



POWAY TODAY

FOCUS ON Safety Services

FIRE SUPPRESSION ★ FIRE PREVENTION ★ EMERGENCY MEDICAL SERVICES ★ LAW ENFORCEMENT

Innovative Programs at The Poway Sheriff's Department

Community Oriented Policing and Problem Solving are New Tactics now being used by Poway Sheriffs

During the last year, the Poway Sheriff's Station has changed the way we address crime and traffic safety in Poway.

All deputies now practice Community Oriented Policing and Problem Solving (COPPS) principles. Emphasis has been placed on solving problems long-term, not simply handling

calls as isolated incidents. Areas of repeated calls for service are addressed with a focus on reducing future calls. This allows more time for proactive anti-crime measures.

A key component of COPPS has been the implementation of a beat system. In the past, Deputy Sheriffs would respond to calls throughout the City. Deputies

are now assigned to neighborhoods for several months at a time. This has many advantages:

- **The ability to get to know the residents and become more familiar with ongoing problems.**
- **Accountability for ongoing crime trends in assigned areas.**
- **Increased motivation to handle problems long-term, since the same deputies will be responding in the future.**
- **Quicker response times due to reduced travel distances.**
- **Increased ability to identify suspicious persons and circumstances.**

Traffic safety is an area of ongoing concern for residents. Recognizing that there is an inverse relationship between the number of citations written and the number of collisions that occur, Captain Frank has placed greater emphasis on traffic enforcement. In September, the Department acquired additional radar speed devices through a City of Poway grant.

Most patrol cars are now equipped with radar devices, and deputies are encouraged to use them whenever possible. At the same time, traffic safety deputies are concentrating on areas with the highest number of accidents. By reducing the average speed of motorists, the number and severity of collisions will decrease.

Another area where the Sheriff's Station is taking a proactive stance is on gang-related crime. It affects the quality of life of residents in every city in the County. The Poway Station takes gang crime seriously, and has increased the documentation and arrests of gang members and their associates. Detailed documentation makes it more likely that gang members will face enhanced sentences when convicted of gang-related crimes. The Station has fostered a close working relationship with the division of the District Attorney's Office responsible for prosecuting gang-related crime, and has a deputy who can testify as an expert witness on local gang crime.

An exciting new program for the Sheriff's Station is the creation of a multidisciplinary team to address long-term problems in our community. The team is staffed by Sheriff's Deputies and members of various City departments. The goal is to pool team members' resources to solve problems that no single member could address alone. Bringing law enforcement, fire service, code compliance, and other departments together to address long-term issues that harm the community, is a priority of the Sheriff's Department in 2008.

The City of Poway has experienced five years of declining crime rates. While happy with the trend, Captain Frank is quick to point out that economic, social, and other factors also have an impact. He adds, "The Sheriff's Department is proud of the low crime rate in Poway. We will continue to provide innovative programs to maintain the high quality of life in the City in the Country."

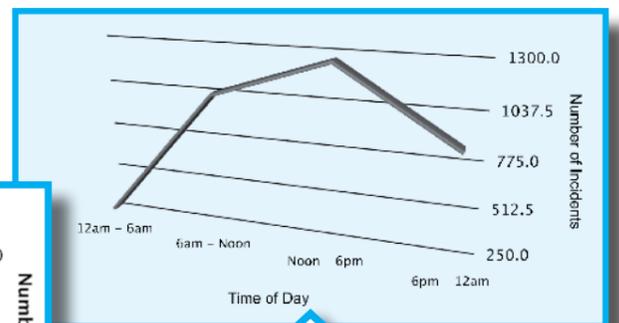
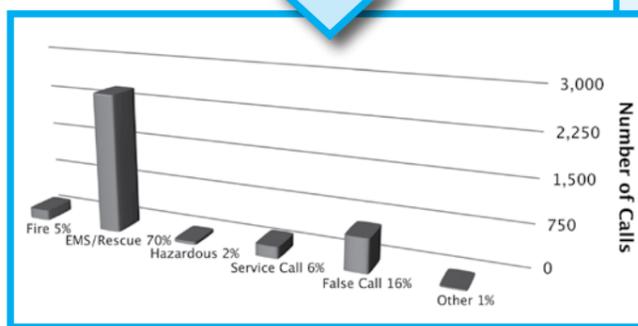


The Poway Fire Department – Doing More Than Putting Out Fires

The City of Poway Fire Department prides itself as an all-risk first responder organization. The Department does much more than simply put out fires. Fire personnel respond to all types of emergency and non-emergency calls, including medical emergencies, fires, traffic collisions, and rescues. From August 2006 through July 2007, personnel responded to 3,580 calls. Of these calls, 70% were for medical emergencies, traffic collisions, and rescues.

