

'EYES' campaign has safety, efficiency in sight

Data-driven program brings police, traffic engineers, motorists together in Loveland

Distracted drivers show up clearly, and far too frequently, on dozens of traffic-camera images covering a wall of the City's Traffic Operations Center in central Loveland.

The full-motion video pictures show traffic moving, or sometimes not, through more than 40 intersections in the City. It is easy to spot a car sitting motionless in a left-turn lane with a green arrow, and imagine a driver who is probably either tapping out a text message on a cell phone or reading one.

One can almost hear the horns blaring.

Everyday safety

The frustration of being behind one of those drivers is just a small piece, a single aspect of the much more global safety and mobility issues that have emerged as priorities for the Loveland Police Department and the City's Public Works Department. This fall, the two are collaborating on a new campaign that addresses distracted driving among a broad range of other traffic safety issues.

EYES, an acronym formed from the words Enhance Your Everyday Safety, and an "eyes up, phones down" tagline to go with it, address a problem that the Traffic Operation Center's monitors display. However, the two City departments have a greater goal in sight.



Loveland Traffic Operations Supervisor Gary Dahlgren, lower right, points out images on the monitors at the Traffic Operations Center located in a central Loveland Public Works Department building where traffic issues unfold in real time.

Using data that LPD has gathered from traffic crashes and crime reports over three years, the separate issues of accident prevention and crime reduction unite under the umbrella labeled with another acronym – DDACTS. **Geographic focus**

The Data-Driven Approach to Crime and Traffic Safety is a relatively new strategy that law enforcement agencies nationwide have embraced. When Loveland Police Chief Bob Ticer took the department's top post in June

2016, he brought a commitment to DDACTS with him, and made it LPD's gospel.

The data that Police Department analyst Mark Rudolph has assembled leads LPD to focus on two zones in Loveland where, not so coincidentally, crime reports and traffic accidents are most frequent.

One stretches along Eisenhower Boulevard/U.S. 34 from Redwood Drive eastward beyond Interstate 25 to County Road 3, the City's eastern limit. The other is north-

(see **EYES campaign** page 2)

EYES Campaign (from page 1)

south, along U.S. 287 from downtown's Fifth Street northward to 37th Avenue.

Loveland motorists likely have already seen the uptick in enforcement in those areas, with more frequent traffic stops and a greater police presence, especially during high-traffic periods.

Officer Benito Avitia, a 17-year LPD veteran now with the Patrol Division after a term as School Resource Officer, tapped at a map illustrating the data in his patrol car as he returned to his patrol duty one day in late August.

Identifying hot spots

"From this information, we know where the hot spots are, and where we need to deploy," he said.

DDACTS nationwide is a collaboration that brings local law enforcement agencies into a larger sphere that includes the National Highway Traffic Safety Administration and two agencies of the U.S. Justice Department. Its objective is to put highly visible police presence in the exact places, and at the exact times, that the need is greatest.

"It's efficient, smart policing," Chief Ticer said. "We know where crime and crashes are occurring, and we put our scarce resources out there to try to reduce it. We're evaluating that data every day now. It's on logs, and it's in operations staff meetings. Now that we're benchmarking this, we'll be able to compare where we are with where we've been."

In Loveland, the advantage offered by the Traffic Operations Center also comes into play, supplementing LPD's mapping data with real-time information about the City's traffic conditions, information that is now shared with the Colorado Department of Transportation (CDOT).

The state agency has jurisdiction over Loveland's busiest corridors, U.S. Highways 34 and 287.



Officer Benito Avitia CRJ-Officer Benito Avitia, shown here in his patrol car outside the Loveland Police Department, said the DDACTS data mapping approach is already showing results in the District 2 area he was working in late August.

Loveland Public Works Director Leah Browder said CDOT regional director Johnny Olson has pointed to Loveland as an operational model for how to track and respond to changing traffic needs on any city's busiest highways.

"He has said several times that

34 is changing faster than we can keep up with, and in ways that we cannot predict," Browder said. "To be able to monitor the movement on 34 in real time, and make adjustments, is a huge advantage for us. We

now have CDOT, the City and the Police Department together, working to maximize the use of that technology."

