

Longmont *life*

January/February 2010 Your community, your life Vol. 2, Issue 1



An informational newsletter for Longmont residents.

Council Corner

Big-picture planning at City Council Retreat. **PAGE 2**



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Tips on keeping our water clean. **PAGE 3**

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Police Academy

A special training meant for City residents. **PAGE 6**



Open Space

Purchase will preserve land near Union Reservoir. **PAGE 8**

Stayin' Alive

Keep it Local

Longmont residents, store owners, teachers, coaches and political figures are being featured in a new marketing and educational campaign designed to drive retail sales and economic growth.

Adrenalin, Inc., The Brand Expansion Team, has been selected by the City of Longmont to lead an effort to encourage residents to shop locally, contribute to the sales tax base, support local services and build community pride.

Print ads, running in local newspapers, online banner ads, local bus shelters, downtown street



banners and other media will feature residents - their lifestyle, job, activities and commitment to the Longmont community, or direct people to learn more about the campaign by visiting BeAliveInLongmont.com. All stories and references to local people and places are real and Longmont photographers will shoot all photos used in the campaign.

Ads will also encourage residents to submit their own "Longmont stories" by visiting BeAliveInLongmont.com for a chance to be featured in an upcoming ad. The goal of the campaign is to raise awareness and pride by encouraging people to "be alive" in the community in which they live and work thereby contributing to the future of the city through local sales taxes. The support of residents, small businesses and corporations will act as legs for



► **Keep It Local** continued on page 5

Survey Says...

Residents Feel Safe in Longmont

Every other year, the Longmont Police Department (LPD) conducts a comprehensive survey to gauge the community's perspective regarding crime, disorder and quality of services provided. In 2009, the LPD received over 1,000 surveys from our residents that assisted us in determining their sense of safety, their sense of disorder, and the quality of services provided by the LPD.

The following chart reflects the changes in our community's sense of safety and disorder. The sense of personal safety was higher in 2009 than 2007. The sense of property safety was higher in 2009 than it has been since 1999. The sense of disorder is lower in 2009 than it has been since 1999.

The LPD utilizes a "beat" system. This divides the Longmont community into 14 neighborhood

Safety and Disorder Concerns	1999	2001	2003	2005	2007	2009
No more than 5% of Longmont residents believe personal safety is very unsafe or unsafe	3.0	5.5	4.7	4.2	6.6	5.1
No more than 10% of Longmont residents believe property safety is very unsafe or unsafe	10.2	12.4	12.9	12.7	12.5	11.2
At least 85% of Longmont residents believe disorder* is no problem or a minor problem	85.8	81.5	83.5	85.0	82.3	85.6

*Disorder defined as abandoned/junked cars; litter; loud noise; loitering youth and adults; vandalism; graffiti; homes in violation of city codes; illegal drugs use or sale.

"beats". With the information gathered from the survey, the police department is able to determine what police services are needed in each neighborhood. Services are then tailored and customized to meet the needs of the 14 different neighborhood beats.

Residents were asked to rate quality of the LPD's staff based on a recent contact. Fifty-one percent of the respondents had contact with a

LPD staff member in the last twelve months. When asked to rate their overall impression of the LPD staff member, 81 percent gave a very good or good rating and 6 percent gave a bad rating. This has increased from 79% "good or very good" rating in 2007.

For more information regarding the 2009 survey please visit www.ci.longmont.co.us/police or call 303-651-8541. 📍

LONGMONT LIFE
City of Longmont
350 Kimbark Street
Longmont, CO 80501

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US POSTAGE
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LONGMONT CO
PERMIT NO 19

POSTAL PATRON

What's on Your Mind?

The Longmont City Council invites the community to participate in an open forum with council members on Tuesday, January 12, 2010, at 7 pm in the City Council Chambers at 350 Kimbark St. This will replace the regular city council meeting, and has no agenda other than to listen to voices from the community.

This is an opportunity for Longmont residents to engage in a positive, informal dialogue with the city council about any current issues or future opportunities they see for Longmont. The meeting format allows residents to offer their opinions, ask questions and converse with council members and city staff.

For more information contact city council members directly or the city manager's office at 303-651-8601. 📍



Longmontlife

Longmont Life is distributed six times per year via U.S. mail to all city residents and businesses. Comments on this newspaper format and content are welcome at cityoflongmont@ci.longmont.co.us

City Council

There are a variety of ways to contact City Council Members:

- City Council Meetings, every Tuesday at 7:00 pm
- Coffee with Council, last Saturday of every month
- E-mail and phone numbers listed below
- Mail c/o City Clerk's Office, 350 Kimbark St.
- Public events, including Cinco de Mayo, Rhythm on the River and Festival on Main

MAYOR
Bryan L. Baum

Term expires 11/2011
bryan.baum@ci.longmont.co.us
303-651-8602



AT-LARGE
MAYOR PRO TEM
Gabe Santos

Term expires 11/2013
gabe.santos@ci.longmont.co.us
303-775-4005



WARD I
Brian Hansen

Term expires 11/2011
brian.hansen@ci.longmont.co.us
303-847-7186
(Mon. & Tue., 8 to 10 a.m.)



