



POWAY Today



A Quarterly Municipal Newsletter for the Residents of Poway, California

Summer 2011

Poway Participates in Energy Upgrade California Rebate Program

Reduce energy use.
Save money.
Create jobs.

When it comes to energy, your home is a system with interdependent parts. For example, a top-of-the-line heating, ventilation, and air conditioning (HVAC) system will waste energy if the ducts, walls, attic and windows are not properly sealed and insulated. Taking a "whole-house" approach to energy savings will improve your home's comfort and efficiency.

A new statewide energy efficiency program, known as Energy Upgrade California™, has been created to help consumers take a whole-house approach to saving energy and to offset the cost of making energy efficiency upgrades to their homes. It is a one-stop-shop website designed to inform consumers about the many energy and water efficiency programs offered, financing options, incentives and rebates available for each, as well as a list of certified contractors in the program. Energy upgrade rebates for San Diego County are administered by San Diego Gas & Electric (SDG&E).

The City of Poway is participating in this program, along with SDG&E, to provide additional rebates up to \$300 to Poway residents for the installation of 2-speed and variable-speed pool pumps and upgrades for residential air conditioning.

Energy Upgrade California™ is funded by the American Recovery and Reinvestment Act (ARRA, also known as federal stimulus

funds), California utility ratepayers, and private contributions. The City of Poway's rebate offer is funded with \$50,000 from an Energy Efficiency Community Block Grant from the Department of Energy. The rebates will be offered through June 30, 2012, or until the funds are expended; whichever occurs sooner.

For more information about the Energy Upgrade California Program go to www.energyupgradeca.org.

For more information about the City of Poway's additional rebate offer, go to www.poway.org.



Practical Advice for Grading and Excavation Permits

Even the installation of a simple retaining wall may trigger the need for a grading permit. If you are contemplating any grading, excavation or clearing, even a small amount, please contact the Development Services Department and let one of our staff members assist you determining whether you need a permit. Our engineering staff can be reached at (858) 668-4600, or by email at lclapp@poway.org.

The City has seen an increase in unauthorized grading activity over the past year. Some of the work has occurred in environmentally sensitive areas and has led to the involvement of State and Federal resource agencies. Fines by the resource agencies can amount to tens of thousands of dollars.

If you commence grading prior to issuance of a permit, the permit fee is doubled and an immediate cash deposit is required for full cost recovery of plan check and inspections. Add to this the cost of potential fines from resource



agencies, court and attorney costs if the City has to prosecute the violation to obtain compliance, and any corrective work the City may have to undertake, and the costs start to add up. A simple phone call can potentially save you thousands of dollars.

The City of Poway is committed to protecting our environment and the quality of life we all enjoy. Please help us by contacting staff and let us assist you in determining if any permits are required for work you may be considering.

To report illegal grading activity, please contact the Engineering Inspection Division at (858) 668-4668, or dsharp@poway.org.

Contacting the City of Poway Development Services Department for assistance before you begin grading or excavating soil on your property can greatly reduce the potential for State and Federal intervention and fines.



The City of Poway developed P.L.A.Y. (Poway Leisure Assistance for Youth) to create recreational opportunities for developmentally disabled youth and economically-challenged families. Each year, several hundred eligible individuals are able to participate in activities like dance, summer day camps, martial arts, Learn-to-Swim, and Special Needs classes thanks to these scholarships. P.L.A.Y. ensures that more children have the chance to learn important life skills such as teamwork, conflict resolution, and cooperation through a quality experience.

The City budgets \$12,000 for the P.L.A.Y. Scholarship Program each year. Due to the current

economic climate, the need for scholarships is greater than ever. In 2011, an additional \$10,000 in funding is necessary to keep pace with the demand. In January, the City launched the P.L.A.Y. For Life campaign to seek local business and service organization partners to join the fundraising effort. Cox Communications, Poway Kiwanis, Toyota of Poway, and the Poway High School Key Club have generously contributed a total of \$6,600. We are just \$3,400 away from our goal! Can you help Poway kids P.L.A.Y.?

Donors will be prominently recognized through a number of opportunities, including the quarterly Poway Today publication, the City's website, and with sponsor banners at City events, depending on the level of giving. Donations can easily be made online at www.poway.org/play or sent to the City of Poway P.L.A.Y. Scholarship Fund, P.O. Box 789, Poway, CA 92074. For donor recognition details or more information, contact June Dudas, Assistant Director of Community Services, at (858) 668-4581.



P.L.A.Y. gives all Poway kids the chance to participate in activities like Art in the Park.

This Issue:

Poway Focus on Business

The City of Poway focuses on the needs of local businesses. **pg. 2**

Upcoming City Events

Poway has a great lineup of events coming this summer, including the July 4th Celebrations.

pg. 3



New Summer Camps

Many new Summer Camps are available including Sports Camps, Music Camps, Science Camps, and Technology Camps for youth and teens!

