



POWAY Today



A Quarterly Municipal Newsletter for the Residents of Poway, California

Winter 2010

Veterans Park Dedication

A memorable celebration for the history books!

On November 11, 2010, Veterans Park was dedicated to the public in grand fashion. With an estimated two thousand veteran supporters on hand, the City of Poway, together with the Poway Veterans Committee, delivered an historic dedication ceremony. The dream and vision of Veterans Park, located on Midland Road and Adrian Street, is officially open to the public.



The dedication ceremony, which coincided with Veterans Day, kicked-off with the ringing of an 1874 freedom bell and the firing of an 1864 cannon. The list of distinguished guests included uniformed active military personnel, as well as our community's honorable veterans! As the event unfolded, each of the branches of the military participated in a ceremonial raising of

the flags and presentation of the colors. The six service flags (Army, Marines, Navy, Air Force, Coast Guard, and Merchant Seaman) along with the United States, Prisoner of War, California and Poway flags were respectfully honored.

The Navy Leap Frog team was a fitting tribute and one highlight of the morning. As the team soared in from 8,000 feet to hand deliver the Navy flag, the crowd watched in amazement at the precision landing and teamwork. The event culminated in an emotional unveiling of the "Wall of Honor." Hundreds of tiles, displaying the names of friends and family, adorn the wall.

The design of the Park was inspired by the ceremonies that will take place there. The parking lot was placed at the back of the site to move the cars from the line of sight from Midland Road, but also to allow the ceremonial color guard a place to stage prior to its entrance into the Park. The trees and shrubs on the east side of the plaza function to hide the color guard prior to entrance, giving the illusion that the color guard has just appeared. The circular form of the plaza is symbolic of the nature of time, that it is never ending. This monument will always serve as a reminder of the sacrifices of the past.

To learn more about the Poway Veterans Park, including how to order tiles for the "Wall of Honor," please visit www.poway.org.

Highlights of the dedication ceremony included the raising of the flags by veterans from each branch of the military, as well as a skydiving show by the Navy Leap Frog team.

City Reports Good Financial News

Poway Closes Out Last Fiscal Year with a Surplus



After closing out the books on the fiscal year ending June 30, general fund revenues exceeded expenses by approximately \$800,000, and the City took in \$1.8 million in one-time revenues.

City Manager Penny Riley will recommend that the Council put \$542,120 of the general fund operating surplus into a facility maintenance fund, and that the remaining \$2.1 million be assigned to the general fund reserves. The City's general fund reserve will grow to \$18.1 million, with an additional \$3.1 million in an "economic uncertainty" fund and \$4.5 million in a street maintenance fund. "We feel fortunate to have closed the year out strong. However, we will continue to pay close attention to our projected revenues and contain our expenses where possible," said Riley.

General fund expenditures were lower than projected at mid-year, with part of the savings being attributed to reduced overtime expenditures in the fire department and savings in salaries and benefits from vacant positions. Employee contributions to pension expenses also saved about \$250,000 to the general fund.

One-time, unexpected revenues included a mortgage fund loan repayment of a \$473,898 by the former City Manager. Other payments included \$835,218 in insurance reimbursements and state funds for recovery from the Witch Creek fire, and \$398,239 in savings from completed capital projects.

The staff report to the City Council on November 16, 2010 contains additional details and can be viewed at www.poway.org.

Poway Skate Park improves safety



New security measures have been added to the Poway Skate Park with the renewed emphasis of being a safe place for all skaters to enjoy. The improvements include a new turnstile, additional surveillance cameras, and an automated access system that requires skate park users to be registered. The feedback from the skate community has been tremendous!

Nearly 900 skaters are currently registered in the system. The registration process requires skaters (and parents for skaters 12 or younger) to complete an application and waiver form, and to have two fingerprints scanned into a software program. The software does not store the fingerprint; instead it translates the print into a numeric value based on specific match points on each finger. The match points, not the fingerprint, are stored in the database. To enter the park, the finger that was used to develop the match points is scanned at the turnstile and verified. Once verified, park access is granted.

Now, more young skaters and their families are enjoying this popular facility. Parents appreciate the more welcoming environment and the City is spending less money and time repairing the park. Graffiti cleanup and vandalism has decreased dramatically. The prohibited use of bicycles in the park also decreased.

For more information on the park and the improvements, visit the Skate Park web page at www.poway.org/communitypark. To register for the Skate Park, visit the Community Park office during business hours: Monday-Saturday, 8:00am to 9:00pm, and Sunday, 12:00pm to 9:00pm.

