



POWAY Today



A Quarterly Municipal Newsletter for the Residents of Poway, California

Spring 2012

It Pays to be Energy Efficient



Poway Residents Enthusiastic About Energy Efficiency Rebates

Poway's Energy Efficiency Rebate program has been so well received in the community that participation has outpaced last year's total SDG&E regional rebate numbers.

In spring 2011, the City of Poway launched two energy efficiency rebate programs to help residents save energy and lower their utility bills. These programs end on June 30, 2012.

Rebates are funded with a \$50,000 Energy Efficiency & Conservation Block Grant from the Department of Energy. So far, more than 133 Poway residents have taken advantage of the program, and the City has issued rebate checks totaling \$33,000. Last year, a total of 100 participants from SDG&E's whole service territory took part in the program. A handful of rebates for Powegians are still available until June 30, 2012 or until the funds are expended, whichever happens first.

Residents interested in participating in either program can find more information and rebate applications for both the City of Poway and SDG&E rebate programs on the City of Poway website: www.poway.org/rebate.

Residential Pool Pump Rebate:



Residents who participate in SDG&E's \$200 pool pump rebate offer for replacing their single speed pool pump with a multiple or variable speed pool pump are eligible to apply for an additional \$300 rebate from the City.

Residential Air Conditioning, Cooling Coil and Condenser Rebate:



The City is offering residents an additional \$300 rebate when they take part in the Energy Upgrade™ California rebate program through SDG&E for making certain upgrades to their residential air conditioning.

The End of Redevelopment Funding in California

The City of Poway has lost its primary financing mechanism for building infrastructure and new facilities. Tax increment financing, a tool used by the Poway Redevelopment Agency to capture growth in property tax, has been instrumental in building community amenities since 1983. Through legislative action, and a recent California Supreme Court ruling, the Poway Redevelopment Agency and more than 400 other California redevelopment agencies were forced to shut down on February 1, 2012.

Since the Poway Redevelopment Agency was formed in 1983, the Agency has invested several hundred million dollars in the local community and improved the quality of life for many of Poway's residents and business owners. Redevelopment created new parks and community facilities, improved roadways and infrastructure, spurred commercial revitalization, enhanced school facilities, and supported affordable housing developments. Some of the most notable redevelopment projects include the Poway Center for the Performing Arts, gymnasiums at Meadowbrook and Twin Peaks middle schools, Old Poway Train Depot, Aubrey Park, Poway Community Library, Veterans Park, Oak Knoll area revitalization, and nine award-winning affordable housing developments. At the top of the list of economic success is the Poway Business Park, which was developed with the help of redevelopment funds and brings highly skilled jobs to our community. Poway has also shared more than \$40 million in redevelopment funds with the Poway Unified School District which it has used to improve Poway school facilities.

As the City sorts through the complicated process of dissolving the Agency's affairs, there are still many outstanding questions. However, there are some things that are more certain. The Redevelopment Agency will cease to receive property tax revenue which currently totals about \$39 million per year. The City is required to turn over all uncommitted redevelopment funds, including the balance of its low and moderate income housing fund. The City will remit approximately \$5 million of non-housing tax increment and about \$20 million in low and moderate income housing funds. The Agency's outstanding debt obligations are protected under the new law, and will be repaid. Moving forward, some portion of the property tax that once flowed to the Agency will be redistributed to the City as one of many agencies in the County that receive property tax. At this time, we are waiting for the County of San Diego to calculate the revised property tax amounts.

The implementation of the new state law will tremendously affect planned City projects such as the Community Facility and Senior Center, the fire apparatus building at Fire Station #2, and the Monte Vista affordable housing project to name a few. The new law will also affect the City's day-to-day operations because the City shared administrative services with the Redevelopment Agency. Rather than duplicating staffing, the Redevelopment Agency was supported by City employees and the Agency shared in the cost. The elimination of redevelopment removes millions of dollars that helped offset administrative costs and rent at City Hall and will put stress on the City's general fund.

It will be some months before the dust settles and the City knows the exact return in property taxes the City will realize from the elimination of redevelopment. City staff will provide ongoing updates to the City Council and our community. Be assured the City remains committed to strong fiscal principles and to maintaining core services, while building partnerships with local businesses and the community, strengthening neighborhoods, assisting schools and low income families, and effectively implementing the community's vision.

