

## Yes, You Count! Census Day is April 1

### Every single one of us counts

– that’s the message the Census Bureau most wants everyone to know. Regardless of age, race, gender, ethnicity, faith, income level, orientation, or immigration status, if you live in the United States, you should stand up and be counted this April 1, as a member of our community and the nation as a whole.



An accurate count is the best way each of us can insure that our community receives its fair share of federal monies for numerous programs.

The Census is also one of our most effective barometers for gauging the directions we are heading as a society and helps us better understand important issues such as;

- Trends in population growth and loss
- How our population is aging
- Educational levels
- Labor force participation
- Household and family composition
- Housing and transportation issues

**Stand up and be counted this April 1 by filling out and mailing in your form.**

[More about the 2010 Census inside](#)

## Reduce peak power—keep rates low

‘Peak power’ refers to a maximum power load during a specific timeframe. Loveland generally experiences peak power demands on the hottest days of the summer when air conditioners throughout the city are using a lot of energy to cool homes and businesses. These peak demands have additional charges associated with them that must be paid to the city’s power supplier.

To help reduce these additional peak charges, join neighbors this summer and sign up for the Partnering with Power (PWP) program. This free program cycles air conditioners to reduce demand for electricity during peak usage times when electricity purchase costs are at their highest. Only the compressor of the A/C unit cycles off – the fan continues



to circulate cool air through the building, so most participants don’t even notice the 1-2 degree difference in temperature.

This cycling assists in reducing purchase costs, which helps keep Loveland’s electric rates among the lowest in Colorado. In addition,

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## Eighth Annual Waterway Cleanup - April 17

In celebration of Earth Day, April 22, the City’s Stormwater Division is once again sponsoring its Annual Waterway Cleanup. This yearly event gives citizens the opportunity to participate in actively improving our water quality, beautifying our natural areas and being good stewards of our environment.

Last year about 150 volunteers removed approximately 50 cubic yards amounting to nearly 5 tons of trash and debris from designated waterways. This year, event coordinators are hoping to remove even more trash from area waterways.

Volunteers will meet at designated locations at 9 a.m. rain or shine. For more information or to volunteer, e-mail [stormwater@ci.loveland.co.us](mailto:stormwater@ci.loveland.co.us) or call 962-2772.



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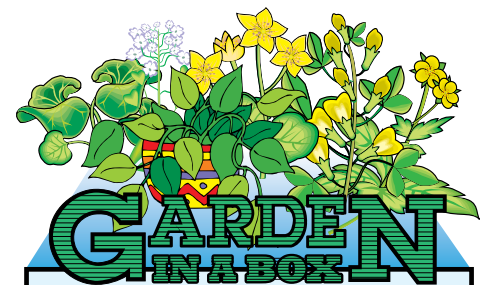
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## Enjoy breakfast and greenery

Come for a delicious breakfast of pancakes, sausage, ham, juice, and coffee, and then browse for that perfect piece of greenery for your home, landscape, or office. Enjoy live entertainment during the event, 8-11 a.m., April 17 at the Chilson Senior Center, 700 E. Fourth St.

Tickets are available now at the Senior Center or on the day of the event. Adults: \$4 in advance, \$5 at the door; Children (12 & under): \$2.50 in advance; \$3 at the door. Call 962-2783 for more information.



### Order a Garden-in-a-Box

Loveland Water & Power will offer 3 gardens for the Garden-in-a-Box program this spring. New this year is an edible garden featuring vegetables and herbs.

The gardens go on sale March 1. Gardens are available for pick-up May 22.

For more information and to order, go to [www.conservationscenter.org/w\\_Garden-in-a-box.htm](http://www.conservationscenter.org/w_Garden-in-a-box.htm) or call 962-3718.

# The Census—It's Easy, It's Safe, and It's Important

The 2010 Census is one of the shortest questionnaires in the Census' history. The form contains just ten, brief questions and takes about ten minutes to complete. Only one form comes in the mail.

After the questionnaire arrives, residents should fill it out and mail it back in the envelope provided. If residents do not mail back their forms, they may be visited by a Census worker. It's just ten minutes, to answer ten questions that will impact our community for the next ten years.

