



POWAY TODAY

A Quarterly City Newsletter for the Residents of Poway, California

City Maintains Conservative Fiscal Position

Goal is to remain the safest, most family-friendly city in San Diego County

The state of the economy seems to be on everyone's mind lately. Falling home prices, lackluster retail and business-to-business sales, and a tumultuous stock market may leave some wondering about the financial health of the City. While Poway has always maintained a conservative approach to budgeting, it is not immune to outside forces in the overall economy.

Sales Tax Revenues Down Sharply

City revenues have been severely affected over the last year with sales tax collections having decreased by 16%. While sales taxes remain the largest revenue source, they are just one of several sources of City revenue. The City of Poway only receives one penny of every 7.75 cents per dollar of retail sales taxes collected. Property taxes are shared between cities, the County, public schools, bond repayments and special districts. "The City of Poway only receives 15 percent of every dollar paid in property taxes," stated Tina White, Poway's Administrative Services Director.

On average, the City spends \$2,322 per property on city services and programs per year while it receives an average of \$704 back in property taxes per property. Services are further supported using sales taxes, fees and other revenue sources.

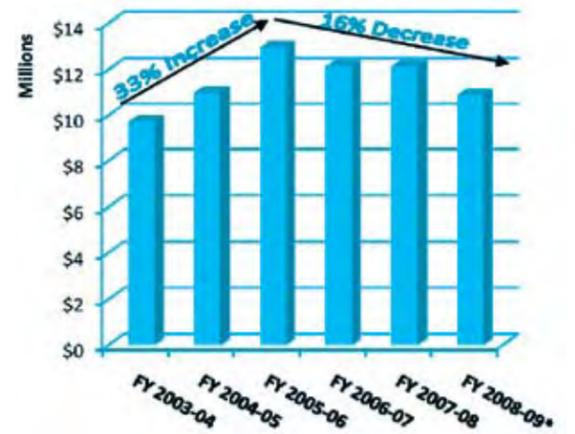
Making The Necessary Changes

With revenues from sales and property taxes shrinking, so must growth in spending. "The City reviewed expenditures during the past 18 months and eliminated \$3.5 million from the budget," says Rod Gould, Poway's City Manager. "We will continue to carefully monitor expenditures through 2009 to make those changes necessary to maintain customer service levels to the extent possible." The City Council also voted in November 2008 to adjust a number of fees to help recover costs more effectively.

Proactive financial policies, such as these, will help Poway to set a financially sustainable course in light of new economic conditions. The commitment remains to properly fund community priorities such as roads, parks and safety services, although adjustments may become necessary.

Alternative financial plans are also being crafted by the City to address future fluctuations that may occur in the economy. The budget battle taking place at the state level may have negative consequences for cities if the state decides to pilfer funds from local government coffers, such as the \$2.8 million in redevelopment funding that was taken by the state in 2008. The City will continue to carefully monitor the situation and will make additional reductions, as necessary.

Poway Sales Tax Revenues



Support Your Community

Despite doses of negative economic news, there are many reasons to be optimistic about the future of Poway. Residents still enjoy a high quality of life with excellent park, recreation, open space and community services. Fire and emergency services are among the finest due to significant investments and frequent training.

The City's infrastructure, such as streets, sidewalks, water and sewer pipes, and public facilities, is in excellent shape due to preventative maintenance and capital replacement. Poway Unified School District continues to be recognized as one of the best in the nation and the Poway Business Park continues to expand with General Atomics' announcement of 2,200 new jobs in 2009. Residents with questions regarding Poway's modified budget can call (858) 668-4414.

Despite doses of negative economic news, there are many reasons to be optimistic about the future of Poway.

Shop Poway!

Residents can help support vital City services, and the local business community, by shopping within Poway. Almost 35% of the City's general fund is composed of sales tax revenues. It is important now, more than ever before, and helps sustain jobs locally.

Wildfire Defensible Space Neighborhood Outreach Begins!

On January 12, 2009, City staff began contacting 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. Residents included in this program will receive a packet by mail notifying them of program requirements.