Poway Prohibits Medical Marijuana establishments throughout City

On February 7, 2012, the Poway City Council adopted an Ordinance that permanently prohibits the establishment of medical marijuana dispensaries, cooperatives and collectives in all zones in the city. This action was taken as a result of a study conducted by staff, at the direction of City Council to determine if these uses should be prohibited or allowed in certain zones and regulated within the City of Poway. In July of 2011, the City Council approved an Urgency Ordinance, which temporarily prohibited the establishment of these facilities in the City through August 21, 2011. At the meeting, concerns were raised by local residents, and the City Council requested staff to conduct a study to evaluate land use compatibility for these uses within Poway. In August, the City Council adopted a second Ordinance which extended the original Urgency Ordinance prohibiting these establishments for an additional 10 months.

Over the last few years, Poway, like other California cities, experienced an increase in inquiries made for the establishment of medical marijuana dispensaries, cooperatives or collectives. California laws such as the Compassionate Use Act (CUA), and the Medical Marijuana Program (MMP), protect seriously ill persons and their primary caregivers from prosecution for growing, possessing, and using medical marijuana. The MMP specifies that qualified medical marijuana patients and their primary caregivers are not subject to criminal prosecution solely for collectively or cooperatively growing marijuana for medical purposes. Additional guidelines were adopted governing collective or cooperative medical marijuana activities to ensure security and prevent the sale of marijuana to unauthorized persons.

In many California cities, new establishments opened, including areas in San Diego County. During the study period staff monitored legal developments concerning the operation

and regulation of dispensaries, collectives and cooperatives, including pending legal actions in other jurisdictions. These efforts have included studying how other cities throughout California have opted to regulate such uses.

At the July 6, 2011, public hearing, several residents spoke in opposition to allowing such facilities in Poway due to factors such as health, safety and welfare of the community and also spoke to the issues related to crimes committed at dispensary facilities in other areas of San Diego County. Staff's research concluded that dispensaries have frequently been burglarized or robbed, and dispensaries have also involved other illegal drugs and firearms activities on premises. The crimes associated with medical marijuana dispensaries in other cities have concerned residents within the City of Poway. The City of San Diego and County of San Diego (unincorporated) allow dispensaries, but under limited circumstances.

The City of Poway has an overriding interest in planning and regulating development of all uses within the City. The City's General Plan details goals and objectives for Poway which include providing for the health, safety and welfare of its residents. Without safe neighborhoods, areas of the city could quickly deteriorate, with detrimental consequences to social, environmental, and economic values.

As a result, the City Council adopted an Ordinance prohibiting the establishment of medical marijuana dispensaries, cooperatives or collectives in all zones within the City of Poway. While the Ordinance prohibits medical marijuana dispensaries, cooperatives, and collectives, it does not ban the use or growth of medical marijuana in the city. Qualified patients and primary caregivers are allowed certain rights to possess, cultivate and use medical marijuana under State law and none of those rights would be affected by the adopted Ordinance.

This Issue:

Get Up & Get Outdoors!

Lake Poway activities and Poway's Trail system will get you outside and moving. **pg. 2**



PCPA's Fabulous Volunteer Ushers

These volunteers deserve a standing ovation for their dedication to Poway's local theatre. **pg. 2**



Water & Sewer Rate Update

Good news for Poway residents: Sewer rates decrease while water prices remain unchanged. **pg. 15**



The Art & Science of Pristine Pavement

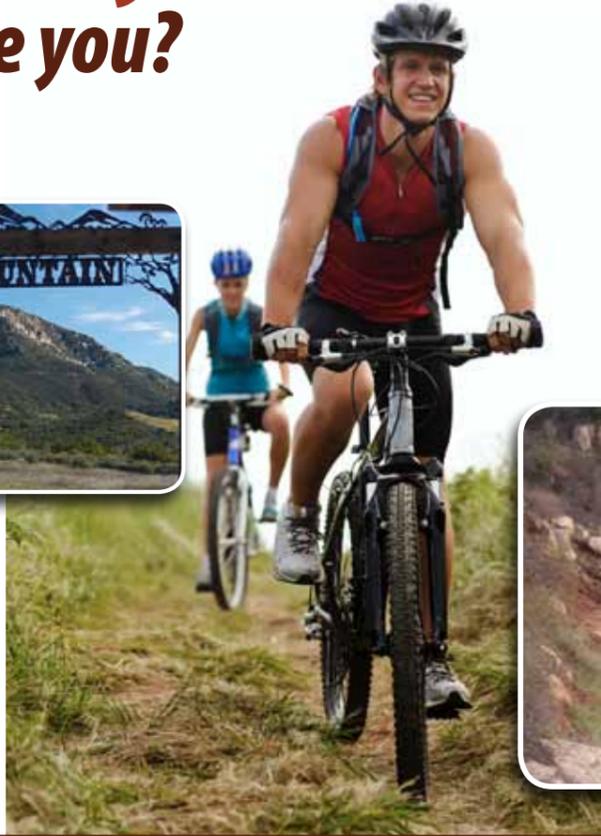
There's more to street maintenance than meets the eye. **pg. 16**