WARD II
Katie Witt

Term expires 11/2013
katie.witt@ci.longmont.co.us
303-642-6606



WARD III
Sean McCoy

Term expires 11/2011
sean.mccoy@ci.longmont.co.us
303-847-6076



AT-LARGE
Sarah Levison

Term expires: 11/2011
sarah.levison@ci.longmont.co.us
303-847-1647



AT-LARGE
Alex Sammoury

Term expires 11/2013
alex.sammoury@ci.longmont.co.us
303-642-5298



2010 Retreat

Looking at the Big Picture

Every year in January, the Longmont City Council and staff come together to learn, listen and dialogue around issues the council has chosen to focus on for the next year. The retreat is a great opportunity for citizens to learn about the direction and priorities of the city.

This year's retreat scheduled for January 22 and 23 at the Xilinx Conference facility will cover these topics:

A Connected City:

The role of municipal government in implementing and utilizing telecommunications technology will be examined. The role of the private sector and choices available to citizens will be explored.

Prosperity to end Poverty:

These current economic times have been hard for families and individuals in our community. Even in better times, many of our citizens have been living in poverty. We will talk about poverty in our city and how we can help empower individuals to a new personal prosperity while best utilizing the city's resources.

Economic Stability: The council will hear from economic experts about business trends and

learn how Longmont can move forward to take advantage of opportunities. Innovative approaches to attracting and retaining primary jobs will be explored. **Fiscal Sustainability, Rainy Day Fund and Fiscal Transparency** are topics that will be examined in the context of identifying new forms of revenue, sustaining city services in a down economy and clear, easy to understand budgets.

Open Space Disposal/Relocation:

The future of Open Space will be discussed with a focus on best use of funds for purchase and maintenance of trails and parks.

The council retreat is an open meeting, open to the public. On a personal note, I have attended the council retreat since 2004. I found attending the retreat to be a great method to learn in depth about the future priorities of the city. I invite you to come, listen and learn with us. +

Sarah Levison, City Council Member At-Large



Inspire. Nurture. Challenge.

Become a Volunteer Tour Guide

The Longmont Museum & Cultural Center is recruiting volunteer docents (tour guides) to lead interactive history and cultural programs for grades PreK - 5.

Expand your horizons while helping children connect with their community through museum artifacts and hand-on activities in our top-notch programs.

Our well-established Docent Program welcomes enthusiastic and energetic individuals to help meet the demand of ever increasing requests from schools to visit the Museum. Professional training is provided. Neither previous experience nor familiarity with the Museum are required. A heightened curiosity and an affinity for people will start you off - the Museum and its docent corps will provide the rest!

MAKE A DIFFERENCE BY JOINING OUR PROGRAM

- ✓ Flexible hours
- ✓ Stimulating environment
- ✓ Professional training
- ✓ New friendships and fun gatherings
- ✓ Winter and summer breaks

Applications are due Friday, January 29, 2010.

VOLUNTEER DOCENT OPEN HOUSE

Friday, January 22, 10 am to 12 pm

The Volunteer Docent Open House is a chance for you to visit the Museum, chat with the Curator of Education and current docents, explore our guided tours and programs, and eat free goodies. Drop in on the fun!

For more information or to apply to the Museum's Volunteer Docent Program, visit www.ci.longmont.co.us/museum, or contact Jill Overlie, Curator of Education and Docent Program Manager, at 303-651-8723 or jill.overlie@ci.longmont.co.us. +



Reduce Pollution

Keep Our Water Clean



See the H2O Joe clean water video and learn more about the regional efforts to protect our water quality at KeepItCleanColorado.org.

Activities around your home can create potential sources of water pollution. Anything on driveways, sidewalks or streets can end up going down the storm drain. All storm drains eventually discharge into the St. Vrain Creek without



treatment. Please do your part to *Keep it Clean 'Cause We're all Downstream*. The City of Longmont offers services to encourage our residents to recycle and reduce pollution.

Recycle your used motor oil and antifreeze, and never let it go down the storm drain. Take it to the City's Recycling & Tree Limb Diversion Center located at 140 Martin Street or call 303-651-8415 to schedule a free curbside pick up (maximum of 5 gallons) on your next trash collection day. Please pour the oil into sealable clear plastic containers, such as an empty plastic milk jug. The collected oil is reused to heat a city facility and the antifreeze is recycled so that it cannot be mixed with any other wastes.

Keep the area around storm drains clean. Do not blow, sweep or wash grass clippings or leaves into the street, gutter or sidewalk. Sweep it back to your landscape or bag it and drop it off at the City Recycling & Tree Limb Diversion Center at 140 Martin Street. (This year-round service is free to Longmont residents). Additionally in the fall, the City provides an annual citywide leaf collection.

Always pick up after your dog. Dog poop contains an average of 3 billion coliform bacteria. Multiply that by the fact that 40 percent of U.S. households own dogs and you can see how "poo-llution" really piles up. Make a commitment to "Scoop the Poop" and visit our Web site below to get a free bandanna for your pup.

If you see someone pouring wastes down a storm drain, please call 303-651-8468.

For more information on preventing stormwater pollution, please call Public Works & Natural Resources at 303-651-8376 or visit our Web page at www.ci.longmont.co.us/pwwu/storm/swquality.htm. [+](#)

Create Special Memories for Your Family at the Longmont Ice Pavilion!

- Public Skating
- Learn-to-Skate Classes
- Hockey
- Skate Rental/Sharpening
- Birthday Parties/ Group Outings



Longmont Ice Pavilion
725 8th Avenue, Longmont

303-774-4777 Recreation Services
<http://ci.longmont.co.us/rec/icerink/index.htm>

datebook

JANUARY

9 Denver Nuggets Skill Challenge

1 pm at Longmont Recreation Center Gym, 310 Quail Rd.