*"City of Loveland Transit (COLT) uses Census data in route planning and modification based on needed access to mass transit, population density and employment centers."*  
**—Marcy Abreo, Transit Manager**

*"Census numbers can benefit students in the Thompson School District through early childhood education, Title programs, food service programs and some grant funding opportunities."*  
**—Melissa Adams, Thompson School District**

residents should also be counted in the Census. All answers provided on the forms are strictly confidential and protected by law. No person or agency—not the Internal Revenue

## It's Safe

The Census is totally safe, even for residents who are not legal residents. And as active members of the community, these



## 2010 CENSUS: IT'S IN OUR HANDS

Service (IRS), Immigration & Naturalization Service (INS) or even the President himself, can solicit or look at anyone's answers.

Answers are obtained for statistical purposes only and can never be used by any agency or court. For more specific information on how your answers are used, visit [www.census.gov/main/www/cen2000.html](http://www.census.gov/main/www/cen2000.html) to view data from the 2000 Census.

Individual Census results are sealed for 72 years. Only after that time is that information released to the public.

Census workers undergo FBI criminal background checks. They are fingerprinted and sworn

*"Having accurate Census information is critical to defining the retail potential within a given market and determining the right amount of retail space to develop. Just as important is understanding population trends so retailers can determine the right time to enter a market and justify the up-front investment required to open a new location."*  
**—Donald Foster, The Promenade Shops at Centerra**

*"The Parks and Recreation Department uses Census data as a planning tool in determining who Loveland citizens are, where they are located and how we can best match available recreational services to them."*  
**—Marilyn Hilgenberg, Parks and Recreation**

to confidentiality for life. If they breach this oath they are subject to a \$250,000 fine or five years in prison—or both.

## It's Important

Participation in the Census is critically important to the overall health of a community because Census data directly impacts a community's quality of life. Information gathered through the Census can affect a city's economy, educational

*"We receive most of our federal transit funding, up to \$700,000 per year of the \$1.2 million City budget, based on population. Census data also impact our transportation and land-use planning."*  
**—Keith Reester, Director, Public Works**

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## Loveland Parks & Rec Youth Athletics

### NEW! CARA In-Line Hockey

CARA (Colorado Association of Recreational Athletics) provides a recreational, non-sanctioned opportunity for hockey players to learn competitive strategies and skills in a fun learning environment. This is an 8-week traveling league for youth ages



7-18. Practices will be held two times per week at the Loveland Sports Park and games will be played Saturday mornings in various Front Range communities. Program begins March 23. Fee: \$75

### Youth Lacrosse Skills Class

LaCrosse is the fastest growing team sport in the nation. This is a four week class designed to introduce

youth ages 8-15 to the basics and give them a feel for the game prior to the summer league. The class will meet on Wednesday evenings, April 14 – May 5 from 7-8 p.m. at Kroh Park. Fee: \$25.

### Other spring youth athletics:

In-line hockey for preschool through 10th grade—begins the week of March 22.

Soccer for Pre-school through 6th grade—begins the week of March 22.



Gymnastics for 1½-16 years—begins March 8 & April 12.

Tennis for 3 year olds through adult—begins March 1 & April 5.

Register now. See the spring *Leisure Times* brochure for details or call 962-2440 for more information.

## "Money Talks"

### Financing a college education

Figuring out how to finance a college degree for yourself or your children can be a bit overwhelming. Susan Linden, M.B.A., will discuss how to estimate the full cost of a college education and how to budget for and even reduce those costs, including looking at hidden costs, savings plans, financial aid, college loans, and how a college estimates your ability to pay and whether there are ways to influence that estimate.

Money Talks is free and presented at noon on Tues., April 13 and at 6:30 p.m. on Wed., April 14. Money Talks is funded by a *Smart Investing @ your library grant*. Snacks and beverages provided. For more information call 962-2402.



## Be Census savvy

Opportunists exist. Whether it's roof repair, financial investments or the U.S. Census, it's important to be familiar with the process to protect yourself from swindlers.

When the 2010 Census takes place, you will receive a letter from the Census Bureau, notifying you that in a few days, your household will receive a form in the mail, or a phone call from the Census Bureau, or a visit from a Census Bureau representative.

