



POWAY TODAY

A Quarterly City Newsletter for the Residents of Poway, California

Poway's Water Supply To Be Cut on July 1 Residents and Businesses Urged to Save Water Now

The City of Poway's water supply will be cut by up to 10% starting in July 2009 by the City's water wholesaler, the Metropolitan Water District, in response to California's ongoing drought. That means there will soon be less water available

for the more than 13,900 homes and businesses that buy water from the City.

Poway imports 100% of its water from Northern California and the Colorado River. 80% of the water is used by residential customers, with approximately

50% of the total water supply used to irrigate landscaping.

After July 1, the amount of water the City receives will be calculated based on the average amount of water purchased by the City of Poway between July 2004

and June 2007. Should the City use more than its allotment, we will face steep financial penalties and the possibility of further water reductions citywide. Reducing water consumption will require everyone to do their part to save.

Outlook for California

Poway is not alone in its conservation efforts. Water shortages loom for the entire State of California. Governor Arnold Schwarzenegger declared a water supply State of Emergency in February 2009. The challenge we face is not temporary. Unlike droughts of previous decades, a few rainstorms will not provide the necessary relief.

What's Poway's Plan?

Any plan adopted by the City has to effectively achieve savings, must be fair for all customers and must be feasible for the City to administer. The City of Poway is not planning to cut water supplies for individual customers, like many other water agencies in San Diego County. Poway is trying a different approach.

Poway's strategy for cutting water consumption focuses on long-term behavior changes in water use and matching customers with the resources they need to cut their water consumption.

Five-pillar Approach to Reduce Poway's Total Water Demand



The City is looking at a variety of approaches to achieve necessary water savings.

Progressive Rate Structure

For decades in Poway, all water customers have paid the same rate for each unit of water, regardless of customer-type or amount of water used. The City Council is considering moving to a more progressive rate structure that creates a financial incentive for reducing water use.

Regardless of the model used, rates will increase simply because the City's cost to purchase water has increased. The City's cost to buy water went up by 18% in January 2009 and it is expected to increase significantly in the near future.

Incentive Programs

The City of Poway already offers nearly two dozen incentives for residents and businesses to defray the cost of water-savings investments, such as high-efficiency toilets and washing machines. Look for incentives later this summer for swimming pool covers and replacing lawns with water-wise landscaping. The City will also offer indoor water use audits for businesses.

Public Education

The City's Water Conservation Program has been hard at work trying to get the word out about water conservation. The goal is to match customers with the resources they need to help them achieve water reduction savings. Examples include historical water consumption reports for individual customers and one-on-one business visits.

Cont'd on Page 15



A Tribute: City of Poway Says Goodbye To Mayor Cafagna

Mayor Mickey Cafagna passed away on April 11, 2009, after a long battle with cancer. A Poway resident for over 30 years, Cafagna served on the City Council since 1992 and became Mayor in 1998.

As Mayor, Cafagna represented Poway on the San Diego Association of Governments since 1998, and was chosen as the regional planning agency's chairman in 2004. Cafagna was instrumental in the push for the extension of the TransNet sales tax, a half-cent-on-the-dollar sales tax that pays for a variety of regional transportation proj-

ects. He also served as chairman of the Regional Solid Waste Association and was the designated alternate for the Metropolitan Transit System board of directors.

Cafagna was known for his leadership, consensus building and dedication to the economic vitality of cities. He served as past president of the San Diego County Division of the League of California Cities, where he helped advocate for greater local control of government.

"Mickey was a peacemaker and leader in every sense of the word," said Deputy Mayor



Mayor Cafagna will be missed, and is fondly remembered for his 17 years of dedicated service to the City of Poway

or Don Higginson. "He had a way of bringing people together on the issues."

Other accomplishments of note include a leadership role in the development of the Poway Business Park, the construction of Poway City Hall and establishing many long-standing relationships with the business community and the Chamber of Commerce.