The Fire Department strives to deliver a high level of response 24 hours a day, 7 days a week. From three fire stations, 17 firefighters are prepared to respond no matter the time of day. The majority of calls occur during the daylight hours, with peak demands occurring between noon and 6 p.m. Our goal is to respond to 90 percent of calls within six minutes.

Percentage of Incident Calls by Type of Call



Annual Number of Incidents by Time of Day

Safety Services Accomplishments

In 1970, the population of Poway was 13,971. The Fire Department consisted of one fire station, two fire engines, one ambulance, four paid employees, 20 callmen (adult volunteers), and 20 high school volunteers.



1961

The Poway Municipal Water District established the Fire Department with a fire engine and an ambulance



1964

A second fire engine was added due to increased call volume



1973

A second fire station was built on Lake Poway Road



1976

"A buck a head for a paramed." Poway wanted paramedics on the ambulance.



1978

Station Two moved to its existing location on Espola Road

Poway's Emergency Operations Center Activates When Disaster Strikes

When a disaster strikes our community, complex, time-sensitive decisions need to be made to provide a coordinated response to the emergency. The first thing the City of Poway does is to activate its Emergency Operations Center (EOC) at the City Council Chambers. This

state-of-the-art facility allows City staff to maintain constant contact with fire, law enforcement, and public works personnel in the field.

Information from the field is critical for staff to determine the disaster's impact on our community and coordinate our re-

sponse. During the Witch Creek Fire, staff were able to make decisions quickly because of the information gathered through the EOC.

In the event of a regional disaster, the City's EOC is the point of contact with other cities and the San Diego County

EOC, which is responsible for distributing regional resources that may be in short supply. Resources include fire trucks, emergency responders, and construction equipment.

The EOC allows for face-to-face coordination of local emergency response, which ensures

that all tasks are accomplished with the highest likelihood of success for our residents.

For more information on the City's EOC, call Chief Garry MacPherson at (858) 668-4463.



A continuous flow of information from the field, enables staff to coordinate an effective response.



Firefighters Train to Be Ready at a Moment's Notice

One of the Poway Fire Department's goals is to maintain a highly trained, well-prepared staff of first responders.

Firefighters are regularly subjected to dangerous conditions and situations. Training makes them more proficient, and allows firefighters to practice working in dangerous situations.

To enhance the training of fire crews, a Professional Development and Training program has been implemented. This program is designed to enhance training, proficiency, and teamwork for fire suppression, technical rescues, emergency medical service, and environmental emergencies.

Each day, Poway firefighters take classes, and practice hands-on skills and team responses.

According to Poway firefighters, the job of a firefighter/paramedic is the best job in the world, but it takes a lot of training and practice to promptly respond to any kind of emergency at a moment's notice.



Poway's firefighters are put through the paces as they practice firefighting and lifesaving techniques at the fire training tower.



Employee Spotlight Meet Mark Sanchez

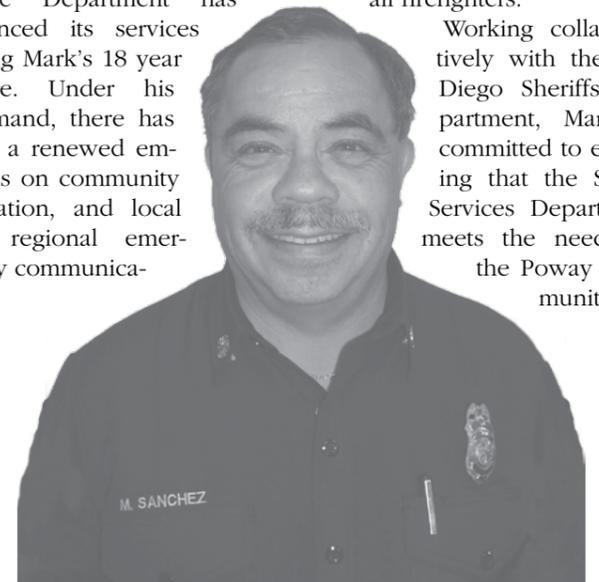
Meet Mark Sanchez, Director of Safety Services for the City of Poway.

