

CALENDAR

Xeriscape Garden Party and Tours

Thurs., July 20, 5-7 p.m.

Take a guided tour with Master Gardeners, pick up Xeriscape information and enjoy refreshments. FREE. Fort Collins Xeriscape Demonstration Garden, City Hall West, 300 LaPorte Ave. For more information, call (970) 221-6877.

Thursday Night Music and More

Music, food, and more on a warm summer's night! Don't miss these events, held Thursday nights from 6:00 p.m. - 8:00 p.m. in Civic Center Park (corner of LaPorte and Howes). Admission is FREE. For more information call 416-2738.

July 13 - Mark Sloniker and Friends

July 20 - Halden Wofford & the High Beams

July 27 - 12 Cents for Marvin

August 3 - Union Break

August 10 - Easy Bill & the Big Beat

August 17 - The Greene Family

Reduce West Nile Virus Risk

Having fun at great summer events mean you're probably spending more time outdoors, and more time outside means increased exposure to mosquitoes and the threat of West Nile Virus. Keep you and your family safe this summer by practicing the 4 D's:

- Dress in long sleeves and pants during dawn and dusk and when you are in areas where mosquitoes are active.
- DEET is an effective ingredient to look for in insect repellants. Always follow label instructions carefully.
- Drain standing water around the house weekly since it's where mosquitoes lay eggs. This includes tires, cans, flowerpots, clogged rain gutters, rain barrels, toys and puddles.
- Dusk and dawn are when mosquitoes are most active, so stay inside and avoid shrubs where they hide.

JULY 2006



news



SPOTLIGHT: ECONOMIC ACTION PLAN TAKING SHAPE

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- Prepare To Be Awed
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CITY HALL

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This publication is available in large print, audio and on the web. 

ECONOMIC NEWS

economic action plan taking shape

CITIZENS BELIEVE IMPROVING THE ECONOMIC health of Fort Collins should be the number one priority for City government according to a recent citizen survey. In fact, 59% urged more effort in this area.

City Council and staff are already addressing the role of City government in improving the economic climate of Fort Collins. First, Council developed a set of economic core values that gives citizens a City government that is pro-active about the economy, responsive to business concerns, contributes to the environment, and values the culture and the arts. Next, Council appointed several community leaders to an advisory group who created dozens of strategies designed to address economic vitality. These strategies are now melding into a comprehensive Economic Action Plan, spearheaded by City Manager Darin Atteberry and Mike Freeman, the City's Economic Advisor.

THE PLAN FOCUSES ON THREE THEMES:

- Diversify the economy
- Be pro-active on economic issues
- Build partnerships

DIVERSIFY THE ECONOMY

The City is studying targeted industry groups, those that are already here or could be attracted to the area, to determine where there is the most economic potential. Freeman explains that identifying these targeted groups, known as business clusters, requires matching industry groups with the amenities Fort Collins has to offer (job skill base, education opportunities, university research, etc.) Initial evaluations reveal computer/electronics manufacturing, information technology/software, agri-tech, bioscience, and clean energy as business clusters compatible with Fort Collins, as well as businesses that attract visitors such as cultural events, breweries, and the arts.

BE PRO-ACTIVE ON ECONOMIC ISSUES

The City recently launched the Business Outreach Project to identify what the City can do help businesses thrive. Through a series of meetings and surveys,



the City will gather information regarding required standards in the Land Use Code and their effects on businesses. From this feedback, City staff will consolidate findings and develop recommended actions to present to Council.

City leaders also have been meeting one-on-one with local businesses to discuss their future business plans and identify ways the City can help them succeed.

BUILD PARTNERSHIPS

Partnering with key industries, K-12 and higher education, business and community organizations, and the state also helps advance economic activity. Freeman cites the Urban Renewal Authority Area as a prime example of diverse groups working in partnership toward a common economic goal, in this case, the support and redevelopment of the North College commercial area.

The City is working with community partners to effectively tell our story to the outside world by developing a powerful Fort Collins "brand" that will clearly convey what makes Fort Collins a great place to work, live, and raise a family.

Indeed, the City is committed to and actively working towards creating a healthy, sustainable economy in Fort Collins – one that values the quality of life we enjoy today and creates a quality of life for future generations. For more information email mfreeman@fcgov.com or go to fcgov.com/business.

How to Get Severe Weather and Emergency Information



Severe weather can occur at any time, and it's important to know how to get information.

Tune in to local radio and cable or Denver TV stations for information about emergencies in Fort Collins. Don't call 911 for information. The best information comes from the National Weather Service via NOAA weather radios that can be purchased at electronic and appliance stores. NOAA weather is also rebroadcast on AM 530 in Fort Collins.