Poway's Trail Systems: Where will they take you?

Iron Mountain Trail - Right in Our Own Back Yard

Recently featured in Sunset Magazine, Poway's Iron Mountain Trail is quickly becoming one of San Diego's most popular and well-used hiking destinations. Iron Mountain Trail is the longest multi-use wilderness trail in the city and claims the second highest peak within Poway. The terrain is spotted with large outcroppings of boulders and steep hills and the vegetation includes southern oak woodlands, mixed chaparral and large patches of manzanita. The hike to the top can be a bit strenuous but upon reaching the peak, you're rewarded by breathtaking views like none other within the County. Trails.com notes, "On many a crystalline winter day, the summit offers a sweeping, 360-degree panorama from glistening ocean to blue mountains and back to the ocean again." The round-trip hike, beginning from the staging area, is just over six exposed miles so pack plenty of water and snacks, wear appropriate attire for the conditions, and don't forget to bring plenty of sunblock.



Lake Poway Trails Enjoyed by All – From Beginner to Avid Hikers

The trails in and around Lake Poway Recreation Area have something to offer everyone. These multi-use trails offer hikers, mountain bikers and equestrians, from beginner to experienced, a large variety of challenging, yet memorable opportunities. Within Lake Poway Park itself, there are two small loop trails that border the northwest and southwest shorelines of the lake. These trails provide hikers a glimpse of the park, as well as numerous views of the rugged mountains and terrain that border the lake to the east. These loop trails are an excellent way for beginners to build up their endurance and offer some of the most picturesque views in Poway. For those looking for a bit more challenge, the Lake Poway Trail consists of a 3.5 mile loop with multiple peaks and valleys, and serves as the gateway to the extremely strenuous Mount Woodson Trail to the east, the Sumac Trail that connects Lake Poway to High Valley on the south, and the state-owned Blue Sky Ecological Reserve to the north. Both the Mount Woodson Trail and the Blue Sky Reserve present adventures of their own, so your best bet is to spend a day enjoying the Lake Poway Recreation Area and the numerous trail adventures it has to offer.

Standing Ovation

for PCPA Ushers

If you share a love for theatre and interest in giving back to your community, consider becoming an usher. That is exactly what more than 100 theatre volunteers, ranging in age from 16 to 87, do at the Poway Center for the Performing Arts (PCPA). Both the Poway community and individual volunteers reap the rewards from this valuable relationship.

While on-the-job, our volunteer ushers deliver top-notch service for 60,000 patrons at more than 150 performances each season. That equates to about 7,290 hours of service a year. Some volunteers have given more than 15 years of service! Volunteers contribute significantly to PCPA's ability to host professional performances, ranging from major plays and concerts to appearances by individual artists of national acclaim. What do they do? They greet you at the door with a friendly smile, scan your ticket, provide you with a playbill, assist you to your seat, and even serve you a delicious beverage at the concession.



Gaining valuable experience, improving communication skills, and creating professional connections are just a few of the benefits from volunteering as an usher. If you asked an usher, you would likely hear about the important social benefits, too. It is a great way to meet new people and build lasting friendships.

Bi-monthly potlucks become the perfect place for camaraderie, a healthy recipe exchange or sharing stories and a hearty laugh. At every social event, not only do volunteers have fun, but time is made to recognize exemplary volunteer service and achievement.

Many an usher will tell you that one of the greatest rewards from volunteering at the theatre is watching young children arrive dressed as the Tin Man to see the "Wizard of Oz" for the first time. Others will tell you about the opportunity to see an entire season of theatre, free-of-charge. No matter what the reason, volunteers have a feeling of self-fulfillment and the knowledge that they have made a difference in the City of Poway.