Mark has been a firefighter in the Poway community for over 35 years. "I became a firefighter because the opportunity to assist people in need appealed to me."

The Department has enhanced its services during Mark's 18 year tenure. Under his command, there has been a renewed emphasis on community education, and local and regional emergency communication.

As Director, Mark has been dedicated to advancing the training and educational opportunities for Poway's firefighters. Even before the Witch Creek Fire, Mark placed an emphasis on training for regional natural disasters, providing annual wildland firefighting training for all firefighters.

Working collaboratively with the San Diego Sheriffs Department, Mark is committed to ensuring that the Safety Services Department meets the needs of the Poway community.



Mark has been a firefighter in the Poway community for over 35 years. "I became a firefighter because the opportunity to assist people in need appealed to me."

By 1980 the population was 32,263, and the Fire Department had two fire stations, two fire engines, two ambulances, 19 paid employees, and 20 reserve firefighters. By 1990 the population was 47,094, and although we still only had two stations, we now had 33 paid employees and 20 reserve firefighters.



1980

The Poway Fire Department becomes a part of the City of Poway



1980

The San Diego County Sheriff's Department begins to protect our City.



1981

Station One and Fire Department Headquarters moved to Community Road



1984

Fire Department initiates more community involvement with their annual Open House



1998

New Sheriff's Station built in Poway

Technology Enhances Fire Department Capabilities

Like the old saying “a picture is worth a thousand words,” the Poway Fire Department is seeing more, thanks to their new mobile data computers (MDCs) and geographic information system (GIS).

Geographic Information System

The GIS allows the Department access to the City’s infrastructure databases, with visual representations of data.

This helps improve emergency response times, plotting, wildland/urban mapping, and response data analysis. Another benefit is the ability to accurately develop Poway’s risk assessment.

The GIS hazard analysis identifies policies, actions, and tools to decrease risks in our community. This includes economic and social impacts that hazards can have on residents, buildings, services, and City infrastructure.

The GIS system converts raw data to a usable visual format, which assists the Fire Department in tracking the types and locations of calls, and overall service demand.

Mobile Data Computers

Over the past several years, Poway’s Fire Department has equipped its vehicles with MDCs.

The MDCs provide emergency response routing, like commercial GPS navigation systems, but with increased resolution and features. These computers provide real-time incident data, including the type of incident, location, assigned resources, and any detailed pre-plans.

The MDCs also utilize emergency response mapping through the GIS. This allows for hazard recognition, and provides information layers including addresses, remote driveway access, fire hydrant locations, and gate codes.

Portable Radios

The Fireman’s Fund Insurance Company recently awarded a \$20,902 grant to the Department to purchase 22 VHF portable



radios. These radios will improve firefighters’ communication with other fire agencies during wildfires.

The Green Valley Civic Association has also donated 22 vests, which will hold both the new VHF and existing radios.

Taken together, the GIS, MDCs, and portable radios improve the Fire Department’s overall response capabilities. The Fire Department’s use of GIS, MDCs, and VHF portable radios is an example of the City of Poway’s goal to implement technology that cost-effectively enhances municipal services.



Captain’s Corner Bicycle Safety



Question: In California, do bicyclists have the same rights and responsibilities as operators of motor vehicles on roadways?

Answer: Yes. There are laws in the California Vehicle Code regulating the riding of a bicycle on public roadways (California Vehicle Code § 21200 through 21212).

The City of Poway and the Sheriff’s Department agree that an educated public will be a safer one—whether you are riding a bicycle or driving a motor vehicle. It is critical for bicyclists to know and understand the rules of the road, because a

bicyclist is at a higher risk in a collision than a motor vehicle.

The Poway Sheriff’s Department offers bicycle safety orientations. Poway residents in need of guidance or assistance can find help at the Sheriff’s Station.

Deputy Dueno offers groups of children and adults a 20- to 30-minute presentation on bicycle safety at the Station. He also makes school visits. The message can be delivered in English or Spanish.

To learn more, contact Deputy Dueno at the Poway Sheriff’s Station at (858) 513-2833.

Top 10 Crime Prevention Tips

With Identity Theft on the rise, there are several simple things that you can do to prevent your personal information and financial accounts from being stolen and misused.