Know the difference between:

- **WATCH:** severe weather conditions are possible—**be alert!**
- **WARNING:** severe weather has been reported or is imminent—**take precautions immediately.**

Fort Collins Utilities has a comprehensive early warning flood system that includes streamflow and precipitation gauges throughout the city (view data at www.fcgov.com/stormwater/fwsindex.php). When the gauges exceed a set level, the Utilities and Office of Emergency Management personnel automatically are notified. This information, combined with enhanced weather data, allows for greater lead-time to respond to a flood.

For more information, call (970) 221-6700, TDD (970) 224-6003 or e-mail utilities@fcgov.com.

Character Quality of the Month "Endurance"

The inward strength to withstand stress and do my best.

For more information about Character Fort Collins, visit characterfortcollins.org or call 266-2671.

RECYCLING NEWS

waste reduction challenge

FOLLOWING A LONGSTANDING COMMITMENT TO environmental stewardship, the City is looking at what it takes to fulfill the goal of cutting Fort Collins' waste stream in half. We already have many effective local programs for recycling in place, including curbside collection, recycling drop-off sites and a "pay as you throw" system to monetarily reward households that produce less trash. The community has stepped up to the plate to make those programs successful, with 26% of material being diverted from the landfill every year. Now it's time to figure out what more can be done.

There are many possible ways our community could respond to the waste reduction challenge. As part of a planning effort, local experts and City staff researched innovative ideas being used in other parts of the country. City Council reviewed numerous concepts and asked for further research and information on three possible approaches:

- Conduct an education campaign about the value of recycling
- Work with trash companies to compost yard waste
- Prohibit computers from being thrown in the trash.

Managing Fort Collins' waste stream is one way to "think globally and act locally"

Stay tuned for the outcome of a Work session in August, when Council will further discuss these options and consider the need to adopt changes. Any new measures that are selected may ultimately become part of a Strategic Waste Reduction Plan for achieving the 50 percent landfill-diversion goal.

Managing Fort Collins' waste stream is one way to "think globally and act locally" to help prevent pollution and climate change, conserve more of our natural resources and energy, and delay building new landfills. For more information, please visit the City's website at fcgov.com/talkingtrash.



Say Goodbye to Your Old Refrigerator or Freezer

Did you know a 10-year-old refrigerator uses nearly twice the energy as a new appliance—and a 20-year-old unit uses three to four times as much? For a limited time, Fort Collins Utilities customers can say goodbye to their older, inefficient appliances through the Refrigerator and Freezer Recycling Program.

This program provides free in-home pick up, \$35 cash incentives, and comprehensive recycling of appliances. On top of that, a savings of \$40-60 a year in reduced electricity bills is possible. Eligible refrigerators and freezers must be between 10-27 cubic feet in size, empty, plugged in, and cooling at the time of pick up.

Over the last two years, 1,325 units have been collected—saving enough electricity to power over 160 homes for a year. The recycling process keeps 98 percent of the appliance materials out of the landfill and ensures that foam insulation containing CFC-11 is safely destroyed, preventing related ozone depleting greenhouse gases from escaping into the atmosphere.

The program is available for residential and small commercial customers who receive their electricity from the Utilities. There is no requirement to purchase a new appliance.

Customers schedule appointments directly with JACO Environmental Inc., and checks will be mailed within six weeks after collection. For more information or to make an appointment, call toll-free (877) 577-0510 or visit www.appliancerecycling.com.

Apply for Passports at City Hall

Did you know that ...

- the Western Hemisphere Travel Initiative proposes to require all citizens traveling by air or sea to or from Canada, Mexico, Central and South America, the Caribbean, and Bermuda to have a passport beginning December 31, 2006?
- on December 31, 2007 that requirement will be extended to all land border crossings as well?
- peak domestic passport processing occurs between January and July; therefore, applying between August and December is recommended for faster service?
- the Fort Collins City Clerk's Office, located in City Hall West at 300 LaPorte Avenue, is an official passport application facility, processing applications on normal business days between 8:00 a.m. and 4:30 p.m.?

For more information, visit fcgov.com/passports or travel.state.gov, or call the Clerk's Office at 221-6515.

Prepare To Be Awed

Take a guided tour of Soapstone Prairie Natural Area this summer or fall. You'll see vast prairies, wildlife corridors, fantastic views, unique geologic formations and learn about the registered National Historic Landmark, the Lindenmeier Site, one of the most important early man archeological sites in North America.

Most are guided driving tours, but there are also a few guided hikes. These free tours take four to six hours, depending on the choice of tour.

Visit fcgov.com/naturalareas for more information and a schedule of tour dates. For reservations, call 416-2815. Sign up now – tours are filling fast.