



# POWAY TODAY

A Quarterly Municipal Newsletter for the Residents of Poway, California

## Water Conservation Residential Surveys

Have you ever wondered how your family may be able to save more water? A residential landscape survey may be just the thing for you.

Free for those who seek to save as much water as possible, landscape surveys educate water customers on water saving opportunities. Representatives from the San Diego County Water Authority examine residential water use and identify water leaks, determine irrigation efficiency, and offer water conservation recommendations.

Before scheduling an appointment, water officials will conduct a brief question and answer session over the phone to better understand your home's water usage. That way, when experts arrive to evaluate the residence, they will have a better un-

derstanding of your water usage.

Residential surveys focus on both outdoor and indoor water use although most of the time will be spent on the irrigation system which typically accounts for the largest part of the water bill and provides the most opportunities for water savings.

At the end of the survey, customers will receive a check list with detailed recommendations and savings opportunities for their home, as well as information explaining the drought situation and the different conservation programs available, such as information on rebates.

To schedule a free residential landscape survey, call (800) 986-4538. For additional water conservation information, visit [20gallonchallenge.com](http://20gallonchallenge.com) or [poway.org/waterconservation](http://poway.org/waterconservation).

*By participating in the Residential Water Survey and upgrading your appliances and irrigation systems, you may be eligible for the following rebates and water savings.*

| APPLIANCE                           | REBATE AMOUNT  | ESTIMATED WATER SAVINGS         |
|-------------------------------------|--|---------------------------------|
| High-Efficiency Washing Machine     | \$185 rebate   | 10 gallons per load             |
| High-Efficiency Toilet              | \$200 new rebate or \$30 upgrade rebate  | 8 gallons per day               |
| Rotating Sprinkler Nozzles          | \$4.00 per nozzle  | 20 gallons per day              |
| Weather-Based Irrigation Controller | \$350/acre for less than 1 acre<br>\$630/acre for more than 1 acre                         | 40 gallons per day              |
| Artificial Turf                     | \$1.00/sq.ft. up to 1,000 sq. ft.<br>\$0.30/sq. ft. for additional area over 1,000 sq. ft. | 46 gallons per sq. ft. per year |

## 2-1-1 HOTLINE SERVICE

The multilingual hotline number 2-1-1 is a free and confidential 24-hour community, health, and disaster public resource service in San Diego County. The Federal Communications Commission created the number for residents to easily access community information from a live specialist. In the event of a regional emergency or disaster, 2-1-1 becomes the primary source of information for the public.

For instance, during the 2007 wildfires in San Diego, residents made 120,000 calls to 2-1-1, and received up-to-date information on evacuations, shelters, road closures, volunteer opportunities, and relief and recovery services.

By dialing 2-1-1, residents help lower the number of 9-1-1 calls made, allowing safety and law enforcement officials to better direct their already scarce resources on more urgent crises.

During non-emergencies, the public can dial 2-1-1 for information on the 5,000 health and human services available, ranging from substance abuse treatment to elderly care.

For more information on 2-1-1, visit their web site at [www.211sandiego.org](http://www.211sandiego.org).

## Wildfire Defensible Space Program

On September 19, 2008 the City of Poway introduced the Wildfire Defensible Space Program, designed to reduce the risks and impacts of wildfires. After experiencing two devastating firestorms in four years, this new program directly addresses the creation and maintenance of what is commonly referred to as "defensible space." The program is a result of a six-month long process that incorporated extensive community feedback, including a special City Council session dedicated solely to this critical topic.

Wildfires, while a normal part of our environment, represent the greatest threat to our safety. They are naturally reoccurring because our community is located in an area that has hilly terrain, canyons, and highly flammable chaparral vegetation. Combined with Santa Ana winds, we live in one of the most challenging fire environments in the world. With development and population expanding in the wildland areas, the frequency of fires and area burned is also increasing.