Enjoy a FREE competition that allows young players to showcase their talents in dribbling, passing and shooting. For boys and girls, age 7 through 14 as of December 31, 2010.

9 Quilt Appreciation Morning

10 to 11 am at Longmont Museum, 400 Quail Road, Longmont CO 80501, 303-651-8374.

Come to the Museum for a lively discussion with renowned quilt artist Mary McCauley as she shares her love and knowledge of quilting. Enjoy coffee and pastries in the classroom and a quilt conversation in the galleries. Free

9 Taste of Therapy

10 am to 1 pm at Izaak Walton Clubhouse, 18 S. Sunset.

Taste of Therapy Fairs highlight a variety of wellness practitioners and vendors. For \$5 try 15 minutes of Table and Chair Massage, Reflexology, Acupuncture, Energy Work, Readings, and more. Appointments are taken at the fair.

10 Our Commitment, Our Future

1 to 1:45 pm at Longmont Senior Center, 910 Longs Peak Ave.

CU Professor Polly McLean will give a presentation in celebration of Black History Month and Martin Luther King, Jr.'s birthday.



12 Open Forum with City Council

7 pm at the Longmont City Council Chambers, 350 Kimbark St., 303-651-8601.

This is an opportunity for Longmont residents to engage in a positive, informal dialogue with members of the City Council about any current issues or future opportunities they see for Longmont.

13 Caregiver Training Program

1 to 4 pm on Wednesdays, January 13 thru February 24, at Izaak Walton Clubhouse, 18 S. Sunset.

This course, taught by a registered nurse, helps family caregivers acquire the skills needed to provide safe, confident home care for older loved ones. This program is free and registration is required by calling Emily Cooper at 303-678-6116 or e-mail: ecooper@bouldercounty.org.

13 Kindred Spirits Lecture

7 pm at Longmont Museum, 400 Quail Road, Longmont CO 80501, 303-651-8374

Traditional quilter Jeananne Wright and contemporary quilter Patty Hawkins illustrate how they blended the two genres in a quilt they made together. Admission \$5, free for Friends of the Museum.

15 Russian Chamber Works

2:30 pm at Longmont Senior Center, 910 Longs Peak Ave.

Violinist Barbara Barber and pianist David Korevaar have prepared a colorful program of chamber works for violin and piano written by Russian composers, both familiar and more obscure. GUEST ARTIST: Dan Hollingshead is an artist who works almost exclusively with acrylic paint because of its versatility, 1 pm



18 Martin Luther King Day

City offices closed. Trash and recycling will be picked up one day later than normal this week.

20 Critiquing Quilt Art

7 pm at Longmont Museum, 400 Quail Road, Longmont CO 80501, 303-651-8374.

New York-based author and quilt artist Dr. Sandra Sider will examine how to critique and improve an art quilt using principles of design developed especially for quilts as a form of contemporary art. Admission \$5, free for Friends of the Museum.



30 Stop-n-Drop

8 am to 2 pm, Public Works Maintenance Facility, 375 Airport Road.

Longmont waste management customers can bring large and bulky household items and other debris, as well as leftover holiday trash, for disposal. You also should bring a current utility bill to show that you are eligible for this free service. Donations of canned goods for the OUR Center also will be accepted and much appreciated. Call Public Works Operations at 303-651-8416.

30 Coffee with Council

9 to 10 am at Ziggi's, 400 Main Street.

31 Winter Sprinter

9 am at Centennial Pool, 1201 Alpine St., 18 and older, \$20 preregister, \$25 day-of.

Join your friends for a morning of swimming competition and camaraderie! Create your own relays with others the day of the event. You can swim up to 5 individual events and 2 relays.

FEBRUARY

7 Glenn Miller

1 to 1:45 pm at Longmont Senior Center, 910 Longs Peak Ave.

A biographical sketch of Glenn Miller's life in pictures. The presentation is being given by Alan Cass, the curator of the Glenn Miller Archive at CU.

13 Taste of Therapy

10 am to 1 pm at Izaak Walton Clubhouse, 18 S. Sunset.

Taste of Therapy Fairs highlight a variety of wellness practitioners and vendors. For \$5 try 15 minutes of Table and Chair Massage, Reflexology, Acupuncture, Energy Work, Readings, and more. Appointments are taken at the fair.

15 Presidents Day

City offices closed. Trash and recycling will be picked up one day later than normal this week.

19 The Stanleytones, Bluegrass Music

2:30 pm at Longmont Senior Center, 910 Longs Peak Ave.



Get ready for an entertaining afternoon of foot-tapping bluegrass music provided by the Stanleytones. The group's passion for traditional bluegrass is evident in their sound. GUEST ARTIST: George Johnson creates unique, realistic wood sculptures of anything from full-sized bicycles to saddles, boots and hats, 1 pm.

19 Honky Tonk Opening Reception

Portraits of Country Music, 1972-1981, Photographs by Henry Horenstein, 7 pm at Longmont Museum, 400 Quail Road, Longmont CO 80501, 303-651-8374

Census 2010

Stand Up and Be Counted

In March 2010 you will receive a questionnaire from the U.S. Census Bureau. The 10-year Census is required by the United States Constitution. The data helps identify the City of Longmont's population and its needs and will ensure that Longmont secures its share of federal funding to meet those needs.



