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THE LOVELAND City Update

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Results in for major 2007 Loveland survey

Thanks for your time and opinions, even more so this year.

This summer, 479 Loveland residents filled out and returned an extensive survey questionnaire. The community-wide 2007 Policy Survey provided residents the opportunity to rate the quality of life in the City, as well as service delivery and their satisfaction with local government. The survey also provides feedback from residents to government on what is working well or not, and the opportunity to share their priorities for community planning and resource allocation.

Every year, the City surveys the

community to learn how residents feel about their City government. In most years, a brief Quality of Life questionnaire is sent to at least 1,000 households seeking responses about the quality of City services and how citizens feel about living in Loveland.

Every five years, the City hires a professional survey firm to administer a much more in-depth survey. This was the year for that "major-league" survey. A 5-page questionnaire was mailed to 1,200 households equally divided geographically within the city limits, with 479 completed surveys mailed back and the responses tabulated.

Turn the page for an overview of the results. For the complete 95-page survey report, look for the 2007 Community Survey link on the City website—www.cityofloveland.org—or use the News Desk link, then Other Publications to view the 2007 survey along with survey reports from prior years. www.cityofloveland/news/otherpubsmain.htm



[More 2007 survey info inside](#)

Public Power Week – A celebration of community-owned power

Anyone who's gone on a back-packing trip or listened to grandparents talk about the good ol' days of gas lanterns, ice boxes and luke warm bath water can certainly appreciate the tremendous convenience electric power provides. With the simple flip of a switch or turn of a knob we can illuminate our homes, stay comfortably warm on the coldest of days and cook whatever we like without ever getting near an open flame.

Every October the American Public Power Association, the service organization for community-owned electric providers like Loveland, sets aside the first full week of the month to celebrate the ease and convenience of electric power as well as remind public power customers of the many benefits a community-owned, not-for-profit power utility provides.

Among the benefits offered by community-owned power are very competitive rates. Loveland residents pay about 5.8 cents per kilowatt-hour (kWh), the fourth lowest rate in the state and a competitive rate nationwide.

Another benefit of Loveland having a locally-owned utility is the flexibility to design and offer programs that are perfectly suited to its community.

Loveland Water and Power offers programs such as GreenSwitch, Partnering with Power, Thrifty Lights and LightenUp that are designed to help residents and businesses be well informed on power issues and to use electricity as efficiently as possible.

Public Power Week is an opportunity to recognize the hard work of the 48 Loveland Water and Power employees who provide safe and reliable power 24 hours a day, seven days a week. In addition to highly visible employees on the streets, there are many others at desks meeting the public's needs.

For more information on services and programs offered through Loveland Water and Power, call 962-3000 or visit the Water and Power pages at www.cityofloveland.org.



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Protect yourself from identity theft

According to the Federal Trade Commission, identity theft struck nearly 10 million Americans in 2003 and the number of victims only seems to be going up.

At noon on November 13 at the Gertrude B. Scott room of the Loveland Public Library, the free Money Talks series will present Computer Security and Identity Theft.



Del Hunter, president of CMIT Solutions in Loveland will talk about ways to protect your computer and computer network from downtime, data loss, viruses, hackers and other security threats. Officer Dave Sloat from the Loveland Police Department's Crime Prevention Unit will discuss some additional precautions people can take to prevent identity theft.

For more information, call 962-2402.

Bottom line first: Top 3 concerns

Whether it's letters to the editor in newspapers, listener call-ins to a radio talk show or the results of a survey, concerns and complaints are always more interesting than praise and applause.

A building on fire often leads the local news; not a report on all the buildings that didn't burn that day.

So let's cut to the chase. What are the greatest concerns of Loveland citizens according to the 2007 Policy Survey? Just like in many previous surveys growth

and traffic top the list, with growth concerns far ahead. This year, concern about jobs—quality more than quantity—makes the top-three-list of concerns.

The concern about higher paying, primary sector jobs is backed by the facts. According to state and county figures, many high paying jobs have been eliminated in Larimer County during the past several years.

