

# POWAY Today



A Quarterly Municipal Newsletter for the Residents of Poway, California

Fall 2010

## City Balances Budget and Preserves Essential Community Services

On June 15, 2010 the City Council approved the fiscal year 2010-11 City of Poway and Poway Redevelopment Agency budgets. This year's budget, which can be viewed online at [www.poway.org](http://www.poway.org), has been reformatted for simplicity and ease of use for our residents.

The "Great Recession," a term economists now use to define this period in history, has had a profound effect on the City's financial outlook. Although the national economy is showing signs of recovery, unemployment remains high and sales tax revenues in Poway are projected to be relatively flat this year. In addition, the City's Redevelopment Agency (RDA) was forced to turn over \$13.7 million to the State in May of this year. Taking this funding crippled our redevelopment efforts in the City of Poway.

In light of these challenges, the City has taken necessary steps over the last few years to strengthen the General Fund to adapt to what would be a slow economic recovery. With revenues from sales and property tax projected to be unchanged from last year, the City continues to adjust expenditures to better match revenue projections. This has forced Poway to take an even harder look at the way the City does business and how it provides services to its residents. The City must find a sustainable course.

A fundamental shift in the way the City provides service to its residents began on July 26, 2010, as all employees moved to a fixed compressed work week schedule with City Hall, Fire Administration, and Public Works closed every other Friday. Since 2006, City staffing has been reduced by nearly 15% through attrition and layoffs. This reduction in workforce has made it increasingly difficult to provide adequate service in many departments and work areas. As staffing has thinned, employees have moved to a variety of work schedules in an attempt to provide adequate coverage Monday through Friday.

To that end, the City is providing extended business hours Monday through Thursday, 7:30a.m. to 5:30p.m., to mitigate the alternate Friday closures. Additionally, it will increase efficiency by consolidating alternate schedules into one consistently staffed workforce.



### General Fund Reserves Strong

The overall budget for the City of Poway is \$76 million with General Fund expenditures of \$32.1 million. Redevelopment and Housing composes \$6.6 million of the overall budget. The utility funds are balanced for the upcoming fiscal year. The Street Maintenance Fund has been built over the past three years with transfers of unexpended funds to its current balance of \$3 million. The City programmed \$1.42 million from the fund this year, to offset the cost of our robust \$3 million street maintenance program.

The City currently has \$15.5 million in General Fund reserves and \$3.1 million in the State Economic Uncertainty Fund. These reserves represent 58% of our FY 2010-11 General Fund operating expenditures and substantially exceed the 25% minimum called for in the City's Financial Policy.

Some have asked why the City has not yet tapped its significant financial reserves to fill in the budget gaps. There are a number of reasons behind its reluctance to recommend doing so. Reserve funds can only be used once and when they are spent, they are gone. Reserves are there to be used in times of emergencies and shock losses such as the Witch Creek Fire. Additionally, the reserves generate interest income that would also be lost if we spent them down.

The City of Poway will face many more challenges in the coming months, but considers itself well-prepared. To that end, some key goals for the City in the upcoming fiscal year include:

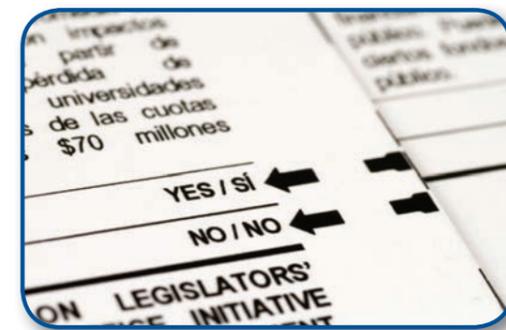
- Continuing emphasis on strong financial planning;
- Advocating at the State and federal levels for protection of revenues, local control, and redevelopment capability;
- Initiating a comprehensive update to the General Plan;
- Remaining the safest community in San Diego County;
- Continuing to strengthen the City's Disaster Preparedness Systems;
- Developing workforce housing; and
- Strengthening organizational development, including improved integration of management systems and employee development initiatives.

## November Election Update



Over the past several years, the State has passed budgets that have diverted or borrowed billions of dollars in local government, transportation and redevelopment funds. This year's take by the State will have significant short and long-term effects on local governments. The State's take of \$2.05 billion in redevelopment funds throughout the State has effectively stalled one of the strongest job creating engines at a time when jobs and economic development are desperately needed.

