



POWAY TODAY

A Quarterly Municipal Newsletter for the Residents of Poway, California

Save the Date... ✓

Mayor's 2008 State of the City Address

Hear about the City's top accomplishments for 2007, and learn what's on the horizon for Poway in 2008.

Tuesday, March 11, 2008
7:00 PM

City Council Chambers
13325 Civic Center Drive

Plan to Attend!

What's on the 2008 Affordable Housing Horizon?

Redevelopment Agency focuses on providing quality affordable housing options for the residents of Poway

Affordable housing developments are many years in the making. From beginning to end, these projects can take 3-7 years to complete. The multi-step development process includes site acquisition, project design, and construction of the units. Once complete, the units are leased or sold to qualified low- and moderate-income working families and seniors.

2007 was marked by the successful completion and occupancy of Solara, the City's newest affordable housing development. Since its completion, Solara has received countless awards for its "green" features and energy efficient design.

Over the next year, the Redevelopment Agency will continue to focus on providing quality affordable housing options for the residents of Poway. This will include the construc-

tion of new affordable developments for working families and seniors, acquisition and rehabilitation of existing housing, and the development of moderate for-sale housing.

In 2008, Agency staff will seek completion of the Meadows affordable housing development on Metate Lane and York Avenue, acquisition of a future multi-family affordable housing site on Monte Vista Road, design of a multi-family affordable development on Brighton Avenue, and the acquisition and rehabilitation of an apartment complex on Oak Knoll Road.

For more information about the Redevelopment Agency's affordable housing activities, please call the Housing Hotline at (858) 668-4555 or visit the City's web site at www.poway.org.

The Meadows Interest List

First time low- and moderate-income homebuyers who meet the income qualifications in the table below, can be placed on an interest list to purchase a home at the Meadows.

You can submit a qualification

form by visiting www.homes.pacificscene.com/meadows.html. The deadline to join the interest list is April 30, 2008.

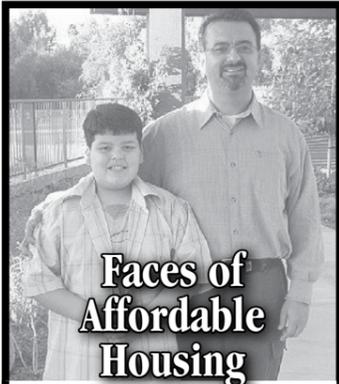
To learn more, please contact Crista McClure-Swan with Pacific Scene Homes at (619) 398-8888.

The Meadows - Plan 2



Home Ownership Housing Income Requirements

Household Size	Minimum Annual Income	Maximum Annual Income
1	\$34,020	\$58,300
2	\$38,850	\$66,600
3	\$43,750	\$75,000
4	\$48,580	\$83,300
5	\$52,500	\$90,000



Faces of Affordable Housing

Solara has given Eddie Lopez and his son, Jeffrey, a fresh start in life. In 2000, Eddie lost his job, his home, and became the primary parent for his son. Since that time, Eddie has been working hard to rebuild his life.

In March of 2007, Eddie and his son were selected as residents of Poway's newest affordable housing development, Solara. With the help of affordable rent, financial fitness courses, and a savings program sponsored by Community HousingWorks, Eddie is preparing to buy his own home in 2009.

Fire Station 1 Saves Energy and Money with New Solar Power Panels

The City of Poway is pleased to announce that in 2008, Fire Station 1 will be outfitted with solar panels. Borrego Solar Systems, Inc. and Sharp Electronics have offered to provide and install a solar panel system on Fire Station 1, at no cost to the City.

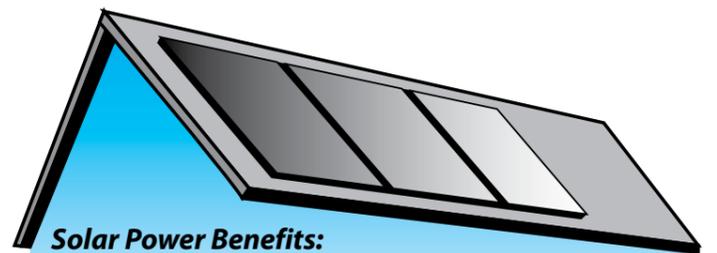
Aaron Hall, Chief Executive Officer of Borrego Solar Systems, Inc. and Ron Kenedi, Vice President of Sharp Solar Energy said in their letter to the City that this donation is "in honor

and recognition of the men and women who stand as our best line of defense when disasters strike. [We] would like to do something that can not only acknowledge their work, but will benefit them and our entire region; not just for this year, but for decades to come."

