



# POWAY TODAY

A Quarterly Municipal Newsletter for the Residents of Poway, California

## Witch Creek Fire Ravages Poway

Thousands of Poway residents evacuated as devastating fires char more than 7,000 acres and destroy 90 Poway homes

On Sunday, October 21st, a fire broke out in the community of Witch Creek, 23 miles east of Poway. Santa Ana winds reached 60 mph, carrying flaming log-sized embers up to a half mile ahead of the face of the Witch Creek Fire. By 4 a.m. on October 22nd, the fire had travelled through Ramona and the San Pasqual Valley, to northeast Poway, and the City began evacuating residents.

Hours before, as the reality that the fire could reach Poway increased, the City opened its Emergency Operations Center, staged firefighters to battle the fire, developed an emergency response plan, and requested outside assistance.

Attacking the fire before dawn on Monday morning, 13 fire engines (eight from Poway and five from the City of San Diego) were on the scene with 50 firefighters. A call was made for 20 strike teams, which would have brought 100 fire trucks and hundreds of firefighters to Poway. Unfortunately, multiple fires elsewhere in the County meant resources were scarce, and few were available to answer Poway's call for assistance.

Firefighters faced unbelievably difficult conditions in battling the Witch Creek Fire. Winds continued to blow 30 to 60 miles per hour, quickly spreading the fire, limiting vis-



Poway Firefighters look for hotspots in the remains of a Poway home destroyed by the Witch Creek Fire. Photo courtesy of Salvatore Crivello.

ibility, and prohibiting firefighting aircraft from attacking the fire from the air. Attacking the fire on foot was the only option, but it was extremely dangerous. Tall, dense, dry brush – prime fire fuel – covers the steep, rugged hillsides surrounding Poway. For the first 50 hours, the City of Poway's Fire Department had to fight the fire with limited outside help.

Late Tuesday, the situation changed as more outside assistance became available. Decreased winds also enabled

aircraft to fight the fire from overhead. Tuesday afternoon some evacuees were able to begin returning home. By Thursday, the fire was contained in Poway, and the City was reopened to all residents.

In the end, the losses were tremendous. Ninety homes were destroyed. The Blue Sky Ecological Preserve and Lake Poway Park suffered greatly. Yet the damage could have been much worse. More than 7,000 homes were evacuated, roughly half of the homes in the City.

Additionally, 7,247 acres in Poway were burned by the Witch Creek Fire.

The outpouring of community support in recent weeks demonstrates Poway's special character. Now the City and community rally to aid those who lost their homes.

On behalf of the City of Poway, we extend condolences to those who lost their homes, and deep gratitude to all who provided assistance.

Poway took many steps following the 2003 Cedar Fire to be better prepared for a disaster. These investments in staff training, technology, and equipment helped to save lives and property during the Witch Creek Fire:

- Built a third fire station and training tower;
- Purchased a new ladder truck, and added firefighting and paramedic staff;
- Revised the Emergency Operations Plan;
- Developed and equipped the Emergency Operations Center;
- Established Community Emergency Response Team training;
- Conducted disaster drills;
- Purchased mobile data terminals for each fire engine;
- Purchased better communications equipment for firefighters;
- Updated the Sheriff's evacuation plan;
- Provided training for firefighters on wildland firefighting techniques;
- Provided Disaster Service Worker training for all staff;
- Improved coordination and communication with other public agencies; and
- Purchased emergency generators.

The City of Poway urges all residents to register their cell phones and e-mail addresses with the new Reverse 9-1-1 system, Alert San Diego.

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

Alert San Diego will provide emergency alerts and evacuation notices to registered cell phones and e-mail addresses. Land line phone numbers are automatically registered.

### Donations for Fire Victims

The Poway Rotary Club is collecting monetary donations that will serve those in Poway who lost homes.

If you would like to contribute, please make your check payable to "Poway Rotary Foundation – Fire" and mail to:

Poway Rotary Foundation  
Poway Rotary, P.O. Box 184  
Poway, CA 92074

100% of your donation is tax deductible, to the extent allowed by law.

## Tall Flames Can't Burn the Human Spirit!

The strong sense of community that distinguishes Poway shined bright during the Witch Creek Fire.

In Poway, cooperation between the City, Poway Unified School District, the Sheriff's Department, and local businesses, is not unusual. But in responding to the fire, the collaborative spirit was evident throughout.