This November, voters will be asked to decide among several important ballot initiatives that will be placed on California's 2010 statewide ballot. Among the group is Proposition 22, the Local Taxpayer, Public Safety and Transportation Protection Act. If passed, this constitutional amendment would prevent the State from diverting, borrowing or taking funds that are currently dedicated to local governments. Following are the implications of the constitutional amendment:



### If the amendment passes –

- The State's ability to borrow local government property tax funds would be revoked (currently authorized by 2004 Prop 1A).
- The State would be prohibited from borrowing Prop. 42 funds (fuel tax) which voters have dedicated to transportation and mass transit.
- The State would be prohibited from taking or borrowing the Highway User Tax on gasoline (HUTA), which currently fund city, county and state road, highway, transit and other transportation improvements and services.

### If the amendment fails –

- The State's current authority over fuel tax, local property tax revenues, and redevelopment funds would not be affected.
- To balance its budget, the State may continue to shift, borrow, or otherwise take local funds, consistent with the provisions of Prop 1A.

### City Hall Begins New Extended Hours – Closed every other Friday

Effective July 26, 2010

City Hall business hours are:

7:30 a.m. - 5:30 p.m. Monday – Thursday

8:00 a.m. - 5:00 p.m. Fridays

Closed every other Friday

Offsite City facilities such as Lake Poway, the Performing Arts Center, Old Poway Park, and Community Park will not be affected by this change. Their hours of operation will remain the same.

[www.poway.org/hours](http://www.poway.org/hours)

### This Issue:

#### Poway Days Parade



Join Us as we celebrate "An Old-Fashioned Parade & Picnic" to benefit local non-profit organizations. **pg. 2**



#### Yielding to Emergency Vehicles

What should you do when an emergency vehicle is behind you with emergency lights and siren? **pg. 2**



#### Affordable Housing and Quality of Life

How does Poway affordable housing impact our community? **pg. 15**

#### Buying Tickets Has Never Been Easier!

New ticket and information kiosks at three locations. **pg. 16**



## Prepared for Wildfire Season?

There are several resources available to help residents prepare against the risk of wildfire.

Poway's Department of Safety Services has comprehensive information available to assist in wildfire prevention, preparation, and planning. **Before the Threat** is a free DVD with supporting materials that is available at all three Poway Fire Stations.

The San Diego Burn Institute has an excellent publication titled *Living with Wildfire* that can be easily viewed and downloaded from the City's website at [www.poway.org](http://www.poway.org).

The City also has a Wildfire Defensible Space Program, which involves the reduction of flammable vegetation around structures. Providing for defensible space is an effective, efficient, proven, and practical action that everyone can take part in to reduce our wildfire risk. Contact the Wildfire Defensible Space Hotline for additional information at (858) 668-4611.



# Recreational FIRES

What could be more enjoyable than sitting around a fire pit, keeping the chill of the evening at bay while enjoying the night sky? Many Powegians safely enjoy these "recreational fires" year round. However, improperly conducted recreational fires can increase a homeowner's and community's fire risk. Remember the Montecito fires in Santa Barbara County earlier this year? This is just one of the many examples of a recreational fire getting out of hand and causing great damage and personal suffering.

Outdoor recreational fires can be fun and safe when properly conducted. Take extra care and make sure the fires are completely out before retiring for the evening. Ultimately, the homeowner is legally and financially responsible for any fire that may result from recreational fire use.



### Six things you should know:

1. Recreational fires are regulated by State and local fire codes.
2. Exterior wood- or gas-fired fireplaces constructed with masonry and/or steel (not pits) with spark arrestors are permitted throughout the City.
3. All recreational fire pits located within the City's very high fire hazard area are required to be the gas-fired/ lava-rock type. Burning of ordinary wood products is not permitted in these areas due to the extra hazard that wood fires present. Residents can locate the very high fire hazard area map on the City's web site [www.poway.org](http://www.poway.org) under the E-zoning section.
4. For those areas not located within the very high fire hazard area, recreational fire pits must not exceed three feet in diameter by two feet in height. Wood combustibles are permitted for burning and spark arrestors are required to limit ember production and large sparks. Burning of garbage or refuse is not permitted.
5. All recreational fires must have 25 feet of clearance from any structure or other combustible materials, and you must have an agent (garden hose, fire extinguisher) readily available for use at burning sites.
6. Recreational fires need adult supervision! An attendant of at least 18 years of age is required until the fire has been completely extinguished.