Since 2001 more than 7,800 manufacturing jobs paying an average salary of \$51,500 are gone. More recently, during 2005-2006, more than 800 jobs in the computer/electronics field averaging annual paychecks of \$76,000 dried up.

On the other hand, job quantity has risen substantially since 2001. In the north Front Range region according to state statistics, about 20,500 jobs have been added while about 9,500 have been lost.

Top Issue Facing Loveland?

Survey Question: "What do you feel is the number one issue facing the City of Loveland in the next 3 to 5 years?"	Percent of respondents
Control, limit, manage growth	45%
Traffic	13%
Jobs/competitive wages	11%
Crime, gangs, drugs, more police	6%
Road maintenance	5%
Affordable housing/senior housing	4%
Quality schools	3%
Economic development	1%
Improve/revitalize downtown	1%
Other	10%
Total	100%

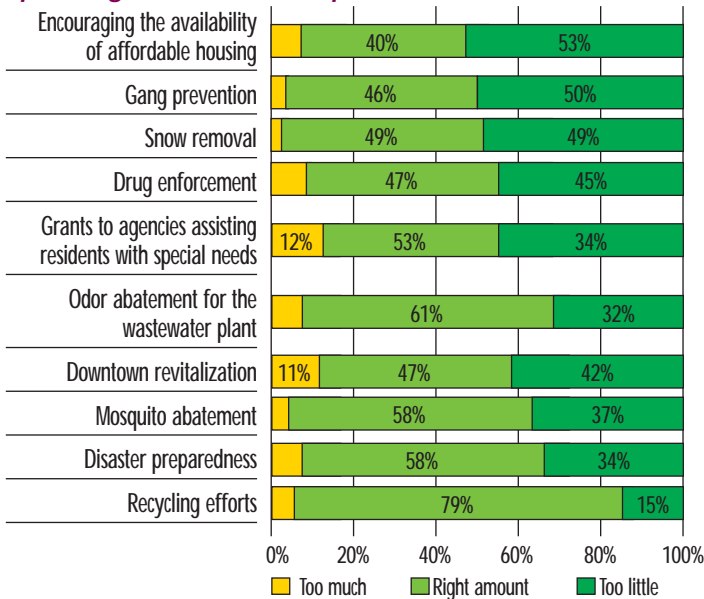
Opinions about opinions

The 2007 Policy Survey totals thousands of responses from hundreds of citizens offering their opinions about numerous City services, issues, programs and policies. In reading this overview in *City Update*, you may agree or disagree with the opinions expressed by your fellow citizens. It's likely you'll react by thinking "You bet!" about some items and "No way!" about others. The fact that we can express our differences openly is one of the many things that makes our country and community such a great place to live.

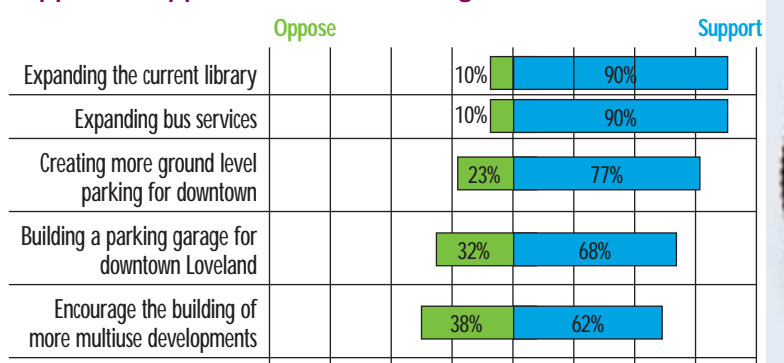
Too much or too little?

Determining where and how much money should be spent on City services and programs makes for difficult decisions every year for City Council and City staff. Several survey questions asked citizens if City spending is on target.

