October 2025

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City Manager Message



Dear Chula Vista Residents,

I am truly honored and excited to step into the role of City Manager and help guide a city full of potential. Over the past 20 years serving in a variety of roles across City Hall, I've learned that no two days in local government are ever the same — and that's exactly what makes this work so exciting. Along the way, I've also witnessed the dedication, creativity, and heart that make Chula Vista such a remarkable community. From my early days at the permit counter to supporting transformative projects like the Gaylord Pacific Resort and the Millenia Library, every step of my journey has deepened my understanding of how our city works — and why it works best when it works for the people who call Chula Vista home.

As City Manager, I'm proud to work alongside more than 1,300 talented employees and help manage a $600 million budget. Together, we will build on Chula Vista's momentum by creating opportunities for families, supporting new housing, driving economic development, revitalizing our bayfront, continuing infrastructure improvements through Measure P, attracting high-paying jobs, and advancing innovative initiatives such as the University-Innovation District. Through thoughtful planning, bold ideas, and genuine collaboration with residents, we will shape a city that reflects our shared vision and values.

As we move forward, my approach will be guided by a simple principle: "growth with respect." Growth should be intentional, inclusive, and rooted in appreciation for the history, culture, and diversity that make Chula Vista unique. Every decision we make is an opportunity to honor our past while building a stronger, brighter future for everyone.

This work is also deeply personal. I live in Chula Vista with my husband and young son, and I want the same things for my neighbors that I want for my own family: excellent schools, safe and vibrant neighborhoods, and a community where we can live, work, and thrive together.

I want to thank former City Manager Maria Kachadoorian for her leadership and support, and I am grateful to the Mayor and City Council for their trust. I also look forward to working closely with local and regional partners who share our commitment to Chula Vista's success.

So, here's to the next chapter. Together with our City Council, employees, and community partners, I look forward to turning our shared vision into reality — ensuring Chula Vista remains a place where opportunity, innovation, and community thrive for generations to come.

Sincerely,
Tiffany Allen
City Manager

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Chula Vista Open Houses: Chula Vista Fire Department and Animal Services

Get to know your City team at two fun, free open houses this October perfect for families, neighbors, and anyone curious about how Chula Vista departments serve our community.



Saturday, October 11 – Fire Station 5 (341 Orange Avenue)

The Chula Vista Fire Department invites you to **"Charge into Fire Safety: Lithium-Ion Batteries in Your Home!"** from 10 a.m. to 2 p.m. Explore the station, watch live demonstrations, check out fire equipment displays, and learn practical tips to prevent fires, especially those involving lithium-ion batteries common in everyday devices. Kids can complete a scavenger hunt while meeting the firefighters who keep our neighborhoods safe.



Saturday, October 25 – Chula Vista Animal Services (130 Beyer Way)

Join us for our **Howl-oween Open House and Adoption Event** from 10 a.m. to 4 p.m.! Enjoy spooky-season fun with local vendors, trick-or-treating (costumes encouraged!), festive activities, and adorable adoptable pets ready to meet their new families. Free adoptions are made possible thanks to partners and supporters, including Subaru Loves Pets, and the event is sponsored by Seven Mile Casino. Whether you're adopting or just browsing, staff and volunteers will be on hand to answer questions and share how you can support animals in our care.

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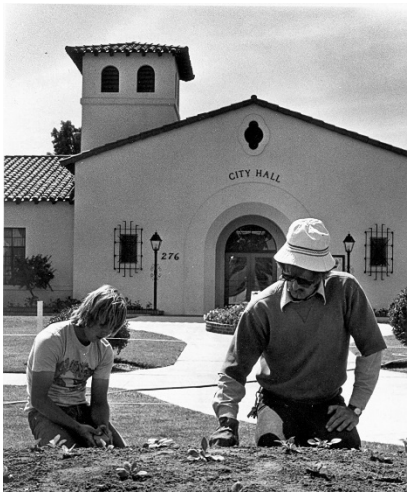
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Chula Vista's 114 Birthday!