Skate Park Hours:

Saturday-Thursday, 8:00am-8:00pm
Fridays, 8:00am-5:30pm

Supervised skate session for youth 14 and younger (parent/guardian required):
Fridays, 6:00pm-8:00pm

This Issue:

Poway's Newest Affordable Housing Community

Brighton Place broke ground in September.

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CERT Training gets underway

Classes start at Palomar College for new volunteers in January 2011.

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There's a new Sheriff in town...

Help us welcome Captain Mark Elvin and Lieutenant Anthony Giammarino pg. 15



SDG&E Smart Meters

Learn how the new digital meters may someday help you conserve even more energy. pg. 16



Coming Soon: Brighton Place



Poway's newest affordable housing community, Brighton Place, is starting to take shape! After careful planning and community input, a groundbreaking ceremony in early September launched the start of construction. Many low-income working families and seniors have been eagerly awaiting this project, as have local building professionals who look forward to the 321 new construction jobs the project is expected to generate.

The craftsman-style architecture of Brighton's townhomes will complement the historic area near Old Poway Park. Not only will this multi-family development enhance the "city

in the country" feel of Poway, and revitalize this previously underused property, but these homes will include numerous water and energy saving features. Solar technology, drought tolerant landscaping, tankless water heaters, rain harvesting systems, and well water for landscaping will make Brighton a highly energy-efficient place to live. The design includes two "tot lots" for resident children, and a community room with a fully staffed learning center, which will provide educational programs and resident support services.

This \$20.4 million development is being funded by a grant from the Federal Home Loan Bank, a mortgage from California

Community Reinvestment Corporation, a private equity investment, and a long-term ground lease from the Poway Redevelopment Agency.

Development of Brighton Place is expected to be complete by spring of 2012. The qualifying income range for a family of four is \$23,550-\$47,100, with rents ranging from approximately \$491-\$1,086 depending on income. To be included on the Brighton Place interest list or to find out more about this exciting project, please contact San Diego Interfaith Housing Foundation at (619) 668-1532 ext. 306.

Online Geographic Information System & updated Aerial Photos

The City's online Geographic Information System (GIS) allows users to search for a property by address, parcel number, or street intersection and display the associated information for that area. Users can also produce a parcel Property Report that contains zoning and specific plan designations, setback information, lot coverage, fire zone designation and updated Aerial Imagery.

In 2009, most North San Diego County Cities and Water Agencies, including the City of Poway, worked together on a project to acquire this high-resolution imagery. Contracting for aerial imagery over larger land areas lowered the overall cost that was allocated to each agency.

This new imagery is accurate to 4 inches, which provides a much higher resolution image than what is found on other web sites such as Google and Bing Maps, allowing users to zoom in and see more detail.

Having this updated detailed information not only allows the public to view details about their property, but also lets City staff see areas that, in the past, would have required a trip out to the site.

Users can view this imagery by going to www.poway.org and starting e-Zoning from the Online Services area of the web site. Once in the application, users can zoom to their area of interest, click on the Layers tab at the top of the screen, and then turn on the 2009 Imagery layer.

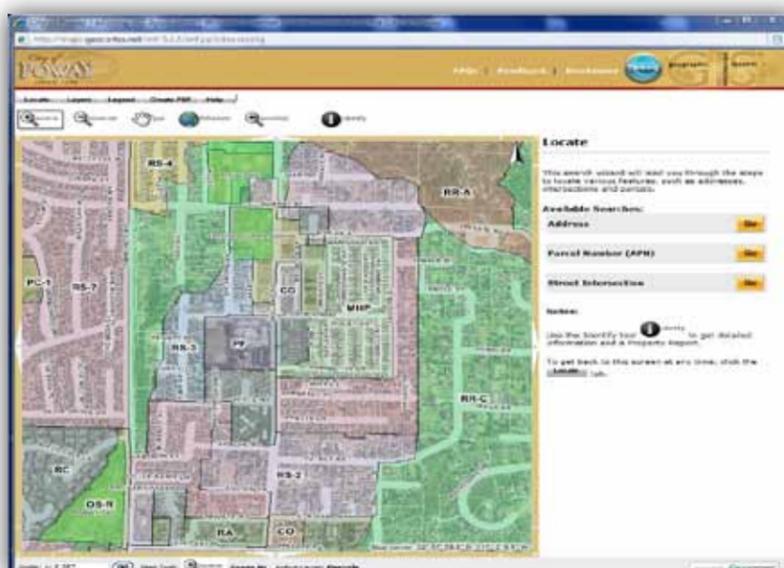
City of Poway Property Report Assessor Parcel Number: 3174741100
Report Generated: 9/15/2010