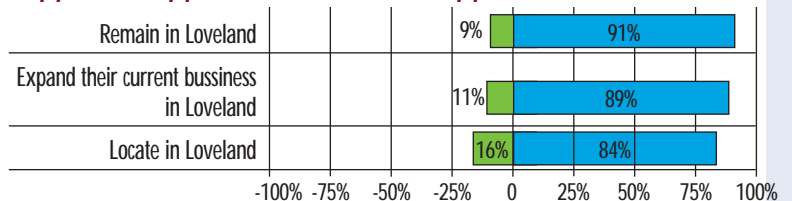
Spending on Services of Special Interest



Support or opposition: Service changes



Support or opposition: Economic support for business



Expertise shared in Australia

Last March, Keith Reester, director of public works for the City of Loveland, was named a 2007 International Fellow by the American Public Works Association (APWA) and the Eisenhower World Affairs Institute. Last month, through the Jennings Randolph International Fellowship Program, Reester went to Cairns, Australia in the state of Queensland to attend the International Public Works Engineering Australia Conference (IPWEA) and to complete a research fellowship.

Reester was only the 12th person selected for this prestigious Australian fellowship from the United States since the program's inception in 1987. Reester officially represented the United States,

the APWA, and the City of Loveland.

Australia, like the U.S., is facing potential worker shortages in the public works arena when baby boomers retire. Reester's research fellowship was focused on developing and exploring innovative approaches to replacing the retiring generation in the public works and engineering fields. His research involved conducting interviews, leading focus groups and surveying professional public works employees in Australia.

The data Reester gathered will be integrated into work already underway in the U. S. In addition to completing his research, Reester made presentations to Australian colleagues on various topics including how to build exceptional teams.

Save on lighting with a twist

Compact Fluorescent Lamps (CFL) look like twisted, soft-serve ice cream cones. Their shape has inspired a new program offered through Loveland Water and Power called Lighting With A Twist.

Through Dec. 15, in cooperation with Platte River Power Authority, Loveland residents can purchase select CFLs at reduced prices.

(continued on page 4)



Survey compared to other Front Range communities

Tough comparison.

In designing the survey, the City along with the professional survey consulting firm, decided to compare Loveland's responses to those of residents in other Colorado Front Range cities and communities rather than a nationwide comparison.

A comparison to communities with similar geographical, environmental, business, industrial, and cultural traits was deemed to be of greatest value. (Heck, we already know things are far better here than beyond Colorado; areas in or near Philadelphia, Atlanta, New Orleans, Omaha, Columbus or L.A.—that's why we live here!)

The firm that administered the survey—National Research Service, Inc. (NRC) of Boulder—has conducted similar surveys for cities and counties throughout the state and nation. Loveland's results were compared with surveys from Arvada, Aurora, Boulder, Boulder County, Broomfield,

Castle Rock, Colorado Springs, Denver (City And County), Douglas County, Englewood, Fort Collins, Golden, Greeley, Greenwood Village, Highlands Ranch, Jefferson County, Lafayette, Lakewood, Larimer County, Littleton, Longmont, Louisville, North Jeffco Park And Recreation District, Northglenn, Parker, Thornton, West Metro Fire Protection District, Westminster and Wheat Ridge.

In making the comparisons, NRC put all the results on a 100-point scale, then used a three-point plus or minus range to compare the ratings. If Loveland's results were within three points of the average for all the other communities, Loveland's results were considered "similar to the norm." If Loveland's results were more than 3 points higher, the results were "above the norm" and if more than 3 points lower, they were deemed "below the norm."

Aspects of Quality of Life

Question: "Please rate each of the following aspects of the quality of life in Loveland."

	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Loveland as a place to live	38%	51%	10%	1%	100%	75	Above the norm
Loveland as a place to raise children	27%	56%	15%	1%	100%	70	Similar to the norm
Your neighborhood as a place to live	32%	49%	14%	5%	100%	69	Similar to the norm
Overall quality of life in Loveland	24%	60%	15%	2%	100%	68	Similar to the norm
Loveland as a place to retire	31%	40%	25%	5%	100%	66	Above the norm
Loveland as a place to work	12%	34%	37%	17%	100%	47	Below the norm

