



POWAY Today



A Quarterly Municipal Newsletter for the Residents of Poway, California

Winter 2009

Statewide **Water Supplies** Predicted to Remain Low

Powegians Step Up To Meet The Challenge

Two years ago, Poway stepped up efforts to promote water conservation. Powegians have heard the message and are using less water; however, the nature of the statewide drought requires all Californians to permanently alter the way they utilize water.

Why do we need to conserve more?

The current water supply challenge is different than any previously encountered. It is not a temporary problem that will end after one wet winter. Part of the problem is weather. Drought conditions for several years means there is less water available.

More significant are severe limits on the amount of water that can be pumped to Southern California from the north. Nearly one hundred percent of Poway's water originates from several hundred miles away. The costs to buy the water and to bring it to Poway have increased by about 40% in less than one year. These challenges will take years to fix and will be very expensive.

The Delta Problem

Half of Poway's water comes from north of Sacramento. Moving the water south requires it be pumped through the delta of the Sacramento and San Joaquin rivers (the "Delta"), east of San Francisco Bay.

Though the Delta is 500 miles from Poway, it is central to California's water system. This 1,300 square mile ecosystem contains over 1,000 miles of dirt levees, canals and channels, some constructed more than a century ago,

through which water moves on its way to reservoirs and farmland. The levees are in need of repair and reinforcement. A major earthquake could potentially destroy the levee system, disrupting water service to Southern California for an extended time.

Enormous pumps are used to move the water out of the Delta into the California Aqueduct, the 450 mile cement-lined canal that runs along Interstate 5 through the Central Valley. In recent years, scientists have learned the pumps are detrimental to fish. Many species are threatened as part of the food chain, including salmon and orca.

Issues surrounding the Delta are complex. Solutions are expensive and will take years to construct. One option under consideration by the State of California is a new canal system to move water around the Delta instead of through it – this project will cost around \$40 billion and take ten years to build.

Local Efforts

Locally, the City of Poway and San Diego region are exploring options to diversify the water supply. Water industry experts commonly identify conservation as the cheapest source of new water.

Homeowners may consider gray water systems to reuse laundry and bathing water for landscape irrigation. The County of San Diego oversees gray water systems for Poway. Call (858) 565-5173 or go to sdcounty.ca.gov for details.

The City of Poway is doing its part also to make long-term water use changes. City land-



Sacramento River Delta



Pumps near Tracy, California, move water from the Delta into the California Aqueduct.



in Poway's warm, arid climate. Residents should consider long-term changes such as modifying their irrigation systems, adjusting irrigation run-times to avoid over-

saturation and run-off and replacing sections of lawn with water-wise landscaping.

The water supply challenge facing California is unprecedented. Locally, Poway residents are experiencing the changes first-hand through increased water costs and changing landscapes; however, these circumstances are not unique to Poway.

The City's Water Conservation Team offers useful resources to assist Poway residents and businesses with this new water reality. For more information on available resources, call 858.668.1215 or visit poway.org/waterconservation.

More sustainable landscaping features less lawn and more plants and trees that thrive

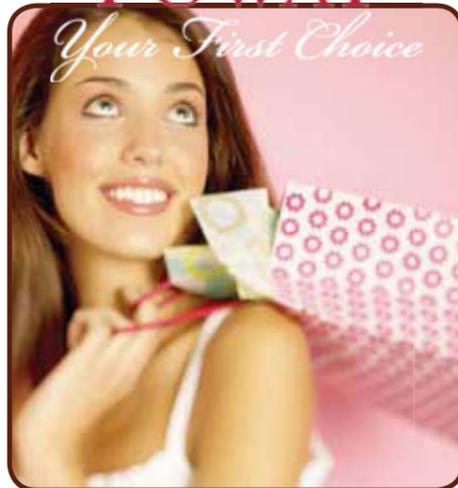
Temporary Change vs. Long-Term Change

Poway's water conservation goal is long-term change in water use, particularly outdoors. The objective is to make irrigation systems as efficient as possible for the chosen landscaping.

More sustainable landscaping features less lawn and more plants and trees that thrive

POWAY

Your First Choice



Shop Poway this holiday season and make a difference in your community

Sales taxes account for 34% of the City's revenues!

As we approach the busy holiday season, the Poway Chamber of Commerce and the City of Poway are partnering in a "Poway-Your First Choice" advertising campaign to encourage residents and non-residents alike to shop right here in Poway.