Experience all LAKE POWAY has to offer

The Lake Poway Recreation Area offers year-round opportunities, but you can't beat spring and summer for getting the best out of the great outdoors. Lake Poway is more than just Poway's very own fishing hole and water resource. Together, the lake and Clyde Rexrode Wilderness Area make for an excellent location for families and friends to celebrate and recreate.

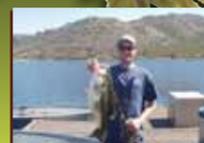
Feeling a little competitive? Enjoy a game of softball, horse-shoes, or volleyball. Challenge a friend to a contest of arrows at the archery range. There is also plenty to do out on the water. You can captain a pedal boat to discover the treasures of hidden bay or catch a summer breeze aboard a row or motor boat. Hikers, bikers, and equestrian riders alike can discover local native plants and animals on the extensive and serene

open trail system. Summer programming will keep you and the kids busy with Poway's own Lake Poway Day Camp, family campouts, summer concerts, and night fishing.

If your outdoor activity of choice is wide-open green spaces and beautiful views, then the new rental areas are for you. Hosting your child's birthday, a company barbecue, or simply enjoying a picnic with friends and family is easier than ever. New park areas can be rented in customer-friendly, two- to eight-hour blocks. Our helpful and knowledgeable staff will ensure you get the best park area for your event. Receive a price break with eight-hour rentals offered for the price of seven hours. For the spontaneous visitors, there are still plenty of first-come, first-serve park areas for your impromptu picnic or post-hike cool down.

Lake Poway offers some of the lowest prices on fishing permits and boat rentals in San Diego County. Don't miss your chance to catch the "big one." Active military can take advantage of the weekend parking fee waiver by presenting a valid identification card at the entry booth April through October. Seniors and all military personal receive reduced rates on fishing permits and boat rentals five days a week.

Lake Poway is an excellent place in your community to gather, participate in a program, and have some fun! If you haven't visited the lake to enjoy time with friends and family, cast a line in the fishing hole, or listened to a concert, then now is an excellent time to discover treasures that can only be found in the great outdoors.



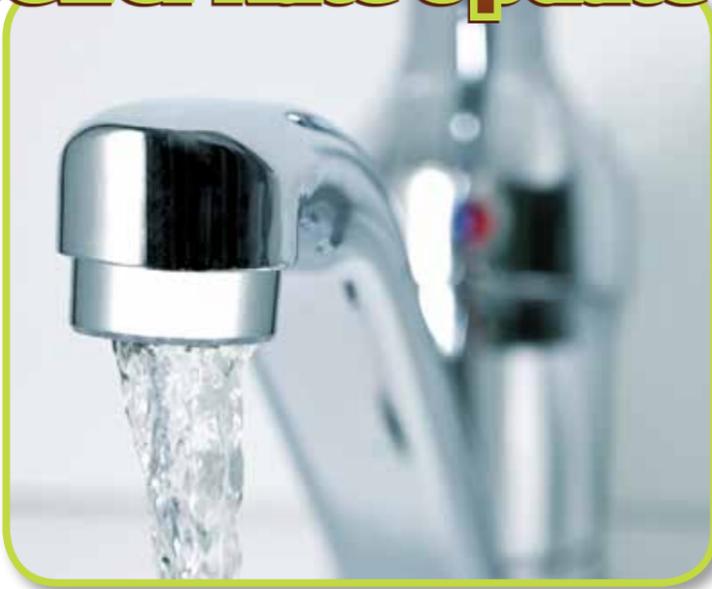
Water & Sewer Rate Update

Water Rates to Stay the Same

City of Poway water rates will not increase in 2012 even though the San Diego County Water Authority, which provides untreated water to Poway, will increase its rates between 7.4%, and 8.6% in 2012. Poway can absorb this cost increase and not pass it on to Poway residents because of improved efficiency at the City's water operations and its reduced labor costs.

During the drought in 2009 the agencies that supply the City's water cut deliveries by 8%. During this time, the City restricted water use by declaring a Level 2 water shortage. In 2010 and 2011 the state received higher-than-average rainfall. So, in April of last year, the City's water suppliers lifted their restrictions. In May, Poway did the same, ending the Level 2 water restriction.

