



# POWAY TODAY

A Quarterly Municipal Newsletter for the Residents of Poway, California

## Save The Date

### Mayor's 2007 State of the City Address

Hear the City's  
top accomplishments  
for 2006, and  
learn what's on the  
horizon for Poway.

Tuesday, March 6, 2007  
7:00 PM

City Council Chambers  
13325 Civic Center Drive

*Plan to attend!*

## City Council meetings to be televised

Starting with the March 6 meeting, residents will be able to watch the City Council in action from home.

Initially, meetings will be taped and replayed at several pre-scheduled times later in the week. In the future, meetings may also be broadcast live as they occur at 7:00 p.m. on Tuesday evenings.

The March 6 Council meeting will feature the Mayor's State of the City Address and a discussion of the proposed Town Center along Poway Road.

With the busy lives people lead today, televising meetings will enable more residents to know what is happening with their local government.

Those with cable television will be able to view the meetings on tape-delay (Channel 24 for Cox and Channel 19 for Time-Warner).

In the future, viewers will also be able to watch meetings on the City's web site, both live and afterwards. For previous meetings, viewers will be able to select a specific item of interest, rather than watch the entire meeting.

The broadcasting schedule is still being finalized. Visit [www.ci.poway.ca.us](http://www.ci.poway.ca.us) or call (858) 668-4530, for the latest schedule information.

## Fire Department takes service to new heights

The Poway Fire Department is enhancing public safety in 2007 with a new fire training tower and aerial ladder truck. These additions to the Fire Department will improve service levels and protect lives and property.

### Aerial Ladder Truck

The aerial ladder truck is unique compared to other Poway Fire Department vehicles because its 100-foot ladder is capable of reaching tall buildings set back from the street.

Until the arrival of this truck, Poway firefighters relied on the San Diego Fire-Rescue Department to assist with emergency calls requiring an aerial ladder.

When fully extended, the truck's ladder can access the top of Pomerado Hospital and large structures in the Business Park. The nozzle, high atop the ladder, can spray water in a downward motion over buildings.

It also contains a wide range of specialized tools and equipment not found on standard fire engines.

The truck operates out of Fire Station Three on Pomerado Road. Staffed with three firefighters, a paramedic, and specialty equipment, it responds to medical emergencies and fire-related calls.



### Fire Training Tower



Located in the Business Park, the five-story training tower features the latest technology creating hands-on training scenarios for Poway firefighters.

An on-site reservoir provides over 65,000 gallons of recyclable water. The tower pipes "safe smoke" from a control room to any room in the tower. "Safe smoke," in combination with red lights on the floors, creates the illusion of a real fire.

This training system enables firefighters to practice search and rescue techniques and to extend hose lines without encountering real fire, heat, or toxic gases.

Other features include a "live fire" burn room, fire sprinkler system, forcible entry scenarios, interior and exterior stairways, and a drill area.

## From cars to hardware, SHOP Poway!

When making your shopping list or planning for a new car, think about buying in Poway. Shopping locally is convenient and helps the community thrive.

Patronizing local businesses and spending money in Poway, at businesses like auto dealers, clothing stores, coffee houses, discounters, or flower shops, helps the local economy flourish.

More shopping options than ever now exist in Poway. From cars and RVs, to clothing and hardware, consumers have many choices. Large and small purchases alike make a difference.

Buying locally keeps the economy strong by:

- Supporting Poway businesses;
- Providing jobs;
- Encouraging businesses to purchase from one another; and
- Generating sales tax, which helps pay for City services.

For most purchases in Poway, consumers pay 7.25% of the product cost

in sales tax. Of this, the City receives 1% of the purchase price, or \$1.00 for every \$100 shoppers spend.

In 2006, funding from sales tax exceeded \$13 million, which is about 35% of the City's operating budget. This money pays for essential services, such as law enforcement, fire, and maintenance of roads and parks.