The program's purpose is to save lives and homes during wildfires by reducing flammable vegetation around structures by 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 lowers the risk of burning embers penetrating structures.

As part of the program, City staff will work in partnership with property owners to develop specific plans to lessen the risk of wildfire. The program requires reduction of highly flammable chaparral species and weeds within 100 feet of habitable structures. It does not include ornamental landscaping or tree species such as palm, oak, or eucalyptus trees.

Courtesy Home Assessments will be provided that include a detailed checklist of steps residents may take to help safeguard their property, such as creation of defensible space, fuel reduction, intelligent landscaping, fire-resistant building materials and more. Homeowners who

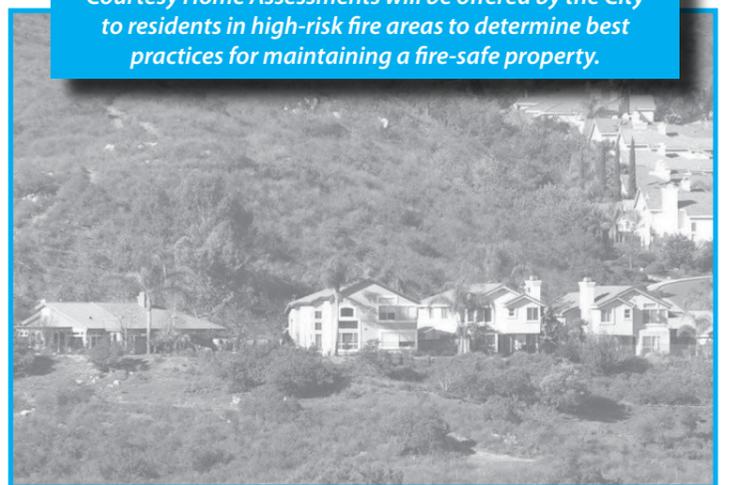
100' DEFENSIBLE SPACE
Keep Your Home
FIRE SAFE



are asked to remove flammable vegetation will be given a list of contractors that are available to assist with the removal. A no-fee permit will be required before any work can begin and residents will be given a minimum of 30 days to complete any required work. Residents later found in non-compliance may incur fines.

If you have questions about the program or would like more information on creating defensible space in your neighborhood, please call the WDS Program Hotline at (858) 668-4611, or e-mail WDS@ci.poway.ca.us.

Courtesy Home Assessments will be offered by the City to residents in high-risk fire areas to determine best practices for maintaining a fire-safe property.



Neighborhood Outreach Visits Scheduled for 2009

Van Dam Peak Area	January
West Twin Peaks Area	February – March
East Twin Peaks Area	March – April
High Valley/Lake Poway Area	April – May
Garden Road/Poway Grade Area	May – June
Old Coach/Valle Verde Area	June – July
Kent Hill Area	July – August
Palisades Area	August – September
Business Park Area	September – November

WATER: A Resource We Can't Live Without

You've read the papers, heard the radio ads, seen the billboards – Southern California's water supply is in trouble. Even with respectable rainfall totals this winter, 20% mandatory water restrictions most likely will occur in 2009.

The City of Poway imports 100% of its water supply, mostly from Northern California and the Colorado River. Southern California's water supply is running low because of a drought throughout the southwestern United States and environmental restrictions on the amount of water pumped from Northern California.

The City of Poway buys almost all of its water from the San Diego County Water Authority (SD-CWA) and the Metropolitan Water District (MWD) and will receive mandatory water cuts from these agencies this year, reducing the supply of available water that is delivered to businesses and residents.

Everyone will be asked to conserve. Without community-wide participation, Poway will not achieve the necessary savings. Some customers have more opportunities to save than others who may have already taken steps to use less water. The City will continue to provide resources, education,

and financial incentives to help customers save even more.

The City is looking for drought management tools that are equitable, cost efficient and result in water savings. This spring, the City Council will consider additional financial incentives, education programs and a revised water rate structure that encourages conservation.