For more information, contact Kevin Kitch, Fire Marshal  
Phone: 858-668-4462



## Captain's Corner When Do You Yield the Right-of-Way to Emergency Vehicles?

Stopping in the center median, turning left across traffic, or stopping in the middle of the traffic lane are extremely dangerous actions during the approach of emergency vehicles. These actions are also violations of the law. Whether the emergency vehicle is a fire truck, ambulance, or police car, as a driver you are required to pull to the right curb even when it may be inconvenient, interrupt your trip, or cause you to travel to the next intersection to return to your destination. It is far safer for you, your passengers, and emergency personnel if you pull to the right curb and allow emergency vehicles to pass safely.

The California Vehicle Code requires that all drivers immediately drive to the right-hand edge or curb of the road or highway as safely as possible when emergency vehicles are approaching.



It is a summer evening. You and your family are driving down the road. You realize that you can hear sirens over the clamor of happy voices and then you see red and blue lights approaching in the rearview mirror. The emergency vehicles are directly behind you and the sound of the siren is deafening. You know that you should pull to the right side of the road, but your destination is just ahead on the left. As you pull into the left-turn pocket to enter the parking lot, one of the emergency vehicles follows your vehicle. The deputy asks for your license, registration, and proof of insurance. You ask the deputy what you did wrong and he explains that the emergency vehicles were attempting to pass you when you turned left.

The deputy then asks you THE QUESTION: "What should you do when an emergency vehicle is behind you with emergency lights and siren?"

## Poway Days \*\*Parade\*\*



Mark your calendars for the 46th Annual Poway Days Heritage Parade on **Saturday, September 18 at 9:00 am.**

The Poway Community Association (PCA) is pleased to announce this year's theme – "An Old-Fashioned Parade & Picnic." In response to requests for an after-parade event, PCA will host an old-fashioned picnic. The picnic will have lots of food and fun, and will be a fundraiser for Poway's non-profit organizations. **Look for more information on the PCA website at [www.powayca.org](http://www.powayca.org) or call: (858) 395-9899.**

## Want to prevent pollution? Conserve Water

Overspraying lawns and landscaping doesn't just waste water and cost you money, it causes pollution of our creeks, lakes, and ocean. Remember, what goes into our storm drains and drainage ditches flows untreated into our creeks, lakes, and ocean.

Water that soaks into vegetated areas is filtered naturally by the plants' root systems and by the soil. But overspray, or excess water that runs off the landscaping into the gutters and street, can carry fertilizer, pesticides, and other pollutants into the storm drain sys-

tem. It can also cause erosion, carrying dirt into storm drains and creeks where it can smother aquatic life, cut off light to underwater plants, block waterways, and cause flooding.

To help conserve water and prevent pollution, adjust your sprinkler system so that all the water stays on your landscaping where it belongs, and don't water more often than necessary.

If you see excess runoff, you can report it using the City's hotline at (858) 668-1215 or by using the automated reporting form on the City's website at [www.poway.org](http://www.poway.org).

Conserving water isn't just good for our water supply and your wallet, it's good for the environment. If you would like more information on preventing water pollution, please contact the Development Services Department at (858) 668-4668 or visit the City's website at [www.poway.org](http://www.poway.org).

# Have you P.L.A.Y.ed today?



Poway Leisure Assistance for Youth



Research shows that children who participate in recreational programming develop a life-long appreciation for adventure, make healthy life choices, and develop good physical skills. In order to ensure that all children in our community have access to recreational opportunities, the City of Poway created the **P.L.A.Y. scholarship**. P.L.A.Y. stands for Poway Leisure Assistance for Youth. Qualified low-to-moderate income families can apply for a \$40.00 scholarship towards a recreation or swim class. Families may apply once per season for each child. That is a potential savings of \$160.00 per year, per child!

To be eligible, applicants must provide proof of residency in the City of Poway and show proof of income that falls within the U.S. Dept. of Housing and Urban Development guidelines. Scholarships are available for children ages 17 years and younger, and for developmentally disabled individuals of any age.