Begins on pg. 4

Sharp Memorial Hospital



Summer Concerts Series

Don't miss a fantastic lineup of concerts throughout the summer for all ages and music lovers! **pg. 3**

Continued Focus on Enhancing Poway's Business Environment

On March 10, 2011, the City of Poway and Poway Chamber of Commerce teamed up to host a meeting for manufacturing and distribution business leaders. The luncheon, at SYSCO Foods in the Poway Business Park, was part of a larger effort to reach out to local businesses and strengthen Poway's pro-business environment by understanding and responding to local business needs.

The meeting was well attended, with representatives from 13 manufacturing and distribution companies present. Topics of discussion included City and Chamber communication with local businesses, business-to-business opportunities, and employee training. Commercial property owners, retailers, real estate brokers, and leaders from Poway's largest companies were also invited to attend focus group meetings.

To complement the City's outreach effort, a group of senior business students at California State University San Marcos (CSUSM) will compile information to create a comprehensive directory of Poway businesses. The information will be used

to identify business clusters that exist in the community, which could also assist with facilitation of future business-to-business opportunities.

The combined feedback obtained through the Poway Business Summit held in January, Poway Business Survey previously available on the City's website, and the focus group meetings will be used to enhance the City's business outreach and retention program. For more information about upcoming focus group meetings or the City's business outreach and retention program, please contact Tina White at (858) 668-4501 or twhite@poway.org.



Focus Groups hosted by the City of Poway and the Poway Chamber of Commerce aim to bring better understanding of local business needs.

Clear Access to Water Meters = Efficient City Services



Obstructed water meters cost the city time and efficiency

Efficiency and safety are top priorities for the City of Poway. Residents can help the City with both goals by maintaining clear access to the water meter.

Each year, a small team of meter readers read just under 14,000 meters six times a year. This comes to nearly 84,000 water meters annually. Most water meters are easily accessible and reading them takes just a few seconds. However, about 400 of the meters in Poway are difficult to access and, in some cases, unsafe. Instead of seconds, reading obstructed meters can take up to 20 minutes, leading to a loss of over 100 hours of productivity each year.

Maintaining clear passage to the meter box is also helpful to homeowners. Doing so enables quick, easy access to the customer shut-off valve, which is inside the meter box. Turning it will quickly shut-off water to the entire property, which could be useful in the event of a water emergency with a plumbing fixture or appliance.

The most common barriers blocking water meters are overgrown shrubs and walls or fences built directly on top of or adjacent to the meter. Meter readers also encounter unleashed dogs when accessing meters inside gated yards. This presents a safety issue for the reader and the dog, because you don't want your pet to escape when the meter reader needs access.

The Poway Municipal Code requires clear access to water meters. Clear access to the meter means no barriers within two feet in all directions. Fences or walls over the meter are only allowed with an encroachment permit. Please evaluate access to your water meter. By keeping it clear, you are helping to keep City operations efficient and cost-effective.

For additional information, please call (858) 668-4707.

REDEVELOPMENT...

WHAT IT MEANS IN OUR COMMUNITY

Driving through Poway, you can see first-hand how redevelopment dollars have helped shape our community. The Poway Redevelopment Agency was formed in 1983, with the adoption of the 8,200-acre Paguay Redevelopment Project Area. Since its formation, the Agency has invested several hundred million dollars in the local community with the creation of new parks and community facilities, improved roadways and infrastructure, commercial and industrial revitalization, enhanced school facilities, and affordable housing developments. The Agency's main goal is to help build and preserve our community so future generations can enjoy the same quality of life that Poway residents enjoy today.

For more information about the Poway Redevelopment Agency, please visit the City's website at www.poway.org.

REDEVELOPMENT IN POWAY...

- Reinvests local tax dollars into the community to provide amenities that residents value as part of life in Poway
- Creates a vibrant, diverse, and self-sustaining economy
- Maintains and enhances quality of life for all residents
- Provides housing opportunities for working families and seniors
- Provides improved roadways and infrastructure
- Partners with Poway Unified School District to build and enhance school fields and facilities
- Eliminates blight and revitalizes neighborhoods in target areas of the community



Redevelopment housing projects like Solara in Poway are able to provide residents with affordable housing while also reducing energy and water use.

Update to City Sign Regulation Underway

The purpose of our sign regulations is to make the City attractive to residents, visitors and commercial, industrial and professional businesses while maintaining economic stability through an attractive signing program. The City also recognizes that signing is an important design element and these regulations must be consistent with the goals and objectives of the community to ensure that the rural character and image the community is striving for, can be attained.

At a recent business summit held by the City, local business representatives identified the need to review and revise the City's sign regulations. Responses to an online business survey raised similar issues.

