



Loveland Public Library launches 'Where you can!'

New library brand reflects mission as community hub for lifelong learning

Library professionals twice whenever the worn-out stereotype is invoked: Stern, buttoned-up librarians, fingers to lips, shushing overly talkative patrons, glaring at the noncompliant.

It is way past time to click the "refresh" tab.

Libraries today are bustling centers of diverse activity, where classes and groups of all kinds meet, exhibits showcase art, literature and media, and newest technology allows patrons to engage in such pursuits as 3-D printing and high-definition video production.

The Loveland Public Library is known as a trailblazer of those trends, and its leadership begins a new year with a new brand that tells us so.

Mission and brand align

"We wanted our brand to more closely align with our mission," library Director Marcia Lewis said. "While we will always be a place where people can check out books, we offer and do so much more now and we want to make sure the community knows that, because all of this is here for them."

Creation of a fresh, new image began a year ago, when Lewis and staff members from throughout the library's various divisions embarked on a quest for a brand they felt reflected all that the library is and does. A committee of



The Loveland Public Library, which was completely renovated and expanded in 2011-12, now houses more than 130,000 books, eBooks and other downloadable titles, a digital content creation lab, a 15-computer classroom, and a state-of-the-art materials handling system. Program attendance for kids, teens and adults has increased 84 percent since 2011.

six staff members worked together gathering information, designing, deliberating and getting feedback from other staff members.

The group enlisted the library board, the Friends of the Library fundraising arm and anyone else who would listen, look and offer

assessments of their work. The committee also learned more about those they serve, identified key

Among the library's many offerings:

- Basic computer classes onsite and online
- Instructor-led online courses on hundreds of topics
- Robotics classes for kids and teens
- 3D printing of three-dimensional objects
- Large-format printing
- Multimedia production tools
- One-on-one technical support
- Business consultations and research



Emily Weakland and 3-year old daughter Evelyn leave the library after checking out books on writing business plans for a future family business. Evelyn is a regular Storytime with Miss Lolly attendee and Weakland's elementary-aged sons like the I-Make lab and Lego Club.

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Loveland Public Library

Where you can!

The library's new logo was designed to have a more modern feel and to be instantly recognizable to people. It was created with the help of Joshua Rice, a local graphic designer, and will appear on all printed library materials as well as on the library's website and social media pages.

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services and talked about the kind of customer service they wanted to provide their patrons.

Mission accomplished. Launch day is Jan. 4, and the phrase "Where You Can!" will anchor a new logo, new website and new patron perceptions of just what the building at 300 N. Adams St. means to Loveland.

Something for everyone

"Our goal is to be, as much as possible, all things to all people," Lewis said. "To us, 'where you can' translates to where you can read, explore, think, dream, learn, grow, listen to music, build robots, play chess or learn to knit. The possibilities are endless."

Lewis said she wants the new brand to communicate to the public not only what LPL offers, but also how Loveland librarians and staff view their role within the

community.

"Libraries are not just big warehouses for books anymore," she said. "We want to expand our presence in the community and help people understand that we are a dynamic, modern, customer-focused hub for lifelong learning."

In addition to the new tagline, the committee worked with a graphic designer to design a new logo that feels and looks more modern. The new logo will appear on all library materials and be displayed on all online library platforms including the library's many social media pages and soon-to-be launched website.

New brand improves consistency

Prior to the rebranding, promotional materials from different library divisions were not readily identifiable as coming from LPL, Lewis said. The new logo will help community members know immediately that whatever they're looking at is a program or service of the library.

The final feature of the rebrand, a new, independent website to be launched Jan. 4, is being designed to be more user-friendly than the current site was. Tyera Eulberg, library technology specialist, is building the new site with the goal of greatly improving the user's experience by making the site as navigable

and intuitive as possible.