Decreased water use in Poway over the past four years is the result of increased rainfall and conservation by residents.



From 2008 to 2009 water use by residents decreased by 12%, fell another 18% the following year, and dropped again by 6% in the past year. Also during this period, the water used for City parks, landscaping, and facilities decreased by 30%. We expect water demand in Poway to level out in 2012 and remain the same in 2013.

Sewer Rates to Decrease

In 2012 the City will reduce variable sewer service charges by another 7% for all customers. This will reduce the bimonthly bill for the average single family residential customer by \$4.64. This is the second consecutive year the City of Poway has been able to implement rate reductions. For 2011, sewer rates were decreased 13%. City staff credits efficient management of operations, and reduced staffing and labor costs for making this possible. However, any more increases in San Diego's sewer operating or capital costs could result in a recommendation for a rate increase by January 2013. City staff will continue to closely monitor San Diego's sewer costs and operations.

In 2009 the City of San Diego, which processes sewage for the City of Poway, was able to put off major capital improvements when it received another five-year waiver from State authorities. Eventually, capital improvements to San Diego's system will be required and the City of Poway will be expected to share in the cost. Early estimates put Poway's share of the improvements at \$10 to \$11 million.



Fortunately, sufficient sewer funds have been set aside for these improvements. All Poway sewer customers pay a fixed sewer service charge based on water meter size and customer classification to cover the City's costs for meeting system capacity, billing, and administrative overhead. The current fixed sewer service charge is \$16.35 every two months for residential customers, and varies for commercial/industrial customers.

Poway's commercial and industrial sewer customers also pay a variable sewer charge each month based on water consumption. For residential customers, variable sewer charges are set by tiers. Customers are assigned to one of seven tiers based on their lowest average winter water consumption over three years. In January of each year, these "tier assignments" are recalculated. This year, many residential customers will be reassigned to lower sewer rate tiers due to water conservation. This results in additional customer savings.

Poway residents can be assured that the City works hard to keep the cost of providing safe and efficient water and sewer service as low as possible.

Poway's 2012 First Baby

The City of Poway would like to welcome Jesus Junior Hernandez. He was born at 6:42 p.m. on January 3, 2012, at Pomerado Hospital, making him the first Poway baby born in the New Year. Jesus was welcomed by his mother Araceli and his father Pedro, along with his 8-year old sister, Nailea. He weighed 6 lbs. 11 oz. and arrived just one day before his mother's birthday.

As part of the City's First Baby Program, a \$200 gift card was presented to his family.



Become a TIP Volunteer

The Trauma Intervention Programs (TIP) of San Diego County, Inc. is seeking Poway area volunteers who would like to be trained to help residents in distress as a result of a traumatic event. Following a natural or unexpected death by fire, crime, or other crisis situations, volunteers are called to the scene by a peace officer or firefighter to assist those who are family or friends of a victim.

The first few hours after a crisis situation has occurred are very confusing for everyone involved. TIP volunteers can help provide the necessary emotional support until the people affected by the crisis are able to depend on family, friends, and others. This allows the emergency responders to return to work more quickly, feeling confident that the victim will receive the assistance needed. Among other activities, volunteers provide support to victims or survivors; arrange food, shelter, clothing, and transportation; notify family members and friends; and serve as a liaison between the victims and emergency services personnel.

All adult and teen volunteers are required to attend a 50-hour training class. No prior experience is necessary to become a volunteer; however, volunteers must be at least 16 years of age, have automobile transportation, and live in the Poway area.

Do you want to make a difference? Join an organization whose mission supports compassion and caring for others. For more information, contact the TIP office at (760) 931-2104 or check the website at www.tipsandiego.org.



Captain's Corner

Sheriff's Department Website: A Treasure Trove of Public Safety Information

The mission statement of the San Diego County Sheriff's Department includes providing the highest-quality, public-safety services in an effort to make San Diego the safest urban county in the nation.

The Sheriff's Department's public website at www.sdsheriff.net provides a wide variety of information. It is essentially a one-stop, go-to location that covers topics such as recruitment, community resources, and outreach including crime mapping, crime analysis, and crime prevention. In addition, it offers links to federal, state, county, and local law enforcement agencies as well as non-profit agencies performing public safety services. Poway residents are encouraged to explore this valuable resource to learn more about the Sheriff's Department and what it offers to the community.