Shoppers and diners bring measurable value to the community by spending their holiday dollars locally. When you make purchases in Poway, a portion of your sales tax dollars go to help fund essential

City services valued by residents such as fire protection, law enforcement, emergency medical response, parks and recreation, and library services.

Your sales taxes help provide law enforcement to fight crime, diversify the local economy and fund preservation of open space.

This Issue:

Lessons Learned from the Witch Creek Fire

Learn how proper landscape and irrigation system maintenance may reduce fire risk to your home. **pg. 2**

Watch Out for Identity Theft

Protect your property and your credit with these helpful tips. **pg. 2**



Meet Poway's Firefighters

The brave crew from Station 3 introduce themselves. **pg. 15**



Oak Knoll Neighborhood gets a Makeover

New sidewalks, crosswalk and underground utilities make area shine. **pg. 15**



Lessons Learned from the Witch Creek Fire

Maintenance Is Key To Ensuring Fire Safety Around Your Home

In January 2009, the City of Poway began actively engaging residents in neighborhoods located within high fire-risk areas that have been identified in the Wildfire Defensible Space (WDS) Program. This unique program provides no-fee home assessments and other resources to property owners at risk from wildfires.

The program's purpose is to save lives and homes during wildfires by reducing flammable vegetation around structures, thereby creating what is often referred to as "defensible space." The creation of defensible space is an important part of the City's comprehensive strategy to lessen the devastating impacts of wildfire. Reducing highly flammable vegetation shortens the flame length and reduces the speed and intensity of a wildfire. It also enhances firefighter safety and reduces the risk of burning embers penetrating structures.

Homeowners are encouraged to maintain the defensible space created around their homes. Here are some helpful tips:

- ✓ **Flammable native vegetation should be thinned and cut back to no more than six inches above the ground. Do not completely remove all vegetation – some is necessary to prevent erosion.**
- ✓ **Remove dead plants and clean up plant litter.**
- ✓ **Ensure that your watering practices are consistent with the City's water conservation requirements. Deep water trees and shrubs at least once a month for drought tolerant species and once a week for plants requiring more water.**
- ✓ **Trim tree branches to at least six feet from the ground and ten feet from your chimney. Remove branches overhanging your roof.**
- ✓ **Call San Diego Gas & Electric for help with trees near power lines. Never trim them yourself.**
- ✓ **Ask your local nursery about landscaping with fire-resistant and drought-tolerant plants.**
- ✓ **Identify open space-easements or environmentally protected areas that may exist on your property. City staff can assist you in identifying these areas.**



Courtesy Home Assessments are available to Poway residents interested in creating defensible space around their homes. If you have questions or would like more information about the defensible space program, please call the WDS Program Hotline at (858) 668-4611, or email WDSP@ci.poway.ca.us.



PVC Pipes Deter Fire Fighting Efforts

The heat from a fire can melt the plastic polyvinyl chloride (PVC) pipes used to irrigate landscape and orchards. The damaged pipes decrease the water pressure needed to fight fires. This occurred during the Witch Creek Fire in 2007. Melted PVC pipes caused the reservoir level to fall. City water and customer service crews had to physically visit 60 sites to shut down meters to limit water loss and stabilize the reservoir level.

If your house is equipped with a residential fire sprinkler system, the melted irrigation pipes can also rob the sprinkler system of the water it needs, rendering it ineffective. Ensuring continual water supply and proper pressure is critical for a system to operate as designed.

Property owners should ask themselves the following questions when evaluating their irrigation systems to determine whether PVC pipes need replacement:

- ❗ **Is the water supply from the water meter to the house located above ground at any point, and are these above ground pipes PVC?**
- ❗ **Are there above ground pressurized PVC pipes used for irrigation?**

If you answered "Yes" to either question, the PVC pipes should be relocated at least 18 inches below ground or replaced with metal or copper pipe including fittings. Metal and copper pipe have a higher melting temperature compared to PVC and can typically withstand the temperatures generated by wildfires. Another option is to have an isolation valve between your home and the outdoor irrigated areas to shut off the irrigated areas while keeping water supplied to the home.

Small improvements can pay large dividends, helping save water and possibly saving your home during the next wildfire.

Identity theft is one of the fastest growing crimes in America. It occurs when someone uses your personally identifying information, like your name, Social Security number, or credit card number, without your permission to commit fraud or other crimes.