It's in our hands.

Who does the data help? Everyone! Over 200 agencies make their funding allocations based on Census data. Some examples where federal funding is allocated include senior services, educational agencies, Head Start programs, Women, Infants and Children (WIC), public transportation, road rehabilitation and construction projects, and emergency food and shelter.

The 10 minutes you take to fill out your census form is the equivalent of writing a check back to your City in the amount of \$8,750 because that's how much the City of Longmont stands to lose over the next 10 years for every person who doesn't fill out their Census form.

Is the Census safe? Yes! Individual data may not be shared with anyone for any purpose. Only statistical data about Longmont's population will become available. Stand up and be counted. The success or failure of the 2010 Census is in our hands

With one of the shortest questionnaires in history, the 2010 Census asks for name, gender, age, race, ethnicity, relationship, and whether you own or rent your home. It takes only about 10 minutes for the average household to complete. Visit www.census.gov/2010 for more information.

CENSUS CALENDAR

February 2010 – April 2010 • Questionnaire Assistance Centers and Be Counted sites open to answer questions

March 2010 • United States Postal Service delivers census questionnaires

April 1, 2010 • Census Day, send your questionnaire back!

May 2010 – July 2010 • Census takers follow up with households that did not return questionnaires

December 31, 2010 • U.S. Census Bureau delivers apportionment counts to the President

United States
**Census
2010**

Rx-Tra, Extra!

Tips to Keep Prescription Costs Down



The rising costs of health care over the past few years have had a major impact on many of us. As a result, many consumers are struggling to pay the skyrocketing price of prescription drugs necessary for themselves and their family members. Several tips are offered below in an effort to protect the wallets of local consumers from these rising costs. However, be prepared to do some research and comparison shopping. The extra effort could mean a good deal of savings for you.

At Your Doctor's Office

- Talk to your doctor and pharmacist about using generics or similar-purpose drugs that might have a lower cost to you.



- Prescription drugs often are manufactured in different strengths. In most cases the price of the drug is related almost entirely to research, manufacturing and marketing costs. The ingredient costs typically are minuscule resulting in some drugs costing roughly the same for a 5 mg tablet as a 10 mg tablet.
- Ask for physician samples of either the medicine you need or an alternative that would work for you.

At The Pharmacy

- Comparison shop different pharmacies. Not all pharmacies charge the same amount for a prescription drug.
- Ask your pharmacist to print out a list of the prescriptions you and your family are currently purchasing, including dosage and frequency. This can make it easier to get price quotes from other pharmacies.
- Get to know your pharmacists. Explain your situation and ask for their assistance in obtaining the prescription drugs you need at the lowest possible price.
- Be informed about special low-cost generic lists. Some chain pharmacies are now publishing lists of generics available for one low price, some as low as \$4 for a 30-day supply.
- Use pharmacy coupons to offset the costs. Many retailers offer store gift cards when you bring a new prescription or transfer a prescription to their store's pharmacy.

On The Internet

- Consider free drug cards such as the Colorado Drug Card. This card program is free and can reduce prescription drug costs for Colorado residents, whether insured or not. To get a free Colorado Drug Card visit www.coloradodrugcard.com.
- Visit your prescribed medicine's Web site. Many times there are discounts, coupons or instant rebates offered to users. Check www.internetdrugcoupons.com for links to many medicines.

Depending on your individual situation, opportunities may exist to reduce your out-of-pocket costs for prescription drugs. Taking the extra effort to ask questions and do some research may result in significant discounts on prescriptions at many retailers. Be an informed consumer – your best advocate is YOU!

How Can You Make A Difference?



Only going to be a minute? That's the most common excuse Longmont's Handicap Parking Patrol volunteers hear, and one of their duties is to help those without disabilities understand why parking in a handicap space is wrong, even for only a minute.

Steve and Joe don't want to be the bad guys, but they do want to keep Longmont's handicap parking spaces available for people who need them. Steve says it's one of the most satisfying jobs he's ever done. That's why he does it for free.

VOLUNTEER



CITY OF LONGMONT
303-651-8609
www.ci.longmont.co.us/volunteer.htm

Through Rain and Snow...

Neater for the Meter Reader



Longmont Power & Communications meter readers read over 65,000 meters per month – both electric and water. They read no matter the weather: sub-zero or over 100 degrees, in rain, sleet or snow. Because a meter reader's job is challenging enough without added barriers, it is important to keep your meters clear of snow, structures such as fences, vegetation and animals.

Water meters tend to be placed approximately five feet off the front property line in a grassy area. When you shovel snow on to the grass, please be sure to keep the meter pit area clear.

If you are unsure if something is or potentially will cause a barrier for your meter reader, call LPC at 303-651-8386. We will inspect the meter area and show you how to maintain the area properly.

When you keep your meter clear, you will receive an accurate utility bill each month that does not require estimating. Your meter reader will appreciate you making his job much easier and all customers reap the benefits of low-cost meter reading.

Breaking Ground

Construction Begins on the Aspen Meadows Neighborhood

Over the past 18 months the Longmont Housing Authority has been working nonstop on creating the Aspen Meadows Neighborhood on 21st Avenue at Meadow Street in Longmont. On November 23 the Longmont Housing Authority closed on the funding from FirstBank of Longmont to build Aspen Meadows Neighborhood with additional funding coming from St. John's Foundation of Boulder, Colorado Division of Housing, Federal Home Loan Bank of Topeka, Longmont Housing Development Corporation, and the City of Longmont Affordable Housing Program. The City has provided more than \$400,000 total for pre-development and infrastructure costs. Construction activities began in December, and it is expected that the 28-unit family development will be completed in February 2011.