LPD's project manager for the EYES campaign, Commander Tim Brown, said that the Public Works contribution was an essential component in its success.

"We all have the same goal," he said. "We want to move the maximum volume of traffic safely

through the city. They represent the third 'E' in the program. We start with enforcement and education, but we also have to have the engineering."

About the 'TOC'

Loveland's Traffic Operations Center uses video technology to monitor traffic movement and make adjustments to improve mobility and safety throughout the City.

The cameras mounted at intersections capture the movement of vehicles without compromising the privacy of motorists. They provide real-time visual information on what works, or does not work, at the busiest locations of the City's transportation network.

In cooperation with the Colorado Department of Transportation and the Loveland Police Department, the center is a "data hub" that contributes to joint efforts to make Loveland streets safer and more efficient.

"I've worked in larger cities, where a traffic operations center such as this one is just a dream," Public Works Director Leah Browder said. "To have that resource, and not have it be a huge budget item, is just a miracle."

**"It's efficient,
smart
policing."**

**-- Bob Ticer,
Loveland Police Chief**

KaBOOM! – Foundation grant jumpstarts park, playground redevelopment

KaBOOM!, a nonprofit foundation with an attention-grabbing name and a mission to “improve the state of play” nationwide, will add Loveland to a lengthy list of communities where it has installed imaginative, one-of-a-kind playgrounds.

Last month, a design workshop held on the afternoon and evening of Aug. 23 and hosted by Garfield Elementary School Principal John Kleiber, set the stage for a special brainstorming session specifically for area youth.

Children in neighborhoods surrounding Junior Achievement Park in Central Loveland discussed and shared ideas about what they would want in a new “dream” park and playground.

These “experts” then shared their thoughts with attending adults including a KaBOOM! representative and Loveland Parks staff, who recorded their recommendations, which will be incorporated into design plans.

After the children shared their ideas, adults participated in a planning session for the single Oct. 14 “Build Day, when volunteers from throughout the community will turn the vision into reality in a single day.

The adult participants learned more about working with KaBOOM! and, using the children’s



This KaBoom! playground, dedicated earlier this year in Richmond, Va., is one of thousands the non-profit group has funded. Loveland youth generated their own ideas for a new KaBoom! park on East 10th St. designs as a guide to help pick out equipment and colors for the custom playground.

The playground project is supported by a grant of up to \$50,000 from the Colorado Health Foundation, KaBOOM!’s funding partner.

Junior Achievement Park – “JA” as it is commonly known – is one of the smallest and by all accounts most deserving of Loveland Parks & Recreation Department facilities.

Tucked away on East 10th Street, midway between Taft and Colorado Avenues, JA Park currently has two soccer goals, an asphalt basketball court, a chain-link softball backstop and not much else.

“This is the ideal location for

this to happen,” Loveland Parks Manager Dan Willadsen said. “It’s an opportunity to jumpstart the redevelopment of JA Park in a major way, and will be a huge benefit to the neighborhoods that surround it. That’s what KaBOOM! has done all over the U.S.”

KaBOOM! has built more than 3,000 playgrounds nationwide, most of them in urban core neighborhoods where resources for “extras” such as play facilities are least available and most needed.

“One of the greatest benefits of the community-build process for this playground is the ability to garner neighborhood ownership in the park,” Parks & Recreation Director Elizabeth Kayl said. “That will generate pride, and likely deter crime and vandalism.”

While the Colorado Health Foundation has stepped forward to fund the project, an \$8,500 local match for the work will come from within the community. The Loveland Parks and Recreation Foundation leads that effort.



Leaf season is nearly upon us - recycling is best for environment, waterways

Sending leaves to the landfill is an expensive and un-environmentally-friendly way to dispose of them. Leaves that are not disposed of properly can clog storm drains, reducing water quality and promoting flooding.

Fortunately Loveland residents have easy options for leaf disposal:

- Take leaves to the Recycling Center, 400 N. Wilson Ave. The center is open 7:30 a.m.-4:30 p.m. Tuesday-Sunday (closed Monday). There is no charge to city residents

with a current yard debris permit.