Long before it became a city, the land we now call Chula Vista was home to the Kumeyaay people, whose deep connection to the region shaped its earliest story. During the Rancho period, the area's fertile soil and coastal breeze made it an agricultural gem, eventually inspiring settlers to dream of a community all their own.

That dream became reality on October 17, 1911, when residents voted 121 to 88 to incorporate the City of Chula Vista. By mid-November, the results were ratified by the State of California, and the newly elected Board of Trustees met for the first time, marking the official beginning of cityhood.

At the time, Chula Vista was a humble but hopeful place: just a handful of stores without sidewalks, parks, sewers, or streetlights. What it did have was heart and hundreds of five-acre lemon orchards that painted the landscape gold. The city's early days also saw the rise of enduring institutions such as Fredericka Homes, the Woman's Club, Yacht Club, Congregational Church, Carnegie Library, and F Street School.

Today, more than a century later, Chula Vista is a vibrant and mature city one that values diversity, innovation, and community. The vision of those early dreamers lives on in every new milestone. Just this year the City saw major projects come to life: the Gaylord Pacific Resort rising along the Bayfront, the University Innovation District taking shape, the expansion of the community shuttles, the free Bayfront Shuttle starting route, the renovation of Fire Station 1, and the opening of Casa Casillas, a new home for arts and culture and so much more!

As Chula Vista celebrates another year, we honor the past, celebrate the present, and look forward to a future as bright as the lemon groves that started it all.

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Recognizing City Employees: Traffic Engineering and Mobility Teams



The City of Chula Vista's Traffic Engineering and Mobility Teams play a vital role in keeping our community moving safely and efficiently. Together, these dedicated professionals manage all pavement, signs, pavement markings, sidewalks, and the operation and maintenance of nearly 10,200 streetlights and 330 traffic signals across more than 1,200 lane miles of roadway.

Their work touches every project involved City streets—from brand new streets in Otay Ranch to new sidewalks in front of redevelopment projects, as well as water, sewer, gas, electric, telecommunications, and cellular upgrades within the public right-of-way. They operate and maintain the City's traffic signal and communications network to support the efficient and safe flow of vehicles, cyclists, and pedestrians.

Each year, the teams respond to hundreds of requests from residents regarding pavement conditions, mobility, and traffic safety, often leading to infrastructure and safety enhancements throughout the city. They also review and apply updates from state and local legislation and implement traffic regulations, such as updating speed limits or installing new signage and pavement markings to meet current standards.

Collaboration is a key to their success. The teams regularly partner with the public and local stakeholders, including the Chula Vista Elementary and Sweetwater Union High School Districts, the Police and Fire Departments, and advocacy groups such as Bike Walk Chula Vista. These partnerships support the implementation of traffic regulations, coordination of roadway improvements, and pursuit of grants to fund future projects. One of their most recent projects, the Electric Micromobility Ordinance, highlights the teams' collaboration with public and local stakeholders advancing safe e-bike and scooter use safe across the city.

From major mobility and safety projects such as the Third Avenue Streetscape to F Street Promenade and Bike Lanes on Broadway, their efforts help make Chula Vista a safer, more connected, and sustainable city.

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Business Spotlight: OnStage Playhouse



OnStage Playhouse has been the beating heart of theatre in the South Bay for over four decades, and today, its mission is more vital than ever. Founded in 1983, the playhouse began as an all-volunteer community theater fueled by passion and grit. Over the years, it has transformed into a respected regional professional theatre—one that now pays all its artists, from set and sound designers to stage managers, actors, directors, and playwrights. For many in Chula Vista, it has become both a launching pad and a home base, offering opportunities for emerging and seasoned artists alike to hone their craft before moving on to larger theatres across San Diego County.

"This space is extremely valuable to the South Bay, if not Chula Vista, itself," says James P. Darvas, Executive Artistic Director of OnStage. Under his leadership, the theatre has boldly leaned into modern and contemporary works that spark dialogue and encourage community connection. "The goal is that if you're sitting next to somebody who doesn't look like you, who doesn't love like you, and who doesn't worship like you, you can leave the theatre and continue that conversation over a drink at one of Third Avenue's breweries. That's what theatre is supposed to do—connect us."