The Aspen Meadows Neighborhood is phase two of the development of a four-acre site envisioned 10 years ago by

the Longmont Housing Authority when it received City funding to help purchase the land. Phase one of the Aspen Meadows Neighborhood was completed in 2002 when 50 units of affordable housing for the elderly (62 years and older) was constructed at 70 21st Avenue. Phase two will construct 28 two, three and four bedroom rental townhomes on the adjoining two acres of land.

"This development will not only add to the demonstrated need for affordable family housing in Longmont but will also promote affordable housing as a critical economic development tool by providing primary construction jobs to an industry that has been severely impacted by the recession. The units will feature energy efficiency and design elements that will help define it as a model infill neighborhood," says Michael Reis, Executive Director



theStats

144

Number of jobs created with nearly half being employed during the entire 15 months schedule

13

Number of subcontractors from Longmont

75

Percentage of subcontractors from Longmont and Northern Colorado

of the Longmont Housing Authority. It is estimated that about \$4 million of this \$7+ million project will be circulated in the community in architectural, engineering and construction job payroll with approximately 144 people working on the project over the next year.

Families that have an income at or below 50 percent of the area medium income (around \$45,000 for a family of four) may qualify for this development. **For more information please contact the Longmont Housing Authority at 303-651-8581.** ➔

Get Going

Business Start-up Grant Approved

The City of Longmont has added a new tool to use in its economic vitality efforts to strengthen and diversify Longmont's economy. City Council approved the Business Start-up Grant (BSUG) Program in November 2009.

The purpose of the BSUG is to encourage new sales tax-generating storefront businesses in nonresidential zoning districts. The program will provide a reimbursement grant of up to \$2,000 for legitimate start-up costs to qualified applicants. All criteria must be satisfied prior to applying for reimbursement. BSUG forms can be found online at www.ci.longmont.co.us/econdev/business_start-up_grant.htm.

The City recognizes that the first three years of operation can be especially challenging for new businesses. The BSUG Program includes several elements that can be part of a new business's foundation for success. Besides providing some capital assistance, this program introduces new business owners to various economic development resources that the City provides either directly or with its economic partners. Business owners can take advantage of free and low-cost business-related training and receive assistance in developing a business plan.

The success of these businesses contributes to the City's economic vitality and sustainability by providing sales tax for City services, occupying vacant storefronts in the City, and providing more opportunities for people to shop in Longmont.

The BSUG Program is just one of several economic vitality programs that the City provides with its partner organizations. Existing businesses can take advantage of other programs such as the Longmont Economic Gardening Initiative (LEGI).

Stay tuned for two new programs in the coming months: the Small Business Lending Program and the Business Outreach Team. **For further information about the BSUG and other economic vitality programs, contact Doug Bene, Economic Development Manager at 303-651-8403 or doug.bene@ci.longmont.co.us.** ➔

Business Start-up Grant Criteria

- ✓ Location requirements
- ✓ Within the City of Longmont
- ✓ Storefront
- ✓ Ground floor
- ✓ Outside entrance accessible to the public
- ✓ Commercial, industrial, or mixed use zoning districts
- ✓ Generate sales tax
- ✓ Open in 2009 or 2010
- ✓ Be active at time of reimbursement
- ✓ Complete an approved training program
- ✓ Prepare an acceptable business plan
- ✓ Obtain all applicable licenses
- ✓ Be in compliance with all City codes and regulations

Keep It Local from page 1

the campaign. The more the community embraces the concept, the faster the Be Alive In Longmont campaign's awareness will grow.

"We are excited to introduce the 'Be Alive in Longmont' campaign designed to emphasize the value of shopping locally," said Doug Bene, Economic Development Manager for the city. "Basing the campaign on community pride we hope will encourage residents to share their own stories and become active participants in the building of a vibrant commercial destination. With everyone on board, the possibilities are endless!"

"Adrenalin is excited to be working with the City of Longmont in creating the 'Be Alive in Longmont' campaign. We are thrilled to be the ones to bring Longmont's unique attributes, features and shopping amenities to the local population, ultimately helping Longmont businesses thrive," said Bryan Kimbell, Director of Accounts and Business Development for Adrenalin.

Ads began running in December, just in time for the holiday shopping season and will continue into and through 2010.

For more information about the "Be Alive in Longmont" campaign or to share your story, please visit BeAliveInLongmont.com. ➔

An advertisement for the "Be Alive in Longmont" campaign. It features a photograph of a family (a woman, a man, and two children) smiling. The text reads: "A community pillar with generations of support. To say the least, Mayor Bryan Baum is an influential leader. As a 26-year resident, he's given back to Longmont for years, setting charitable records for the Rotary Club, working with at-risk youth, tirelessly ringing bells for the Salvation Army and more. His dedication has inspired residents of all ages to offer their time and service, including his wife and children. When he's not giving to others, you'll find Bryan treating his family to Martini's Bistro or Oskar Blues." Below the photo is the "Be Alive in Longmont" logo. At the bottom, it says "City of Longmont * Martini's Bistro * Oskar Blues" and "BeAliveInLongmont.com".