Fifteen car dealers are located along Poway Road, offering domestic and imported new and used cars. For a new car costing \$28,000, the City receives \$280 in sales tax, which is about one week of pay for a part-time summer lifeguard at Community Pool. In 2006, the City of Poway received over \$2.4 million in sales tax from new autos, equal to 18% of all sales tax receipts.

Plan to buy your next car in Poway. For big and small purchases alike,

shopping in Poway makes a difference. Visit [www.powayroadofcars.net](http://www.powayroadofcars.net) for a list of local auto dealers and more information.

### Sales Tax at a Glance

- Sales tax helps pay for essential City services.
- For every \$100 spent in Poway, the City receives \$1.00 from sales tax.
- Total sales tax received in 2006 = \$13 million.
- Cost to provide fire and police services in 2006 = \$16.1 million
- Sales tax is the City's single largest revenue source.

# The Latest (Re)developments...

## Town Center report to City Council set for March 6

Last fall, over 300 individuals shared thoughts about creating a Town Center for Poway.

On March 6, the City Council will hear what the public's reaction was to the Town Center idea, including concerns and interests. The Council will then decide if the City should pursue development of the Town Center.

First identified as a possibility in the 1996 Poway Road Specific Plan, the Town Center is envisioned to be the social, civic, and commercial "heart" of the City and to enhance Poway Road.

Although a plan has not been developed, the vision for the 53-acre area along the south side of Poway Road

near the Library and Community Park is to create a walkable district with shopping, dining, recreation, and housing.

Outreach efforts between August and November included:

- Meetings with 17 different groups, such as the Chamber of Commerce and Woman's Club;
- Booths at three community events;
- Conversations with property owners in the planning area;
- Five public meetings;
- Discussions with nearly 80 teens through the Poway Teen Recreation Club and two high school civics classes; and
- An area walking tour.



Walking tour participants take an up-close look at the project area.

The planning area also encompasses Community Park, which would add open space and the creek to the Town Center. Because of the Park's proximity, it is also beneficial to look at its long-term facility needs.

A summary report of the public input received will be available at [www.ci.poway.ca.us](http://www.ci.poway.ca.us) on February 23. For more information, call (858) 668-4550.

### Most Common Community Values

- Family-Oriented
- Sense of Community
- Open Spaces & Parks
- Small Town & Country Feel
- Peaceful & Safe Place
- Sense of History & Culture

### Most Common Ideas & Visions

- Pedestrian-Friendly
- Outdoor Dining
- Distinct Character
- Open Spaces & Landscaping
- Public Spaces & Amenities
- Entertainment, Events & Culture
- Local, Small Businesses
- Mix of Uses

### Most Common Concerns & Issues

- Types of Businesses
- Cost & Funding
- Traffic & Circulation
- Parking
- Types of Housing
- Increased Population
- Project Design



Teens participating in a Town Center discussion at Poway High School.



## New regulations on construction times in effect

Residents working on home improvement projects should be aware that new hours for use of construction equipment are in effect.

Homeowners and contractors are permitted to use powered construction equipment between 7:00 a.m. and 5:00 p.m., Monday through Saturday.

The operation of powered equipment is not allowed at night, on Sundays, or holidays without permission from the City Engineer.

However, homeowners using handheld or small construction equipment like table saws or cement mixers may perform work on Sundays or holidays from 10:00 a.m. - 5:00 p.m.

Routine maintenance such as minor home repairs, lawn mowing, or



The City of Poway has established new hours for the use of powered construction equipment.

gardening are not subject to the restrictions.

Please keep in mind that the City has a noise ordinance regulating sounds considered a nuisance.

For detailed information, call (858) 668-4600.

## Engineering inspectors monitor construction

Before City Hall opens each day at 8:00 a.m., City Engineering Inspectors are already hard at work. They pay regular visits to every development project in Poway, whether private or public, to ensure projects are safe and built according to City standards. They also check grading for single-family homes, subdivisions, and businesses.