Overall Quality of City Services

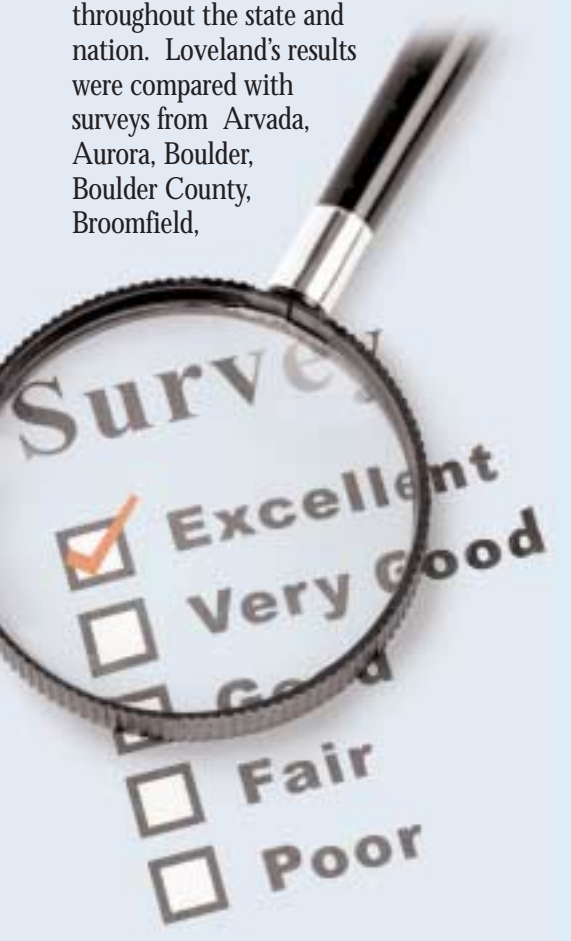
Question: "Please rate each of the following aspects of the quality of life in Loveland."

	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
Overall quality of the services provided by the City of Loveland	12%	66%	19%	3%	100%	63	Above the norm

Ratings of Public Trust

"Please rate the following statements by circling the number that most clearly represents your opinion:"

	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)	Comparison of Loveland Rating to Norm
The value of services for the taxes paid to the City of Loveland	7%	48%	37%	9%	100%	51	Below the norm
The overall direction that the City of Loveland is taking	4%	49%	36%	11%	100%	48	Below the norm
The job the City of Loveland does at welcoming citizen involvement	5%	47%	35%	12%	100%	48	Below the norm
The job the City of Loveland government does at listening to citizens	4%	30%	45%	22%	100%	39	Below the norm
The effectiveness of City Council	3%	29%	44%	23%	100%	37	NA



October is Fire Prevention Month – so plan your escape

Families and businesses are reminded to Practice Your Escape Plan—emergency escape procedures at home and at work.

A recent National Fire Protection Association Survey found that 66 percent of Americans have developed a fire escape plan, but only 34 percent have actually practiced their plans. For the escape plan to be truly effective, it must be practiced.

Fire is unpredictable and can strike even when precautions have been taken, so a good escape plan is vital. This October,



set aside the time to discuss emergency planning and actually practice an escape plan at home or at work.

An effective escape plan should include the following:

- Plan and discuss potential emergency situations that could occur.
- Check smoke alarms for proper placement and function.

- Know two ways out of every room.
- Have a designated special meeting place for emergencies.
- Practice the plan with all members of the household or business.

In the event of a fire:

- Stay low to the floor to avoid heat and smoke.
- Check doors for heat before opening them.
- Close doors behind you as you exit the room.
- Once out of the house, call 911.

For more information on fire prevention, call Deputy Fire Marshal Scott Pringle, 962-2614.

Dispatchers provide medical help

If you have a medical emergency, how long a wait time is likely for assistance—4 minutes, 5 minutes, 7 minutes, more? In Loveland, the answer is zero.

Because all of Loveland's 911 dispatchers are trained and certified as Emergency Medical Dispatchers (EMD), information and instructions to the caller begin immediately over the phone. The dispatcher questions the callers to ascertain the type of medical issue at hand, and then provides very detailed instructions regarding treatment and further information. In the meantime, ambulance, fire and/or police assistance is dispatched as needed.