Learn more at:



Sheriff's Department Prescription Drug Drop-Off Program

The Concern:

Unwanted, unused, or expired prescription drugs present substantial risks to our community by either falling into the wrong hands or by damaging our environment through improper disposal. The San Diego County Sheriff's Department and the County Board of Supervisors have worked together to provide a safe, alternative method to dispose of unwanted medications.

The Solution:

The Sheriff's Department participates in prescription drug "take-back" days when the public can turn in unwanted medications at specified locations. With the success of these events, it became apparent that it would be prudent to provide the community with the opportunity to relinquish medications without having to wait for these events to be scheduled. Secure collection drop-boxes have been installed at several Sheriff's facilities including the Poway Sheriff's Station. The public is encouraged to utilize this resource and can do so during normal business hours when the lobby is open.

Medications in standard containers may be deposited in the drop-off box. Any loose or liquid medications should be enclosed in secure containers before being deposited.

For more information, contact the Poway Sheriff's Station at (858) 513-2800.



The Art and Science of Pristine Pavement

Poway's 165 miles of paved roadways represent a significant city asset with an estimated replacement value of \$418 million. The City makes a substantial annual investment to provide roadways that ensure smooth, high quality surfaces that users don't have to think twice about. To achieve this goal, Poway employs a formal Pavement Management System to ensure limited dollars result in maximum return.

Use and environmental effects cause all streets to deteriorate over time and eventually require some sort of maintenance. Pavement management is an organized, analytical process of ensuring that the right treatment is applied to the right street at the right time.

The process begins with experts conducting a visual evaluation of all paved streets, and scoring each street segment to determine a Pavement Condition Index (PCI). PCI categories are as follows:

Good to Excellent	100 to 70
Fair	70 to 50
Poor	50 to 25
Very Poor	25 to 0

The pavement maintenance strategy recommended for a street segment is based on the segment's PCI, the type of traffic on the street, and the structural properties of the street.

A street scoring in the "Good to Excellent" category may not require any maintenance other than crack filling, while a street in the "Very Poor" category may need a complete removal and reconstruction. Costs increase exponentially for more extensive treatments. Current crack sealing costs can be as low as \$0.17 a square foot, while complete reconstruction costs almost fourteen times that or up to \$2.30 a square foot. These costs vary greatly year to year depending on oil prices and raw material costs.

Before pavement management, paving programs were based on a "worst-first" strategy. Streets getting treatment were those that had failed or closest to failure, resulting in the most expensive and time-consuming projects.

This strategy exhausted funding by focusing on streets that couldn't get any worse. In the meantime, streets in good condition deteriorated due to lack of attention and quickly added to an insur-

mountable backlog that rapidly outpaced available funds.

Current paving science calls for a systematic approach to managing a City's total pavement network. When artfully executed, the service life of a street can be extended by three to five years. On the other side of the coin, delaying pavement preservation for only one year can rob five to six years of service life.

The goal is to keep the majority of the network in the "Good to Excellent" range by applying less costly treatments while streets are in good condition to keep them from slipping into lower categories thus postponing or eliminating a more expensive repair. The reality is that it is more cost effective to do a balanced program of seals and overlays than to prematurely exhaust funding to do just the worst streets.

Poway's average PCI for its entire street network is 80 ("Good to Excellent"). For purposes of pavement management, the city is divided into eight zones so that every street receives some sort of treatment every eight years.

Poway's commitment to a formal Pavement Management System ensures that the best aspects of both the art and science of paving are applied and the City achieves maximum return on investment for our residents.



Zone 3 in 2012!

Zone 3 is in west central Poway bordered by Pomerado Road on the west, Poway Road on the south, Community Road on the east, Twin Peaks on the north and includes most residential streets encompassed within these borders.

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www.poway.org



Art in the Park

April 2, 10:00am-12:00pm | Community Park

Flower Show

April 14, 9:00am-3:00pm | Old Poway Park

Spring Egg Hunt

April 7, 8:00am | Community Park

Train Song Festival

April 28, 12:00pm - 8:00pm | Old Poway Park

Community Band Festival and Arts & Crafts Market

May 19 & 20, 11:00am-8:00pm | Old Poway Park



Lake Poway Spring Sunshine

Published by Poway Today Inc.

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Permit No. 1942
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