- 1 Lock your home and set the alarm when leaving.
- 2 Lock all residential doors, gates, and garage doors.
- 3 Do not leave any valuables in your vehicle.
- 4 Do not leave wallets, purses, etc. unattended in public places.
- 5 Do not carry your Social Security card with you.
- 6 Minimize the number of credit/debit cards you carry.
- 7 Mail bills and other correspondence at the post office to avoid mail theft.
- 8 Monitor your banking activity regularly to avoid identity theft.
- 9 Use a cross-cut shredder on expired credit/debit cards and driver’s licenses.
- 10 Monitor your children’s Internet use and discuss the rules of Internet safety with them.



DO YOU KNOW THESE COMMON TRAFFIC LAWS?

T-intersection: There are two sections on this type of roadway: the section that is ending, and the continuing section. The vehicle in the terminating section must yield the right-of-way to the other vehicle; regardless of which direction the other vehicle is travelling.

Inoperative Traffic Lights: Make a complete stop at all intersections where the traffic lights are not working, then proceed with caution.

Left and U-turn: When making a left or u-turn, yield the right-of-way to all other vehicles approaching from the opposite direction. Continue to yield until it is safe and clear to go.

Entry onto a Roadway: When entering a roadway from a parking lot or a driveway, yield the right-of-way to all vehicles legally traveling on the roadway, whether the other vehicle is continuing on the roadway or making a left or U-turn.



By 2007, the population is 50,830, and Poway now has three stations, three fire engines, one ladder truck, two paramedic units, a brush rig, a water tender, a fire chief, four division chiefs, 12 captains, 12 engineers, and 24 firefighter/paramedics.

<p>2001</p> <p>Second ambulance added to Poway Fire Department</p>	<p>2003</p> <p>The Cedar Fire burned 280,278 acres, of which 6,965 were in Poway</p>	<p>2005</p> <p>Fire Station Three opens on Pomerado Road</p>	<p>2006</p> <p>The COPPS Program is implemented in Poway</p>	<p>2007</p> <p>The Witch Creek Fire burned 190,000 acres, of which 7,247 were in Poway</p>

Neighbors Working Together to Watch Over Their Neighborhood

Neighborhood Watch programs bring residents together and protect communities

The residents of Bennye Lee Drive know their neighbors and stay connected to their neighborhood. Both are key elements to a successful Neighborhood Watch program, according to Darlene Duncan, Poway Sheriff's Station Crime Prevention Specialist.

The Neighborhood Watch program on Bennye Lee Drive is in its fifth year, with 50 families who stay in touch by e-mail, share mutual goals for a safer neighborhood, participate in monthly meetings, and hold an annual Fall block party.

Other aspects of this successful program are that each street

in the area has a Block Captain who reports directly to the Neighborhood Watch coordinator, and the neighborhood has developed a strong relationship with the Poway Sheriff's Station.

Starting a Neighborhood Watch program is simple, but keeping it going can be challenging.

The Bennye Lee residents have demonstrated their commitment to continued success while enjoying the benefits of involved and caring neighbors. This commitment has helped enhance the safety of this part of our community.

For information on starting your own Neighborhood Watch program, call (858) 513-2800.

Keys For A Successful Neighborhood Watch Program

- Know your neighbors
- Stay connected to the neighborhood
- Identify a Block Captain
- Build a strong relationship with the Poway Sheriff's Station



Disaster Preparedness: Be Prepared With Supplies For 72 Hours

The City encourages all residents to have a preparedness plan, and a survival kit of essential items to survive for 72 hours after a disaster.

Preparing now will help you and your family survive a disaster. Inspect your home for potential hazards. Secure water heaters to prevent toppling, and place heavy objects low to prevent injuries.

Your disaster plan should also include telephone numbers for friends or family members who live out-of-town. Sometimes local communications take longer to restore than outside of the affected area. The non-local phone numbers will allow you to check in with relatives following a disaster.

If you take these simple steps before a disaster strikes, you will increase your chances of survival.

Include the following supplies for your household's survival kit:

- 72 hours of food
- Water (1 gallon per person/day)
- First Aid Kit with disinfectant
- Extra blankets, medications, clothing, and shoes
- Fire extinguisher
- Flashlight with extra batteries
- Wrench to turn your gas meter off if gas odors are present
- Heavy gloves for clearing debris
- Alternate cooking source (gas BBQ, camp stove, etc.)
- Cooking materials
- Candles and matches
- Food and water for pets
- Radio with extra batteries
- Cash in small denominations
- A storage bin for supplies

More information and disaster preparedness tips are available online at the County's website, www.sdcounty.ca.gov/oes, or call (858) 668-4463

Poway's CERT Team Ready When Needed

In December 2007, the Poway City Council recognized the efforts of 22 new Community Emergency Response Team (CERT) graduates.