Eulberg said that part of a modern library's charge is to be on the forefront of technology. The limitations of the current library website's system for managing content did not allow for that. The new site will enable the library's web architects to create more dynamic, interactive content, making it easier for users to link to and download ebooks, music and video, and navigate to other content sources such as newsfeeds, job resources and technology training.

"Through our research we learned that our website users were often confused about how to get to where they wanted to go," Eulberg said. "They also sometimes got diverted to other City department pages. The new site system is quite flexible and will allow us to customize the content for users so they can more efficiently and effectively navigate the site."

The entire rebrand, including the design of the new website, was done in-house rather than by a consultant, saving money that is now available for programming and services.

"I'm pretty proud of that," Lewis said. "It was a long process, but the committee did a terrific job and I think we're sending exactly the messages we need to be sending to our patrons and the community at-large – that we are a modern, vibrant, 21st century library."

Celebrate with the library

To celebrate and officially launch the new brand, the library is inviting residents to a special event –

New Year, New You, New Library

Join library staff from 4-6 p.m., Monday, Jan. 4, 2016 for this all-ages celebration. The event will include the unveiling of the new logo, activities to inspire New year's resolutions, and cake and punch so guests can promptly break those resolutions.



The Library Interactive Mobile Outreach vehicle (LIMO) is a 2-seater Surrey bicycle, equipped with wifi, books, robotics kits and an old-timey horn. LIMO pilots/librarians can help residents check out books or demonstrate some of the library's online resources.

Top-level vacancies have City's recruiting machine in high gear



Chief Luke Hecker greets a Police Communication Center dispatcher after announcing his retirement. Photo: Courtesy Loveland Reporter-Herald

The final 90 days of 2015 are marked by the departures of three City department heads, and the launching of national searches to replace them.

Economic Development Department Director Betsey Hale, after four years leading the City's newest department and seven total years of City service, announced her departure in early October to accept the top job at a large, private-sector economic development agency in Corning, N.Y.

A few weeks later, Loveland Police Chief Luke Hecker and Development Services Director Greg George both announced their retirements, effective Dec. 31. Hecker ends 30 years of service to LPD, the last 10 as

chief. George's planning and development career brought him from California to Loveland in 1989.

While the Human Resources Department is accustomed to filling high-level vacancies in the City organization, having three occur in such quick succession has meant extra effort by HR employees, and enlisting help from outside.

Searches for candidates to replace the three departing members of the City's Management Team are underway, and interviews with finalists will fill January's calendar.

Applications for George's Development Services job will be handled in-house by the City's HR staff. Candidates for Hale's



Betsey Hale, right, and Greg George, middle, in a meeting in October. Fire Chief Mark Miller is in the foreground. Photo: Courtesy Loveland Reporter-Herald

position will be screened by an outside consultant, with a field of qualifying prospects further vetted by the City. The process of hiring Loveland's next police chief will be handled entirely by a national consulting firm, with finalists due in Loveland for a round of interviews in early 2016.

The two retirements illustrate that demographics is catching up with Loveland's City workforce, as with employees of large organizations everywhere. The Baby Boom bubble means the percentage of the nation's workforce over the age of 60 is at an historic peak. The City has responded with a succession-planning program to capture the experience and wisdom of senior-level employees before they retire.

Community invited to help name 155-acre open space in west Loveland

The city needs the community's help to name a recently acquired 155-acre property in west Loveland, including the ridge where the Winter Holiday Council's Namaqua Star is located.

This natural area provides important habitat for mule deer, bobcat, coyote, red and gray fox, and potentially elk, mountain lion and black bear. Numerous species of small mammals also call the area home along with prairie falcons, golden eagles and other raptors.

A resource management plan is underway to evaluate current conditions and determine appropriate management and public access goals. Future uses may include soft-surface trails, potentially connecting to Meadowbrook Natural Area and the Hwy 34 area. The property



will remain closed until the management plan is complete. The public is asked to please observe the site from public roads.