The purpose of this program is to save homes during wildfires, primarily through fire prevention education and the reduction of highly flammable chaparral vegetation within 100 feet of structures. By managing the vegetation, the speed and intensity of wildfires will be reduced, firefighter safety is en-



*The removal of highly flammable chaparral vegetation within 100 feet of structures as shown in the above photo, can greatly reduce the chances of home losses during wildfires.*

hanced, and homes will be less likely to be ignited by burning embers.

The program is very specific about what types of vegetation is affected and how it will be managed. Targeted vegetation types include sumac, sage, chamise, and scrub oak, which are highly combustible and typically found in between homes and nearby undeveloped areas. It does not include ornamental landscaping and tree species, nor does it include trees such as palms or eucalyptus, which may spread, seed, and grow without human assistance.

Hazardous vegetation will need to be thinned and managed on an annual basis. Grubbing, grubbing, scraping, clearing, and using herbicides are prohibited. Only cutting and mowing, which leaves the root structures

intact, are approved methods of eliminating vegetation.

Streambeds, banks, and vernal pools are also excluded from this program. In addition, any dead or dying trees or shrubs may need to be removed if they represent a fire hazard. All property owners must receive a no-fee Vegetation Reduction Permit from the Development Services Department, prior to the removal of any vegetation.

For more information, visit the City's website at [www.poway.org](http://www.poway.org) with a keyword search of "Defensible Space."

Contact the Development Services Department Code Compliance Division at (858) 668-4463 for additional information and home assessment appointments.

## ~ POWAY ~

### Your First Choice for Holiday Shopping!

With the holiday season upon us, please consider Poway businesses for all of your holiday shopping needs. Purchasing local goods and services has become more important than ever in these uncertain economic times. Sales tax revenues generated from local spending goes toward maintaining the high level of City services enjoyed by Poway residents. It is truly an investment in the community. So, as you start making your holiday shopping list this year, please remember to make Poway Your First Choice this holiday season!



**Go Green Water Quality Air Quality Recycling Composting Energy Efficiency Water Wise Drought Tolerant Conservation Wind Energy Alternative Fuels Environment**

# A Focus On Sustainability

**Open Space Habitat Preservation Solar Power Transportation Natural Resources Waste Reduction**

With the environment becoming a greater concern in the country and as an increasing number of Americans go "green," the City of Poway is becoming a leader in sustainability. For example, Poway was one of the first cities in San Diego County to use energy efficient lights in traffic signals and pedestrian crossing signs. Solar panels were recently installed at Fire Station 1 to increase energy efficiency. The City also utilizes rubberized asphalt in a variety of applications and rubberized median mulch on roadways throughout the City. At South Poway Business Park, recycled water irrigates the landscape. The City of Poway also has a policy to protect natural lands by limiting growth and protecting open space.

There are a number of ways for the public to be "green" as well. For instance, residents can shop for locally grown produce at the Farmers Market in Old Poway Park. Drought tolerant plants in the garden best suit Poway's semi-arid climate. Using less water in the yard and in the home eases the current California drought situation and lowers the bills. Biking to work or school is not only healthier but diminishes the carbon emissions that are released when driving. Compact fluorescent light bulbs (CFLs) last up to 15 times longer than regular light bulbs. To bring about worldwide environmental transformation, a local impact needs to be made first, and Poway is encouraging the community to change its habits with small, easy steps.

## Midland Road Upgrades Create Unique Shopping & Dining Experience

The new section of Midland Road near Old Poway Park has several completed upgrades, such as newly paved asphalt lanes, better drainage, diagonal parking spaces, underground utilities and tree-filled planters. The improvements create a pedestrian-friendly atmosphere with the addition of 1,300 shrubs and 31 trees (one for every three parking stalls) to complete the look. New diagonal parking spaces along Midland Road, as well as the improvements to the Farmers Market parking lot, make it even more convenient to visit the many unique shops at Old Poway Village and eat at the Hamburger Factory Restaurant while making Poway Your First Choice!



*Improvements have been made to Midland Road that enhance pedestrian access, on-street parking, and beautify the shopping area around Old Poway Village.*

## Pet Safety During the Holidays

Always remember that decorations and festive feasts during the holidays can be hazardous to your pets. Please keep in mind the following tips to ensure the safety of your pets.