"The City of Poway has lost a true leader and friend," states City Manager Rod Gould. "We will deeply miss his kind spirit, intelligence, sense of optimism and ability to win people's commitment

to doing what is needed."

Mr. Cafagna was chairman of the board of Square One Development, a real estate development and property management firm, based in Kearny Mesa. Survivors include his wife, Sharon, two grown children and five grandchildren.

In lieu of flowers, donations can be made in memory of Mickey Cafagna to the Kidney Cancer Research Fund, 1500 Duarte Road, Duarte, CA, 91010 or to Cancer For College, 1345 Specialty Drive, Suite E, Vista, CA, 92081.

SUSTAINABILITY CENTRAL



FOCUS ON ENERGY

Bright Ideas On The Cheap

Lighting can account for about 20% of your monthly bill. Lighting retrofits can reduce energy consumption and improve the quality of light produced. Each year, the United States throws away 1.741 billion incandescent bulbs—enough to fill two Qualcomm Stadiums!



Stay Cool – Save Cash This Summer

With summer starting to heat up, save money on your electric bills by conserving energy during peak hours of use. Save money this summer by bumping up the thermostat a few degrees and dressing for the weather.

Log onto www.sdge.com to access seventeen months of your personal energy consumption data.

City Focused On Saving \$\$\$

A recent review of electricity use at eight City buildings showed that an investment of about \$55,000 could save over \$20,000 each year, save 175,000 kilowatt hours of electricity annually and reduce the City's carbon dioxide output by 76 tons!

To save cash, the City will be replacing old lighting at City Hall, the Poway Center for the Performing Arts (PCPA), the Poway Library and all of its Fire Stations with energy-efficient interior lighting. The City is also working on future upgrades to the air conditioning system at the PCPA and the Library.

Here's a few changes you can make at home to save money on your electric bill:

- Install ENERGY STAR compact fluorescent lights (CFL) in your most-used fixtures. CFL's use 66% less energy and last 10 times longer than incandescent lights
- Buy fixtures that have a dimmer to adjust the intensity of light in a room
- Use task lighting, such as fluorescent under-cabinet lighting for kitchen sinks and countertops
- Consider low-voltage lighting for outdoor landscaping uses

Brighton Place Comes to Old Poway

New Affordable Housing community offers environmentally friendly living

Brighton Place is Poway's newest affordable housing development. Construction is expected to begin on these affordable rental townhomes in early 2010. Brighton Place will bring a craftsman and farm house style architecture to the Old Poway area, reminiscent of Poway's earliest buildings and homes. These two- and three- bedroom townhomes will range in size from 1,081 to 1,438 square-feet providing comfortable affordable living for 77 Poway families. In addition, the development will include a 2,780 square-foot community building along with a durable surface play area for the children who will call Brighton Place home in the spring of 2011.

Brighton Place will be the most energy and water efficient residential community in the City of Poway, incorporating a wide range of cutting edge and environmentally friendly features and technology. The driving force behind this project's design is water conservation. An onsite irrigation well and rain collection cisterns will provide all of the



community's landscape water needs. "Smart" irrigation outside combined with tankless water heaters and low flow toilets inside each home, will cut water usage to 18% of a comparable single-family home. On the energy side, photovoltaic panels incorporated directly into the roof tiles will provide between 50% and 80% of the home's energy needs. Fewer dollars spent on utilities will enable future residents of Brighton Place to save toward the goal of homeownership or college tuition for their children.

For more information about Brighton Place, please contact San Diego Interfaith at (619) 668-1532 x306 or go to the City's website at www.poway.org and search for Brighton.

Playground at Adobe Ridge Park – Ready for Action!

Two play areas at Adobe Ridge Park, a neighborhood park located west of Pomerado Road, were recently renovated with the help of \$118,247 in grant funding from the State of California. One play area was designed for children age 2 to 5 and the other for children age 5 to 12 years old. There are four slides, a track ride beam and a new playground surface included in the renovation. Adobe Ridge Park also sports a basketball half-court and picnic tables. Bring your family to the park today and enjoy!



