying areas that may be particularly vulnerable to flooding or other hazards.

Preparation also happens throughout the community. Public Works crews inspect and clear storm drains and drainage channels, trim trees, maintain streets and make necessary infrastructure repairs to help reduce the risk of flooding and storm damage. The City also monitors potential road and erosion concerns and checks water and wastewater pumps, backup generators and other critical equipment.

Residents have an important role in preparedness, too. Every household should have an emergency kit with enough food, water and necessary medications for at least 72 hours. Families should develop and practice an emergency plan that includes evacuation routes, meeting locations and ways to communicate if family members become separated. Plans should also account for children, older adults, people with disabilities and pets.

Residents are also encouraged to know where utility shutoffs are located, safely store insurance information and other important documents, and register their cellphone with Genesys Protect and AlertSanDiego, the countywide emergency notification system. The City will continue sharing weather alerts and emergency preparedness information through its website and social media channels.

To learn more about how the City is preparing and tips to stay prepared, listen to the City's podcast, CityCast.

Beautify Chula Vista



A photo of volunteers at Beautify Chula Vista event.

The City of Chula Vista, in collaboration with the South Bay Sustainable Communities Network, is issuing a community-wide call for volunteers to join the 23rd Annual Beautify Chula Vista Day on Saturday, Oct. 24, 2026, from 8:00 a.m. to noon. This much-anticipated neighborhood cleanup event aims to engage residents in hands-on beautification efforts across the city.

In 2025, more than 500 volunteers removed thousands of pounds of litter, painted out graffiti and helped restore neighborhoods, creeks and canyons throughout Chula Vista. Their commitment and hard work continue to make a meaningful impact and inspire positive change across our city.

We are especially excited about the amazing projects we have in store this year, including storm drain stenciling, graffiti removal, litter pickup, and other beautification projects throughout the city.

Volunteers will be meeting at the Otay Recreation Center, 3554 Main St., Chula Vista, 91911. Upon arrival, participants will check in with event leads, complete a safety orientation and receive cleanup supplies and instructions for the day's efforts.

All volunteers must register and sign a waiver in advance on the City's Website. Participants are asked to provide their own transportation and to wear appropriate clothing and sturdy shoes. They should also bring work gloves, a refillable water bottle and any snacks or lunch they may need. This event also qualifies for student community service hours.

With more than 400 volunteers needed, the event will focus on removing graffiti, collecting litter, and restoring the visual appeal of streets, parks and public spaces. This is a prime opportunity for residents, families, students and local organizations to come together and give back to their community.

To be part of this impactful effort, register for Beautify Chula Vista. For more information or assistance with registration, contact the City's Environmental Services Division at environmentalservices@chulavistaca.gov or call 619-691-5122.

Renew your Chula Vista Business License



A photo of the business district in Downtown Chula Vista.

As we approach the end of the year, we want to remind our local business community that it is time to renew your Chula Vista business license. All active licenses expire on Dec. 31, 2026. To avoid penalties, please ensure your renewal is completed by Jan. 31, 2027.

In October, businesses that have an email address on file will receive renewal notices electronically, along with information necessary to renew their license and obtain their 2027 certificate entirely online. For those accounts without an email address on file, renewal notices will be sent via US mail in October. We encourage you to provide an email address on your renewal paperwork so that you may take advantage of electronic renewal in the future.

Three Ways to Renew

- Online: The quickest option is through our online portal.
- By Mail: Send your completed notice and payment to the City.
- In Person: Visit the Finance Department at 276 Fourth Avenue, Building A.

Business owners requiring assistance or for any questions regarding their business license, support is available by email at cvlicenses@chulavistaca.gov, or by calling 619-585-5624.