*Starting in the fall of 2010, the application process has been streamlined to an annual assistance coupon that can be applied to four consecutive seasons. Income verification would only be required once a year. After the coupon has been issued, P.L.A.Y. participants will be able to register online! This means fewer trips to City Hall, saving Poway families time and money.*

The annual application and proof of income must be submitted in person to City Hall, Community Services Department, located at 13325 Civic Center Drive. To learn more about P.L.A.Y. or to download an application, visit the City's website at [www.poway.org/play](http://www.poway.org/play). Applications can be obtained at City Hall. For more information, please contact us at (858) 668-4570.

For more information, visit [www.poway.org/play](http://www.poway.org/play)

## Affordable Housing & Quality of Life

**How does Poway affordable housing impact our community?** The City of Poway, along with Community HousingWorks, San Diego Interfaith Housing Foundation and Wakeland Housing Group, recently commissioned a University of California, San Diego research team to study the impacts of Poway affordable housing.

The study found that Poway affordable housing is high-quality housing that is well maintained, well managed, and strongly integrated into the community.

The research highlights that the overwhelming majority of affordable housing residents have close ties to Poway.

- Approximately 74% were born or raised in Poway or have family here.
- 53% lived elsewhere within Poway prior to moving into their current homes.
- 37% also work in Poway – a much higher rate than the City of Poway's average of 24%.

The results of the study show that affordable housing helps locals remain in town, close to loved ones. Affordable housing makes it possible for people to stay close to work, spending less time traveling and reducing commuter traffic.



Detailed study results and more information on Poway's affordable housing communities can be found at [www.powayhousingsolutions.org](http://www.powayhousingsolutions.org).

## FACES OF AFFORDABLE HOUSING

A long time Poway resident, Alma Doogan is able to remain in the City near her children and grandchildren thanks to the affordable housing opportunity provided by Brookview Village. Alma moved to this affordable senior community located on Pomerado Road three years ago. She enjoys the friendly people, the relaxed atmosphere, and the activities offered at the community building. Alma especially loves that Brookview Village is so close to shopping markets, her doctor's office, and her hair salon.



Alma Doogan

## Tell US how It is?

The City of Poway would like to hear from you. What do you think about the services and facilities provided in the community? What could we do to better serve you?

This cutout form is provided twice a year for comments, suggestions, and service requests. Clip out the form, and mail it or deliver it in person to City Hall at: 13325 Civic Center Drive.

All comments will be reviewed by the City Manager's Office and referred to the appropriate City department. Please be specific with your comments and the location of services, so that we can better serve you.

I have the following comments  suggestions  service requested

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone Number: (Home) \_\_\_\_\_ (Business) \_\_\_\_\_  
 E-mail address: \_\_\_\_\_

You may also email your comments to Eric Heidemann: [eheidemann@poway.org](mailto:eheidemann@poway.org)

## School Detectives

The Poway Sheriff's Station has two School Resource Detectives who are assigned to law enforcement duties at elementary, middle and high schools in the City. Detectives Warren Voth and Mike Farrell say the single largest problem they encounter is theft. Items stolen consist of cell phones, MP3 players, money and other miscellaneous items. In most cases, the valuables are taken from unattended backpacks. The detectives have been working with school staff, taking proactive measures to address the problem. In many cases, the deputies are able to make arrests. Meadowbrook Middle School

has a higher than average number of thefts and now broadcasts a ten-minute television show to the students once a week in an attempt to combat this ongoing problem. There has been some improvement in the area of controlled substance abuse throughout the schools in Poway. While drugs from marijuana to heroin are still found on campuses, the overall amounts are less than in 2009. One of the highest risk drugs for young people continues to be Oxycontin. Detectives Voth and Farrell have presented the "Oxycontin Epidemic" video, along with a question and answer period, to staff members at Twin Peaks Middle School, Abraxas and Poway High Schools. The staff members have been very receptive of the presentation, which always generates a great deal of interest.

In most cases, the valuables are taken from unattended backpacks.



# How Does Your Garden Grow?

## California-Friendly Landscape Contest

"California-friendly" landscaping requires less water using plants that thrive in San Diego's mild winters and warm, dry summers. Judging criteria included attractiveness, design, plant selection, irrigation efficiency, and maintenance. Winners were selected in two categories: Self-Designed and Installed and Professionally-Designed and Installed.

It is estimated that more than 50% of Poway's water supply is used for outdoor irrigation. Residents can reduce their water bills by changing their landscaping to a more water-wise design, using plants that are less thirsty than lawn and efficient irrigation systems.