Priority consideration will be given to names that reflect the site's unique ecological features such as plants or wildlife native to the foothills and hogback area, geological features, habitat types or physical identifying features.

Proposed names may be submitted online at cityofloveland.org/openlands until Jan. 4, 2016.

Keep busy this winter at Chilson classes, holiday camps

The Chilson Recreation Center is offering a number of new winter programs and classes with something for every member of the household.

Classes include:

- Project Runway for grades 4-8 - December Holiday Camps
- Fencing classes for ages 7-18
- Hand spinning for ages 8 to adult
- Tubing, skating, ski and snowboard trips for ages 6-15
- Lego engineering camps - December Holiday Camps
- Wilderness and remote first aid and CPR
- Cooking classes: Thai, Indian and gluten-free desserts
- Exploring aromatherapy and

essential oils, and so much more.

For more information and to register go to cityofloveland.org/Chilson or call Pam Greaney at 962-2446.



Project Runway participant

X-mas tree recycling

Give your Christmas tree a second life as beneficial mulch.

Remove tinsel, lights, wire and other artificial items, and drop the tree off at one of these drop off sites:

- Centennial Park - 977 W. 1st St.
- Kroh Park - 5200 N. Garfield Ave.

Trees can be dropped off from sun-up to sundown from Dec. 21 through Jan. 21, 2016.

Trees can also be taken to the City's Recycling Center.

For more information call 962-2727.



New Year, New You!
On sale Dec. 1-31

Chilson Winter Break Passes

The Winter Break Pass is good for **UNLIMITED USE** of the Chilson Recreation Center from Dec. 19 through Jan. 4, 2016

Youth: \$17 | Adult: \$22
College Students: \$34 (3 wks)
(with Student ID) \$44 (4 wks)

Call 970-962-2FUN for more information

Chilson Recreation Center 700 E 4th St.
www.CityofLoveland.org

Dusty Saunders News, Radio, TV



Denver native, Dusty Saunders was a writer at the Rocky Mountain News for 54 years. He specialized in TV coverage, gained local and national fame and won numerous awards. Come listen to the interesting tales of his experiences... past, present, and future!

Wed, January 27, 2:00-3:30pm
Cost: \$8, \$6 w/SAC

Chilson Recreation Center 700 E 4th St / 970-962-2783
www.CityofLoveland.org

Do you want to increase your

- energy
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Then the **Right Weight for Life Program** is for YOU!

The class includes:

- 8-week group support
- 4 months of follow up
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- Weekly classes with weigh-ins
- Individual nutrition coaching sessions
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- Sustainable weight loss & so much more!

Sign-up Deadline: Jan. 4, 2016
Call Maureen "Mo" Geraghty at 970-685-2700 for more info!

Chilson Recreation Center 700 E 4th St., Loveland, 962-2FUN
www.CityofLoveland.org

City Update is a monthly publication of the City of Loveland. Residents receive City Update according to their utility billing cycle. Timeliness of the information may be affected by recipients' billing schedule. City Update is also available around the first of every month on the City's website at www.cityofloveland.org. Your comments are encouraged and welcomed at 962-2302, or Tom.Hacker@cityofloveland.org. The City of Loveland is committed to providing an equal opportunity for citizens and does not discriminate on the basis of disability, race, color, national origin, religion, sexual orientation or gender. The City will make reasonable accommodations for citizens in accordance with the Americans with Disabilities Act. For more information, please contact the City's ADA Coordinator at 962-3319 or Bettie.Greenberg@cityofloveland.org.

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LCCC helps residents save energy, money with the Water and Energy program

This month Larimer County Conservation Corps (LCCC) will be back in Loveland offering the Water and Energy Program for Loveland Water and Power (LWP) customers.

A partnership in its sixth season, LWP, Larimer County Workforce, Platte River Power Authority and Fort Collins Utilities will be providing the free home efficiency assessment program in Loveland for the next five months.