Inspectors also monitor the construction of streets, sound walls, retaining walls, sewer and water lines, streetlights, and traffic signals.

Their main purpose is to ensure projects are safe and built according to City standards.

Inspectors require construction crews to prevent pollutants from leaving the job site, which protects the environment and ensures compliance with clean water regulations.

Inspectors also make sure that utility companies perform work with minimal street trenching.

The City currently employs four full-time Engineering Inspectors, each with many years of experience and special certifications in areas such as concrete, welding,



City of Poway Engineering Inspectors (L to R): Chuck Littlejohn, David Rizzuto, Don Sharp, and Gary Harper



Engineering Inspector Chuck Littlejohn reviews plans on the job site.

and masonry. Their problem-solving skills and desire to serve the public are also important assets.

For more information, call (858) 668-4668.

### Only rain down the storm drains

During the rainy season, residents can help prevent polluted storm water from entering storm drains. Polluted storm water flows from storm drains to City creeks, and eventually into the ocean.

One helpful step is to close trashcans when it's raining. Fixing leaky vehicles, cleaning up after pets, and covering exposed dirt are other ways to prevent storm water pollution.

Keeping the environment around your home or business clean helps keep local waterways and the ocean pollution free. For more information, call (858) 668-4636.



# Poway Community Library

The Poway Community Library is among the top three San Diego County libraries in circulation, with 40,000 items checked out per month.

The City of Poway maintains a unique partnership with the San Diego County Library System to keep Poway's Library open seven days a week and stocked with the latest materials.

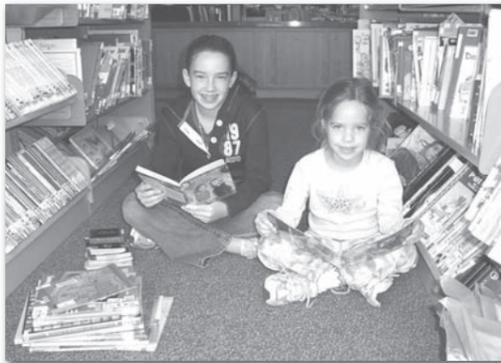
The Poway Community Library offers over 120,000 books and over 230 magazines and newspapers. Other resources include DVDs, CDs, cassettes, audio books, and Internet access.

Residents can also access the library catalog and other services from their homes at [www.sdcl.org](http://www.sdcl.org) to search the catalog, or request and renew materials.

Although most libraries are closed Sundays and have limited hours on weekdays, the City of Poway provides the Community Library approximately \$100,000 per year for Sunday hours (1-5pm) and extended weekday hours. The City also provides more than \$85,000 each year to purchase additional books, periodicals, and other resources.

Another benefit of this partnership is that best sellers are circulated in Poway for six months prior to being released to other County libraries.

Community Library also maintains a relationship with the Friends of the Library, whose members provide volunteer assistance, host special events, conduct classes and activities, and fundraise over \$50,000 each year for the library.



The City of Poway maintains a unique partnership with the San Diego County Library that ensures the Community Library is open seven days a week and stocked with the latest materials.

### Library Facts at a Glance

- Open 7 days a week
- 120,000 volumes of books
- 230+ magazine titles and newspapers
- Foreign language materials
- DVDs, video cassettes, music CDs, audio books, large print books
- 16 Internet enabled computers
- Wireless Internet access throughout building
- Early Literacy Station for young children
- Storytime for toddlers and preschoolers
- Friends of the Library bookstore
- Video Eye Projector to assist visually impaired
- [www.sdcl.org](http://www.sdcl.org)

# Employee Spotlight

## Meet Shelley Collins

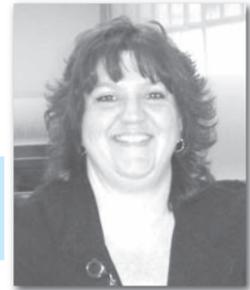
Stop by City Hall and meet Shelley Collins, Administrative Assistant III, in the City Clerk's Office. Shelley has been an employee of the City for four years. Recently, she received the Pride of Poway Award, an internal peer-recognition that commends outstanding service by a City employee.