Parcel Information:
 Assessor Parcel Number: 3174741100
 Site Address: 0 CIVIC CENTER DR, Poway, CA
 Parcel Size (estimated): 4.00 acres
 Subdivision:
 Dwelling Units (existing): 0

Zoning: RR, RR-C, RS-1
Zoning Description: Public Facility, Rural Residential C, Residential Single Family 1
Specific Plan: N/A
Front Yard Setback (min): 20, 40, 40 ft.
Side Yard Setback, each side (min): 20/20, 20/20, 20/20 ft.
Side Yard Setback, street side (min): 20, 20, 20 ft.
Rear Yard Setback (min): 20, 50, 50 ft.
Lot Coverage (max): 30, 35, 35%
Height (max): 35, 35, 35 ft.
Within Very High Fire Hazard Zone: NO

Note: Before undergoing any modifications to your property contact the Planning Division at (619) 668-4000 for permit requirements and site specific information.

Parcel property reports and detailed aerial imagery have improved the City of Poway's public access to zoning information.



Looking For Affordable Housing?

Poway's HomeShare program matches adults who may be at risk for homelessness, with seniors who are in need of extra income or who need help to remain living in their own homes. The program, supported by federal grants and the City of Poway, adds a tremendous value to the community by preventing costly transitional housing and delaying expensive nursing home costs. In addition, the program can increase a senior's income, helping them become more financially stable.

Before a HomeShare match is made, the Program Coordinator conducts in-home assessments, along with reference checks for prospective candidates. In addition to making housing matches, HomeShare provides referrals for regional social services. If you, or someone you know, is interested in the HomeShare program, please contact Sunita Upchurch with ElderHelp at (858) 748-9675, or you can visit the local HomeShare office located at the Poway Senior Center in Community Park.

ELDERHELP



Community Emergency Response Team



Training Program begins in January 2011

California is no stranger to disaster. Earthquakes, floods, and wildfires have resulted in the loss of life, property, as well as environmental damage. During a disaster, emergency resources can be overwhelmed. The value of emergency preparedness, possession of basic self-survival skills, and the concept of neighbors helping neighbors quickly becomes evident.

CERT is a concept that was first developed by the Los Angeles County Fire Department in the late 1980s due to concerns about its community's ability to react during an earthquake or other large-scale disaster. They recognized that civilians should be trained to provide for the safety and survival needs of themselves, their families, and their neighborhoods during times when the traditional emergency response system may be overwhelmed.

Poway CERT was organized in 2006 using a \$5,000 grant from the San Diego County Office of Emergency Services. It consists of volunteers from throughout the community who must first complete the CERT Academy. The classes are conducted once a year in cooperation with Palomar College using City of Poway's facilities and firefighter/instructors. CERT students receive 24 hours of training including first aid, fire suppression, search and rescue, terrorist situations, emergency preparedness, and disaster psychology. They participate in a manipulative drill where they apply the skills they have learned. Upon graduation, students may apply to join Poway CERT where they will participate in bimonthly training drills, attend twice-a-year county-wide drills, and promote preparedness within their communities and neighborhoods. During an emergency incident, Poway CERT members may be called upon to provide support to the City's Emergency Operations Center, assist with various operations, and/or serve as care and shelter workers.

Currently, Poway has 63 CERT volunteers, and now is your chance to join the team. In January 2011, the Poway Fire Department and Palomar College will offer the CERT classes. During this ten-week program, participants learn what they need to know to become CERT volunteers in their communities so that they can help themselves, their neighbors, and their cities during disaster situations when fire and law enforcement may not immediately be able to meet the demand for service.

A basic overview of the CERT training schedule is listed below. Please call (858) 668-4460 to sign up or get more information about participating in this program.

CLASS TOPIC	DATE
Preparedness	1/15/11
Fire Safety	1/22/11
Organization	1/29/11
First Aid 1	2/5/11
First Aid 2	2/12/11
Search and Rescue	2/19/11
Psychology	2/26/11
Terrorism	3/5/11
Wildland Urban Interface	3/12/11
(Optional) Disaster Drill	3/19/11

Graduation Day!!