Certain plants such as Mistletoe berries, and the leaves, stem and flowers of the Poinsettia can be dangerous to pets. Be sure to keep these plants well out of the reach of animals in your home, or consider using artificial versions.

Foods and drinks such as alcoholic beverages, seeds and pits from many fruits, chocolate, macadamia nuts, walnuts, and other foods can be harmful to pets.

Never feed pets leftovers from the dinner table. Items such as chicken or turkey bones can easily splinter and choke cats and dogs.



*Simple precautions taken around the home can protect your pets from accidents and illnesses commonly caused by holiday treats and decorations.*

Decorations such as tinsel, glass ornaments and garlands can easily attract pets, but are dangerous choking hazards. Electric decorations such as stringed lights can give your pets a shock should they chew on the wires. Keep decorations out of their reach.

The unusual commotion

of the holiday season can be stressful on animals. Put your pets in a quiet room or quiet area of the house when guests are visiting.

If you need additional information regarding the care of animals, you may contact the Escondido Humane Society at (760) 888-BARK.

## Employee Spotlight - Meet Your Poway Code Compliance Officers!



Poway's Code Compliance Officers work very hard to maintain our high quality of life and reputation as a safe and healthy place to live, work, and play. Among other things, Code Compliance Officers investigate complaints of local and State code violations, run the City's vegetation-related fire protection programs, and work closely with the San Diego Sheriff's Department to help identify and resolve chronic neighborhood problems. Poway recently added a new officer to its team to help support new fire-fuel reduction efforts in the Wildfire Defensible Space Program.

**Marc LeDrew:** With the City for over 15 years, Marc works full-time to implement our new Wildfire Defensible Space Program. It's a difficult but important job

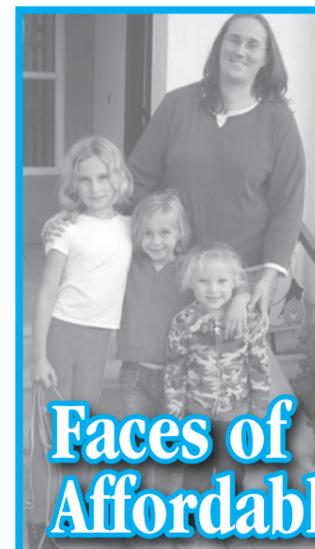
that positively affects each resident's safety.

**Darcy Sare:** Darcy joined the City in October of this year. She brings a wealth of knowledge in project management and problem solving to the team, and is enthusiastic about putting her skills to work for Poway.

**Tomás Borobia:** Coordinates Code Compliance and other City efforts to ensure that we use our resources to full advantage to help resolve problems.

Poway's Code Compliance Officers are working hard to keep Poway great, so if you see them around town, let them know you appreciate their efforts! To speak with a Code Compliance Officer, please call (858) 668-4688 or e-mail [codecompliance@ci.poway.ca.us](mailto:codecompliance@ci.poway.ca.us).

Charisse Officer has been a resident of Hillside Village



## Faces of Affordable Housing

in Poway for the past several years, where she raises her three young daughters. As a clerk for a local Poway grocery store, Charisse has been working towards her goal of buying a house for her family. She is actively taking steps to turn that dream into a reality. Charisse has completed Community HousingWorks' Financial Fitness and HomeBuyer Education programs, and has opened an Individual Development Account where she continues to save towards her goal of homeownership.

# Let's Work Together To Prevent Pollution!

Keeping our waterways clean is a big job, so the City's Stormwater Pollution Prevention Program includes staff from the Divisions of Engineering, Planning, Streets and Drainage, Wastewater, Parks, and more.

However, the City's biggest resource in the fight against stormwater pollution is you – the residents. Preventing pollution in our homes, neighborhoods, and businesses is a team effort.