Shelley can help you with needs such as:

- Passport applications;
- Requests for Public Records;
- City Council meeting agenda materials; and
- Notary services for City of Poway documents.

Shelley has been noted for her enthusiastic approach to serving the public and coworkers. Shelley treats

Shelley Collins, Administrative Assistant III



every question as a priority, makes an extra effort to help each customer, and responds with a bright smile. Shelley always maintains her professional, friendly demeanor, along with a quick laugh and her terrific sense of humor.

While working for the City of Poway, Shelley has pursued additional professional education and is working toward obtaining Certified Municipal Clerk certification.

For information on job opportunities with the City of Poway, call (858) 668-4442.

# An evacuee family's triumph



The Aquinaga family, former Hurricane Katrina evacuees, are now Poway residents.

furniture, and other essentials to get back on their feet.

The Aquinaga family lost its home when the hurricane hit. During the disaster, the family took shelter at the mother's workplace until looters and flooding made it dangerous to stay. After wading for miles in chest-level contaminated water, the family reached safety.

The Aquinagas eventually traveled to San Diego to be with relatives. Through registration with the American Red Cross and North County Interfaith, the Aquinaga family was linked with Poway's Hurricane Relief Effort.

When Hurricane Katrina struck the Gulf Coast in September 2005, evacuees fled great distances to rebuild their lives, even to Poway.

The City of Poway's Hurricane Katrina Relief Effort helped eight evacuee families find housing in Poway. A City Council initiative assisted these families with rent,

although Poway's relief effort ended after twelve months, its positive effects are enduring. The mother and her fiancé now have good jobs, and the children are enrolled in school. The family has adjusted well and is happy to call Poway home.

## Ultra Low Flush Toilet Voucher Incentive Program

The San Diego County Water Authority Toilet Voucher Program offers up to \$165 to replace high water-usage toilets with ultra-low flush toilets. To request a voucher, call 1-800-986-4538. Hurry, this offer expires March 31, 2007.

# Community-oriented policing keeps Poway safe

The Poway Sheriff's Station partners with residents and businesses to deter crime and improve community safety, which helps Poway remain one of the safest cities in San Diego County.

Through community-oriented policing and problem solving (COPPS), Sheriff's deputies address the causes of crime.

The Poway Sheriff's Station recognizes that law enforcement and the community must work together to identify problems and develop solutions.

With the COPPS approach, deputies focus on resolving community issues that cannot be addressed immediately by a one-time law enforcement response.

Current Poway Sheriff's Station COPPS projects include narcotics arrests, gang and graffiti suppression, underage drinking prevention, and mediating neighbor versus neighbor complaints.

Community-oriented policing sometimes involves coordinating with City staff from Code Compliance and Traffic Engineering or local social service agencies to resolve a problem.

For issues that do not require immediate law enforcement assistance, a crime prevention specialist is available to assist Neighborhood Watch groups and individuals. For more information, call (858) 513-2834.

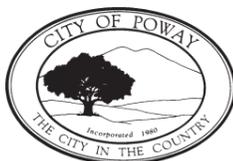


Two of Poway's finest - Corporal Rhonda Fortson and Corporal Brian Patterson.

### COPPS strategies include:

- Working with residents to identify permanent solutions for neighborhood issues;
- Mediating domestic and neighborhood disputes; and
- Monitoring graffiti, gangs, and narcotics issues reported by residents.

**US** Tell how **It is?**



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

I have the following comments  suggestions  service requested

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
**Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Telephone Number: (Home)** \_\_\_\_\_ **(Business)** \_\_\_\_\_  
**E-mail address:** \_\_\_\_\_

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

This cutout form is provided twice a year for comments, suggestions, and service requests.

Clip out the form and mail it in or submit it in person at City Hall, 13325 Civic Center Drive. You may also e-mail your comments to

Please call us at (858) 668-4500 with any comments or suggestions as well.