Identity theft is serious. While some identity theft victims can resolve their problems quickly, others spend hundreds of dollars and many days repairing damage to their good name and credit record. Some consumers victimized by identity theft may lose out on job opportunities, or be denied loans for education, housing or cars because of negative information on their credit reports. In rare cases, they may even be arrested for crimes they did not commit.

The City of Poway is committed to reducing the number of identity theft cases that occur. Follow these helpful tips to reduce your chances of becoming a victim.

For additional information on identity theft, please call Darlene Duncan at the Poway Sheriff's Station Crime Prevention Unit at (858) 513-2807.



The Silent Threat

- **Monitor your financial records on a regular basis. Get your free credit report from credit reporting agencies at least once a year.**
- **Shred all confidential documents, including expired credit and debit cards and driver's licenses using a crosscut shredder.**
- **Do not carry your social security card in your wallet, and minimize the number of credit and debit cards you carry with you.**
- **Do not leave wallets and purses in your vehicle at any time or unattended in shopping carts while you shop.**
- **Do not leave outgoing mail in your residential mailbox with the red flag up, which can alert thieves. Use a locking mailbox if possible.**
- **Opt-out of credit card offers received in the mail by calling (888) 567-8688.**
- **Have new checks sent to your bank for pick up rather than to your home address.**
- **Be aware of your surroundings when using your PIN number at ATM machines, and never write your PIN on your card.**

Winter Rains Bring Risk of Flooding

Winter brings the risk of severe storms and flooding in Poway. Stay safe this season and remember to cautiously approach areas of standing water on the road. As little as 6 inches of water will reach the bottom of most passenger cars causing loss of control and possible stalling.

To prevent flooding, property owners are responsible for maintaining the drainage, storm drains and creeks on their properties. Take these easy steps to prevent flooding on your property this winter:

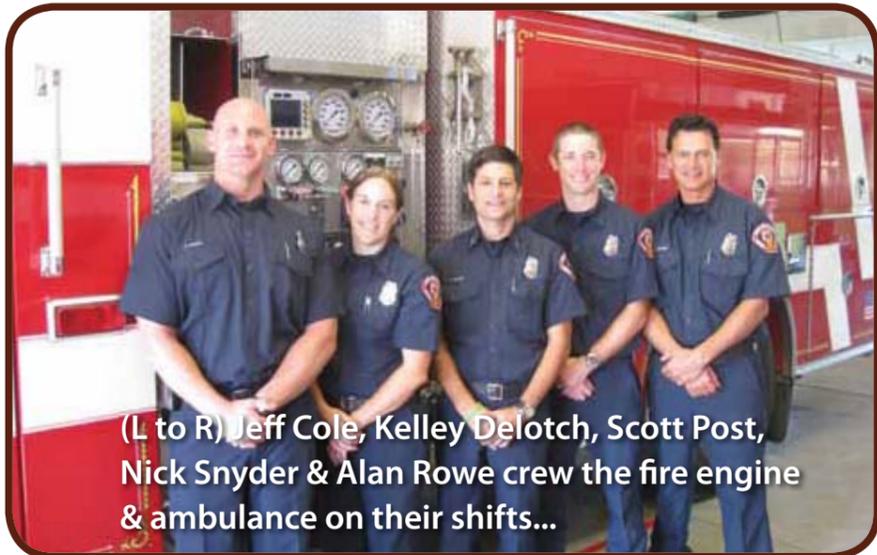
- **Inspect, clean, and repair rain gutters, roof tops, and yard drains. Address any problem spots you noticed during last year's storms.**
- **Place plastic sheeting secured with sandbags over sections of disturbed soil to prevent erosion.**
- **Clear private drainage channels and brow ditches of landscape material and debris.**
- **Turn off sprinklers a few days before and after the rain to conserve water.**

If winter storms are severe, the City provides free, unfilled sandbags and loose sand on Garden Road (across from Garden Road School), Midland Road (across from Old Poway Park Train Barn), and Lake Poway Road (at the first parking lot on the right approaching the lake).

Flood maps and flood protection references are available at the Poway Public Library. To inquire if you are in a mapped floodplain, call the Poway Development Services Department at (858) 668-4600. To report flooding, call the Public Works Department at (858) 668-4700 (during business hours) or (858) 668-4751 (after hours).



Department Spotlight: Fire Station 3 A Division



(L to R) Jeff Cole, Kelley Delotch, Scott Post, Nick Snyder & Alan Rowe crew the fire engine & ambulance on their shifts...