Through this program, corpsmembers conduct a visual inspection of the refrigerator, water heater, heating/cooling system and home insulation. They offer tips and information on rebates and resources. Crews also install energy and water efficient products such as compact florescent light bulbs (CFLs), programmable thermostats and low-flow showerheads.

“We have a technical audit program for homeowners who want to make home improvements but this program really helps those that need low cost, simple solutions. While any LWP water or power customer may participate in LCCC, this is a great option for renters



A LCCC home energy auditor goes over the results of the home efficiency assessment she just performed with the homeowner. Based on the results, corpsmembers can make recommendations to homeowners on ways to save resources and money.

and residents in multi-family complexes,” said Lindsey Bashline, customer relations specialist with LWP.

Benefits flow both ways

Corpsmembers are young adults with diverse work histories and educational backgrounds. They all have an interest in conservation and working in their community. LCCC provides paid jobs, real-life work experience and lessons of conservation to the young adult members.

“We’d like all of the corpsmembers to emerge with new technical abilities, work experience, a better understanding of conservation and improved leadership, teamwork and communication skills,” said Megan Butler,

program coordinator with LCCC.

Corpsmembers learn about building science, sustainability, and water and energy throughout the season. They are able to engage with the community and learn about water and energy-related topics through presentations and tours.

Some of this season’s tours will include the Rawhide Energy Station to learn about how electricity is generated, the National Renewable Energy Lab to learn about building efficiency and renewable energy research, and the Northern Colorado Water Conservancy District to learn about how water flows from rivers to faucets.

Since the program started in 2011 more than 1180 homes have been assessed in Loveland.

For more information, visit larimerworkforce.org/energy or call 970-619-4669.



Another corpsmember installs a ‘low-flow,’ water-saving showerhead in a homeowner’s bathroom.

‘Out of sight’ is *not* ‘out of mind’ at the City’s wastewater treatment plant

Just because it’s out of sight does not mean it’s really gone.

Once something is flushed down the toilet or goes down a drain, it still has a long journey ahead to its eventual destination, Loveland’s wastewater treatment plant.

Disposing of items other than toilet paper into the sewer system can not only cause a nasty sewer back-up, but pose a serious health hazard to those who maintain the City’s sewer system. It can also cause serious health and environmental concerns.

Even though manufacturers may claim or indicate their products are ‘flushable,’ ‘disposable,’ or ‘biodegradable,’ these items need to be discarded in the trash – *not* in the toilet.

These items do not breakdown the same way toilet paper does. The interior of many sewer lines contain imperfections that can snag the misplaced items. Although some items may seem small, once they’re caught in the sewer pipe, other misfit items will attach to them, eventually causing a blockage and sewer backup.

Products other than toilet paper that enter the city sewer system can also plug mechanical devices causing increased maintenance and operational costs. In addition, if these items make their way into the wastewater treatment plant, they do not decompose and end up taking up useful space needed to treat the wastewater.

None of the following should be put down a drain or in the toilet:

- acne pads • aquarium gravel
- band aids • cat litter
- condoms • cotton balls

- clothing
- cigarette butts
- dental floss
- diapers (disposable/cloth)
- feminine hygiene products
- napkins
- needles/syringes
- nursing pads
- paper towels
- plastic • Q-tips
- rags
- ‘Swiffer’-type cleaning supplies
- wipes of any kind

Take Action

Avoid the pain in the drain. Every effort you take to reduce unwanted pollutants to the sewer



Trashcan



NOT a Trashcan

benefits you, the City and the environment. For questions on waste to the sewer, please contact LWP’s Pretreatment Program at 962-3000 or pretreatment@cityofloveland.org.

Fight F.O.G. this Holiday Season!



Keep Fats, Oils and Grease out of your drain to prevent clogs and backups.



Cool it, Can it, Trash it!

970-962-3000

www.cityofloveland.org/Pretreatment

www.facebook.com/LovelandWaterandPower