To report water waste in your neighborhood, please call (858) 668-1215. To learn more about education programs and financial incentives call (858) 668-4415 or visit www.poway.org/waterconservation.

Water Wise Resources

- **FREE on-site residential water-use surveys**
- **Water-savings tips**
- **Guidance on reading a water meter**
- **Landscaping classes**
- **Presentations to community groups**



Rebates are available for water-saving indoor plumbing devices, irrigation equipment and artificial turf for residential and business water customers. To learn more about any of these resources, visit www.poway.org/waterconservation.

Top Ways to Save

- **Water landscaping no more than three days/week in summer and one day/week (or less) in winter.**
- **Run sprinklers for a few less minutes per cycle. Most landscapes are overwatered.**
- **Fix sprinklers that leak and spray the sidewalk. Water down the gutter is your money down the drain!**
- **Upgrade to a high-efficiency washer.**
- **Replace toilets with 1.2 gallon per flush model.**

Water Main Improvements on Espola Road Near Completion

Installation has begun of a 42-inch water main pipeline in Espola Road from Titan Way to Twin Peaks Road. This \$4 million construction project will help prevent disruptions of service and increase capacity in the south Poway area.

Motorists can expect some delays on Espola Road during construction. Work will

be timed to reduce the impact on traffic as much as possible and no complete closures of Espola Road are expected. Construction of the new pipeline is scheduled to be completed by late spring 2009. If you have any questions about this project or other capital improvement projects, please call (858) 668-4668.



Department Spotlight: Office of the City Clerk

Poway's City Clerk is Linda A. Troyan. Together with Shelley Collins and Darry Powers, the City Clerk's Office provides a variety of services to the public and to City employees, including keeping the municipal records for the City and ensuring that all local legislative actions comply with City, State, and federal laws.

The City Clerk acts as the City's Elections Official. From election pre-planning to the certification of election results and filing of final campaign disclosure documents, the City Clerk manages the process which forms the foundation of our democratic system of government.

The City Clerk also acts as the City's Legislative Administrator, preparing the City Council Agenda, verifying that proper legal notices have been posted and coordinating official responses to public records requests.

The next time you're at City Hall, say hello to the friendly folks in the Office of the City Clerk. If you are interested in lending a hand, the Office of the City Clerk is always looking for volunteers. For information about volunteering in the Office of the City Clerk, please call (858) 668-4536.



(L-R) Shelley Collins, Linda Troyan, Darry Powers

With over 25 years of government experience, Linda A. Troyan is certified as a Master Municipal Clerk. In 2004, she was recognized as the City Clerk of the Year by the City Clerks Association of California.

New Directional Signage

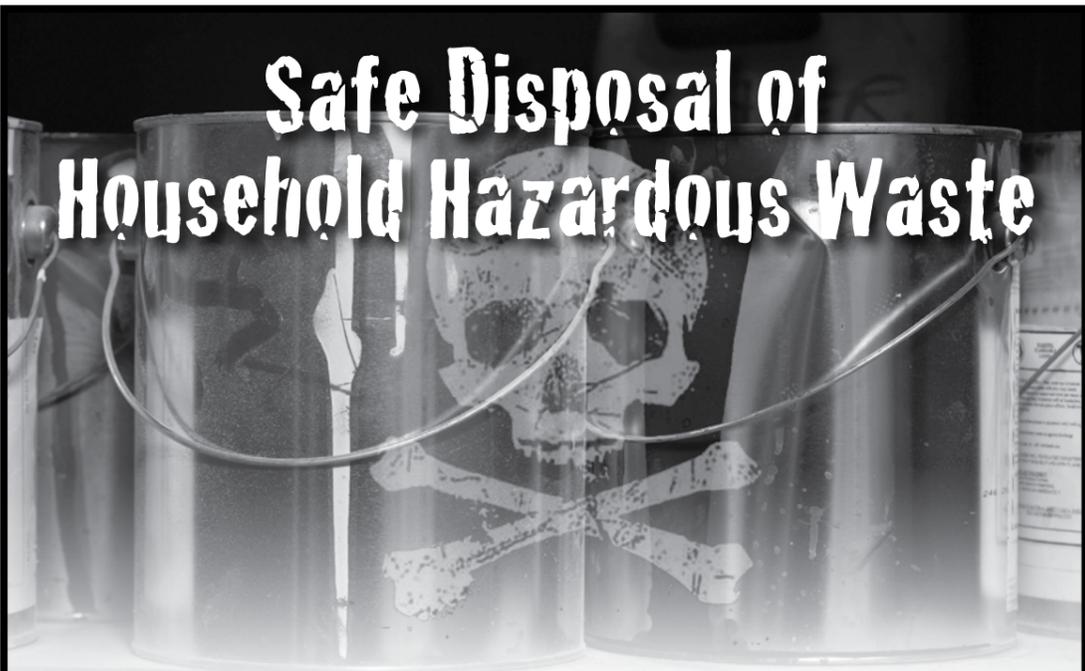
As you drive around town, you may have noticed attractive new directional signs installed near key entryways and intersections throughout the City. There are seventeen in total, many of which replaced older versions that had deteriorated. These decorative new signs will provide a heightened sense of community identity and point Powegians and visitors alike to key amenities and destinations around town.