Meet the A Division Crew of Fire Station #3. The Station houses a fire engine, aerial ladder truck and a paramedic unit. The Station has three divisions (A, B, and C) and eight crew members are on duty 24-hours a day. Fire Captain Scott Post, Acting Fire Engineer Alan Rowe, and Firefighter/Paramedics Kelley Delotch, Jeff Cole, and Nick Snyder staff the fire engine and ambulance. Fire Captain Andy Page, Fire Engineer Jonathan Marshall, and Firefighter/Paramedic David Ontiveros staff the City's ladder

truck. All members of the A Division crew are also licensed paramedics. During their 24-hour shift, the crew works together to protect the lives and property of the citizens of Poway. The crew also provides automatic aid to the City of San Diego and mutual-aid throughout the county, region, and state, upon request. Many of the crew members have also volunteered to serve on strike teams fighting fires throughout the State of California in recent years.



...while (L to R) Andy Page, Jonathan Marshall & David Ontiveros operate the ladder truck.

Feel Like There is Something Missing this Holiday Season? Visit the Poway Senior Center for some Holiday Cheer!

In the bustle of the holiday season, we forget that for some, the holidays can be a lonely time. Loneliness affects people physically and emotionally, particularly the elderly who may not have family and friends close to home. Look around and you may see elderly neighbors and relatives in need of some holiday cheer.

If you know someone who could use a visit, a hot meal, or just to share a laugh with a caring heart, call us at Poway Senior Center (PSC). There is never a dull moment at PSC with karaoke, exercise, tai chi, yoga, bingo, scrabble, poker and a creative arts program. Visit the center today and discover good times and good friends.

Volunteers, young and old, are also needed to help serve lunch in the center bistro or to deliver lunches to home-bound seniors. Join the staff, members, and volunteers at PSC and help us make a difference this holiday season. PSC is located within Poway Community Park at 13094 Civic Center Drive and can be reached by calling (858) 748-6094 extension 301.



FACES OF AFFORDABLE HOUSING

Valerie Dignazio lives at Oak Knoll Villas. She recently earned a Valor Scholarship from Community Housing Works, a nonprofit housing development organization, in recognition for the many hours she volunteered mentoring and tutoring youth living at Oak Knoll Villas. The scholarship will help her finish her college education.

When asked about her experience at Oak Knoll Villas, Valerie states "Life gives you challenges to overcome. Use every opportunity to improve your life." Valerie currently attends Miramar College and is looking forward to attending San Diego State next year. Congratulations go to Valerie for making the Oak Knoll neighborhood a better place to live!



"Life gives you challenges to overcome. Use every opportunity to improve your life."

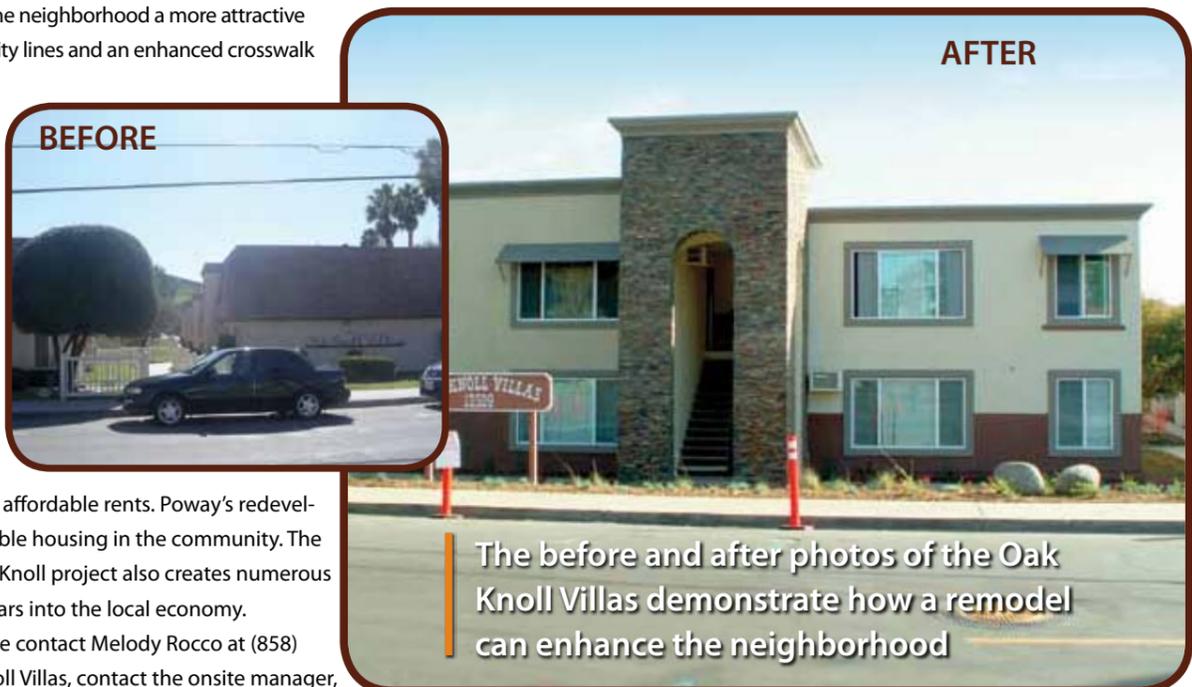
Remodel Adds Sparkle To Oak Knoll Villas