OnStage is not afraid to push boundaries. While other theaters rely on well-known classics, OnStage champions provocative, edgy works that reflect the real stories and struggles of its community. Its acclaimed Page-to-Stage program gives local playwrights the rare chance to see their original works produced in full four-week runs. Writers such as Herbert Sigüenza (Culture Clash, Coco), Salomón Maya (two-time Emmy-winning producer), Anna Sandor (multiple Emmy-winning television screenwriter), and Carla Navarro (Fragmentos de Aire) have all brought powerful, culturally resonant stories to the OnStage stage—covering everything from a Cuban holiday to the Mexico City earthquake to the Chilean genocide. These productions don't just entertain; they amplify voices too often left unheard.

For Chula Vista, OnStage Playhouse is more than just a theatre—it's a gathering place, an incubator for talent, and a vital reminder that storytelling can unite us all.

To learn how you can support, visit onstageplayhouse.org or reach out to Executive Artistic Director James P. Darvas at artisticdirector@onstageplayhouse.org. When OnStage thrives, so does Chula Vista.

If you would like your small business featured in a future newsletter, please complete the submission form.

For business assistance, please check out chulavistaca.gov/businesses and be sure to explore the Business Resource Guide for additional information on available resources to assist your business.

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Community Partners: Filipinos of South Bay Exhibit



Step into a corner of the Chula Vista Library and discover a colorful slice of history! The Filipinos of South Bay Exhibit, (FOSBE) located inside the Chula Vista Heritage Museum, takes visitors on a journey through the history and contributions of Filipino and Filipino American communities in San Diego County.

This exhibit, which runs through December 2025 with a possible extension into 2026, brings the past to life through family photographs, flags, and other treasured artifacts. Each display shares the stories of resilience, community, and tradition that have shaped the county's largest Asian American population.

October is Filipino American History Month, and there is no better time to experience this unique exhibit. On Saturday, October 18, from 2:30 to 4:30 p.m., the partnership who curated FOSBE, will host a special event marking the exhibit's third anniversary. Guests are invited to enjoy a free celebration open to the public, complete with a dessert merienda and opportunities to connect with local history and the FOSBE organizers.

Organized in partnership with PASACAT, the Filipino American National Historical Society's San Diego chapter, and the Council of Philippine American Organizations, the exhibit serves as both a celebration and a reminder of the community's enduring legacy.

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City Budget: Business License Renewals



It's that time of the year when Chula Vista business owners are encouraged to renew their business license. All currently active business licenses will expire on December 31, 2025, and must be renewed by January 31, 2026, to avoid penalties. For your convenience, business licenses may be renewed online, by mail, or in person at the Finance Department located at 276 Fourth Avenue, Building A.

Beginning in October, businesses with an email address on file will receive renewal notices electronically, along with the information necessary to renew their business license and even obtain their 2026 certificate online. Renewal notices for accounts without an email address will be sent via U.S. mail.

For those accounts without an email address on file, renewal notices will be sent via US mail in October.

Business owners requiring assistance locating their account, or for any questions regarding their business license, support is available online, by e-mail 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 the Business License webpage.

Thank you to all who choose to do business in Chula Vista!

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Community News

Good to know:

Kindness Week is around the corner!



Chula Vista will soon join communities across the globe in celebrating *Kindness Week Worldwide*, a movement dedicated to inspiring everyday acts of compassion, connection, and community. From November 8-15, The Kindness Club and local partners are planning activities that support all ages – from preschoolers to seniors, teachers to veterans, students and people experiencing homelessness.

The power of human kindness knows no bounds. Even the smallest gestures – like sharing a smile, helping a neighbor, or donating to a cause – can make a lasting difference. You're invited to be part of the ripple effect by sharing a splash of kindness in your neighborhood. Join us in making Chula Vista a shining example of the impact kindness can have throughout a community!

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Help the City envision a new Urban Park on the west side at Oxford and Fourth!



Based on the feedback received through from an initial survey and the first community workshop held on July 30 at the South Chula Vista Library, the City has developed two preliminary concept plans featuring preferred amenities. These concepts were shared at the second community meeting on September 4 at Lauderbach Elementary School.