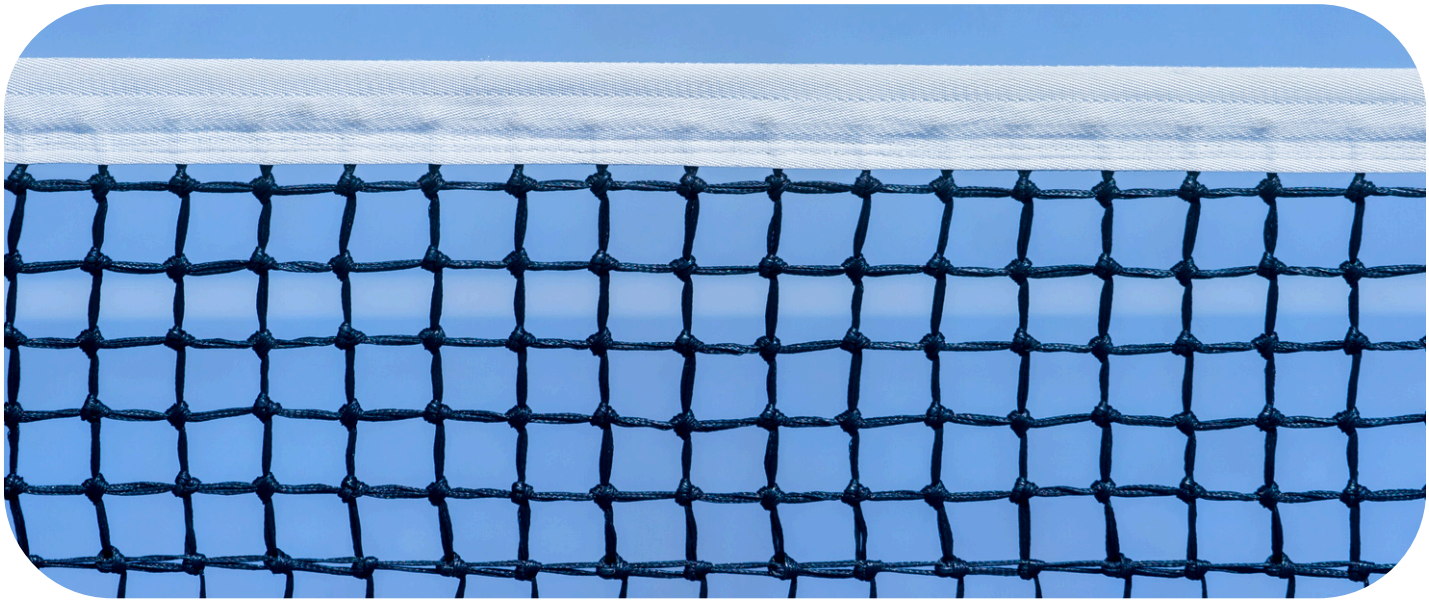
If you are no longer conducting business in the City of Chula Vista, you must notify the City by submitting a no-fee closure statement. To close your business license, visit our webpage and submit your closure request.

Thank you for doing business in the City of Chula Vista!

CITY OF CHULA VISTA

City Tips and Updates

Racket Sports Courts at Millenia Park Survey



A stock photo of a racket court net close up.

The City of Chula Vista wants to hear from you! Share your feedback on the future use of the shared tennis and pickleball court at Millenia Park.

The City of Chula Vista is seeking community input regarding the shared tennis and pickleball court at Millenia Park. The court was originally designed and striped to accommodate both tennis and pickleball. The City is evaluating how the court should be used in the future and would like to hear from park users and nearby residents. Your feedback will help inform future decisions regarding court use, scheduling, and improvements.

Fill out the survey online.

The City of Chula Vista Engineering Department is Upgrading your Streets



A photo of downtown Chula Vista's main road

The City of Chula Vista is launching a major citywide pavement rehabilitation program to make our neighborhood streets smoother, safer, and more accessible. Funded by TransNet and Gas Tax investments, this multi-year project will repair and upgrade roadways across the city through late spring 2027.

Starting as soon as late September, construction crews will begin our annual Pavement Rehabilitation Project to fix broken asphalt, repair sidewalks, and make your neighborhood streets safer.
To get our roads in top shape, you will see construction crews will be performing slurry seal and crack repair, applying pavement preservation treatments on selected streets to extend the life of the roadway, paving and roadway repairs and much more.

Learn more about the project online.

Your Vote Matters: Plan Ahead for the November Election



A photo of City Hall with a vote sign out front

The Nov. 3, 2026, General Election is approaching, and the City of Chula Vista encourages residents to make a voting plan now. Whether you vote by mail, use an official ballot drop box, or visit a vote center, preparing ahead can make the process easier and help ensure your ballot is received on time.