Faces of Affordable Housing Maria Batanga – Haley Ranch Estates



Maria's future is a little brighter these days, thanks in part to the stable and positive environment that she experienced while living with her grandparents at Haley Ranch Estates in Poway. She has gained valuable skills and mentored others as a junior youth leader in Haley's tutoring program. Maria also recently completed a summer internship for non-profit developer Community HousingWorks and is currently a nursing major at San Diego State University.



Safe Disposal of Household Hazardous Waste

Got plans for a spring clean-up this year? Don't forget to safely dispose of household hazardous waste (HHW) products, such as paints, solvents, pesticides, pool chemicals, electronic waste, pharmaceutical drugs, batteries, fluorescent tubes, and sharps. They cannot be poured in sinks or storm drains, disposed of on the ground, or put in the trash without creating a threat to your environmental health.

Free disposal of HHW is available at the City of Poway's HHW Collection Facility located at 12325 Crosthwaite Circle in the South Poway Business Park. It is



open every Saturday from 9:00 a.m. to 3:00 p.m., excluding holidays. Proof of residency (formal I.D. or current utility bill) is required. Contractors or businesses that generate small quantities of hazardous waste must schedule a separate drop-off by calling (858) 547-3100.

The legal transportation limit is 15 gallons or 125 pounds per vehicle. Don't forget to check with your neighbors to see if they have HHW to dispose of. For more information about the safe disposal of HHW, please contact the Public Works Department at (858) 668-4700.

Reduce the Amount Of HHW Your Household Generates

- Use products containing hazardous materials sparingly or shop for non-hazardous/less hazardous alternatives.
- Select water-based products over solvent-based products, or use pump sprays instead of aerosol sprays.
- Buy just enough of the product to do the job and use it up.
- Keep leftover products in original labeled containers to refer to the directions for proper use and disposal.
- If properly labeled, share leftover products with a friend or neighbor.

Looking To Volunteer? You're On the Right Trail!

The City of Poway needs volunteers of all ages and skill levels to help with the Adopt-a-Park and Adopt-a-Trail programs. There are 18 parks in the program and volunteers will help with activities like planting trees, repairing benches, or minor trail maintenance. The City of Poway also has 82 miles of public recreational trails with

many segments available for adoption. Individuals, families, and organizations can all participate and we'll help find the right volunteer opportunity for you. For more information about Adopt-a-Park, call (858) 668-4721 or for Adopt-a-Trail, call (858) 668-4716.



Upcoming C.E.R.T. Classes Community Emergency Response Team Classes Now Forming

The City of Poway Fire Department, in conjunction with Palomar College, will offer Community Emergency Response Team (CERT) classes starting in March 2009. 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 fam-

ilies and their neighbors when a disaster occurs. During a large scale disaster, fire and law enforcement resources may not be able to respond during peak demands of service. Trained CERT volunteers will be able to assist until emergency services arrive. Please call (858) 668-4460 if you would like to sign-up for spring classes.