City staff is currently working to update sign regulations to address the issues raised by the business community. The update process will



provide an opportunity for input from residents and businesses, to ensure that the proper balance is maintained. Ultimately, proposed changes to the sign regulations will be brought to the City Council as an Ordinance to change the Municipal Code. It is expected that this process will be completed this year.

For information on this proposal, please visit the City's website at www.poway.org or contact the Development Services Department at (858) 668-4668.

Introducing Poway's New Director of Community Services

The City of Poway is proud to announce the appointment of Robin Bettin to the position of Director of Community Services. Robin has more than 25 years of experience in Community Services. She earned her undergraduate degree in Recreation Administration from San Diego State University, and a Master's of Art in Management from the University of Redlands.

Robin most recently served as the Assistant Director of Community Services in Escondido where she was responsible for recreation, older adults division, and park development. Robin also brings with her a wealth of experience working with a variety of commissions, committees and volunteer groups.

Ms. Bettin states, "I am excited to be joining the Poway team. I have spent my career working in the Park and Recreation field and I am very fortunate to be joining a City that offers such wonderful recreational amenities for their citizens. Poway has a reputation for providing outstanding customer service and I look forward to being a part of the organization."

Poway's Community Services Department has a staff of 22 full-time employees and a total budget of \$4.7 million. The Community Services Department provides the following community services:

- Recreation services and programs;
- Year-round boating, fishing, and outdoor recreational opportunities at Lake Poway Recreational Area;
- An 800-seat professional performing arts center; and
- Diverse range of aquatic programs at the Community Park pool.

City Manager Penny Riley said, "Robin Bettin is well-known in the San Diego region as an exceptional manager with a vast range of experience in the field of Community Services. Robin will offer the Community Services Department excellent leadership and is a welcomed addition to the management team."



"I am excited to be joining the Poway team. I have spent my career working in the Park and Recreation field and I am very fortunate to be joining a City that offers such wonderful recreational amenities for their citizens. Poway has a reputation for providing outstanding customer service and I look forward to being a part of the organization."

- Robin Bettin, Poway Director of Community Services

Become a Trauma Intervention Volunteer TIP

The Trauma Intervention Programs (TIP) of San Diego County, Inc. is seeking Poway area volunteers to be trained to help fellow citizens who are in distress as a result of a traumatic event. Volunteers are called to the scene by law enforcement or firefighters to assist citizens who are family members and friends of a victim following a natural or unexpected death by fire, crime, or other crisis situations.



The first few hours following a crisis are very confusing for everyone involved. The TIP volunteers provide the necessary emotional first aid and other temporary support until the people involved in the crisis are able to depend on family, friends, and others. This allows the emergency providers to return to service more quickly and feel confident that the victim will receive the assistance needed. Among other activities, TIP volunteers can 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 that is usually scheduled over a two-week period. No prior experience is necessary to attend training or to become a volunteer. However, volunteers must be at least 16 years of age, have automobile transportation, and live in the Poway area. 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.

What's Inside:

- PAGE 1**
Energy Upgrade California New Buildings Planned for Community Park
P.L.A.Y. Program Sponsorship
- PAGE 2**
Poway Business Focus Groups
Water Meter Access
Redevelopment in Poway
Signage Ordinance Update
- PAGE 4-7**
Summer Camps & Youth Classes
- PAGE 8-9**
Health & Fitness Classes
General Interest Classes
- PAGE 10-12**
Swimming Lessons
- PAGE 13**
Parks & Outdoor Recreation Info
- PAGE 14**
Poway Arts Center
Poway Library Events
- PAGE 15**
Senior Center Information
Class Registration Form

www.poway.org



- Youth Day at the Pool**
Friday June 10, 8:00 am - 2:00 pm | Poway Community Swim Center
- Old-Fashioned Fourth of July**
Monday July 4, 10:00 am - 4:00 pm | Old Poway Park
- July 4th Fireworks**
Monday July 4, 7:00 - 10:00 pm | Poway High School Stadium
- Swim-in Movie**
Saturday August 6, Movie at Sunset | Poway Community Swim Center
- Sharp Memorial Hospital Summer Concert Series**
June 26 - August 14, 5:30 - 7:00 pm | Various Parks
- Fun Flicks Movie in the Park Series**
July 23, August 20, September 3, Sunset | Community Park

For more information on these and other Poway events, visit: www.poway.org



4th of July at Poway High School

Published by Poway Today Inc.

PRSR-STD
U.S. Postage
PAID
Permit No. 1942
San Diego, CA



City Council

- Mayor Don Higginson
- Deputy Mayor Jim Cunningham
- Councilmember Merrilee Boyack
- Councilmember Dave Grosch
- Councilmember John Mullin

POSTAL CUSTOMER

City of Poway
Poway, CA 92064

ECR-WSS