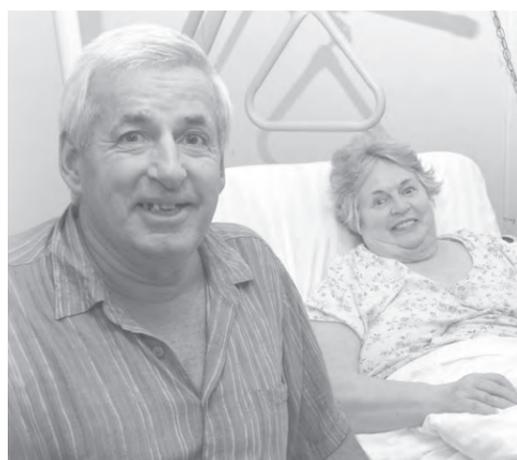
Faces of Affordable Housing

HomeShare Benefits Poway Neighbors

Meet Shirley and Joe. Shirley is bed ridden and Joe was a man in need of a home. Both have found a unique living situation that fits their needs through Poway's HomeShare Program.

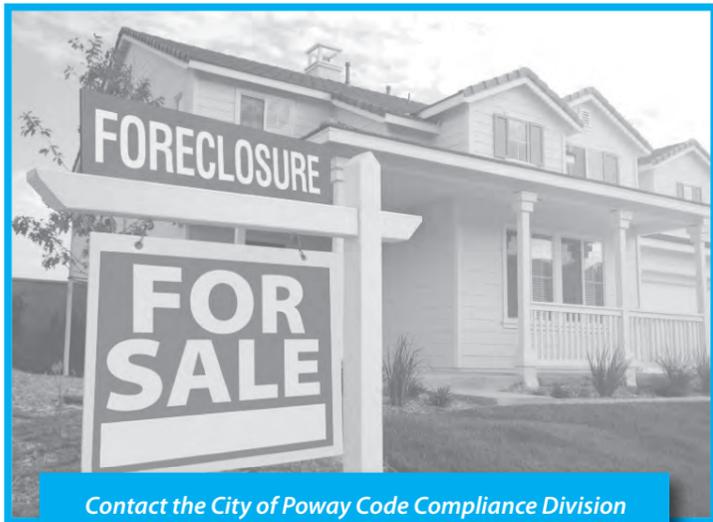
Shirley, a 72-year-old Poway homeowner needed a little help around the house and extra income to cover the bills. Joe, a 62-year-old needed a stable housing situation that he could afford.

HomeShare helps older adults remain independent at home while providing an affordable housing option for people of all ages. This unique program matched Joe with Shirley, providing them with stability and company. Joe says, "What the shared housing program does is great; the peace of mind of having a comfortable, affordable place to call home is priceless." For more information about the HomeShare Program, please contact Elderhelp of San Diego at (858) 748-9675.



The HomeShare Program provides affordable housing and neighborly support to those in need

Poway Ranks Among Lowest In County For Home Foreclosures



Contact the City of Poway Code Compliance Division if you find that a home in your neighborhood is falling under neglect.

Foreclosure, once a rare topic, is now affecting families and neighborhoods throughout the country. The City of Poway recently completed a foreclosure study to better understand the impacts of the current foreclosure crisis on Poway and identify actions to support Poway's homeowners and neighborhoods.

Fortunately, Poway has fared better than most other cities in San Diego County, ranking 13 out of the 18 cities in the County. The results of the foreclosure study revealed that since 2007, approximately 391 households in Poway have experienced some threat of foreclosure and there may be many more on the horizon.

If you or someone you know is having trouble or unable to pay their mortgage, now is the time to find help by visiting the City's website

www.poway.org. The Web site provides links to local foreclosure counseling agencies and information about local clinics where homeowners can meet with financial and legal professionals to review their situation and determine the best course of action. The Web site also provides information from San Diego's District Attorney about how to avoid foreclosure abuses and a list of counseling agencies approved by the Federal Department of Housing and Urban Development (HUD). Many of the counseling agencies charge minimal fees to help homeowners keep their homes.