Prepare Today, Vote Early

Life does not always go as planned. Traffic, unexpected illness, technical difficulties, severe weather, or natural disasters can disrupt even the best intentions. Giving yourself extra time to vote helps keep an unexpected delay from becoming a missed opportunity.

Review your voter information pamphlet and ballot in advance, give yourself time to research your choices, and decide when and how you will return your ballot. If you plan to vote in person, check the location and hours before leaving and allow time for travel, parking, and possible lines. Voting early also gives you more time to ask questions or address an issue with your ballot.

Your Voting Options

All active registered voters in San Diego County will receive a ballot by mail the week of Oct. 5. Complete your ballot at home, place it in the provided return envelope, and remember to sign, date, and seal the envelope before returning it.

Vote by mail: Return your ballot promptly through the U.S. Postal Service. It must be postmarked by Nov. 3 and received by the Registrar of Voters within seven days after Election Day.

Use an official ballot drop box: Return your completed ballot at an official location by 8 p.m. on Nov. 3. Check location hours before your visit.

Vote in person: Visit a vote center during early voting or on Election Day.

Vote at Chula Vista City Hall

Chula Vista City Hall, located at 276 Fourth Avenue, will serve as a vote center:

- Oct. 24–Nov. 2: Open daily, 8 a.m.–5 p.m.
- Election Day, Nov. 3: Open 7 a.m.–8 p.m.

Additional vote centers are available throughout the county.

For voting locations, hours, registration information, and election results, visit sdvote.com. You can also sign up for “Where’s My Ballot?” to receive notifications when your mail ballot is mailed, received, and counted.

CITY OF CHULA VISTA

City Tips and Updates

OPERATION PRIDE

Rangers enforce and maintain the parks, while making them clean and safe for the public.

CITY OF CHULA VISTA RANGERS COLLECTED:

17,220 LBS. OF TRASH

57 SHOPPING CARTS

How to Speak at a City Council Meeting Using New Virtual System



Stay informed and Prepared
Review the City Council Meeting Agenda and select the agenda items you'd like to speak on and choose how you would like to participate.

Sign Up to Speak (Opens at 8 a.m. on Monday)

- Go online to the City Website.
- Click "Register to Speak at a City Council Meeting"
- Select the meeting date.
- Click "Register"
- Fill out your details. A phone number is required if speaking by phone.
- Select how you want to provide your comments: In Person at the meeting or virtually by phone.
- Choose the agenda items and your position, such as in favor or against.
- Click "Register."

You'll receive an email confirmation that lists the items you requested to speak on and further instructions to comment in person or by phone.

How to Speak Virtually

1. Register online. Registration closes at the time noted on the agenda.
2. Join the meeting by phone
    - 619-679-9952
3. You will be informed when it is your turn to speak.
4. Every speaker has a set amount of time.
5. Be respectful. Your comments help shape our City.

How to Speak In-Person

1. Register online or in person at the meeting.
2. Attend the meeting at City Hall, 276 4th Ave., Chula Vista.
3. Check in with the City Clerks.
4. When your name is called, stand to speak at the podium.
5. The timer on the podium tells you how much time you have remaining.

Business Spotlight: East J's Cuts and Shaves



A photo of a barber cutting a man's hair with trimmers.

My name is Nixon Mercado. I'm originally from New York, and it was my enlistment in the U.S. Marine Corps that brought me to San Diego. I'm happily married, and I'm blessed with three beautiful and amazing children. Growing up, I always had two dreams: to join the military and to become either a chef or a barber, whichever opportunity came first.

I first started cutting hair in 2002 with Manny, the owner of Manny's Barbershop in Newburgh, New York. Not long after that, I enlisted in the Marine Corps as a food service specialist (cook). Life had other plans, though, and I ended up with an infantry battalion, eventually serving overseas in Iraq. After my time in the Marines, I continued serving my country in the U.S. Army Reserve for six more years.

In 2011, I attended Associated Barber College in downtown San Diego to pursue my longtime goal of becoming a licensed barber in the state of California. At the time, I didn't realize I was struggling with PTSD. I fell into some very dark moments and came close to becoming another statistic. But with the help of God, my wife Nancy, my family, counseling and the steady grounding that barbering gave me, I was able to push forward.