[promero@ci.poway.ca.us](mailto:promero@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.

# Protect your identity

## i·den·ti·ty theft

*The stealing of an individual's name and other personal information for fraudulent purposes.*

Identity theft is the fastest growing crime in the United States. Based on research by the Federal Trade Commission, a vast number of these types of crimes are not reported to law enforcement officials. The Poway Sheriff's Station Crime Prevention Unit recommends the following to reduce the chances of becoming a victim of identity theft:

- Regularly monitor your financial records either online or by paper.

- Do not leave wallets/purses in your vehicle at any time or unattended in shopping carts.
- Deposit your mail inside the post office. Do not leave outgoing mail in your residential mailbox with the red flag up as it alerts thieves.
- Use a lock on your residential mailbox if possible.
- When ordering additional checks have them sent to your bank for pick up rather than to your home address.

For additional information, call (858) 513-2807.



**FIRST BABY 2007**  
Eliana Noelle Martinez, was born at 7:11 a.m. on January 2, 2007, at Pomerado Hospital, making her the first Poway baby born in the New Year. Pictured are the baby's proud parents, Amy Jane and Manny Martinez. Eliana joins siblings Elisa and Daniel. As part of the City's First Baby Program, a \$100 savings bond was purchased for the new baby.

Photo by Steve Spangler

## THIS & THAT

### Park and trail volunteers are 'On the Right Trail'

The Adopt-a-Park and Adopt-a-Trail programs have volunteer opportunities for all ages and skills.

There are 18 parks in the Adopt-a-Park program. Volunteers help with activities like planting trees, repairing benches, or inspecting concerns such as graffiti.

The City of Poway has 82 miles of public recreational trails with many segments available for adoption. Individuals, families, and organizations adopt and maintain trails.

Trail segments of any length can be adopted and volunteers can choose which trails to adopt.



For more information, call (858) 668-4721. General information about parks and trails is available at [www.ci.poway.ca.us](http://www.ci.poway.ca.us).

**SNOWBOARD EXCURSION at Big Bear Mountain**  
**Wednesday, February 21**  
**For Teens • Ages 13-17**  
*Grab your snowboard and join us for a day of fun!*  
**For more information, call (858) 668-4674.**

### 'Youth Freestyle' sessions at Poway Skate Park

"Youth Freestyle" sessions at the Poway Skate Park are times and days each month just for kids ages 10-14 to use the park. These sessions offer a safe and non-intimidating atmosphere for younger and beginner skaters. At all other times, the park is used by skaters of all ages, including adults.

During the sessions, skaters exhibiting "safe-skating" behavior with the proper equipment are rewarded with a free barbecue and K-Five skate gear.

The next "Youth Freestyle" session is scheduled for 3:00-5:30 p.m on Friday, February 16, 2007 at the Skate Park (13100 Civic Center Drive). For more information, call (858) 668-4674.



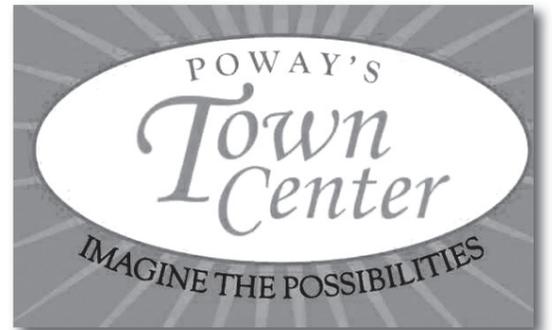
#### YOUTH FREESTYLE SESSIONS February - April 2007

Friday, February 16	3:00-5:30pm
Monday, March 19	3:00-5:30pm
Monday, April 16	12:00-2:30pm

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**City Council Update on Town Center Project set for Mar. 6**



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**Spring Community Services Program Schedule**

### SPECIAL INSERT

**Focus on Redevelopment**



#### City Council

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

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