The official 2010 Census questionnaire will be delivered by mail the week of March 15. Individuals in rural areas will have their questionnaire delivered in person to their households between March 1 and March 30.

### How to know if the person at your door works for the Census:

- All Census takers carry official government I.D. name badges.
- Call the Census Bureau, 1-800-852-6159 to make sure an individual is a legitimate Census worker.
- Census workers never ask for money, bank account information or social security numbers.
- Any request for Census information will be clearly marked as coming from the U.S. Census Bureau and as Official Business of the United States.

Officer Dave Sloat of the Loveland Police Department adds these tips for both Census-time and year-round to help residents protect themselves from scammers:

- Census workers can ask everything they need to know at your front door—never invite anyone into your home that you don't know under any circumstances for your and their protection.
- The Census Bureau will not contact you online—never click on or open a link from a source claiming to be with the Census Bureau. Scammers may try to impersonate the Census Bureau to gain your personal or financial information.

Knowing what to expect and taking general precautions to protect yourself will help you avoid any unneeded hassles at Census time and throughout the year.

## The Census—It's Easy, It's Safe, and It's Important (continued from page 2)

investment decisions, social and health services, and job training programs.

The simple act of filling out and mailing back your form by April 1 is one of the best ways each of us can support our

community. In fact, according to Pat Rodriguez, government partnership specialist with the Census Bureau, "participating in the Census is like writing a check for \$875 back to your community. Every person who is accurately counted means about \$875 in funding resources for the community, per year or \$8,750 over a ten year period!"

\$400 billion in federal funds will be distributed to states in the coming decade. An accurate Census count is the best way a community can insure that it receives its fair share of those funds.

*"The Census and the accuracy of its data are extremely important to Loveland Fire and Rescue as a measurement of performance and insurance of continuous improvement for the services we provide, and also for the enhancement of both community and firefighter safety."*  
—Randy Mirowski,  
Fire Chief

Federal monies allocated through the Census directly benefit programs such as;

- Education
- Roads, Bridges etc.
- Veteran's Programs
- School Meal Programs
- Human Services
- Parks
- Hospitals
- Emergency Services
- Job Training Centers
- Head Start Programs
- Transportation
- Affordable Housing
- Programs for Elderly
- Trails & Open Space

Results of the Census also determine how Loveland is represented in Congress and are used by business and industry that want to expand into our area.

*"Census data help us define our responses and programs to match the demographics of Loveland. For example, if the Census indicates a high number of elderly residents, we can develop more educational programs to educate them on crimes such as identify theft. If the data indicate a high number of young children, we can focus more law enforcement on parks and playgrounds. The Census also enables us to see how the region is growing and helps us plan for future law enforcement staffing."*  
—Luke Hecker,  
Police Chief

For more information on the Census, visit the federal Census website, [www.census2010.gov](http://www.census2010.gov) or the city's website, [www.cityofloveland.org/NEWS/Census2010.htm](http://www.cityofloveland.org/NEWS/Census2010.htm).

*"The amount of federal Community Development Block Grant funds to provide affordable housing is based, in part, on the City's population size. In determining how much money a city receives, HUD considers population size, income level and the condition of available housing. An accurate count means we have a better chance of receiving federal resources for Lovelanders."*  
—Darcy McClure, Community Partnership Administrator

## Census Help Sites

The City of Loveland has worked with the Census Bureau to establish Census Help Sites at the Loveland Public Library, 300 N. Adams, and the House of Neighborly Service, 565 N. Cleveland.

These help sites will be open 15 hours per week to assist residents who need help with, or have questions about their Census forms. The sites will operate from March 19 to April 19.

For more information go to [www.cityofloveland.org/NEWS/Census2010.htm](http://www.cityofloveland.org/NEWS/Census2010.htm).

## The Census is hiring

Conducting the Census is a huge undertaking. Census takers are needed to help locate households and conduct brief personal interviews with residents who don't mail in their forms.

Everyone hired by the Census must go through an application process that includes a criminal background check. Census workers must also take an oath of confidentiality to keep confidential all personal information about residents they interview.

