

The desalinization plant will be located in an urban/industrial area, within the locality of Playas de Rosarito in the State of Baja California, Mexico. The marine environment is mainly influenced by the California Current, and is characterized by high levels of local recirculation and strong stratification of coastal waters. The area is listed as a Priority Marine Region of Mexico according to the National Commission for the Awareness and Use of Biodiversity (Comisión Nacional para el Conocimiento y Uso de la Biodiversidad, or CONABIO). The terrestrial environment features predominantly natural desert scrubland vegetation, dominated by dry-climate-adapted species, with some riparian areas of more dense vegetation. The Municipality of Rosarito is the most recently incorporated in the state and has the smallest population, though its growth rate is higher than the state average. It has a population of over 80,000 inhabitants, of which approximately 55% are economically active. The main productive activities in the area are manufacturing, trade, services and tourism.