If you notice a neglected home in your neighborhood that you suspect is bank-owned and becoming a nuisance, please call Poway's Code Compliance Division at (858) 668-4668.

Poway's Water Supply To Be Cut on July 1 Cont'd from Page 1

Water-Savings Projects for City-Owned Properties

It is important that the City of Poway lead by example and be a good steward of resources. City parks and facilities are currently being studied so that more water-efficient plumbing equipment and irrigation practices can be put into place. The City is committed to doing its part to conserve during this drought.

Enforcement of Water Waste Regulations

The City plans to alert residents and businesses when water waste is observed and provide resources to help fix the problem. Of course, fixing a water waste problem also saves you money on your water bill. If the water supply is further diminished, the City will need to hold customers accountable in situations of repeated water waste.

What about New Development?

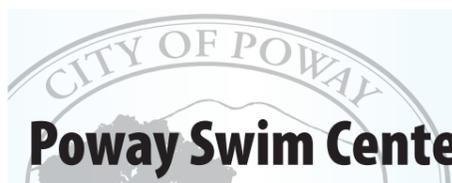
Creating more demand for water at a time when water supplies are extremely limited causes concern in the community. The City Council will consider establishing a policy to ensure new development is "ultra water efficient" and developers may be asked to pay a fee to fund water-savings projects elsewhere in the City.

What Can I Do?

This year requires extra diligence on behalf of all residents and businesses to ensure our limited water supply is used as efficiently as possible. Residents and businesses are encouraged to identify a personal plan for cutting back water use.

Some residents have already saved water, but may still be able to do a little more. Others will easily be able to cut back, just by watering the yard fewer times per week, only running the clothes washer when full, and upgrading their toilets. Success will require participation by everyone.

If you would like more information, contact the Water Conservation Team, Monday thru Friday, 8:00 am to 5:00 pm at (858) 668-1215 or visit us at www.poway.org/waterconservation.



City Spotlight: Poway Swim Center Lifeguards & Instructors

The Poway Community Swim Center is one of the largest aquatic facilities in San Diego County. The primary responsibilities of the Lifeguards and Swim Instructors are to ensure that the Poway Community Swim Center is a safe place to enjoy and that kids gain water safety skills.

The swim center recruits and trains only the most capable and qualified candidates. Our lifeguards undergo monthly audits of all lifeguarding skills to ensure their proficiency. Staff members have won the American Red Cross' annual Lifeguard Games two out of the past three years.

The lifeguards look out for the safety of nearly 50,000 swimmers annually and an average of 450 swimmers per day during the summer months. Instructors are responsible for teaching over 300 swim classes and over 100 private lessons.

The facility hosts over 200 birthday party reservations and events like Swim-In Movies that let families enjoy watching a movie on the giant screen while floating in the pool.

The lifeguards at the Poway Community Swim Center are looking forward to another great and safe summer. See you in the water!



Poway's Swim Center offers year-round activities. Thanks to the vigilance and hard work of the Lifeguards and Swim Instructors, all Swim Center pool users are kept safe while they're having fun.

More Than Just A Summer Job! The City offers many opportunities for young adults looking for summer-time employment

Each summer, Poway hires young adults as camp counselors, recreation leaders and lifeguards. These jobs are fun, well-paying and offer opportunities to give back to the community.

Summer jobs with the City instill valuable skills like leadership, organization and patience. Employees are role models who make a lasting impression on the kids they work with. A summer job can also lead to a career in recreation, as individuals realize the rewards of working with the community.

The Poway Community Services Department is looking for bright and energetic Recreation Leaders and Lifeguards. If you are interested in making a difference in the community, call (858) 668-4440.



What's Your Plan to Cut Water Use?