Emergency Care & Shelter

Poway reaches goal of increasing emergency shelter capacity

In September 2010, the City of Poway reached its goal to increase the number of evacuees that can be cared for and sheltered during the first 72-hours of a disaster. Poway now has the supplies, and the trained volunteers in place, to support over 1,900 displaced residents during a wildfire, earthquake, or other type of large-scale disaster.

During the 2007 wildfires, high demand was placed on the American Red Cross to activate care and shelter centers throughout Southern California. Locally, the American Red Cross was quickly overwhelmed and unable to support all of San Diego County's needs. Thankfully, just months before the disastrous wildfires struck, the American Red Cross and City of Poway had partnered to train staff from the Community Services Department on care and shelter management. Because of this, the City was able to open the Community Park Senior Center for 72-hours to provide care and shelter to 900 evacuees from Poway and nearby communities.

After the smoke cleared, City staff recognized that more could be done to enhance the care and shelter of evacuees. With support from the San Diego County Office of Emergency Services and the American Red Cross, the City of Poway embarked on a creative, cost-effective way to meet the goal of caring and sheltering over 1,900 evacuees.



In 2009, the American Red Cross awarded Poway \$80,000 to partner with local faith-based organizations to support the needs of 900 additional evacuees. These funds have been used to partner with St. Michael's Catholic Church, The Connection, and The Community Church of Poway, providing each church with a 20-foot sea-container filled with supplies to support 300 evacuees. Supplies include cots, blankets, pillows, flashlights, and personal care items. In addition, each organization is equipped with the logistical supplies needed to open and operate a care and shelter program at its facility. A cadre of volunteers trained in care and shelter management operations has been created. Seventy congregation members, City staff, and members of Poway's Community Emergency Response Team are available to support any one of the City's four care and shelter facilities.

For more information, contact the Safety Services Department at (858) 668-4460.



New Command Staff at the Poway Sheriff's Station

In July 2010, the City of Poway welcomed Captain Mark Elvin to the Poway Sheriff's Station to replace Captain Todd Frank. In August, Lieutenant Tony Giammarino was also added to the station to replace Lieutenant Lori Ross.



Captain Mark Elvin

Captain Elvin started his career with the San Diego County Sheriff's Department 21 years ago. When he was promoted to Lieutenant, he worked a number of assignments including opening the new 4-S Ranch Sheriff's Substation and the Emergency Services Division, which includes Sheriff's SWAT, ASTREA, and the Bomb/Arson units. Promoted to Captain, he worked for the Sheriff's Human Resource Services Bureau where he was responsible for training (both new recruits as well as in-service training for tenured deputy sheriffs), risk management, and payroll. When Captain Elvin transferred to Poway in July 2010, he was happily returning to the City in the Country— Captain Elvin was specifically assigned to the City of Poway's Emergency Operation Center as the law enforcement branch liaison during the 2007 Witch Creek Fire. Captain Elvin received a bachelor of science degree from Northern Arizona University and a master of arts degree in Organizational Leadership from Azusa Pacific University.

Lieutenant Anthony Giammarino is a 20-year veteran of the Sheriff's Department. He previously worked as a patrol sergeant

in Poway from 2002 to 2005 and now returns to the Poway Sheriff's Station as its second in command. Originally an electronics engineer, the Lieutenant brings a unique perspective to law enforcement. "I'm frequently tapped for various technological projects and problem-solving techniques through computer applications. I'm also excited to be able to serve the very community I live in," says Lt. Giammarino. Before being assigned to Poway, Lt. Giammarino worked at the Sheriff's Headquarters Law Enforcement Services Bureau, the Communications Center, Risk Management, and Personnel. He also worked at the Ramona Substation and at three of the department's detention facilities. One of Lt. Giammarino's goals is to help maintain the City of Poway as one of the safest cities in the County, and he looks forward to the law enforcement challenges that lie ahead of him.



Lieutenant Anthony Giammarino

The City of Poway is fortunate to have two experienced, veteran San Diego County Sheriff's Department officers work in our City. Welcome Captain Elvin and Lt. Giammarino.

Understanding Our WATERSHED

Aside from the political boundaries (city, state, country) we are all accustomed to understanding, our landscape is defined by natural boundaries such as watersheds. Watersheds are areas in which all sources of water, groundwater and surface flow, drain to the same place (creeks, rivers, and tributaries) and eventually the Pacific Ocean.