Solar panels offer many benefits, including protection against rising electric rates and a reduction in the Station's electric bill. This system will offset

a substantial portion of the firehouse's annual electric bill, and provide electricity to the Station for at least 25 years.

As energy prices continue to rise, communities throughout the nation are focusing on sustainability. In Poway, the Solara housing development pioneered the use of environmentally friendly building components. This project furthers the City's efforts to use clean, renewable energy.



Solar Power Benefits:

- Solar Power is less expensive than Utility Power;
- Reduces consumption of fossil fuels, which decreases pollution and greenhouse gas emissions; and
- Solar power is highly dependable, and virtually maintenance free.



Old Poway neighborhood improvements completed as a part of the CIP include the sidewalk, streetlights and traffic calming measures.

The City's Capital Improvement Program

In January 2007, the City Council approved a 2-year Capital Improvement Program (CIP) that identified and funded projects to be completed through June 2008.

Projects completed in 2007 included the Fire Training Tower, Community Road sound wall, Old Poway neighborhood street improvements, and grading and improvements at the Kumeyaay-Ipai Interpretive Center.

In 2008, we will complete the roadway improvements

currently underway on Midland Road, and begin the improvements on Oak Knoll Road. This will include moving utilities underground and constructing new curbs, sidewalks, and road surfaces. The Iron Mountain trailhead parking lot and Community Park Master Plan will improve access to recreational facilities, and provide a blueprint for expanded recreational opportunities.

In addition, the City is maintaining and updating its aging infrastructure by replacing the

water line on Espola Road, replacing and expanding the Oak Knoll sewer, improving fire protection with additional hydrants and upgrades to water lines, and performing more than \$3.5 million of road maintenance.

If you have any questions regarding the City's CIP, contact the Development Services Department at (858) 668-4668 or visit the City's web site at www.poway.org.

WILDFIRE! Are You Prepared?

City Recommends Safety Guidelines To Protect Your Property

As more and more people build homes in wildland/urban interface areas—rural or remote areas with highly flammable brush—they face the danger of wildfire. Build up of natural fuels has made today's wildfires harder to control, expensive to

suppress, and a threat to the lives of residents and firefighters. When wildland fires escape initial suppression efforts, such

as the Witch Creek and Cedar fires, they often burn with intense heat and erratic behavior. The best way to address this threat is to plan and prepare today for tomorrow's wildfires. Vegetation management, fire resistant construction, and defensible space around buildings are all needed to successfully prepare for the next wildfire.

Vegetation fuel management stresses the creation and maintenance of landscape that will make your home less vulnerable to wildfire. Replace highly flammable, resin-laden vegetation with native species that won't burn as easily or as hotly as other plants. A listing of desirable and non-

desirable plants and trees is on the City's web site at www.poway.org on the Fire Department's wildland-urban interface fire safety tips page. Homeowners should also clear dead wood and dense vegetation at least 30 feet from your house when possible. When planting trees, carefully situate and space them. Give yourself added protection with fuel breaks like driveways, gravel walkways, and lawns. Keep your gutters, eaves, and roof clear of leaves and other debris.

Today there are a variety of construction designs and materials that are fire-resistant. For existing homes, reduce your risk by reroofing with non-combustible materials, and prevent sparks from entering your home by covering vents with wire mesh no larger than 1/4 inch. New building codes in effect since January of this year, require homes built within the interface area to comply with ignition resistant building materials, designs, and methods.