- Sign up for weekly curbside yard debris collection. The City will deliver a 95-gallon cart. It can be filled with leaves and other yard debris and collected on the



resident’s regular trash day. The service runs through the end of November. To request a cart call 962-2529.

- Leaves can also be mowed into mulch with a lawn mower. Simply spread leaves evenly over the lawn and then go back and forth over them several times. These finely chopped leaves act as mulch and help retain moisture.

For more information go to call www.cityofloveland.org/solidwaste or call 962-2529.



CSI - "CRITTER SCENE INVESTIGATION"

Morey Wildlife Reserve
October 21, 2017
10:30 am – 1:30 pm
*Use clues & evidence
 to solve a wildlife mystery!*

Registration not required but sign
 up for reminders & updates at:
<https://offero.cityofloveland.org/>

Local Author showcase

LOVELAND PUBLIC LIBRARY

MEET
 AUTHORS
 &
 SHOP
 (Have Books Autographed!)

Saturday, October 7
 2PM-5PM | Library Galleria | 300 N Adams
FREE ADMISSION

FAMILY Swim NIGHT at Chilson

FRIDAY • 9/29
6:00-8:00pm

Help us **CELEBRATE 30 years!**
FREE for ALL ages!

Games! Prizes!
Refreshments!



Loveland Public Library
 &
Rogue's Roost Present



*Come one, come all, come in cos-
 tume! Come join the fun and get
 your free comics!*
It'll be a SCREAM

Picasso

LOVELAND MUSEUM

September 2 – November 26, 2017

Explore Picasso's
 mastery of the print
 medium with two
 exhibits that celebrate
 the artist's extraordinary
 and varied interpretation
 of the human face
 and the critical role his
 models played in his art
 and his life.



Pablo Picasso, Françoise, lithograph, 1946



503 N. Lincoln Avenue, Loveland, CO 80537
 (970) 962-2410
www.lovelandmuseumgallery.org

35th Annual SKIS & Sports SWAP at Chilson

**Sell your gently used
 equipment or buy some
 great SKIS & SPORTS
 EQUIPMENT at a fraction
 of the cost!**

Friday, November 3
5:00-9:00 pm

Saturday, November 4
8:30 am-1:00 pm

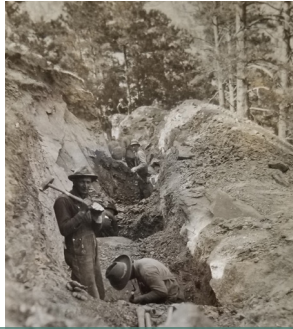
Call (970) 962-2467 for more information

Chilson Recreation Center CityofLoveland.org/SkiSwap
 700 E 4th Street • Loveland, CO • (970) 962-2FUN

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 welcome. Please call 962-2302, or email Tom.Hacker@CityofLoveland.org. The City of Loveland is committed to providing 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.

Follow us on
 Facebook,
 Twitter
 and
 YouTube





PUBLIC POWER WEEK

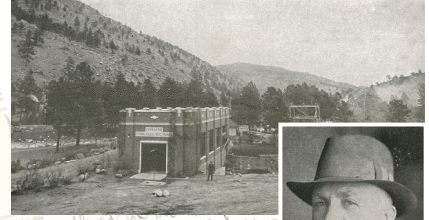
Time travels with exponential speed. With our world spinning as fast as it does these days, it sometimes slips our minds that the lights come on with the flip of a switch. The birth and adolescence of electric power in Loveland spanned more than 100 years. Negotiation and governance escorted Loveland's modern infrastructure into town on the backs of those who dug the holes for poles and pipes. To fully appreciate our present service, we delve deeply into the pictures of the past, for the pictures tell the stories.

