

POWAY Today



A Quarterly Municipal Newsletter for the Residents of Poway, California

Spring 2010

Poway's New Technology

The City uses cutting-edge computing to increase efficiency and service

Over the past three years, the City has ushered in new technology that improves the way we communicate with our community and streamlines the services we provide to our businesses. We have improved our network infrastructure between all City facilities, improved resident services through the website, introduced permit tracking software, automated business certificate processing, virtual server technology, and much more.

"I believe it is vital for cities to invest in technology improvements that will save money and resources in the long run, even during a recession."
—Penny Riley
Interim City Manager

New Look for the City's Website

If you have visited www.poway.org recently, you may have noticed that the City's website looks better than ever! We have completely redesigned it with improvements to the overall look and layout of the site, as well as improved navigation and search functions.

The screen width was increased to accommodate today's wider monitors and improved graphics. Graphics and banners used to promote City events and topics now serve as clickable links that take visitors to dedicated pages for those events and topics.

The goal of the re-design effort was to create

more ways to access information directly from the homepage. This was accomplished by enhancing the spotlight and news areas and improving the search capability from the homepage. Visitors can now find information by completing the phrase, "I want to..." They can also find information

by entering specific services or information they need, which will return all information on the website related to that particular topic.

If you have not already visited the new website, we encourage you to spend some time visiting www.poway.org to find out more about what the City of Poway has to offer.

E-Government Solutions

The City also expanded its "e-gov" initiatives to allow residents and businesses to access more services online without needing to set foot in City Hall. The new website features an improved "online services" section. Visitors can now pay their water/sewer bills online, register their business, obtain zoning information, request non-emergency services, buy tickets for shows at the Poway Center for the Performing Arts, or register for recreation classes and activities.

Anyone can sign up to receive e-mail news alerts



The City of Poway's new website connects the community to the City

for the services they want to know about, such as upcoming City Council meeting agendas, the latest fishing report, special events, or recreation class offerings.

Development Services is on TRAKiT

Development Services recently went live with a new TRAKiT software application to help track and manage projects, permits, and code

compliance cases. The goal is to provide a "one-stop-shop" where customers can go for all of their project needs. Customers will experience shorter times at the counter, reduced project processing times, and be able to break ground on their projects faster. TRAKiT also interacts seamlessly with the business registration system and other existing software that staff currently uses, such as GIS mapping applications. Here's a sample of what TRAKiT can do:

- Keeps an electronic record of project status accessible to all City departments
- Provides public access to construction permits, forms, and inspection scheduling
- Tracks conditions placed on projects and permits
- Automatically assigns projects and schedules reviews and inspections
- Speeds up the review process by allowing

simultaneous review by multiple staff members

- Tracks electronic versions of maps and plans
- Warns staff of expiring permits
- Tracks staff time working on projects to help control costs
- Tracks code violations and resident complaints
- Provides robust performance tracking reports

On the Cutting Edge with Blade Server Technology

We implemented a new Virtualized Server and Storage Area Network. The new "blade server" replaced 24 traditional servers with just four blade servers. The new servers provide a stable, energy efficient system that will manage current technology



needs and future growth of the City's government business applications, online web applications, and databases.

The new Virtual Server has an estimated energy savings of \$6,700 a year. The City qualified for an SDG&E rebate of over \$4,000 to help bring the new technology to the City.

Faces of Affordable Housing

New Faces at the Meadows



Residents of the City's newest affordable for-sale housing development, The Meadows, received a very special gift this holiday season - a home to call their own. Located on Metate Lane and York Avenue, homes at The Meadows were ready for move-in just in time for the holidays.

The Cox family is just one of many families who were able to purchase a home at The Meadows thanks to the Supporting Home Ownership in Poway (SHOP) program. This program provides funding to qualified first-time homebuyers in the form of a second mortgage through the Poway Redevelopment Agency. Sean and Venecia Cox, along with their two young children, are happy to call The Meadows home. Sean, a firefighter, is excited about working close to home and Venecia is looking forward to raising her family in the same community she grew up in.

Twelve of The Meadows homes, located on Metate Lane, are still for sale to moderate income families. For more information, please call Crista McClure Swan with Pacific Scene Homes at (760) 458-0797.

Poway's 1st of 2010 Baby

The City of Poway would like to welcome Ryder Chase Bergstrom. He was born at 5:12 p.m. on January 1, 2010, at Pomerado Hospital, making him the first Poway baby born in the New Year. Ryder was welcomed by his mother Victoria. He weighed 6 lbs, 8 oz, and was 19 inches at birth.

As part of the City's First Baby Program, a \$200 savings bond was purchased for the new baby.