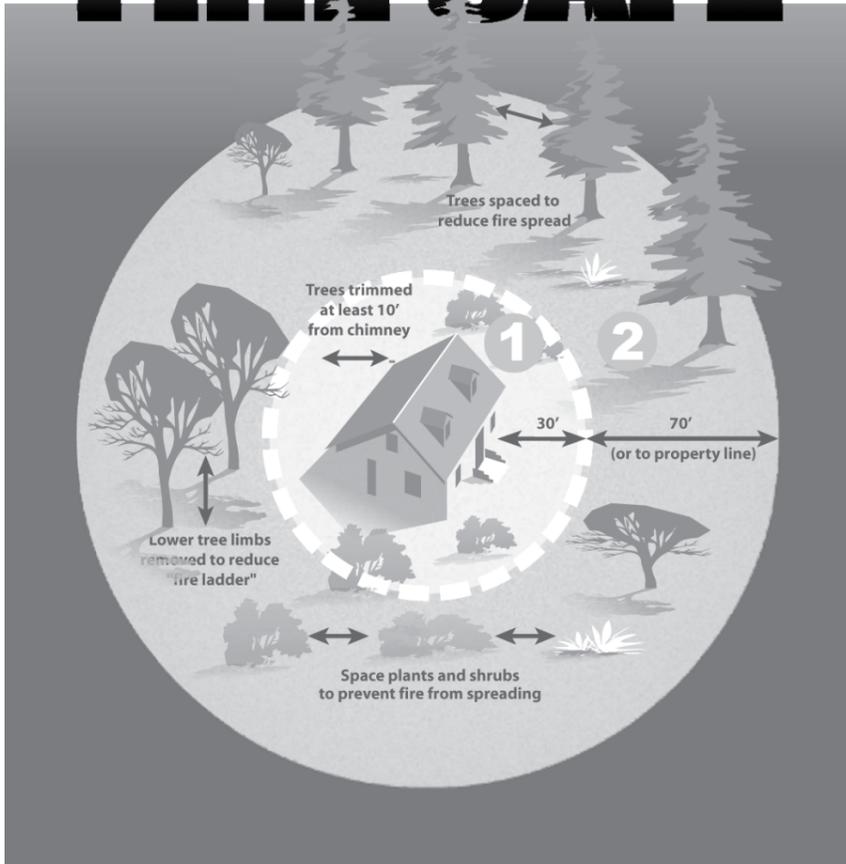
In addition to vegetation management and fire-resistant construction, homeowners should provide defensible space so that emergency responders can easily locate and access their property. Clearly mark your address using contrasting colors for the background and

numbers. Clear overhead vegetation a minimum of 13½ feet. If your driveway is longer than 150 feet, make sure you have space for a fire truck to turn around. Additionally, make sure you have at least two ways out of your area, and be familiar with evacuation routes. Practicing vegetation fuel management, using fire-resistant construction materials and methods, and providing a defensible space around your home are proactive measures you can take to minimize your risk. The Poway Fire Department is available to assist you and your family in making your home and family safer by assisting with the planning and preparation process.

Additional information and resources are available from the Fire Department's Fire Prevention Division at (858) 668-4470.

Before removing native vegetation, call the City's Planning Department at (858) 668-4600 to ensure compliance with existing zoning designations and ordinances that may protect existing open spaces or sensitive environmental areas.

100' DEFENSIBLE SPACE Keep Your Home FIRE SAFE



California-Friendly Plants

The Perfect Choice for Water Wise, Fire-Resistant Landscaping

Looks Great, Less Thirsty

Outdoor irrigation uses about 50% of Southern California's drinking water supply.

Grass is the thirstiest, requiring hundreds of gallons of water each month.

Plants native to this area are perfectly suited for Poway's mild winters and warm, dry summers. These California-friendly plants require little water, and are colorful and aromatic, like sage and lavender.

Fire Wise Plants

Fire wise landscaping means creating a buffer around the perimeter of your home by changing, reducing, or eliminating the amount or type of plants near your home.

Many California-friendly plants naturally resist fire. Good choices for planting near your home include: irrigated plants with little oil and wax content or high moisture content, ones that are low growing, or plants which do not produce much litter.

Think California-friendly when selecting trees, groundcovers, shrubs, or ornamental grasses for your garden – water wise, fire resistant, and beautiful.



The City of Poway has declared a Stage 1 water condition. Residents and businesses are urged to use water wisely.



California-friendly plants are a great choice for Poway gardens. They are beautiful, require little water, and are often fire-resistant.

California-Friendly /Fire-Resistant Plants

Trees	African Sumac Coast Live Oak Strawberry Tree
Groundcover	Coyote Brush Creeping Sage
Shrubs, Perennials & Ornamental Grasses	Lavender Lilac Rosemary Sage

For ideas and photos, visit www.thegarden.org or www.bewaterwise.org



CLASS TOPICS:

- California-Friendly Gardening for the Water Wise Gardener
- Landscape Design Basics
- California-Friendly & Native Plants
- Landscape Sprinkler Systems
- Soils, Watering & Fertilizers

Available this Spring!