Do I Need a Grading Permit?

Are you about to embark upon a grading, excavation or clearing project? Let the Development Services Department assist you in determining whether you need a grading permit. Depending upon the scope of the project, even installation of a retaining wall may require a permit.

Instances of unauthorized grading activities have occurred over the past year in environmentally sensitive areas that have led to the involvement of

State and Federal agencies. A simple phone call can help you avoid the hassle and potentially save you thousands of dollars in fines.

Please help us protect our environment and the quality of life we all cherish. Call the City of Poway at (858) 668-4600 and let us assist you before you begin your next grading project. To report illegal grading activity, please contact the Engineering Inspection Division at (858) 668-4668.



Contacting the City of Poway Development Services Department for assistance before you begin grading or excavating soil on your property can greatly reduce the potential for State and Federal intervention and fines.

Tell US how It is!



CITY OF POWAY
P.O. Box 789, POWAY, CA 92074

I have the following comments suggestions service requested

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

The City of Poway would like to know your opinions on services and facilities provided in the community in order to serve you better.

This cutout form is provided twice a year for comments, suggestions and service requests. Clip out the form and mail it in or submit it in person at City Hall, 13325 Civic Center Drive. You may also e-mail your comments

to twinney@ci.poway.ca.us.

All comments received are reviewed by the City Manager's Office and referred to the appropriate City department. A reply is sent from the Mayor with a description of what action, if necessary, will be taken. Please be specific with comments and location of services, so we may serve you efficiently.

Please call us at (858) 668-4505 with any comments or suggestions as well.



Crime Prevention Corner – Neighborhood Burglaries

While Poway is one of the safest cities in the region, residential and vehicle burglaries still occur. Minimize your chances of becoming a victim by following these easy tips.

AT HOME:

- Always lock your doors (including sliding glass doors) and windows (including second story windows).
- Install quality locks that are strong and reliable.
- Keep the garage door closed, especially when you are away. Many residential burglaries occur because garage doors are left open.

- Lock doors that lead into the garage from side yards or those leading into the home from the garage.
- Install an alarm system. Be sure to arm the system when you are home and while you are away, and train your family to use the system to avoid false alarms.
- Put timers on lights, radios or TVs when you are away from your home, and don't let newspapers accumulate in the driveway or on the door stoop.
- Keep your landscaping well maintained to provide maximum visibility to and from your home.
- Organize a Neighborhood Watch in your area.

IN YOUR VEHICLE:

- Close the windows (even in hot weather) and always

remember to lock the vehicle doors.

- Never leave valuables (including satellite radios and GPS systems) in plain view inside your vehicle. Most vehicle burglaries occur because the thief sees something of value.
- Park in the garage rather than on the driveway or street.
- Park in open, well-lit areas.
- Use reliable anti-theft devices.

Always remain aware of your surroundings and report suspicious activity to the Sheriff's Department at (858) 565-2800. For more Crime Prevention information, including setting-up a Neighborhood Watch, please call (858) 513-2807.

It's Spring Cleanup Time!

EDCO provides free one-time disposal of bulky refuse

Each year, EDCO Waste and Recycling Services conducts spring and fall self-haul clean-up events for Poway residents. At the end of March, EDCO will mail a spring clean-up coupon to all residential customers. The coupon is good for one FREE load of household bulky items or wood waste at either the Ramona Transfer Station or the Escondido Transfer Station.

Items Accepted: furniture, appliances, residential wood waste and scrap metal.

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

The spring clean-up coupon is valid any day of the week between 7:00 a.m. and 4:30 p.m.,

giving residents the flexibility to use the coupon at their convenience between April and June. 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.

If you need a replacement coupon, please contact EDCO at (858) 748-7769. For more information about this program or other disposal services, please contact Annette Gonzalez in the Public Works Department at (858) 668-4702.