The Poway Unified School District provided buses for evacuations, and hot meals for

firefighters. Poway Transit stood by with buses should the shelter need to be evacuated. The Sheriff's Department worked side-by-side with firefighters to safely evacuate residents. And local businesses were there with donations when called to help set-up a shelter at Community Park.

City staff established evacuation centers in three buildings in Community Park. During the five days the shelters

were open, more than 1,000 people sought assistance there. Hundreds of volunteers arrived eager to help. Evacuees themselves even volunteered to assist one another. Volunteer doctors and nurses from other areas provided critical medical care to some elderly evacuees. The outpouring of donations was overwhelming. Within two hours of requesting donations, the shelters were fully stocked. Thank you!



Abundant donations greatly assisted evacuees and fire victims.

## City Assists Rebuilding Efforts (CARE)

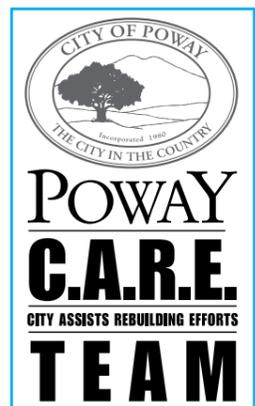
The City of Poway extends heartfelt sympathy to residents who have lost their homes. For the ninety families who lost their homes, the road to recovery has only just begun. To facilitate the process as much as possible, we have formed the Poway City Assists Rebuilding Efforts (CARE) Team. The CARE Team's goal is to provide per-

sonal, one-on-one, individualized service to these residents and to assist their rebuilding efforts.

Poway residents who have lost their home due to the Witch Creek Fire should contact CARE Team representative Krissy Toft at (858) 668-4552.

The City is also working on erosion control in burned areas.

Affected streets and arterials were cleared of debris, and City parks have been re-opened for residents to enjoy. Additionally, SDG&E has restored power to the residents of Poway. The City is also expediting the rebuilding process to help those who lost their homes.



## New City Web Site is Open for Business

Visit [www.poway.org](http://www.poway.org) to check out the City's new web site

The new and improved site offers:

- More electronic services
- A new look
- Much more content, and
- A new, easy-to-remember address!

Some of the new on-line services the web site offers include:

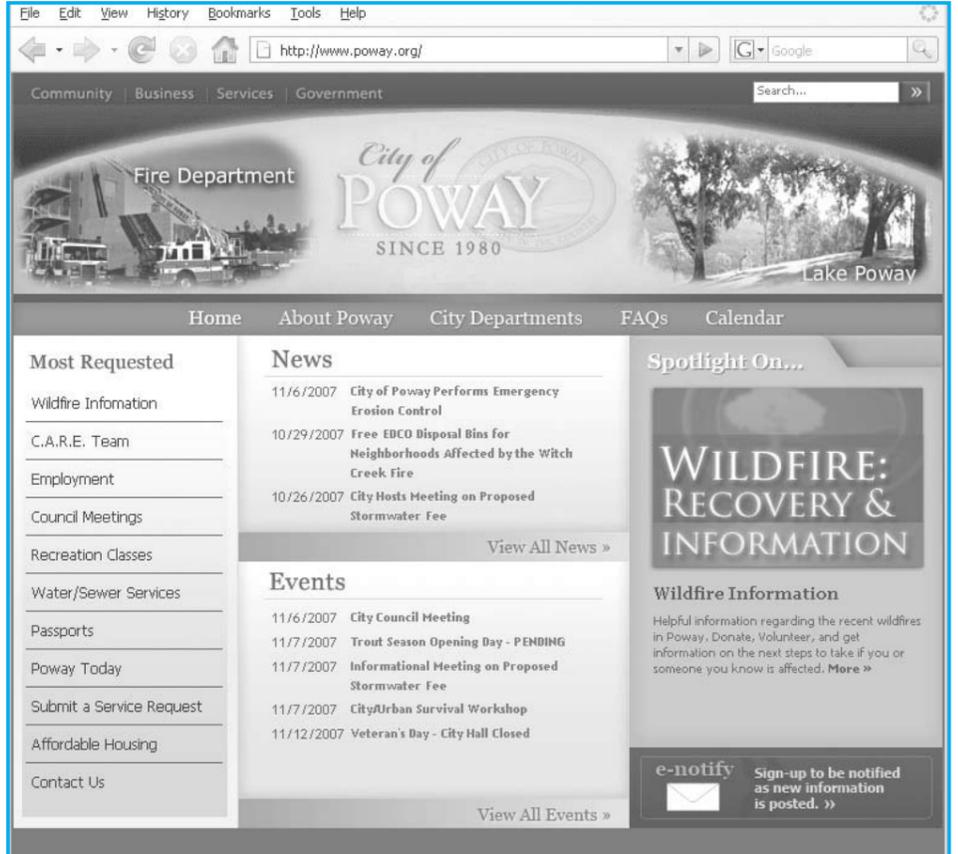
- An event calendar
- The option to subscribe for updates on certain topics, and
- A tool to electronically submit service requests (such as burned-out street lights or graffiti).