To learn more and enroll for a class, visit www.poway.org, or call (858) 668-4415.

Helping Fire Families Rebuild

The City's CARE (City Assists Rebuilding Efforts) Team was created to assist families who lost their homes during the Witch Creek Fire. The Team serves as a resource and personal point of contact at City Hall for families as they rebuild. Since contacting the families, the CARE Team has shared federal and nonprofit organization relief information and organized monthly insurance meetings with experts to assist families with insurance claims.

The Team has also worked closely with the Community Fire Relief Team (CFRT) Coordinator. The CFRT is comprised of over 50 organizations which fundraise, assist with property clean up, and coordinate donations for local fire survivors. CFRT's efforts also included organizing an exciting opportunity for 50 of the families to attend the Dr. Phil show. Guests of the show were surprised with several free products.

Additionally, about 65 families have chosen to receive as-

sistance from the Poway Rotary, with over \$80,000 in funds distributed. The City of Poway is extremely proud of the volunteers and businesses in the community who have generously given time, money, and services to assist families in their recovery.

As families begin rebuilding, the CARE Team will continue to serve as a liaison for fire families to ensure that each person is secure in the knowledge that their calls and inquiries will receive priority.

Employee Spotlight Meet Jennifer Johnson

Meet Jennifer Johnson, Senior Management Analyst in the City of Poway's Community Services Department.

For over 9 years, Jennifer has assisted Poway residents. She is dedicated to ensuring residents receive quality services from the City. She oversees the City's budget for the Poway Library, and works with the Metropolitan Transit System to ensure Poway residents have transit options available.

Jennifer's favorite part of her job is leading the CARE Team in times of emergencies. The CARE Team was created following the 2003 Cedar Fire. Jennifer found it extremely rewarding to help families, and to be able to visit them in their rebuilt homes.

As the CARE Team lead, Jennifer has made arrangements for insurance experts to meet with the fire families, has provided fire survivors with valuable information and resources for recovery, and has been there to answer any questions families might have.



"Serving on the CARE Team has been the truest form of being a public servant. It has been a privilege to help families with their recovery and rebuilding efforts."

INSURANCE COVERAGE: THE REAL REPLACEMENT COST

Following a loss of their home, homeowners are devastated, not only by loss, but by the amount of money they are underinsured. They are even more stunned when they realize that full insurance coverage could have been bought for only a few dimes more a day.

The following steps can be taken to ensure that you are not underinsured:

Step 1: Be aware that real estate costs are not the same as construction costs. Insure your home based on what it would cost to rebuild it, not what it would sell for.

Step 2: Multiply the square footage of your home's living space by \$200 to \$450, depending on the size, quality, and features of your home. This is the 2007 price per square foot range to rebuild a home in the San Diego area.

Step 3: If this number is more than your current coverage, talk to your agent and increase your policy limits. You may need to be persistent.

Step 4: Ask to be "Insured to Value" (100% of replacement cost according to your insurance company's guidelines.) Base the coverage on your agent's expertise—your agent is in the business, and

has all the appropriate valuation software—not you.

Step 5: Do not let the coverage enhancement percentages distract you. The enhancement should not be needed to replace your kitchen and foundation. The extra protection is for unknown market conditions, and occasional features that computer models cannot determine.

Step 6: Do not let the coverage enhancement percentages fool you. These enhancements allow the insurance company to reduce all of your other coverages - outside structures, personal property, and living expenses.

Step 7: Add up all the property you could lose if you had a total loss. If you have outside "extras" such as a swimming pool, detached garage, gazebo or shed, and inside "extras" such as computers, jewelry, antiques and art work, ask for additional coverage percentages.

Step 8: Buy endorsements for additional risks: jewelry, furs, art, and collections. Make certain the endorsements give you enough extra coverage.

Step 9: Increase your deductible if the premium is

too high. You may be surprised how a slightly higher deductible will significantly lower your premium.

Step 10: Review the declarations page and policy when they are mailed to you. Make sure the changes you discussed with your agent are included.

Step 11: Review the policy periodically—at least every two years. Talk and write to your agent immediately when you make changes (usually 5%) to your property that could affect coverage.