The questions and instructions come from a nationally standardized protocol developed by a physician and already loaded on the dispatcher's computer. With just a click or two, the dispatcher accesses the information and provides to the caller the medical instructions detailed on the screen. A quick-reference book with the same information is at each dispatcher's desk in case of a computer problem.

The dispatchers assist with problems ranging from a twisted ankle or cut finger to heart attacks and child birth. Not long ago, they assisted a Loveland police lieutenant's wife with her unplanned at-home child birth.



Twice a Lifesaver. Becky Kamoske, Lead Communications Specialist in Loveland's 911 dispatch center, sits below two plaques each awarded to her for saving a life. All Loveland's 911 dispatchers are trained and certified as Emergency Medical Dispatchers and together have earned 14 lifesaver plaques.

The nature of the problem results in five different levels of action by the dispatcher, including sending flashing-lights-and-siren responders.

Since the EMD program began in 1996, the Loveland staff has been deemed directly responsible for saving 14 lives. Two more situations are currently under review by hospital and ambulance officials for lifesaving awards.

It's unusual that with 20 dispatchers, all are EMD certified, explained Becky Kamoske, lead communications specialist for the Loveland dispatch staff. Refreshers, further training, and review of dispatchers' response and performance occur continually, Kamoske explained.

With the success of the program, Loveland is beginning the process of acquiring Accredited Center of Excellence (ACE) status. For ACE accreditation, the Loveland center must submit documentation of its actions for the next 6 months, meeting 20 different requirements at a compliance level of 95 percent or above. About 110 calls a month will be randomly selected for review.

Loveland dispatchers receive an average of more than 300 medical 911 calls a month. Kamoske is very pleased to state that for the past 18 months, Loveland's rating has surpassed 98 percent.



Immediate Assistance. All 20 Loveland 911 center dispatchers, like Tracey Newby pictured here, are trained to offer immediate medical assistance advice over the telephone.

Enjoy Halloween festival downtown

Costumes, entertainment, food and trick-or-treating are all part of the 6th annual Halloween Family Fun Festival, 10 a.m.-2 p.m., downtown in Peters Park next to the Loveland Museum/Gallery.



Activities include craft and activity booths for kids of all ages, live entertainment by Cowboy Craig and his trick roping 10 a.m.-12:15 p.m., and a costume contest with prizes awarded. Lunch will also be available for a small fee from Big Bee Sidewalk Grill.

In conjunction with the festival, downtown businesses will celebrate their annual Downtown Trick-or-Treat event. Designated businesses will welcome youngsters for tricks or treats. Participating businesses will hang signs in their windows.

The festival will run rain or shine but in case of severe weather, it will move to the Loveland Museum/Gallery, 503 N. Lincoln. Fifth Street will be closed between the Reporter-Herald/Museum alley and Lincoln Ave. 7 a.m.-4 p.m., Oct. 27 for the event. The public parking lot on the southwest corner of Lincoln Avenue and Fifth Street will also be closed.

Please call 962-2562 for vendor booth or sponsorship information. For general event information call 962-2410.



New beginning. Loveland City Councilors participate in a ceremonial groundbreaking for the new Fairgrounds Park project. The park, a complete renovation of the old county fairgrounds site east of Railroad Avenue, will include event pavilions, trails along the Big Thompson River, a skate park, ball fields, a dog park and more. Construction is expected to continue into autumn, 2008.

Save on lighting with a twist (continued from page 2)

The highly efficient, long-lasting bulbs will be available at eight local retailers: Collins Cashway, Lighting Designs, Lowe's, Orchard's Ace Hardware, Sam's Club, The Home Depot and both Wal-Mart stores.

Each participating retailer will indicate the bulbs included in the promotion. Some retailers are offering additional specialty CFLs through the program such as flood lights, three-way and dimmable bulbs. No paperwork or coupons are required.

For more information on the Lighting With A Twist promotion, call Loveland Water and Power, 962-3000.

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. Visit the City's website at www.cityofloveland.org.