Here are some of the ways the City's Stormwater Pollution Prevention Program helps keep our waterways clean:

- **Cleaning and maintaining the storm drain system**
- **Maintaining the sewer system to prevent spills**
- **Educating the public about the importance of pollution prevention**
- **Inspecting businesses and construction sites to make sure they don't pollute**
- **Monitoring and sampling throughout the City to detect any pollution, with follow-up studies to find and eliminate the cause**

Here are some things you can do to help:

- **Avoid over-irrigation, which washes fertilizer and other pollutants into the gutter and storm drains**
- **Clean up after your pets**
- **Recycle used motor oil**
- **Wash your car at a car wash, or use water and soap sparingly and pour your bucket of soapy water down the sink instead of into the street**
- **Minimize soil erosion with proper landscaping and ground cover**
- **Put trash in proper receptacles, and keep the lids closed**

By working together, we can protect the environment and our families' health and safety. We all benefit from clean water, and all of us play a role in keeping our storm drains, creeks, lakes, and ocean clean.

For more information on the City's Stormwater Pollution Prevention Program, visit the City's website at [www.poway.org](http://www.poway.org) or call (858) 668-4668.



*Water testing and educating residents about the negative impacts of polluted stormwater runoff are just two ways the City of Poway is working to maintain clean waterways.*



## Tree Care Tips

Trees beautify our surroundings, increase property values, and help save energy. If not done properly, tree pruning can cause serious damage to the health of your tree. Tree topping is the harmful pruning of tree branches beyond what is necessary in order to sustain healthy growth. Unfortunately, many homeowners mistakenly "top" trees because they grow into utility wires, interfere with views or sunlight, or simply grow too large for a property.

The tree topping process is often times self-defeating. Ugly, bushy, and weak limbs usually grow back quickly, usually much higher than the original branches. The removal of leaves and branches during the topping process drastically reduces the tree's food-making ability, causing it to starve, and making it susceptible to insects, disease, fungi, and damage from the sun's rays. Some trees may even be so shocked by tree

topping that they will die, which in turn can create a serious hazard.

If tree branches do need to be removed, no more than 1/3 of the total branches should be removed at any one time. As trees grow, start removing lower branches in the early years. If a branch must be shortened, cut all the way back to a lateral that is large enough to assume the terminal role, do not leave stubs. Try to prune live branches while the tree is dormant, during mid-winter or early spring. If extensive cuts need to be made, it may be best to move the tree to a safer and more appropriate site.

The City strongly recommends that homeowners hire or consult with a professional arborist to safely prune trees. An arborist can offer suggestions on how to best improve the safety, health, and appearance of trees, as well as provide trained crews and equipment to prune them.



*Tree Topping is an incorrect pruning method which is harmful to the tree and makes branches weak and unsightly. Proper pruning ensures healthy growth and beautiful foliage.*

## Update on the Witch Creek Fire Rebuilding Efforts

Ninety (90) homes were destroyed in Poway by the Witch Creek Fire. Development Services and Fire Department staff continue to work with these families and their building professionals, providing feedback to assist them in understanding the rebuilding review process and in designing homes that would allow compliance with City development standards, including the Wildland Urban Interface (WUI) setback requirements. To date, building permits have been issued for 27 replacement homes in Poway and 4 of these homes have progressed to the point of building occupancy approval with the families moving into their new homes.



*Rebuilding continues for Poway families affected by last year's wildfires.*



## Hampton Inn & Suites – Open for Business



The Hampton Inn & Suites is the newest addition to the Poway Business Park, providing 108 rooms and conference space to businesses and the Poway community.

The hotel offers a variety of guest amenities including spacious rooms and one bedroom studio suites, hot breakfast, fitness center, business center, heated outdoor pool and spa, suite shop, and guest laundry facilities.

This hotel is owned by Ocean Park Hotels, a company with substantial experience in hotel development, management, and operations. The Poway Redevelopment Agency recently began marketing efforts to locate a full-service, sit-down restaurant for the adjacent Agency-owned site.

The hotel is located at 14068 Stowe Drive. For more information about the hotel or to make reservations, please call (858) 391-1222.