Web users can also apply for a job, register for a recreation class, access agendas and reports for current and past City Council meetings, and much more using the web site.

Through the Resident Satisfaction Survey conducted in Spring 2006, 64% of Poway residents said the Internet was their most preferred option for accessing information about the City.

We are working to add more interactive features, like the ability to pay water & sewer bills on-line, facility rentals, and access to some geographic information system data.

Add [www.poway.org](http://www.poway.org) to your list of favorite web sites and visit often to stay up-to-date on the City's many services and projects.



The City of Poway's new web site offers enhanced access to community resources and information.

## The Latest (Re)developments...

### Poway's First Affordable For-Sale Housing Coming Soon!

Low and moderate-income families may soon be able to purchase a new house for an affordable price in Poway.

In July, the City Council approved development of 33 affordable for-sale homes on Metate Lane and York Avenue.

Beginning in early 2008, Pacific Scene Homes will build 3 homes on the east end of Metate Lane, and 3 homes on York Avenue. Construction is expected to be complete in early 2009.

For the homes to be sold at affordable prices, the Poway Redevelopment Agency will contribute the land and approximately \$5 million to the project. In turn, home prices will range from \$136,000 to \$287,000.

First-time homebuyers who meet the income qualifications will be placed on an interest list for the chance to purchase a home.

To find out more about this project or the interest list placement process, call the City's Housing Hotline at (858) 668-4555.

| Home Ownership Housing Income Requirements |                       |                       |
|--|-----------------------|-----------------------|
| # of Family Members                        | 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              |



### Poway Road Environmental Study Complete

Redevelopment Services has completed an environmental assessment of Poway Road, specific to petroleum, funded by the United States Environmental Protection Agency. Results are posted at [www.collectivetheory.com/Poway/poway.htm](http://www.collectivetheory.com/Poway/poway.htm).

For more information, please contact David Narevsky, Redevelopment Manager and Brownfields Program Coordinator, at (858) 668-4548 or [dnarevsky@ci.poway.ca.us](mailto:dnarevsky@ci.poway.ca.us).

### Planned Improvements to Oak Knoll Area

Great improvements are in store for the Oak Knoll neighborhood. As part of a \$10 million investment, the City plans to renovate the existing sewer and roadway and to install curbs, gutters, sidewalks, landscaping, and lighting along Oak Knoll Road, between Poway Road and Carriage Road. In addition, the City will work with SDG&E to relocate existing utility lines underground.

In September, the City invited Oak Knoll residents to attend a community barbecue to talk about the proposed changes. The event was a true success. Over 150 community

members attended. Residents learned about the planned improvements, the Community Park master planning effort, recreational opportunities, and community safety. In exchange, residents shared their ideas and vision for their neighborhood.

Construction is expected to begin in February 2008. The City is coordinating the construction schedule to minimize neighborhood impacts.

For more information about this project, please contact Greg Lewis in the Engineering Department at (858) 668-4620.



Zoubir Ouadah, Senior Traffic Engineer, shows residents the City's plan for improving the roadways in the Oak Knoll neighborhood. Fun activities and planning information were provided to all who attended the community barbecue.



# Step back in Time at the Kumeyaay-Ipai Interpretive Center

Hundreds of residents and visitors annually tour the living site of Poway's first residents: the Kumeyaay people.

Located right in central Poway, just south of Poway Road off of Silver Lake Drive, today the City protects this historically significant five-acre site, which has been inhabited for several thousand years.

The Kumeyaay people gave the name "Pauwai" to the area now occupied by the City of Poway.