I've now been a barber for more than 10 years. Many of my customers have become family. Barbering is therapeutic for me — it's something I truly love. Every day is different, every conversation is unique and every person who sits in my chair brings their own story. I give advice, receive advice, laugh, learn and connect. It's a profession, but it's also healing. I could talk about it all day.

Today, I am the proud owner of East J's Cuts and Shaves, located on East J Street in Chula Vista, next to Hilltop Middle School. East J's isn't just a barbershop — it's my second home. It's my safe space. It's a place where friends, family and barbers gather, unwind and support one another. The shop has become a hub for the community: students getting their fresh cut before school pictures, parents stopping by after long workdays, military members looking for a place that feels familiar and neighbors simply wanting a place where they feel welcome and remembered.

East J's Cuts and Shaves stands for more than just haircuts and shaves. It represents resilience, healing and the idea that even in our hardest chapters, something meaningful can grow. The shop is full of laughter, real conversations, good energy and people who genuinely care about one another. That's what I always hoped to build, and I'm grateful every day that I get to share it with the Chula Vista community.

In a nutshell, I love my family, I love what I do and I'm thankful for the journey that brought me here.
East J's Cuts and Shaves is located at 60 East J St., Suite C. The shop welcomes the community with flexible hours throughout the week, opening early on Saturdays and offering Sunday service as well. While walk-ins are always welcome, appointments are preferred since wait times may vary. To book a visit or learn more, visit eastjscv.com.

You can follow East J's Cuts and Shaves on Instagram at @eastjscv.

If you're starting a new business, renewing your license, or simply need the latest business information, we encourage you to visit the City of Chula Vista's Economic Development website. Our Business License page provides clear guidance, helpful resources, and answers to common questions to support you in staying compliant and thriving in our city.
If you would like your small business featured in a future newsletter, please complete this submission form.
If you have any questions or need further support, please feel free to reach out. We're here to help!

Community Partner: Helen Knoll Foundation



A stock photo of hands all holding a pink ribbon in honor of Breast Cancer awareness month.

For the Helen Knoll Foundation, Breast Cancer Awareness Month is about giving young women the knowledge and resources to take an active role in their breast health.

The nonprofit was founded in 2006 in memory of Helen Knoll, who died at age 48 after two battles with breast cancer. Following her death, Helen's daughters, Laura and Christina, worried breast cancer might also be in their future. Their search for information and practical resources inspired them, along with their father, David, to create a foundation focused on educating and empowering young women.

Today, the Helen Knoll Foundation focuses on breast health education and advocacy for women ages 18 to 40. Over the past decade, the volunteer-run organization has reached nearly 40,000 young women and partnered with universities, schools and community organizations to expand access to breast health information and resources.

This October, the foundation is bringing that mission to Chula Vista as part of "Breathe & Believe, United in Pink!" at Otay Ranch Town Center.

The free Breast Cancer Awareness Month event will be held Tuesday, Oct. 20, from 5 to 7 p.m. in the center's outdoor Food Pavilion. The evening will feature free Yoga Flow classes, T-shirt decorating, music, treats and information about local women's health and breast health services.

Community members also can add a personalized pink ribbon to the event's "Warrior Wall" to honor those facing breast cancer, celebrate survivors and remember loved ones lost to the disease.

To learn more about the Helen Knoll Foundation, visit their website.

Events Calendar



Fire Open House

Chula Vista Fire Department's Annual Open House for Fire Prevention Week join us for live demonstrations, fire equipment displays and fire prevention exhibits.
When: Saturday, Oct. 10 from 10 a.m. to 2 p.m.
Where: Fire Station #5, 341 Orange Ave., Chula Vista, CA 91911



Un Dia de Muertos: Art Activities

The community is invited to join a Dia De Muertos workshop. Participants will be helping create decorations for the community alter.
When: Saturday, Oct. 17 at 11 a.m.
Where: Casa Casillas, 50 Fourth Ave. Chula Vista, 91910
Ages: All ages welcome