Two new projects are underway on Oak Knoll Road that will make the neighborhood a more attractive and safe place for local residents. New sidewalks, underground utility lines and an enhanced crosswalk for safety will be completed by late 2010 as part of a \$2 million project which first began in October 2009.

To compliment the roadwork, the Oak Knoll Villas complex has also undergone a significant remodel. Residents of the aging apartment building will enjoy new heating and cooling, fresh paint and new cabinets, counter tops, tubs and flooring. Upgrades to the building exteriors will brighten up Oak Knoll with updated roof treatments, freshly painted stucco, new archways and awnings to dress up the buildings. A new community building will also provide a computer lab and space for resident children to get homework assistance after school.

A contribution from the City of Poway's redevelopment agency allowed the nonprofit owner, Community HousingWorks, to charge affordable rents. Poway's redevelopment agency sets aside funds required by law to support affordable housing in the community. The affordable rents help resident families to make ends meet. The Oak Knoll project also creates numerous jobs in the construction industry that, in turn, pump additional dollars into the local economy.

If you have questions regarding road work along Oak Knoll, please contact Melody Rocco at (858) 668-4622 or at mrocco@ci.poway.ca.us. For questions about Oak Knoll Villas, contact the onsite manager, Eddie Lopez at 858-486-1079 or at oakknoll@chworks.net.

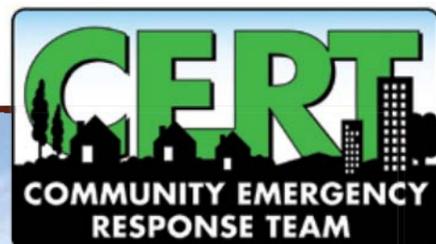


The before and after photos of the Oak Knoll Villas demonstrate how a remodel can enhance the neighborhood

Community Emergency Response Team Classes Now Forming

Learn how you can protect your family and your community when a disaster strikes

The City of Poway Fire Department, in conjunction with Palomar College, will offer Community Emergency Response Team (CERT) classes starting in January 2010. CERT is a ten-week program that provides participants with valuable information on what to do when a major disaster strikes. Participants will learn important life-saving skills to protect themselves, their families and their neighbors when a disaster occurs. During a large scale disaster, fire and law enforcement resources may be not be able to respond during peak demands of service. Trained CERT volunteers will be able to assist until emergency services arrive. Please contact (858) 668-4460 or firedept@ci.poway.ca.us if you would like to sign-up for classes.



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 1-800-974-8885, or visit the Cloud 9 SuperShuttle website at www.cloud9shuttle.com.

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

Kick that Christmas Tree to the Curb!

EDCO Waste and Recycling will pick up your tree at the curb on your collection day for two weeks following Christmas day. Remove the stand and all trimmings and cut the tree to lengths of no more than 4 feet. Flocked trees (covered with artificial "snow") are not recyclable and will be collected with other refuse. Residents must cut and bundle their trees if placed for collection after the two-week period ends. Look for more details about holiday recycling in your EDCO billing statement, or please call EDCO Waste and Recycling Services at (858) 748-7769 to learn more.



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Recycle Your Christmas Tree



Christmas in the Park

Saturday, December 12, 4:30 pm | Old Poway Park

Candyland Holiday Festival

Saturday, December 19, 12 pm | Poway Community Park

Youth Only Fishing Derby

Saturday, February 6, 2010, 6:00 am-12:30 pm | Lake Poway

Two-day Fishing Derby at Lake Poway

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

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



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