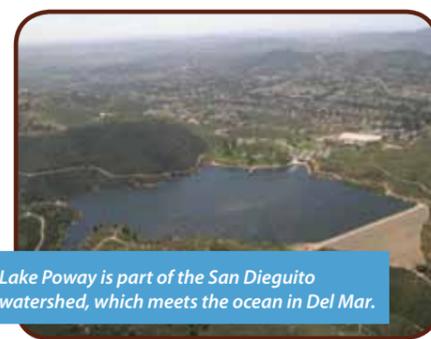


In the City of Poway, almost all runoff from storm drains flows through one of two watersheds: Los Peñasquitos and San Dieguito. A small portion of Iron Mountain flows to the San Diego River.

Because each watershed can be thought of as a self-contained unit, water quality issues will vary by

watershed. Most of northern Poway drains to the San Dieguito Lagoon. In this watershed, high-priority water quality issues include bacteria and nutrients such as fertilizers. The southern portion of Poway drains to Los Peñasquitos Lagoon. High-priority issues in this watershed include sediment and nutrients.

It is very important to understand that the storm drain system is completely separate from the sewer system. Wastewater that enters the sewer system is treated to make it safe before it is eventually released into the ocean. But, anything that enters a storm drain runs directly into our creeks and ultimately into the ocean without treatment. The actions of every individual add up when it comes to clean wa-



Lake Poway is part of the San Dieguito watershed, which meets the ocean in Del Mar.

ter. Together, the residents of Poway can protect this precious resource. Our watersheds not only provide clean water to residents, but also are home to birds, animals, and sensitive plant species. The protection and preservation of our watersheds depends on you!

Smart Meters Debut in Poway

SDG&E completed the installation of smart meters for Poway residents in May 2010. Smart meters are digital devices that collect energy-use data and, unlike traditional meters, transmit and receive data. Electric energy use will be recorded every hour at your home and every 15 minutes at your business. Because smart meters send information electronically to SDG&E on a daily basis, it will no longer be necessary for SDG&E meter readers to enter your property. The meters also enable SDG&E to identify and fix power outages more quickly.



other appliances. This will help customers gain better control over their energy use and costs.

Google Power Meter has teamed up with SDG&E to provide an energy monitoring tool that allows you to view your home's energy consumption from anywhere online. The information collected by your smart meter will allow you to make decisions about reducing your energy use whenever possible. To take advantage of these online tools, customers will need to setup an online "My Account" at www.sdge.com, and also setup a Gmail account with Google. Once a customer has setup both of these free services, they can visit www.sdge.com/smartmeter to learn more and setup the online metering option.

In the future, SDG&E predicts smart meters will (with customer permission) communicate with and adjust devices in your home to help reduce energy use. These devices could include air conditioning, pool pumps and

"A Day Without A Bag"

On Thursday, December 16, 2010, give reusable bags a try! Find out how this simple and direct action is an easy way to protect the environment and save taxpayer dollars on litter clean-up. Poway residents and businesses are encouraged to participate in "A Day Without a Bag" by utilizing reusable bags for one day instead of the usual plastic and paper bags.

Each year nearly 25 million plastic bags are used in Poway alone, which equals approximately 500 bags per person annually. While plastic bags are convenient and can be recycled at all major grocery stores and pharmacies, less than 5% of plastic bags are actually placed in recycling containers. Even though paper bags can be recycled in the City's curbside recycling program, single-use of any disposable bag is not the highest and best use of natural resources.

More details will become available on www.poway.org under Public Works Department/Sustainability. If you are interested in getting involved with Poway's "A Day Without A Bag" effort, please contact Annette Gonzalez: agonzalez@poway.org.



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www.poway.org



Christmas in the Park

Saturday, December 11, 3:30-8:30 pm | Old Poway Park

Folk Concerts in the Park

Saturday, December 4, 2010, 7:00 pm | Old Poway Park
 Saturday, January 29, 2011, 7:00 pm | Old Poway Park;
 Saturday, March 19, 2011, 7:00 pm | Old Poway Park

Youth Fishing Derby Campout

Friday, February 4, 2011, Setup starts at 7:00 pm | Lake Poway

Youth Fishing Derby

Saturday, February 5, 2011, 6:00 am | Lake Poway

Open Trout Derby

Saturday, March 12, 5:00 am | Lake Poway

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



Published by Poway Today Inc.

PRSR-STD
 U.S. Postage
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 Permit No. 1942
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