Docents of the Kumeyaay-Ipai Interpretive Center conduct student tours four days each week, returning on Saturdays to greet the general public.

Trained docents share artifacts, stories, and history before leading visitors on a nature trail that passes more than 60 native plants used by the Kumeyaay for food, medicine, construction, and ceremonies.

At the site's peak, an ancient stone milling site engages visitors. Further down the trail there



is a full-size "ewaa," or home, made of willow trunks thatched with thousands of cattails gathered from Poway Creek.

A \$510,000 improvement making it easier to visit the site was recently completed.

The site is now ready for future installation of a modular building, which will serve as the interpretive center. Improve-

ments also included disabled-accessible pathways, onsite parking, and a native plant garden with water-wise irrigation.

For more information on the Kumeyaay-Ipai Interpretive Center, visit [www.poway.org](http://www.poway.org) or call (858) 646-9616.

# Employee Spotlight Meet Carol Rosas

Meet Carol Rosas, Associate Planner, in the City of Poway's Development Services Department.

For over 18 years, Carol has assisted hundreds of residents and businesses with their development projects.

Carol reviews and processes applications for residential, commercial, and industrial construction projects, to ensure consistency with the City's General Plan and other development requirements.

She also assists schools, churches, businesses, and community groups with conditional use permits and requests for special events.

Carol really enjoys Poway residents and often participates

in public outreach meetings to discuss proposed community projects.

Following the Cedar Fire, Carol was glad to assist residents affected by this calamity by personally guiding them through the City's rebuilding process. Now, she is working with those who lost homes in the Witch Creek Fire too.

"Poway is a fine community. I am proud to work for the City and am pleased to have been involved in how it has developed over the years," says Carol. "I also am excited about things on the horizon, as the City and community work together for development of the Poway Town Center and renovation of Community Park."



Carol Rosas has assisted hundreds of residents and businesses in Poway in planning and permitting their development projects...and she always does it with a smile!

# Passport Services at Your Convenience...

New Appointment-Only Hours in the City Clerk's Office

Service is now available by appointment only Tuesdays through Thursdays. Walk-in applications are no longer accepted. Call (858) 668-4530 to schedule an appointment.

For more information about the application process and required documentation, visit

[www.poway.org](http://www.poway.org) or the Department of State's web site at [www.travel.state.gov](http://www.travel.state.gov).

**Appointments available:**

Tuesdays:

8:00AM – 6:30PM

Wednesdays & Thursdays:

1:30PM – 3:30PM



# Make a Difference by Volunteering at the Escondido Humane Society

The Escondido Humane Society, which serves Poway, is recruiting people with all levels of experience and devotion to animals to assist with varied shelter activities.

Volunteers are integral to community events, foster and

adoption programs, animal rehabilitation, educational and pet therapy services, and day-to-day shelter operations.

Make a difference in the life of an animal in need, one loving moment at a time.

Volunteers must be 13 years

of age (with parental supervision until age 16) or older to work with the animals directly.

Call the Humane Society at (760) 888-2270 or visit [www.escondidohumanesociety.org](http://www.escondidohumanesociety.org) to learn more.



# Don't Let Your Property Get Washed Away

City's efforts help reduce costs of Flood Protection for residents

Many Poway property owners can now save 5 to 10% on flood insurance. The discount is based on the City's efforts to prevent flooding and improve drainage. Only one other city in San Diego County offers the same discount.

The City works to prevent flooding, and reduce property damage caused by flooding and poor drainage by cleaning flood channels, removing buildings from the floodway, setting modern construction standards, and educating resi-

dents about flood risks and prevention. Some of Poway's parks and sports fields even serve double-duty as detention basins to collect water, slow its flow, and reduce flooding.

Poway's efforts have been recognized by the National Flood Insurance Program's Community Rating System, which provides a discount on flood insurance rates. Over 900 homeowners in Poway will benefit from this program. Properties in the flood-

plain receive a 10% discount. Those outside the floodplain receive a 5% discount.

See if your property is in the floodplain by checking the flood maps at Community Library or visiting the Development Services Department counter at City Hall.

For more information, visit [www.fema.gov/business/nfip/crs.shtm](http://www.fema.gov/business/nfip/crs.shtm) or contact the City's Development Services Department at (858) 668-4668.