Every decade since the 1800's, Loveland crept closer to establishing a publically-owned utility. In the early 1892, the Loveland Board of Trustees agreed to pay for the operation of six arc lights at a cost of \$42. In early 1900, the Town Board proposed a \$10,000 bond issue to build an electric light plant, creating jobs and hope for a modern electrical system in a sleepy agricultural town just shy of 1100 people. This plan was put on hold after Lee J. Kelim convinced the Town Board to grant him a 10-year franchise. In 1911, Charles

A. Viestenz was elected to the Town Board. Viestenz announced that the time had arrived for the Town to build and own its own power plant. After facing many legal battles and much opposition, the City acquired the electrical distribution system and began serving its citizens with electrical energy on February 11, 1925.

In celebration of Public Power Week we have collected a small sample of the visual history of the Power Division which turned 92 this year. Public Power Week, celebrated the first full week in October every year, is an opportunity for public power utilities to remind customers and stakeholders about the distinct advantages that public power offers. Each public power utility is different, reflecting its own hometown characteristics and values, but all have a common purpose: providing reliable, not-for-profit electricity at a reasonable price.

To learn more about the history of Loveland Water and Power visit: cityofloveland.org/AboutLWP



ABOUT THE PHOTOS: from top left

1. Crews place large concrete pipe sections in the Big Thompson Canyon for the Loveland Municipal Hydroelectric Plant.
2. Men dig a trench in 1916-1917 for the wood stave pipeline for the Loveland Municipal Hydroelectric Plant.
3. Bob Hadley (far left) and linemen stop for a photo in August 1960.

4. Early in the year 1913 a group of citizens led by Mr. Charles A. Viestenz conceived the idea of constructing a hydroelectric plant on the Big Thompson River to generate energy for the use of the City of Loveland and its citizens.
5. The Town Board hired Ray Smith as construction engineer and manager for the municipal electric system in 1924.

6. Bruno Lopez (right) and Dan McQueen (left) perform a power demonstration for local elementary kids in 1983-1984.

7. The Power Division takes a group photo in celebration of Public Power Week circa 1989.

8. Line crews take a group photo after the annual Safety Demo Day in 2013.



MAIN SWITCHBOARD
970-962-3000

UTILITY BILLING
970-962-2111

visit us online...
cityofloveland.org/LWP



DID YOU KNOW?

In 2015, Colorado had 31 public power utilities who generated over 7,722,373 (MWh) of electricity to serve over 445,637 customers.

Loveland Water and Power is the 93rd largest public power utility in the United States (Based on electric customers served in 2015)

As a public power utility Loveland Water and Power serves over 35,012 electric customers.

you're invited!

Please join the City of Loveland for the

Grand Opening

of the

Foothills Solar Array & Substation

Friday,

October 13

10am – 1pm

West 29th St. & Rio Blanco Ave.
Food Trucks Available

Learn more about the project at
cityofloveland.org/foothills



Loveland
Water and Power

PUBLIC POWER

Powering Strong Communities

AVERAGE HOME ELECTRICITY
PRICES IN THE U.S.

11.5
cents
/kWh



COMMUNITY
OWNED UTILITY

13.2
cents
/kWh



PRIVATELY
OWNED UTILITY

AVERAGE OUTAGE TIME
IN THE U.S.*

59
minutes
a year

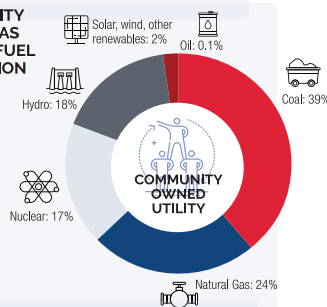
COMMUNITY
OWNED UTILITY

133
minutes
a year

PRIVATELY
OWNED UTILITY

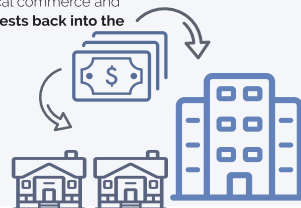
*When there are NO major adverse events

COMMUNITY
POWER HAS
DIVERSE FUEL
GENERATION
SOURCES



GIVES BACK TO THE COMMUNITY

Public power utilities employ 93,000 people and earn \$58 billion in revenue each year. Public power supports local commerce and jobs and invests back into the community.



LOCAL DIVERSE RELIABLE AFFORDABLE