This Issue:

Interim City Manager Appointed

Meet Penny Riley, who has been appointed to the position of Interim City Manager, replacing Rod Gould. **pg. 16**

Water Conservation Update

Even with recent rains, conserving water is still a top priority. **pg. 2**



Adopt Iron Mountain Trail

Help keep Poway's trail system safe and beautiful for all to enjoy. **pg. 2**



Poway Museum Volunteers

Keeping Poway's history alive and well in Old Poway Park. **pg. 15**



Water Conservation

Helpful tips to keep your water use in check this Spring



This is the time of the year that many people begin to focus on their yards and consider adding new plants to their landscape. Please use the following tips to help conserve water year-round:

- 💧 Reduce your turf area and replace with vibrant and beautiful drought tolerant plants.
- 💧 Plant as soon as possible so the roots can become established before summer.
- 💧 Group plants together according to their water needs to make your irrigation more efficient.
- 💧 Use mulch to retain moisture in the soil and reduce weeds.
- 💧 Check your irrigation system for leaks or runoff.
- 💧 Water on your assigned day and water less than 10 minutes per station for standard sprinklers.
- 💧 Turn off your irrigation system when it rains.
- 💧 Visit our website at: www.poway.org/waterconservation for additional landscape resources and samples of drought tolerant plants. You can also sign up for free landscaping classes!

For great ideas on creating a beautiful and water efficient landscape, please consult a garden expert at a local nursery. Additional information is also available at the Water Conservation Garden at Cuyamaca College, 12122 Cuyamaca College Drive West, El Cajon, CA 92010.

Water Restriction Update



Although the winter season is winding down and spring is just around the corner, Southern California is still facing a water supply challenge that requires everyone to make permanent changes to how we use our finite water supply. Poway remains in a Level 2 Water Shortage Alert, which includes mandatory water-use measures and specific watering schedules. For more specific information and resources please visit: www.poway.org/waterconservation.

Call the Water Conservation Team at (858) 668-1215 to learn about rebates, free business and residential water-use surveys, or to report broken sprinklers or excessive run-off. Thank you for your continued efforts to conserve water.

Watering Schedules (through October) Hours of Irrigation: 6 p.m. through 10 a.m.	
Even Number Addresses	Saturday, Monday, Wednesday
Odd Number Addresses	Sunday, Tuesday, Thursday
Apartments, Condominiums, and Businesses	Monday, Wednesday, Friday
For irrigation systems using standard sprinklers, no more than 10 minutes per watering station on assigned day (does not apply to drip, micro-irrigation, or stream rotor systems).	
Trees and shrubs not irrigated by a landscape irrigation system may be watered on assigned day by using a hand-held container or hose with positive shut-off nozzle, or a low-volume soaker hose.	



Poway's Adopt-A-Trail Program

Poway's Adopt-A-Trail Program provides an opportunity for individuals, families, or groups to give back to the community by helping to maintain our beautiful trails. There are many segments of the trail system throughout the City available for volunteers to "adopt" by assisting with trail inspections, vegetation clearing, and trash clean up.

With the construction of the Iron Mountain Staging Area nearly complete, please consider adopting a segment of this fantastic trail. The staging area is located at the intersection of Highway 67 and Poway Road. There is ample parking for access to the Iron Mountain Trail and also a Park and Ride lot.

The City continues to make improvements to its scenic trails system for the safety and enjoyment of users. The 55+ miles of recreational trails located on both City-owned property and dedicated easements throughout the community are enjoyed by thousands of hikers, bicyclists, and equestrians. This extensive use requires ongoing trail planning, improvement, and maintenance. For more information about Adopt-A-Trail, please call (858) 668-4716 or visit www.poway.org.



Volunteers from Rancho Bernardo Church perform maintenance on the Lake Poway Trail



Department Spotlight: PARKS, TRAILS, AND OPEN SPACE MAINTENANCE DIVISION

PUBLIC WORKS DEPARTMENT

Thousands of people enjoy the City's parks, trails, and open space each year. This is the amazing crew in the City's Public Works Department that maintains it all. The crew of the Parks, Trails, and Open Space Maintenance Division provide safe, well-maintained, and attractive public parks, trails, and green spaces to support the City's quality programming and enhance the enjoyment of all residents and visitors.

The crew maintains 16 parks (encompassing 230 acres), 18 playground sites, the Skate Park, 21 restrooms, 55 miles of trails, and 3,800 acres of open space. Their activities often focus on water conservation and irrigation efficiency, which have

become even more important during this time of water awareness. The crew also maintains the grounds at several City facilities and the landscape in various street medians.

The City enjoys a vibrant volunteer program, and the Division coordinates the Adopt-a-Park Program and the Adopt-A-Trail Program, which currently has 41 individuals, families, and groups that volunteered over 740 hours in 2009. The Parks, Trails, and Open Space Maintenance Division may have a small number of staff, but this dedicated crew produces huge benefits for the community's enjoyment of the great outdoors.