The following items cannot be accepted as a part of this program:

- Hazardous Waste
- Tires
- Computer monitors & Televisions
- Appliances containing Freon
- Business or Contractor-generated waste
- Large trailer loads or commercial truckloads of waste



E-Pay for E-Z Billing



Manage your City of Poway Utility Account Online!

Now you can pay your water and sewer utility bills online with E-Pay! The City of Poway is pleased and excited to announce our new Online Bill Pay System for water and sewer utility billing.

Online Bill Pay is a free service where customers can view their utility bills online and establish automatic recurring payments through their checking or savings account. The service also provides flexibility for those who prefer to make one-time payments. Online customers have the ability to view their payment history. Additionally, bills and billing inserts are archived and available online for a period of one year from the time you sign up.

Customers can choose to set-up their account to be completely paperless. Not only is this friendly to the environment, you can eliminate receiving a paper bill in the mail and the need to buy stamps! By going paperless, customers receive an e-mail letting them know when their online bill is available for viewing.

To sign up for Online Bill Pay, go to www.poway.org and click on "online services." From there, click on "e-pay" and you will be directed to the Online Bill Pay webpage. For questions regarding this service, contact Customer Services at (858) 668-4401, or customerservices@ci.poway.ca.us.

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What's Happening in Poway This Spring?

Two Day Open Trout Derby

When: March 14, Sunrise to Sunset & March 15th, Sunrise to 12:00pm
Where: Lake Poway

Spring Egg Hunt

When: Saturday April 11, 8:30am-12:00 pm
Where: Community Park

Earth Day 2009

When: Saturday April 18, 9:00am-1:00pm
Where: Blue Sky Ecological Reserve

Free Patriotic Music Festival

When: Saturday May 2, 9:30am-8pm & Sunday May 3, 12:00pm-7:30pm
Where: Old Poway Park

Sam Hinton Folk Festival

When: Saturday May 9, 10:30am-5:00pm
Where: Old Poway Park

EDCO Spring Cleanup

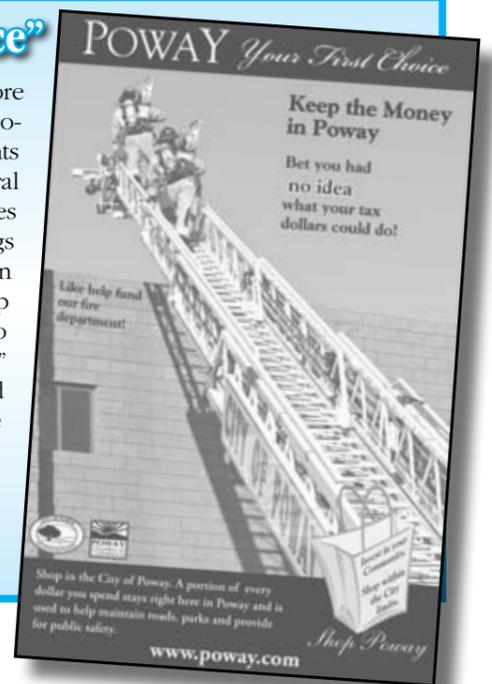
When: April - June 2009
Where: Ramona & Escondido Transfer Stations

Poway – "Your First Choice"

Making "Poway Your First Choice" is more important than ever in these challenging economic times. Local sales tax revenue accounts for approximately 35% of the City's General Fund budget. Purchasing goods and services locally helps the City to fund important things like road improvements, parks and recreation and safety services. The City has teamed up with the Poway Chamber of Commerce to promote the "Poway – Your First Choice" program to encourage residents to spend their shopping dollars locally. Watch for the program in the Chieftain, street pole banners, placards in storefront windows and movie preview ads at the UltraStar Cinemas. Remember to make "Poway – Your First Choice!"

Your source for City news and events:

www.poway.org



City Council

- Mayor Mickey Cafagna
- Deputy Mayor Don Higginson
- Councilmember Merrilee Boyack
- Councilmember Jim Cunningham
- Councilmember Betty Rexford

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