For more information on California-friendly landscaping, including plant lists, garden photos, a watering schedule calculator, and more, visit [poway.org/waterconservation](http://poway.org/waterconservation).

Six homeowners were recognized at the May 18, 2010, Poway City Council meeting for their beautiful, water-wise landscaping as part of the City of Poway's 2010 California-Friendly Landscape Contest. The winners are as follows:

### Professionally-Designed & Installed

- First Place:** Marcia Harrod of Arikara Dr.
- Second Place:** Mike & Lynn Tex of Lolin Ln.
- Third Place:** Norm & Candi Leonard of Pequot Dr.

### Self-Designed & Installed

- First Place:** Mr. & Mrs. Kronheimer of Cayuga Dr.
- Second Place:** Neighbors Nancy Datte & Kathleen Fischer of Quiet Valley Ln.
- Third Place:** Juana Baca of Buckskin Trail



## Water Conservation Poster Contest



Poway fourth-graders recently participated in a water conservation poster contest. The top three posters will be featured in the 2010 water conservation calendar, prepared jointly by 13 water agencies of North San Diego County. Winners were recognized at a City Council meeting in May 2010, as part of Water Awareness Month. The first-place Poway poster this year was submitted by **Tara Gulati-Brown** from Mrs. Carter's fourth-grade class at Tierra Bonita Elementary school.

## Purchasing Tickets Has Never Been So Easy!

The 2010-11 Poway Center for the Performing Arts (PCPA) lineup will feature everything from major plays and concerts to appearances by nationally-acclaimed artists. It's a close-to-home venue and a great way to experience high-quality theater. Now, it is easy and cost-effective to purchase your tickets over the internet.

On July 1, the City installed new ticket and information kiosks at three locations:

- PCPA lobby
- Old Poway Park
- Community Services lobby at City Hall

The user-friendly kiosks allow patrons easy internet access to view upcoming performances, and purchase and print tickets. **Tickets can also be purchased at any location with an internet-capable computer and printer; which means, you can purchase and print tickets from the comfort of your own home.** All tickets will be scanned at the door.

In addition to reasonably-priced tickets, the internet ticket handling fee has been reduced to just \$3 per ticket. Tickets purchased at our Box Office or over the phone are subject to a \$5 per ticket handling fee. Visit our website at [www.powaycenter.com](http://www.powaycenter.com) to learn more about our professional performance series and a variety of quality events for all ages and interests. What are you waiting for? Purchase your tickets online or at one of our new kiosks today. See you at the show!



### Meet John Helminski

#### City of Poway Environmental Programs Manager

On June 2, the City of Poway welcomed John Helminski to the Public Works Department as its new Environmental Programs Manager. John brings us more than twenty years of engineering, project and program management experience. His background in energy efficiency, renewable energy

projects, park development, and capital development of public facilities is a big plus for Poway.

In addition to environmental programs, John manages the Parks, Trails and Landscape Maintenance Division, the Facilities Maintenance Division, and the Special Districts and Contract Services Division. Before coming to Poway, John worked as the City of San Diego's Emerging and Renewable Technologies Program Manager where he was responsible for developing energy strategies to deliver cost-effective renewable power and increasing energy efficiency for city facilities.

**“One aspect of my job that is exciting is to realize resource conservation cost savings, both directly and through cost avoidance.”**

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### Arch Health Partners Summer Concert in the Park Series

August 1, 8, and 15, 5:30 - 7:00pm | Various Parks

### Folk Concerts in the Park

August 7 - Dec 4, 7:00pm | Templars Hall in Old Poway Park

### Great Outdoor Movie in the Park

August 28, 7:30pm | Poway Community Park

### Rendezvous in Poway

September 11 & 12, 10:00am - 4:00pm & 10:00am - 2:00pm | Old Poway Park

### Poway Days Heritage Parade

September 18, 9:00am | Poway Road  
For more info about the Parade, see article on Page 2

### Annual Train Song Festival

October 9, 10:00am - 4:00pm | Old Poway Park

### Circle of Harmony Benefit Concert

October 16, 7:00pm | Poway Center for the Performing Arts

### Christmas in the Park

December 11 | Old Poway Park

For more information on these and other Poway events, visit: [www.poway.org](http://www.poway.org)

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- Deputy Mayor Carl Kruse
- Councilmember Merrilee Boyack
- Councilmember Jim Cunningham
- Councilmember John Mullin

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