

LOVELAND

Improvements, expansion for website, social media sites

Loveland's city government strives to keep residents informed about its issues, programs, events, finances and the like. The City uses a number of tools to accomplish this and continues to explore and implement new ways to communicate with its citizens.

The City's website www.cityofloveland.org has undergone a major makeover of its appearance and functionality. And though

many fans/followers/visitors may already have seen them, readers of this month's Dateline: Loveland can view a list of existing official City of Loveland social media sites, with additional offerings likely in the coming months.

Information avenues used by the City vary substantially as to type, function, intended audience and situation. Some avenues are

used to provide day-to-day information while others can be used for special situations or emergencies. Most can be used for both.

We invite Dateline: Loveland readers to learn more about City info sources. And readers might consider cutting out and keeping the list of these sources handy, making them easy to find, both for day-today use and especially if there's an emergency.



City website gets major makeover!

For frequent users of www.cityofloveland.org, there may be a learning curve. The site will look and operate differently. Because page addresses will change, users' existing links and favorites will need to be reestablished.

page for future use or share it with others via a social media page—Twitter, Facebook, etc.

☞ "Dynamic breadcrumbs" on the top of each page enable users to follow the path to the

Since its inception more than a dozen years ago, the City of Loveland's website has been pretty much a do-it-yourself project. While the finished product has been successful in providing a broad spectrum of information and online services, it's never been too friendly to the user's eyes or fingertips.

That has changed. The City hired an outside firm that specializes in municipal website design for a total makeover of www.cityofloveland.org. The new site went "live" this week. It offers dramatic improvements in its looks and user operation, plus additional functions and features absent in the previous version.

Getting the message out through various info avenues

Keeping Loveland citizens informed about its city government is the objective of the Public Information Office and individual City departments. A variety of resources are used to provide information in a variety of formats to reach a broad audience.

- ☑ News Releases
- ☑ City Update Newsletters
- ☑ Dateline: Loveland
- ☑ Social Media Sites
- ☑ City Information Line--962-2020
- ☑ www.cityofloveland.org
- ☑ Channel 16 Programming
- ☑ 1610 AM Radio
- ☑ Emergency Phone Notifications
- ☑ Broadcast Alerts

Below are some of the changes and improvements:

- ☞ Large banner of attractive Loveland photos and graphics greets visitors to the City of Loveland homepage. Smaller banners with artwork specific to a page's content are displayed in various sections of the website.
- ☞ Today's meetings and events noted on the homepage. One-click access to a calendar of all events and meetings, sortable by type of listing with links to complete details including agendas, minutes and other materials for each calendar listing. With a click, individuals can add the event to their personal calendars.
- ☞ Access to an archive of older news and event notices, with the ability to sort by topic or department.
- ☞ Improvements for easier use and greater understanding by users with disabilities.
- ☞ With a click, the users have ability to bookmark a favorite

page and backtrack as needed.

- ☞ A page with links to all the City's social media sites, plus links to specific social media sites from related pages.
- ☞ News headlines are posted to the homepage with links to the complete information plus a link to all current news items.
- ☞ When needed, the homepage graphics can rapidly be replaced with information about emergencies and special situations.
- ☞ A click takes users from the street address of a City building or facility to a map showing its actual location.
- ☞ Clicking a + or - at the top of each page enables users to adjust the page's text font size for easier reading.
- ☞ One click on the homepage will translate the entire website into one of about 50 languages.
- ☞ Users' needs are more easily met with the "I want to" buttons and menu options.
- ☞ Online services such as Recreation's Webtrac, job applications, bill payments and more will continue on the new website.
- ☞ The pages can easily be printed in an easy-to-read, printer-friendly format.
- ☞ A Quick Links menu takes users to the site's most popular pages.
- ☞ The site will include an alphabetized listing of City services with phone numbers, e-mail addresses and links to details about each service.
- ☞ A search engine powered by Google will locate content on the sites pages plus documents and .pdf files linked to the pages.
- ☞ A searchable staff directory will include name, job title, phone number and e-mail address.
- ☞ Users can subscribe to automatically receive e-mails about news items or calendar events on one or more specific topics of their choosing.
- ☞ Users may view a mobile-friendly version of the entire website on their smartphones, tablets, etc.

We're sure you'll enjoy your visit to the new

www.cityofloveland.org



Connect to departments through social media!

The City of Loveland has many social media sites to keep residents informed on topics from golf course tee times to alerts of power outages to bus route information. Links to these sites are available on the social media webpage at www.cityofloveland.org.

City of Loveland Facebook Sites	Information/Focus
City of Loveland Colorado	Information on city news, programs and events.
Loveland Museum/Gallery	Announces exhibits, programs, classes and events, and encourages interaction with the museum.
Loveland Youth Advisory Commission	Announces activities, meetings and events for the museum's YAC.
Downtown Loveland	Information on downtown businesses, events and activities.
Loveland Public Library	Information on library programs and facilitates dialogue on library topics.
Loveland Public Library Teens	Informs teens of programs and important library information.
Golf Loveland	The most up-to-date golf news, information and offers.
Rialto Theater	Information on shows and allows the community to discuss their experiences at the theater.
City of Loveland Stormwater Engineering	Information on how to keep our water clean, events, construction projects and flood safety.

City of Loveland Twitter Sites	Information/Focus
City of Loveland	Provides variety of citywide news headlines and events.
Loveland Library	Information on programs and facilitates dialogue on library topics.
Golf Loveland	The most up-to-date golf news, information and offers.
COLT Transit	Notices on upcoming events, route changes and general information.
Loveland WP	Information on power outages, water main breaks and other activities and events.

City of Loveland YouTube Sites	Information/Focus
City of Loveland	Provides variety of citywide news headlines and events.
City of Loveland LIB	Information on programs and facilitates dialogue on library topics.
City of Loveland Golf	The most up-to-date golf news, information and offers.

Emergency Information Sources

--KEEP THIS LIST HANDY--

Some or all of these sources may be utilized during an emergency or special situation. The nature of the situation will dictate what sources will be utilized. Setup and staffing for some resources will not occur immediately.

City of Loveland Info Sources:

- www.cityofloveland.org Official City website
- 1610 AM radio City's AM radio station
- Phone 962-2020 Info line/call center
- Phone 911 Emergency police/fire
(non-emergency: 667-2151)
- Channel 16 cable TV City cable TV channel
- Emergency Notification Phone calls, e-mails

- Emergency Alert System (EAS) Emergency messages on TV & radio
- City of Loveland [Twitter](#) Brief messages
- City of Loveland [Facebook](#) Brief messages

Other Sources:

- www.larimer.org Larimer County
- Phone 221 Assistance Agencies
- www.firstcall211.org 211 Website

Sign-up at www.LETA911.org