# Be "Winter Wise"

## Prepare Now for Future Storms

Every year the winter season brings with it the risk of severe storms and the possibility of flooding in our City. Even if your property is located some distance away from a creek or dry stream bed, it should be checked for the possibility of flooding. To prevent flooding, property owners are responsible for maintaining the drainage, storm drains, and creeks on their property so water flows away from homes.

Some things to consider when preparing for winter storms:

- Inspect, clean, and repair rain gutters, roof tops, and yard drains.
- Address any problem spots you noticed during last year's storms.

- Clear private drainage channels and brow ditches of landscape material and debris.

- Place plastic sheeting, secured with gravel bags, over sections of disturbed soil to prevent erosion.
- 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, visit the City of

Poway Development Services Department at City Hall. For flood zone information and copies of elevation certificates on buildings built in the floodplain since 1995, call the Development Services Department at (858) 668-4656 or (858) 668-4600.

To report flooding during business hours, call the Public Works Department at (858) 668-4700. To report flooding after business hours, call Public Works at (858) 668-4751 or the Poway Sheriff's Station at (858) 513-2800.



Make sure you clean out rain gutters and repair roof leaks before winter rains come.

# Recycle Your Christmas Tree!



EDCO Waste and Recycling will pick up your tree at the curb on collection day, for two weeks immediately following Christmas day. Please 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 they are placed for collection after the two-week period ends. Look for more details about tree recycling in your EDCO billing statement, or please call EDCO Waste and Recycling Services at (858) 748-7769.

# Junk Your Car Free of Charge

Take advantage of the City's offer to remove inoperative or abandoned vehicles from private property free of charge. Yard work will be much easier without vehicles in your way, and your neighbors will thank you. Leaving inoperative, dismantled or wrecked vehicles on your property is a violation of Poway Municipal Code Section 10.52.040 and considered a misdemeanor. Vehicles will be taken to a wrecking yard to be dismantled. Call (858) 668-4668 for more information, or e-mail [codecompliance@ci.poway.ca.us](mailto:codecompliance@ci.poway.ca.us).

# Alert San Diego!

## "Get Signed Up – Get Notified"

Do you want to be sure to receive notification in the event of a regional emergency? The County of San Diego has recently launched a regional notification system that will be able to send notifications to residents and businesses within San Diego County during emergency situations.

The system already includes all listed and unlisted land-line telephone numbers by utilizing the region's 9-1-1 database. If you would prefer to also receive notifications on your cell phone, VoIP, or e-mail, please visit [www.alertsandiego.org](http://www.alertsandiego.org) to register your information. Get signed up, get notified!

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# What's Happening in Poway This Winter?

## Christmas in the Park

**When:** December 13, 4:30-8:30pm  
**Where:** Old Poway Park

## Theatre in the Park

**Christmas in the Land of Oz**  
**When:** December 13, 4:30-8:30pm  
**Where:** Old Poway Park

## Candyland Holiday Festival

**When:** December 20, 5:30-7:00pm  
**Where:** Poway Community Park

## California Friendly Landscape Classes

**When:** Dates & Times vary - see Page 4  
**Where:** Templars Hall (Professional Series); City Council Chambers (Residential Series)

## Lake Poway Open Trout Derby

**When:** March 14-15, Sunrise to Sunset  
**Where:** Lake Poway

**Over watering your yard?**

Our imported water supplies have been cut, so we need to reduce water use immediately. You can help by not over watering your yard. Eliminate one day a week from your watering schedule, or cut your watering times by two minutes. Visit [20gallonchallenge.com](http://20gallonchallenge.com) to learn more, and to find other easy ways to save water.

**Water: Save it or Lose it**  
[www.20gallonchallenge.com](http://www.20gallonchallenge.com)

For more information on these and other Poway events, visit:

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



### City Council

- Mayor Mickey Cafagna
- Deputy Mayor Bob Emery
- Councilmember Merrilee Boyack
- Councilmember Don Higginson
- Councilmember Betty Rexford

Published by Poway Today Inc.

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