New Year, New Opportunities for Learning

Submitted by Amy Ogilvie, Executive Director, Wild Plum Center

This new year, resolve to give young children a great start on their future by nourishing their minds with your attention. Research shows that a child's brain grows at its most rapid pace during the first three years of life.

Ensuring that your children's early years are full of positive parent interaction will provide them with the building blocks they need to be successful when entering school. Adults—parents, grandparents and childcare professionals—play a powerful role in preparing young children for future school success and in becoming self-confident and motivated learners.

Many people believe that children learn to read and write in kindergarten or first grade. But developing literacy skills begins at birth through everyday loving interactions—sharing books, telling stories, singing songs, talking to one another, or pointing out and naming objects. Even painting, drawing or picking up things serve a purpose. These activities help develop hand muscles and coordination—skills necessary for learning how to write.

There are many everyday, informal opportunities for adults to be involved in children's lives and to be their first teacher.

Some ideas:

- While folding clothes, teach your child colors by talking about the color of each piece of clothing.
- While at the grocery store, teach your child shapes by talking about the shapes of the fruit, vegetables, boxes and cans.
- While out on a walk, teach your child letters by stopping at street signs and naming the letters.
- And most of all, talk to your child all the time. Communication with your child is the best teacher.

There are also formal opportunities for adults to be involved with their young child.

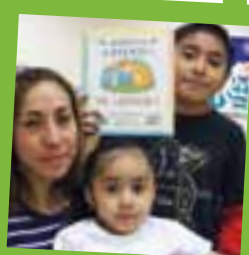
They include:

- Attend a free reading program at our local library.
- Participate in preschool classes and activities offered through public and private agencies and community groups.
- Enroll your child in a quality childcare center or preschool program. For Boulder County's child care referral service, contact www.bouldercolorado.gov/cyfhhs/childcare.

To discover many other ideas and activities, go to www.LifeLongmontLearning.com.

About LifeLongmontLearning

LifeLongmontLearning is a community-based, City-sponsored movement to increase access to learning opportunities available in our area that can help all Longmont children and adults succeed in school and throughout their lives. Making sure that everyone has access to lifelong educational opportunities is the foundation of a sustainable community with a healthy economy and a high quality of life for all. For more information, visit www.LifeLongmontLearning.com. ➤



Spring into Action

Citizens' Police Academy Announced

The Longmont Police Department is accepting applications for its 12-week Citizens Police Academy, which begins Tuesday, March 9. The goal of the academy is to give residents a better understanding of the role of law enforcement and our criminal justice system. It is also intended to build awareness in our citizens regarding the limited capacity of the police and to encourage more citizen responsibility and involvement in public safety issues.

The Police Department is seeking applicants who are interested in taking a more active role in improving the quality of life in our community. Participants will receive instruction on traffic laws, victims' rights, domestic violence, criminal investigations, which will include a mock crime scene where participants are the detectives, computer crimes, SWAT techniques and officer safety.

Participants can spend eight hours on patrol with a uniformed officer.

This course will not qualify residents to become police officers. It will, however, enhance their knowledge of the Longmont Police Department and how it serves the community. **Classes will be held at the Safety and Justice Center, 225 Kimbark Street, on Tuesdays, 6:30 to 9:30 pm, from March 9 through May 25.** Applicants must be at least 18 years old. There are 20 openings available and applicants must undergo background checks.

Applications can be found on the City of Longmont's Web site, www.ci.longmont.co.us/police/community/cpa.htm or may be picked up in the Detective Division, upstairs in the Safety and Justice Center. **The deadline for registration is February 27, 2010. Call 303-651-8523 for more details about this opportunity.** ➤

Money Saved

Free Tax Preparation!

Several sites in Longmont will be providing free income tax preparation and e-filing for qualified taxpayers. VITA (Volunteer Income Tax Assistance) and TCE (Tax Counseling for the Elderly) are IRS-sponsored programs that are staffed by fully trained and certified volunteers. Sites can prepare Colorado state and federal income taxes, as well as the state property/rent/heat rebate form.

Locations, times, and site-specific information are listed below.

St. Vrain Valley Credit Union Training Center

2050 Terry Street, Suite 101

Visit www.coloradovita.org for more information, including any limitations on the forms that can be prepared and what items you should bring with you to the site.

- Dates:** February 3 through April 14
- Times:** Wednesdays, 6:00 to 8:30 pm
Saturdays, 10:00 am to 2:00 pm
- Details:** Serves taxpayers with incomes of \$48,000/year or less (combined, per return). Walk-ins only (no appointments accepted).
- Contact:** For information, e-mail longmontvita@gmail.com

Longmont Senior Center

910 Longs Peak Avenue

- Dates:** February 2 through April 13
- Times:** Tuesdays and Thursdays, 9:00 am to 1:00 pm (by appointment only)
- Details:** Seniors and low-income families and individuals receive AARP-sponsored assistance. Walk-ins are accepted for those who need only the city and state rebate forms prepared. The Senior Center helps fill out the City rebate form for water, and property rent and heat, and the new electric rebate.
- Contact:** Call after January 19 to make an appointment 303-774-4722 ➤

Safe & Secure

Colorado Life Trak

Colorado Life Trak is a radio transmission system that helps law enforcement and rescue agencies locate a lost or missing person who has been diagnosed with Alzheimer's, autism, dementia, or other disorders that may prohibit them from communicating information such as who they are or where they live. This program is for children and adults who have the propensity to wander from their homes and who may get lost.

