

Rincon Band of Luiseño Indians

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NEWS RELEASE

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Rincon Celebrates Naming of Payómkawish Highway

VALLEY CENTER, Calif. — The installation of two new Payómkawish highway signs along Highway 76 will be celebrated in a special event at the Rincon Government Center in Valley Center, CA on October 28.

“Our people have called the San Luis Rey Valley home since time immemorial,” said Rincon Tribal Chairman Steve Stallings. “State Highway Route 76 was historically a vital pathway for the Luiseño people, connecting the valley to the coastline. By designating a section as the ‘Payómkawish Highway,’ Caltrans has recognized the profound historical and cultural significance of this land and route.”

The current route of Highway 76 was the main path the Luiseño people used during seasonal migrations between the ocean to the mountains. The portion of Highway 76 from Pauma Reservation Road to Rincon Rancho Road has been designated as the Payómkawish (People of the West) Highway.

In 2024, a Resolution (ACR 215) advocating the name was introduced by California Assembly Member Marie Waldron (D-75). Supported by the Rincon Band of Luiseño Indians, the Pala Band of Mission Indians, the Pauma Band of Luiseño Indians and the La Jolla Band of Luiseño Indians, its passage now culminates in the Payómkawish Highway signs installation.

“We are deeply appreciative of the efforts of Assembly Member Waldron, the California Department of Transportation and all those who have provided in-kind donations to fund the highway signs that mark this historic initiative,” added Chairman Stallings.

More information can be found at: <https://rincon-nsn.gov>.

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About the Rincon Band of Luiseño Indians

The Rincon Band of Luiseño Indians is a federally recognized sovereign Tribal government located in San Diego County. The Tribe owns Harrah’s Resort Southern California and reinvests revenue from its enterprises to provide essential government services, including

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public safety, environmental protection, economic development, healthcare, cultural programs, and a Tribal court. At no cost to taxpayers, Rincon's public safety operations respond to emergencies in neighboring communities, with the majority of calls occurring outside the Reservation. Through its enterprises, community investments, and charitable giving, Rincon is a significant contributor to the regional economy and quality of life throughout San Diego County.