Step 12: Insist on code upgrade coverage. 10% is the usual coverage, but insurers market 20, 25 and 50% code upgrade coverages.

TIP: If your agent or broker says you cannot get insurance, or if you have been declined by three companies, ask about the California "Fair Plan". If you are told you do not qualify or have other insurance related problems, call the Department of Insurance at 1-800-927-4357, or go online: www.insurance.ca.gov.

© Prepared by CARE, Community Assisting Recovery, Inc., a 501c3 informational tax-exempt corporation.

70% of Residents Shop Within Poway – Do You?

In an effort to assess local retail, service, and dining trends, the City of Poway teamed up with the Cal State San Marcos School of Business last fall to conduct a local shopping habits survey. Surveys were sent to 7,500 Poway households. Residents could also complete the survey on the City's web site.

Community response was overwhelming. The results provided valuable insights about local shopping and dining patterns, businesses residents would like to have in Poway, and what might be done to promote the purchase of local goods and services.

The results provided that over 70% of residents do most of their shopping in Poway. When residents choose not to shop locally, the main reason is limited selection. The top five stores residents would like to see in Poway are Trader

Joe's, Lowe's, Super Wal-Mart, Borders, and Barnes & Noble. Additional dining options also topped the wish list, with 52% of respondents asking for additional "fast casual" dining, and 27% asking for more upscale dining in Poway.



Together with the Poway Chamber of Commerce, the City is encouraging residents to shop locally whenever possible. *Poway - Your First Choice!*

When residents shop within City limits and pay sales tax on their purchase, the City of Poway receives 1% of the taxable sale. This 1% helps maintain parks, roads, and provide for public safety.

Survey results will help the City focus on future economic development activities. For a full copy of the survey results, please contact the City's Economic Development Division at (858) 668-4561.

Tell US how It is?

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 jlewis@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.



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: _____

Bike Patrols – Protecting Your Neighborhood

In January, the Poway Sheriff's Station began to deploy deputies on bicycles in neighborhoods where graffiti has occurred. In communities throughout San Diego County, bike patrols have proven to be an effective way to combat graffiti.

Graffiti is not art – it is vandalism. The City of Poway is

dedicated to its prompt removal. If you see a newly vandalized property, please call the City's graffiti hotline at (858) 668-1234.

In addition to fighting vandalism, these deputies get to know the neighbors, and are able to quickly identify suspicious people.



The Poway Sheriff's new bicycle patrol program allows deputies to combat vandalism and improve safety in local neighborhoods

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 cleanup events for Poway customers. At the end of March, EDCO will mail a Spring cleanup coupon to all residential customers. The coupon is good for one FREE load of bulky household items to either the Ramona Transfer Station or the Escondido Transfer Station.

The Spring cleanup coupon is valid any day of the week between April and June. Directions and additional informa-

tion will be provided with the coupon. Please be sure to have your coupon with you, and present a Picture ID with the current address (or a copy of an EDCO trash bill for the address listed on the coupon) to qualify for the 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 City's Public Works Department at (858) 668-4702.

PLEASE NOTE:
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



2008's First Powegian is Born!

The City of Poway would like to welcome Angel David Aviles. He was born at 6:26 p.m. on January 5, 2008, at Pomerado Hospital, making him the first Poway baby born in the New Year. Angel David Aviles was welcomed by his parents, Amadait Aviles

and Daniel Hernandez, and his two older brothers, Daniel and Carlos Hernandez. He weighed 6 lbs, 14 oz, and was 18.5 inches at birth.

As part of the City's First Baby Program, a \$100 savings bond has been purchased for the new baby.



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What's Happening in Poway This Spring?

- State of the City Address**
When: Tuesday, March 11
Where: City Council Chambers
- Spring Egg Hunt**
When: Saturday, March 22
Where: Community Park Ballfields
- EDCO Spring Cleanup**
When: April - June 2008
Where: Ramona and Escondido Transfer Stations
- 30th Annual Flower Show**
When: Saturday April 19
Where: Old Poway Park
- Free Music Festival**
When: May 3 - 4
Where: Old Poway Park
- Summer Youth Day**
When: June 12
Where: Poway Community Swim Center

POWAY
Your First Choice

Shop Poway

Invest in your Community.
 Shop within the City limits.

www.poway.com

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

POWAY TODAY

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