Colorado Life Trak is a coordinated countywide partnership of county and municipal law enforcement and emergency response agencies. Colorado Life Trak can help provide peace of mind to caregivers; however, it does not replace the need for supervised care.

The transmitter is a small circular radio device on a wristband, approximately the size of a wristwatch. The transmitters and wristbands are worn 24 hours a day, seven days a week and are difficult to remove without the appropriate tools. If the participant becomes lost or missing, the Boulder County Sheriff's Office and the Longmont Emergency Unit and other emergency response services have specialized tracking equipment to help isolate the location of the wearer's specific transmitter. The search will start from the last known location of the transmitter and work outward until the transmission signal is obtained. The goal is to determine the location of the signal in a quick, timely manner, minimizing the risk



While Colorado Life Trak is not a replacement for supervised care, it is a tool that gives caregivers additional peace of mind.

of harm to the loved one.

A donation of \$250 is requested upon initial enrollment to help defray the cost of equipment. However, for those who are not financially able to contribute, this donation may be waived after review. Once in the program, participants are asked to pay a \$10 monthly maintenance fee to cover the cost of replacement batteries and wristbands.

Applications for this program are available online at www.ci.longmont.co.us/police/community/coloradolifetrak.htm and through the Police Programs Coordinator at 303-774-4440. Residents also may obtain these forms from the Longmont Senior Center, 910 Longs Peak Avenue. The Senior Center can be reached by phone at 303-651-8716. ➔

Volunteer Victim Advocates Needed

The Longmont Police Department is accepting applications for volunteer victim advocates. Volunteers must have an open, nonjudgmental attitude as well as good communication skills. The department is seeking those with a genuine concern and empathy for victims of crime and survivors of sudden or violent deaths regardless of the circumstances. Volunteers must make a one-year commitment, attend monthly meetings and be oncall one week per month. A training course is provided. You must also be 21 and live in the Longmont city limits.

For more information please visit www.ci.longmont.co.us/police/volunteer or the lobby of the Longmont Police Department, or contact the Victim Advocate Coordinator at 303-651-8855. ➔



Expired Plates Bugging You?

The Longmont Police Department receives hundreds of calls a year on expired car plates. These calls take a low priority for officers since they pose no threat or road hazard. This does not mean, however, that expired plates are not of importance to the department.

Colorado state law requires current plates on your vehicles; however, there is a 30-day grace period during which officers will not issue citations.

Once a driver with expired plates drives onto a public road or highway, the chances are relatively high that these vehicles will be stopped by a law enforcement officer. The ticket issued for driving with expired tags can exceed \$120. The longer you wait, the higher the fine. The department has received a number of calls from drivers who believe that once they receive a ticket for expired plates they cannot receive another. This is not correct; officers can and will ticket a vehicle every time the vehicle is stopped.

Vehicles parked on the street in Longmont with expired plates are subject to a \$50 parking ticket for junked vehicle under the municipal code and are subject to towing. ➔

Book Beat

Longmont Detective Publishes Children's Book

When Detective Sara Pierce saw the need for a children's book addressing domestic violence, she became determined to write one. The result is *On a Dark, Dark Night*, an illustrated, hardbound children's book explaining

The reader follows along as Cub finds help and support from his friend Moose and a new friend, Eagle. The book touches on the very serious topic of domestic violence, but in a way that may help even the smallest children understand and cope with their own experiences.

The book illustrations were crafted from torn-

and-cut handmade paper by Rebecca S. Lange and Ellen Schultz. Lange was involved with the book project since its inception but, sadly, passed away in early 2008. Schultz came into the project in early 2009 and was able to reproduce illustrations very closely

to Lange's unique style in order to complete the remainder of the book illustrations.

The Longmont Ending Violence Initiative (LEVI) published the book as part of its domestic violence prevention, education and awareness efforts. *On a Dark, Dark Night* is made possible due to donations by Rotary Clubs of Longmont (Longmont, St. Vrain, and Twin Peaks), Rotary Club of Mead, Rotary Club of Erie, Rotary Club of Carbon Valley, the Boulder County District Attorney's Office, Nick Zelinger of NZ Graphics and United Graphics. All proceeds from the book will be set aside to fund future editions of the book.

"Writing a children's book is



something I never imagined doing in my role as a police officer," said Officer Pierce. "Domestic violence is such a hard subject to acknowledge, especially for children. Although the journey from start to finish was difficult, just knowing that this book may help one child cope and understand the situations they've experienced makes it all worthwhile."

On a Dark, Dark Night is available for sale online at www.longmontdomesticviolence.org and at Amazon.com. ➔

"Domestic violence is such a hard subject to acknowledge, especially for children."

domestic violence in a story format, using words and situations that young children understand.

On a Dark, Dark Night takes the reader through the experiences of a young polar bear cub after he witnesses his father strike his mother.