Take the follow up survey to help us gather input on the concept plans and the feedback will guide the development of the Oxford & Fourth Park Master Plan.

Please join us at the next community meeting on **Monday, October 20 from 5:30-7:30 p.m. at Loma Verde Recreation Center Aquatic Event Space (1420 Loma Ln., Chula Vista, CA 91911).**

Take the follow up survey! Oxford and Fourth Park Master Plan – Concept Design Feedback

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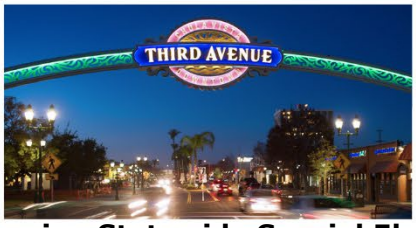
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Make Your Voice Heard in the Upcoming Statewide Special Election



A Statewide Special Election will be held on Tuesday, November 4, 2025, allowing California voters to approve or reject a ballot proposition that could shape the state's future. Your participation is vital—every vote matters!

Where and How to Vote

Every active registered voter will receive a ballot in the mail the week of October 6.

You may complete your ballot at home. Sign and date your return envelope, seal your completed ballot inside, and return it by mail or at an official ballot drop box. If you would rather vote in person box. To ensure all voters have convenient access, vote centers will be available across San Diego County.

One central location for in-person voting in Chula Vista is City Hall, located at 276 Fourth Avenue.

Select Vote Center Hours, including Chula Vista City Hall:

- October 25 – November 3: Open daily from 8:00 a.m. to 5:00 p.m.
- Election Day – November 4: Open from 7:00 a.m. to 8:00 p.m.

All Vote Centers:

- November 1 – November 3: Open daily from 8:00 a.m. to 5:00 p.m.
- Election Day – November 4: Open from 7:00 a.m. to 8:00 p.m.

Ballot Drop Boxes: Open October 7 – November 4, days and hours vary by location. On Election Day, November 4, all locations are open 7:00 a.m. to 8:00 p.m.

To find a vote center or official ballot drop box near you, and to view their operating hours, visit sdvote.com.

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Input Needed: Help Shape Recreation in Chula Vista!

The Recreation Activities Plan (also called the Recreation Programmatic Plan) is the City's roadmap for creating programs, services, and activities that best meet our community's needs. Your input helps ensure recreation opportunities are accessible, engaging, and what residents want most. We are also gathering feedback on recreation-related fees to keep costs fair while supporting quality services.

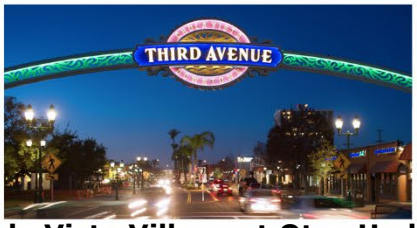
You can provide input online at https://www.cvcommunityvoices.com/cvrecplan or in-person at community meetings see dates here: Recreation Activity Plan