Filipino American History Month

Come together to celebrate the history, culture and contributions the Filipino Americans in Chula Vista and beyond. entertainment and food will be provided as we recognize the community.
When: Tuesday, Oct. 20 from 5:30 to 8 p.m.
Where: Chula Vista City Hall, 276 Fourth Ave., Chula Vista, 91910



Community Open House

Help shapte the future of the Chula Vista Elite Athlete Training Center. Learn what's being planned and share what you want to see. Attend for a chance to win a prize.
When: Wednesday, Oct. 21 from 4 to 7 p.m.
Where: Elite Athlete Training Center, 2800 Olympic Parkway, Chula Vista, 91915
Learn more and take survey: cvcommunityvoices.com/cveatc



Coffee with a Cop

This event provides a casual atmosphere where residents can interact with local officers and discuss community topics. Enjoy free coffee, ask questions, and learn more about community safety efforts.
When: Wednesday, Oct. 21 from 9 to 10:30 a.m.
Where: Bag of Beans Café, 872 Eastlake Parkway Suite 310, Chula Vista, 91914



Un Dia de Muertos: Art Activities

The community is invited to join a Dia De Muertos workshop. Participants will be helping create decorations for the community alter.
When: Thursday, Oct. 22 at 5 p.m.
Where: Casa Casillas, 50 Fourth Ave. Chula Vista, 91910
Ages: All ages welcome

City of Chula Vista City Council Meetings

The Chula Vista City Council is scheduled to meet on Tuesday, Oct. 27 at 5 p.m. Members of the public are invited to provide e-comments on any agenda item. We encourage community participation—sign up online to receive email notifications when City Council agendas are available. Agenda for all City Council meetings can be found on the City website. A Spanish-language video stream is available and interpretation services for Spanish speakers are provided at each City Council meeting. Members of the public can watch the meeting via livestream. Chula Vista City Council meetings are video recorded and aired live on Cox Cable channel 24 (only in Chula Vista). Recorded meetings are also archived on the City's website.

CITY OF CHULA VISTA

Events Calendar

A Day of Activities: October 24



Animal Services Open House

The annual Chula Vista Animal Services Open House is open to everyone! Families are encouraged to come in costume and enjoy a full day of spooky festivities, seasonal treats and opportunities to meet adoptable pets.

When: Saturday, Oct. 24 from 10 a.m. to 4 p.m.

Where: Chula Vista Animal Services Facilities, 130 Beyer Way, Chula Vista 91911



National Drug Take Back Day

The National Prescription Drug Take Back Day aims to provide a safe, convenient, and responsible means of disposing of prescription drugs, while also educating the general public about the potential for abuse of medications.

When: Saturday, Oct. 24 from 10 a.m. to 2 p.m.

Where: Chula Vista Public Works, 1800 Maxwell Rd., Chula Vista 91911



Beautify Chula Vista

Register for the 23rd Annual Beautify Chula Vista Day, a powerful community cleanup event that removes thousands of pounds of litter, painted out graffiti, and helped restore neighborhoods, creeks, and canyons throughout the community.

When: Saturday, Oct. 24, 8 a.m. to noon

Where: Otay Recreation Center, 3554 Main St., Chula Vista, 91911

Registration Required: Beautify Chula Vista



Embriodered Recuerdos Workshop

Participants can bring a photograph of a loved one and add embroidered touches to the photo. They will ahave the option to leave their photo to be displayed on our Dia de Muertos community altar.

When: Saturday, Oct. 24 from 10 a.m. to 2 p.m.

Where: Casa Casillas, 50 Fourth Ave. Chula Vista, 91910

Ages: Teens and Adults



Living Coast's Farm to Bay

Get your tastebuds and fall cocktail attire ready for Living Coast's premier fundraising event of the year! Living coast will celebrate nearly 40 years of coastal education and engagement in San Diego County.

When: Saturday, Oct. 24 from 3 p.m. to 6:30 p.m.

Where: Living Coast Discovery Center, 1000 Gunpowder Drive, Chula Vista, 91910



La Rondalla de San Diego

You're invited to a FREE concert featuring La Rondalla de San Diego. Sing along and enjoy the music as La Rondalla celebrates Dia de Muertos!

When: Saturday, Oct. 24 at 1 p.m.

Where: Civic Center Library, 365 F St, Chula Vista, 91910