Parks, Trails, and Open Space Maintenance Division of the Public Works Department

Poway – Your First Choice Program Expands

The City of Poway and Poway Chamber of Commerce have combined efforts once again to launch the "Poway – Your First Choice" program. The program focuses on educating residents about the benefits of shopping locally. To encourage residents and employees to shop in Poway, the Chamber is distributing Poway- Your First Choice discount cards. This card entitles you to special pricing and discounts at participating Poway businesses. To request a card, or obtain a list of participating Poway businesses, visit the Chamber's website at www.poway.com.

Remember, when you shop and dine in Poway, you keep sales tax dollars here. The sales tax collected in the City help support the services that you use every day, such as public safety, parks, and roads. So, the next time you go to spend one of your hard-earned dollars, make Poway – Your First Choice!

Top Ten Reasons to Shop Locally

1. Invest in the Poway community
2. Keep your tax dollars in Poway
3. Support our local Poway merchants
4. Create and keep Poway jobs
5. Help protect our local environment
6. Local merchants support Poway non-profits
7. Build local relationships with Poway merchants
8. Promote competition and diversity
9. Get better service
10. Keep the money in Poway!

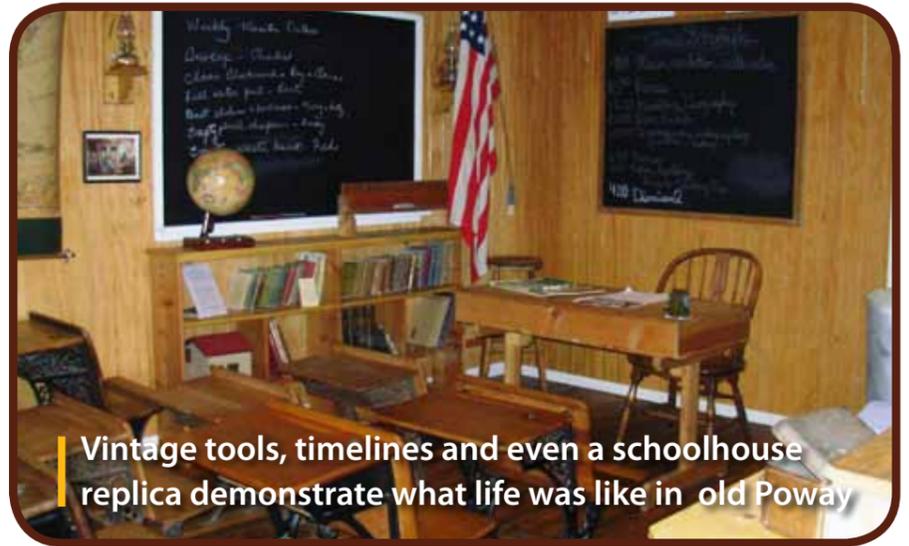


Look for the green "Shop Poway" sticker in participating stores and use your First Choice card to save even more!



Preserving Poway's Past

A visit to the Heritage Museum & Nelson House will take you back into Poway's History



Vintage tools, timelines and even a schoolhouse replica demonstrate what life was like in old Poway

Have you ever sat at a desk in a one-room school house? Do you know what tools early settlers used to process corn? If you have a passion for local history, please visit the Heritage Museum and the Nelson House, located in beautiful Old Poway Park. The Poway Historical and Memorial Society volunteers share their knowledge of history on the weekends and, in cooperation with the City, host tours for school children and adult groups on weekdays.

It is an exciting time for the Society as they welcome Jeff Frye as the new president. "It is of utmost importance that we preserve the knowledge of the past for future generations. We have many opportunities for individuals who would like to join us in this venture," Frye said. There are unique artifacts, documents, and photos of early Poway and its residents, as well as an early 20th century one-room school house. From metates used for grinding and processing corn, to farming tools used by early settlers, the museum provides a comprehensive glimpse of Poway's past.

Volunteers are needed to ensure that the public has the opportunity to learn more about Poway's fascinating history. There is no time like the present to preserve the past. If you are interested in volunteering, please call (858) 679-8587 for more information.





Your Input is Needed!

Poway Community Park Master Plan
Community Design Walking Tour & Workshop
Saturday, March 20 at 8:00am
Poway Senior Center
www.poway.org

Crime Corner: Click It or Ticket & Don't You Dare DUI

All too frequently the local news headline reads, "Suspected Drunk Driver Crashes Vehicle - Kills Occupants." In an effort to help combat this epidemic, the Poway Sheriff's Station will continue its aggressive driving-under-the-influence (DUI) enforcement through grant money obtained from the California Office of Traffic Safety (OTS).