- Study how much water you typically use. Review past water bills or call (858) 668-1215 for assistance.
- Call (800) 986-4538 to schedule a free residential water use survey. A water conservation consultant will visit and provide you with specific recommendations.
- Learn to read your water meter using the instructions at poway.org. See how much water your family uses in a typical day.
- Tune-up your sprinkler system using tips on page 3 of this issue of *Poway Today*.
- Sign up for free landscape classes on May 9th and 16th, 2009. Learn more about sprinkler systems, soils, watering and fertilizers.
- Consider the rebate programs and business incentives for rotating sprinkler nozzles, toilets, and washing machines.
- Browse the resources available at poway.org/waterconservation.



Don't leave valuables such as cell phones or iPods in your vehicle where they can be seen and become an easy target for thieves.

Crime Prevention Corner:

Vehicle Thefts On The Rise

Poway has traditionally enjoyed a low crime rate which can lead to a false sense of security. In 2008, Poway experienced 316 vehicle burglaries and with the economy worsening, thefts are on the rise.

Everyone knows that leaving property in vehicles is risky, but too many people take that chance and lose. Property in vehicles, especially left in plain view, creates a tremendous temptation for thieves. Thefts of unattended wallets and purses can result in the unauthorized use of credit and debit cards, inflicting a staggering blow to you, the insurance industry and local merchants.

Preventing theft of property from vehicles is a community-wide effort and the Sheriff's Department needs your help.

Reduce your risk by taking the following steps:

- Do not leave property in the vehicle, especially in plain view (covering a purse with a spare shirt or towel doesn't fool anyone)
- Always lock the doors and roll up the windows
- Park the vehicle in the garage rather than the driveway or street, if possible
- Park in well-lit areas
- Don't assume that having a car alarm will keep thieves away

The solutions are easy to remember. A little prevention can help keep you and your family from being victims of vehicle burglaries.

Business Registrations Now Online At Poway.org

City Website Makes Applying and Renewing Your Business Registration Easy

The City of Poway is proud to announce the availability of online Business Registrations and Licensing. You can now apply for and renew your Business Registration and Regulatory License with relative ease.

Companies or individuals conducting business in the City of Poway must obtain a business certificate. This includes busi-

nesses based in the City of Poway and those businesses based in another city but performing work in Poway.

You can submit and update your business information and pay your fees all with a few key strokes. Most businesses can even print their Business Certificates right on the spot.

Log on today and find out

how quick and easy it can be! For general information about Business Registrations and Regulatory Licenses, please go to the "Doing Business in Poway" page on the City's website at www.poway.org/business.

For questions regarding this new service, contact Poway Customer Services at (858) 668-4401 or customerservices@ci.poway.ca.us.



Visit www.poway.org/business

What's Inside

PAGE 1

Water Conservation Program
Tribute to Mayor Cafagna

PAGE 2

Sustainability Central:
Focus on Energy
Brighton Affordable Housing
Adobe Ridge Playground
Faces of Affordable Housing

PAGE 15

City Spotlight
Summer Job Opportunities for
Teens in Poway
Housing Foreclosure Study Results

PAGE 16

Burglary Prevention Tips
Online Business Licensing
Poway Today Gets a Makeover

What's Happening in Poway This Summer?

San Diego Movie in the Park

When: Saturday June 13th, Sunset
Where: Lake Poway

Target Summer Concert Series

When: Sundays, June 28th through
September 13th, 5:30 pm-7:00 pm
Where: Old Poway Park & Lake Poway

Old-fashioned Fourth of July

When: Saturday July 4th, 10:00 am-4:00 pm
Where: Old Poway Park

Fourth of July Fireworks Show

When: Saturday July 4th, 9:00 pm
Where: Poway High School - Gates open
at 7:00 pm

Community Day Celebration

When: Saturday September 12th, 12:00 pm
Where: Poway Community Park

Poway Today – Ready for a New Look!

The City is in the process of re-designing the quarterly newspaper to provide better access to information and services. At the same time, a new printing contract will be awarded to maximize cost savings in the printing of *Poway Today*.

Look for the newly re-designed edition of *Poway Today* when it comes out in August, 2009.



Your source for City news and events:
www.poway.org

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