To apply for a job with the Census, call 1-866-861-2010 or go to [www.cityofloveland.org/NEWS/censusjobs2010.htm](http://www.cityofloveland.org/NEWS/censusjobs2010.htm).

## What's Going On at the Chilson Center?

Work is beginning on an 18,000 sq. ft. expansion of the Chilson Recreation Center to include a new leisure aquatics area, new gymnastics room, new weight training and aerobics/dance studio, and new family changing rooms. Another 40,000 sq. ft. of the existing facility will be renovated including expansion of cardio equipment areas, re-use of fitness rooms, renovation of the existing swimming pool,

remodeling of the existing locker rooms and much more.

As with any construction project, some inconveniences are likely. We look forward to your cooperation as the Chilson Recreation Center is enlarged and remodeled to better serve Loveland for decades ahead.

Watch for all the details in next month's *City Update*.



## 34-Xpress bus expands service

In order to better serve commuters, the 34-Xpress bus pick-up and drop-off times have been extended. On weekdays, the first eastbound 34-Xpress bus departs the East Loveland Transfer Center at 6:15 a.m., arriving at the South Greeley Transfer Center at 7:08 a.m.

The last westbound bus departs the South Greeley Transfer Center at 6:08 p.m., arriving at the East Loveland Transfer Center at 7:15 p.m.

The 34-Xpress Bus is a commuter-oriented bus route between Greeley and Loveland on US 34. The intent of this 3-year pilot project

is to provide transportation to employment centers along the US 34 corridor and to demonstrate the positive potential of regional collaboration. The 34-Xpress runs Monday through Saturday from the Loveland Visitors Center to the Greeley Mall.

For information on the route and stops, go to [www.greeleygov.com](http://www.greeleygov.com) or call 970-350-9287.



## 'Integral Elements' offers variety

Four artists from across the United States unite in a group exhibition that celebrates the unique and integral components of a work of art. Each artist in the exhibition reveals rather than conceals the many critical facets in their work, creating a dynamic artistic experience for the viewer.

The exhibition, titled *Integral Elements*, runs through April 10 at the Loveland Museum/Gallery.

There is no cost to view this exhibit and all other exhibits at the museum.

The group exhibition includes works of fiber, mosaic, metal sculpture and glass. The featured artists are Harriete Estel Berman, San Mateo, Calif.; David K. Chatt, Seattle, Wash.; Liz Whitney Quisgard, New York City, NY; and Susan Wechsler, Longmont, Colo.

## Reduce peak power—keep rates low

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PWP helps ensure reliable transmission of electricity, reduces the need to build additional power plants in the future and lowers the City's overall emission of greenhouse gasses.

Last year, 3,348 participating Loveland residents helped save about \$138,000 in electrical costs.

Going forward, Loveland Water & Power is aiming for greater participation by involving more businesses in the program. "Several City buildings have the units installed already and more are scheduled to be installed. By combining the City's efforts with the commercial sector, we can achieve greater energy and cost savings in a shorter time period," said Richard Martinez, electric resource efficiency coordinator with Loveland Water & Power.

Whether you're a homeowner or business owner, now is the time to join your fellow residents and business owners by signing up for PWP—and make a difference without feeling a difference. Visit [www.cityofloveland.org/pwp](http://www.cityofloveland.org/pwp) or call 962-3000 to learn more or enroll.

## Stimulus program successful



To help stimulate construction trade work and local building materials sales, Loveland City Council last fall authorized a waiver of standard fees for building permits for owner-occupied residential improvements. The program ran from October through December.

The fee reduction action resulted in an estimated construction valuation of \$5.5 million. Under the program, the City issued 376 permits and waived \$163,850 in fees. The sales of building materials also resulted in \$106,883 sales and use tax revenue for the City.

*City Update* is a monthly publication of the City of Loveland. Residents receive *City Update* on various dates throughout the month depending on their utility billing cycle. Timeliness of the information may be affected by recipients' bill distribution schedule. Your comments are encouraged and welcomed at 962-2302, [hillea@ci.loveland.co.us](mailto:hillea@ci.loveland.co.us). Visit the City's website at [www.cityofloveland.org](http://www.cityofloveland.org).