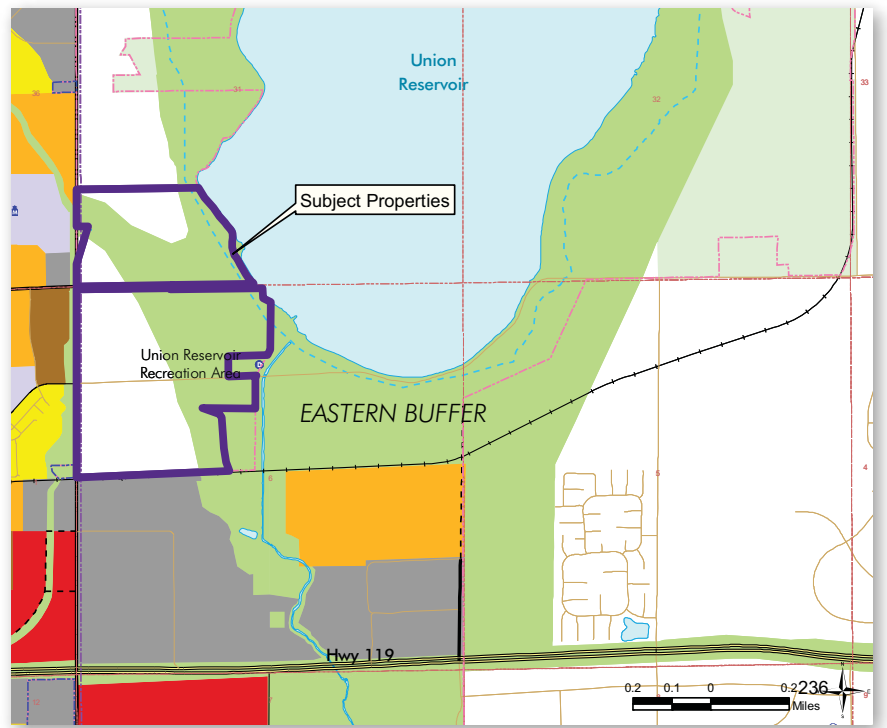
The Dirt

City Purchases Open Space Near Union Reservoir

The City of Longmont took another step to further develop its eastern urban-shaping buffer and protect high quality agricultural lands and sensitive wildlife areas by purchasing 191 acres of land at the southwest corner of Union Reservoir. Acquisition of this key parcel constitutes a significant accomplishment by the City in its efforts to preserve land adjacent to the City's eastern boundary and near Union Reservoir.

The \$8 million property purchase will preserve this land in its current condition as prime agriculture land while also providing the land needed for several key City initiatives. When coupled with other recent purchases in this area, Longmont advances its goals to keep Union Reservoir as an important wildlife habitat area, preserves prime agricultural land and provides land needed for the future enlargement of Union Reservoir necessary to meet the City's future water supply demands. This land purchase also enables plans for future improvements to County Line Road and sets aside land along the Spring Gulch drainage-way for flood control purposes. This multipurpose property purchase also will benefit the Union Reservoir Area District Park and provides for critical trail connections.

This purchase supports the Longmont City Council's longtime community goal of preserving Longmont's identity as a freestanding community. The



Longmont Area Comprehensive Plan has identified the area east of Longmont around Union Reservoir and in Weld County as a community buffer for a number of years.

The Council approved this purchase agreement with the landowner, Chris Adrian, at the October 13 City Council meeting; the transaction closed and the deeds to the City of Longmont were recorded at Weld County on December 2, 2009. ➦

resources



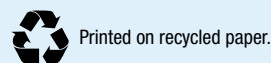
LONGMONT ONLINE

- Home Page:** www.ci.longmont.co.us
- City Source:** www.ci.longmont.co.us/citysource/index.htm or 303-774-4370
- Recreation Brochure:** www.ci.longmont.co.us/rec/index.htm
- The GO for the 55+ audience:** www.ci.longmont.co.us/sen_ctr/general/golden_outlook.htm
- Various city e-alert services:** www.ci.longmont.co.us/selectalert/index.htm
- LifeLongmontLearning:** www.lifelongmontlearning.com/
- Longmont Museum's e-Buzz eAlert:** www.ci.longmont.co.us/museum/e-mail_signup.htm
- Twitter:** twitter.com/cityoflongmont/
- City Line:** www.ci.longmont.co.us/cityline/index.htm



LONGMONT PHONE NUMBERS

General Information	303-776-6050
Animal Control	303-651-8500
Building Inspection	303-651-8332
Centennial Pool	303-651-8406
Children & Youth Resources	303-651-8580
City Manager/Mayor	303-651-8601
Code Enforcement	303-651-8695
Fire (nonemergency)	303-651-8424
Jobline	303-651-8710
Library	303-651-8470
Longmont Power & Communications	303-651-8386
Municipal Court	303-651-8688
Museum	303-651-8374
Community & Neighborhood Resources	303-651-8444
Parks and Open Space	303-651-8446
Parking Enforcement	303-651-8658 or 303-774-4724
Police (nonemergency)	303-651-8501
Recreation Center	303-774-4800
St. Vrain Memorial Building	303-651-8404
Senior Services	303-651-8411
Street Maintenance	303-651-8416
Trash and Recycling	303-651-8416
Utility Billing	303-651-8664
Water/Sewer/Storm Drainage	303-651-8468



LONGMONT LIFE

Comments on this newspaper format and content are welcome. Please write:
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Learn how much energy your appliances use.

An appliance meter is easy to use and reveals how much electricity the appliances and electronics in your home use. You can monitor electric use of devices in your home and learn where to make changes that will reduce electric use and lower your electric bill.



Longmont Power & Communications and the Longmont Public Library have teamed up to lend LPC customers appliance meters for free. Beginning January 2, simply use your Longmont Public Library card to check out an appliance meter. Use it for free for up to three weeks then return it to the Library free of charge. ➦