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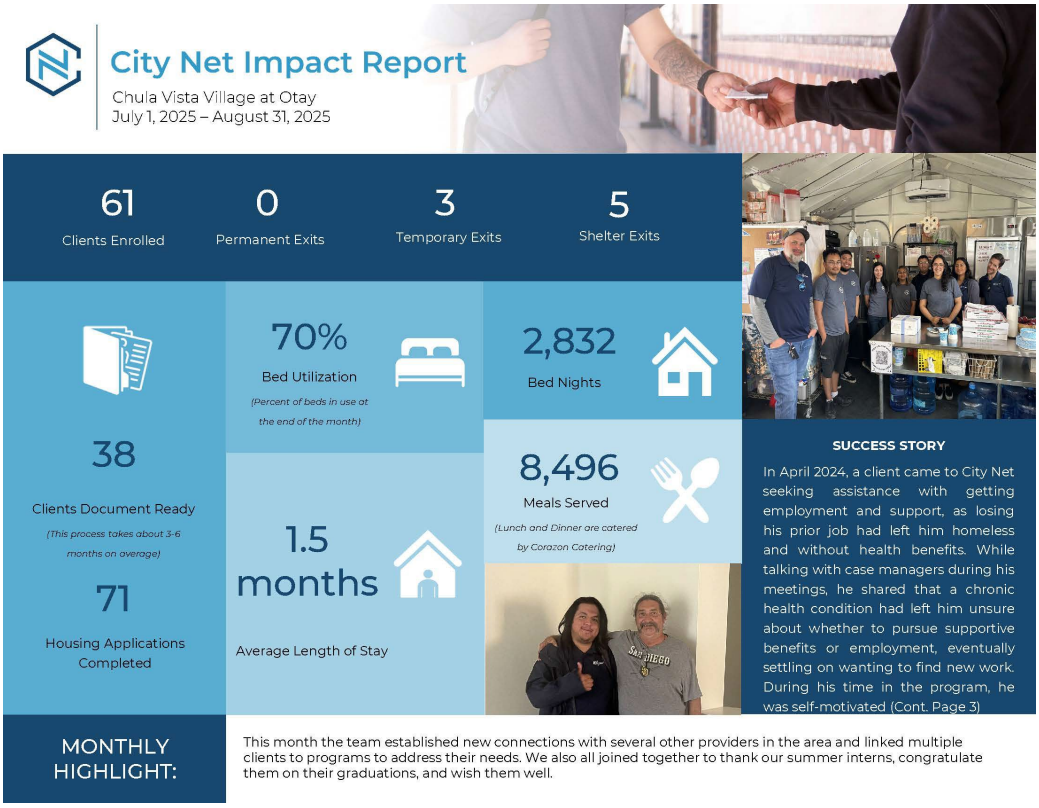
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Chula Vista Village at Otay Update



Read more here: [Chula Vista Dashboard - August 2025]

Operation Pride Update



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Things To Do:

San Diego Fixit Clinic - Halloween



Halloween is around the corner, and it's time to repair your costume or swap it out for another at the San Diego Fixit Clinic. These are family-friendly activities teaching the skills of repair and reuse. You can work with the Fixit Clinic Coaches, ready to help repair your favorite broken items. Space is limited for this FREE event.

Date: Saturday, October 11 from 11 a.m. – 2 p.m.
Location: Loma Verde Community Center, 1420 Loma Ln., Chula Vista
Registration: https://bit.ly/SDFC-textiles

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Faith & Blue 2025



The Chula Vista Police Department and South Bay Clergy Association are hosting Faith & Blue 2025!

This free community event brings neighbors and officers together for a day filled with fun, music, and connection. Enjoy live music, free food and drinks (while supplies last), inspirational speakers, a CVPD K9 demonstration, and booths from SWAT, UAS, Recruiting, and the Traffic Division. Families can also enjoy the Kidz Zone, plus photo opportunities with local lowriders, the CVPD Hot Rod, and CVPD ATV.

Faith & Blue is a national initiative that strengthens relationships between law enforcement and the communities they serve. This year marks Chula Vista's third time participating, with more than 500 attendees expected.

Date: Saturday, October 11 from 11 a.m. - 3 p.m.
Location: Memorial Park, 373 Park Way, Chula Vista - Parking for the event will be available at the 340 F Street parking structure.
Learn More: Faith & Blue 2025

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Bird and Brew



Whether you're a nature lover, a coffee enthusiast, or just looking for a fun way to unwind outdoors, join the Bird and Brew event! Come and enjoy this unique experience!

Date: Saturday, October 11 from 9 a.m.-11 a.m.
Location: Chula Vista Library, 365 F St., Chula Vista
Age Restriction: Residents must be 13+

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Community Workshop: Strategic Plan to Address Homelessness



Chula Vista residents, We Want Your Input! The City of Chula Vista is developing its first Strategic Plan to Address Homelessness.