These Poway resident volunteers are certified to provide emergency assistance during a disaster, when fire and law enforcement personnel are unable to meet service demands. They were invaluable during the Witch Creek Fire.

Poway's CERT training is a joint effort between the City and Palomar Community College. CERT graduates are trained in first aid, fire suppression, disaster psychology, terrorism, neighbor-helping-neighbor, and light search and rescue.

Following a disaster, factors like the number of victims, communication failures, and road blockages will prevent some people from immediately accessing emergency services. Residents may have to rely on each other for life-saving needs.

The City's goal is to train 400 residents over the next

five years in the CERT program. Classes begin in March and September, with a schedule of eight Saturday sessions from 9:00 am to 11:30 am at Palomar College, and from 9:00 am to 1:00 pm on the final Saturday.

The instructors are Poway firefighters who are experts in each of the training fields. This has the added benefit of participants meeting local firefighters. Feedback from graduates has been positive. "Every one of the fire personnel was professional and had a great sense of humor," stated Ms. Norma Swartz.

Ms. Lynne Currier said, "I would like to thank you, your department, and Palomar College for putting together the CERT class. It was incredibly well put together and informative."

The next CERT classes are being advertised by Palomar College. Flyers were sent to all Poway households in January. Training is limited to 40 students per class. To learn more, call (858) 668-4463.

Poway's Senior Volunteer Program

Volunteers provide Sheriff's Department with extra eyes on Poway Streets

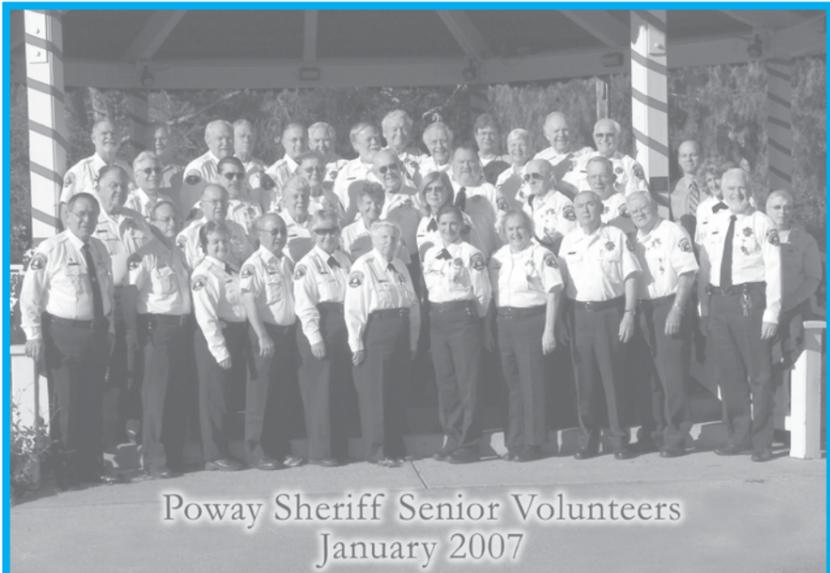
Where do you find Poway Sheriff's Senior Volunteers? Where they are needed. Senior Volunteers do more than drive around checking the shopping centers and schools, and writing citations. They check neighborhoods, direct traffic at accident scenes, and help deputies

when needed. Senior Volunteers are committed to Poway. In 2005, they worked over 21,200 hours (equivalent to more than 10 deputies), leaving deputies free to cover higher priority calls. They give back to their community, and help make it safer for

all citizens. When asked why they volunteer, many say they want to make a difference. The satisfaction of helping find a lost child, visiting housebound clients, or working at the scene of an accident to ensure the safety of residents and deputies makes volunteering very rewarding.

The men and women of the Senior Volunteer Program come from all walks of life. They include retired doctors, nurses, accountants, homemakers, military, and firefighters.

If you are interested in becoming a Senior Volunteer for the Sheriff's Department, call John Agriesti, Poway Senior Volunteer Program Administrator, at (858) 232-8000.



Poway Sheriff Senior Volunteers
January 2007



Poway's Community Emergency Response Team (CERT) is made up of volunteers who go through special training and are certified to provide emergency assistance during a disaster. To learn how to become a CERT volunteer, call (858) 668-4463