# Only Rain Down The Storm Drain

During the rainy season, the City's storm drains help prevent flooding by carrying rain water away from streets and yards.

Many people do not realize that storm drains are different and completely separate from the sewer system. Unlike sewer lines, which lead to treatment plants, storm drains lead directly to creeks, lakes, and the ocean.

Whatever goes into a storm drain goes straight into waterways without being cleaned or filtered. Making sure that rain is the only thing going into the storm drains is very important.

Here are ways you can help:

- Keep trash cans and dumpsters closed.
- Fix any leaky vehicles, and clean up oil leaks and spills immediately.
- Pick up after your pets.
- Recycle your motor oil.
- Use commercial car washes.

For more information, visit the Project Clean Water web site at [www.projectcleanwater.org](http://www.projectcleanwater.org) or contact Roger Morrison at (858) 668-4636.

# Be "Winter Wise"

## Prepare Now for Future Storms

Property owners are responsible for maintaining drainage, storm drains, and creeks so water flows away from homes to prevent flooding.

If winter storms are severe, the City provides free unfilled sandbags and loose sand on Garden Road (across from Garden Road School), and on Midland Road (across from the Old Poway Park Train Barn).

### To prepare for winter storms:

- Inspect, clean, and repair rain gutters, roof tops, and yard drains;
- Address problem spots you noticed during last year's storms;
- Clear private drainage channels and brow ditches of landscape material and debris; and
- Place plastic sheeting, secured with sandbags, over sections of disturbed soil to prevent erosion.

### To Report Flooding:

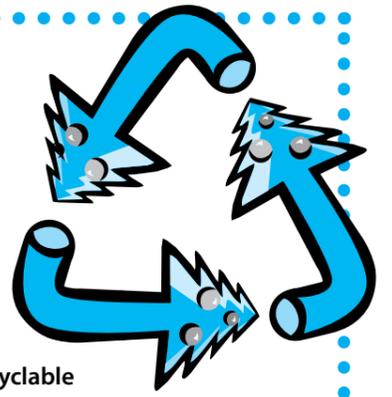
During business hours: Public Works (858) 668-4700  
 After business hours: Public Works (858) 668-4751  
 Poway Sheriff's Station (858) 513-2800

## 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 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 placed for collection after the two-week period ends.

Look for more details in your EDCO billing statement, or call EDCO Waste and Recycling Services at (858) 748-7769.



## Take the 20-Gallon Challenge!

Join other Families in Southern California to Conserve Water by Reducing Your Consumption



Put your family to the challenge of saving 20 gallons of water per family member per day. It's easier than you think!

Southern California is facing a water shortage. Historic dry conditions, combined with low water levels on the Colorado River and legal constraints on the amount of water being delivered to Southern California make for difficult times ahead when it comes to the region's water supply.

Take simple steps now to voluntarily reduce your water consumption.

| Indoors  | Water Savings          |
|--|------------------------|
| Run the dishwasher only when full                                | 2.5 gallons per load   |
| Turn off water while rinsing dishes                              | 2.5 gallons per minute |
| Wash only full loads of clothes                                  | 15-50 gallons          |
| Outdoors   | Water Savings          |
| Water only before 6:00AM and after 8:00PM to avoid evaporation   | 20-25 gallons per day  |
| Adjust your sprinklers to prevent overspray                      | 15-20 gallons per day  |
| Install covers on pools and spas to reduce evaporation           | 30 gallons per day     |
| Take your car to a professional car wash where water is recycled | 40 gallons             |
| Use a broom instead of a hose to clean driveways and sidewalks   | 20 gallons per minute  |

Visit [www.20gallonchallenge](http://www.20gallonchallenge) to learn more and to pledge to participate.

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## What's Happening in Poway This Winter?

### Christmas in the Park

**When:** December 8, 2007, 4:30 pm  
**Where:** Old Poway Park

### Candyland

**When:** December 15, 2007, 4:00 pm  
**Where:** Community Park

### Youth Freestyle Skate

**When:** January 19, 2008, 11:00 am  
 February 20, 2008, 3:00 pm  
**Where:** Community Park – Skate Park

### Youth Fishing Derby

**When:** February 2, 2008, 6:00 am (tentative)  
**Where:** Lake Poway

For information on these and other Poway events, visit:

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

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**POWAY TODAY**

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Published by Poway Today Inc.

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