We're hosting four community workshops, one in each council district. Come learn about the programs and policies already in place and share your ideas to help shape a 5-year roadmap for addressing homelessness in our community. Participate in the survey here: https://www.cvcommunityvoices.com/cvhomelessplan

Date: Wednesday, October 15 from 6 p.m. – 7:30 p.m.
Location: Loma Verde Recreation Center, 1420 Loma Ln., Chula Vista
Learn More: Community Workshop: Strategic Plan to Address Homelessness

Date: Thursday, October 16 from 6 p.m. – 7:30 p.m.
Location: Montevalle Recreation Center, 840 Duncan Ranch Rd., Chula Vista
Learn More: Community Workshop: Strategic Plan to Address Homelessness

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Halloween Doggie Costume Contest



Have a cute dog you love to show off? Enter him/her into the Doggie Costume Contest at the Heritage Park Community Center! We will be hosting the show at the amphitheater area behind the community center. Prizes will be awarded by category for Cutest, Most Original, and Funniest. This is an all-ages, family friendly event. Entry fee is $5 per dog (register under owner's name), and spectators are free. We recommend bringing your own lawn chair or picnic blanket.

Dogs must be well-behaved (non-aggressive), fully vaccinated, and spayed/neutered to attend.

Date: Friday, October 17 from 5:30 p.m. – 6:30 p.m.
Location: Heritage Park Amphitheater, 1381 E. Palomar St., Chula Vista
Learn More: Halloween Doggie Costume Contest

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Beautify Chula Vista

This citywide cleanup event, hosted by the City of Chula Vista and the South Bay Sustainable Communities Network, is one of our community's most impactful traditions. Each year, hundreds of dedicated volunteers roll up their sleeves to remove litter, paint over graffiti, and restore local neighborhoods, creeks, and canyons.

Date: October 18 from 8 a.m.-12 p.m.
Location: Loma Verde Community Center or Chula Vista City Hall
Registration: Volunteer for Beautify Chula Vista

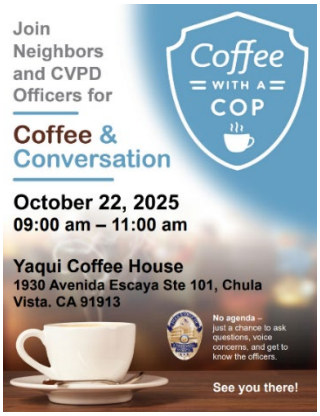
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Coffee with a Cop

Neighbors are invited to Coffee with a Cop. This casual event is all about conversation — no speeches or agendas, just a chance to chat with Chula Vista police officers over a cup of coffee. Whether you have a question, a concern, or just want to say hello, everyone is welcome to stop by.

Date: Wednesday, October 22 from 9 a.m. - 11 a.m.
Location: Yaqui Coffee House, 1930 Avenida Escaya Ste. 101, Chula Vista
Learn More: Coffee with a Cop

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Movies in the Moonlight

Come out and spend some quality family time watching, **Hotel Transylvania** under the stars. Don't forget chairs, a blanket and your movie snacks!

Date: Friday, October 24 at 5 p.m.
Location: Escaya Park, 1075 Camino Prado, Chula Vista
Learn More:

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Chula Vista Champions 5k Run

Join us for a scenic 5k run/walk through the world-renowned. This unique course winds through areas typically reserved for Olympians and elite athletes – offering an unforgettable community experience in a one-of-a-kind setting.

Date: October 24-25
Location: Chula Vista Elite Athlete Training Center, 2800 Olympic Pkwy, Chula Vista
Register here: Chula Vista Champions 5k Run Registration

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Filipino American History Month Celebration

Join the City of Chula Vista Human Relations Commission and community partners in celebrating Filipino American History Month. The event will feature a flag raising ceremony, remarks from community leaders, and a reception at City Hall before the evening's Council meeting.

All are welcome to attend as we honor the rich history, culture, and contributions of the Filipino American community in Chula Vista.

Date: Tuesday, October 28 at 5 p.m.
Location: Chula Vista City Hall, 276 Fourth Ave., Chula Vista
Learn More: Filipino American History Month Celebration



Meetings and Events

The Chula Vista City Council is scheduled to meet on Tuesday, October 21 at 5 p.m. Members of the public are invited to provide e-comments on any agenda item. Please click here for more information on City Council meetings. 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.

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