The Poway Sheriff's Station is the recipient of approximately \$120,000 in grants, which will be used to enforce DUI and seatbelt violations. OTS awarded \$20,000 in grant monies for enforcement of "Click It or Ticket," and \$37,000 to fund five DUI checkpoints from October 2009 through September 2010.

The San Diego Sheriff's Department was also awarded a DUI Awareness Grant. This grant was divided between the contract cities, with Poway receiving nearly \$68,000, to be used to fund two additional DUI checkpoints, DUI saturation patrols, warrant sweeps, and stake-outs on unlicensed drivers due to DUI convictions.

There is also DUI enforcement money available to the Poway Sheriff's Station through the Countywide "AVOID" Grant. This is a three-year, \$1.1 million OTS grant, which is in its second year.

Driving under the influence is a serious criminal offense that can have life-altering consequences. So remember to use a designated driver, alternate means to get home, or call a taxi. The average cost of a first offense DUI is \$10,000. A \$30 cab ride could save you more than \$10,000—it could save a life!



Driving under the influence of drugs or alcohol not only puts lives at risk, it could cost you more than \$10,000 if you're convicted of a DUI.

Penny Riley appointed as Interim City Manager

The City of Poway is pleased to announce that Penny Riley has been appointed to the position of Interim City Manager. Penny replaces Rod Gould, who had been the City Manager since 2006.

Penny has worked at the City of Poway since March 1988, starting as a college intern. Areas of emphasis have included City planning, water conservation, disaster preparedness, and 16 years in the City Manager's Office. In January 2010, she was appointed Interim City Manager, and Interim Executive Director for the Redevelopment Agency. She served as project manager for the award-winning \$21 million City Office Building. Part of her duties include providing policy recommendations to the City Council, personnel management, budget

development, and creating implementation plans for City operations.

Penny is the mentor for the Employee Giving Committee.

Penny served 6 years in the United States Navy as a hospital corpsman before completing her degree, in Urban Geography at San Diego State University in 1989. Penny has been active in Municipal Management Assistants of Southern California and was selected for the Ernie Mariner Award for MMASC in 1997-98.



Spring Cleanup Event

Look for the coupon for free disposal from April through June

EDCO Waste and Recycling Services is sponsoring two self-haul cleanup events for Poway customers this year, providing the opportunity to plan both a spring and fall "cleanup day". The spring event will start with EDCO mailing a coupon to residential customers at the end of March, which is good for FREE disposal of one load of household bulky items at either the Ramona Transfer Station or the Escondido Transfer Station. The transfer stations are open every day (Ramona transfer station is closed on Sundays) between 7:00 a.m. and 4:30 p.m., giving you the flexibility to use the coupon at your convenience between April and June.



Items Accepted:

- Furniture
- Appliances (charges apply for appliances containing freon)
- Residential wood waste
- Yard waste
- Scrap metal

Directions and more information are provided on the coupon. Please be sure to have your coupon with you and present a picture I.D. with the current address (or a copy of an EDCO trash bill that corresponds to the service address listed on the reverse side of the coupon) to qualify for FREE disposal and avoid a disposal fee.

Items NOT ACCEPTED: hazardous waste, tires, computer monitors, televisions, contractor waste, large trailer loads, and commercial truckloads of debris.

Residents and contractors performing a major renovation or property cleanup may contact EDCO at (858)748-7769 to request temporary bin service.



Special Rates for Poway residents!

Number of Passengers	One-Way Fare
1	\$36
2	\$43
3	\$50
4	\$57
5	\$64
6	\$71
7	\$78

The City is thrilled to continue its partnership with Cloud 9 SuperShuttle, which enables Poway residents and business travelers to enjoy discounted rates between the San Diego Airport and the 92064 zip code.

There is no need to request a special rate. By providing the 92064 zip code as your pick-up or drop-off location, you will automatically be provided with a reduced rate when you book your reservation. For reservations call (800) 974-8885, or visit the SuperShuttle website at www.cloud9shuttle.com.

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www.poway.org



Two-day Fishing Derby at Lake Poway

Saturday, March 6, 2010 | Sunrise to sunset
Sunday, March 7, 2010 | Sunrise to noon

Community Park Master Plan Workshop

Saturday, March 20, 2010 at 8:00am | Poway Senior Center

Spring Egg Hunt

Saturday, April 3, 2010 | Poway Community Park

Community Band Festival

Saturday, May 1, 2010, 10:00 am-7:30 pm | Old Poway Park

Youth Day at the Pool

Thursday June 10, 2010, 8:00 am-2:00 pm | Poway Community Swim Center

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



Spring Egg Hunt

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