



2010 CITY COUNCIL SETS THE COURSE

Through a comprehensive process, the City Council has worked to identify critical issues faced by the community and to set a number of goals that will continue to maintain our current high quality of life and small town atmosphere. Recent goal setting placed in motion several large-scale Council-led initiatives such as the Community Center, Wastewater Treatment Plant, and Little Salt Wash Park. With these significant projects launched, the Council developed 5 basic critical issues on which to focus its efforts over the next several years.

MAINTAIN/ IMPROVE THE QUALITY OF SERVICE PROVIDED

The quality of the many services the city government provides to the community needs to be maintained. Two of the primary service areas that need continual focus and support of the City Council are 1) public safety; which is the top priority, and 2) maintenance requirements. While numerous, the primary public safety need is to add patrol officer positions so that response times, investigations, and other pro-active police work can continue to improve and meet the needs of the community. The maintenance needs of the community are vast and include critical infrastructure such as roads, parks, sidewalks, utilities, public facilities, public transit and trails. Following several years of significant capital construction and program enhancements, it is imperative to maintain these investments and quality of services to the highest level possible. It is implicit that in order to maintain high quality services, all city staff must be well trained and skilled in a variety of duties and responsibilities.

DEVELOP CRITICAL INFRASTRUCTURE

Infrastructure development is the lifeblood of a thriving community. As Fruita has grown and developed, the infrastructure demands have transformed with the community. As opposed to infrastructure maintenance which is taking care of existing infrastructure, Infrastructure Development should focus on improving service delivery to better meet the current needs of the public. Critical infrastructure projects must be addressed within the limits of the resources available and will be identified through the budget process. They may include:

- construct significant upgrades to the Police Station and Public Works Yard
- a pedestrian bridge over I-70 at Pine Street
- sidewalk and trail connections to and from schools
- a new I-70 Interchange at 20 Road
- continued improvements to downtown to make it a desirable place to hangout
- completion of the Riverfront Trail from Loma to 20 Road
- enhancements to the transit system
- a renewed focus on beautification projects focusing on community entrances and the Hwy 340 overpass
- Improve north/south pedestrian and bike connections by enhancing the Hwy 340 bridge and constructing a trail connection along Little Salt Wash under I-70

UPDATE AND EXECUTE A VIABLE ECONOMIC DEVELOPMENT STRATEGY

Development of the local Fruita economy is critical to the sustainability of the community. High quality economic development has many facets including job creation, Greenway business park development, downtown development, tourism, business development, business recruitment, and business promotion. While Fruita is currently taking many steps in each of these facets, the programs need to be completed in a more coordinated manner. The city will work with the local business community to create a comprehensive economic development strategy that will help prioritize desired economic development outcomes and put tactics in place to help facilitate achieving agreed to goals.

IMPROVE CITIZEN INVOLVEMENT AND COUNCIL OUTREACH

This critical issue requires that increased and improved levels of information and opportunities for involvement be provided to the public. The information and opportunities for involvement need to be pertinent and work toward creating community identity and pride in the community. Projects may include: attending neighborhood watch meetings, attending special meetings of HOAs, hosting citizen ice cream outreach, coffee with the councilors, motivating and activating boards and commissions, and televising/streaming City Council meetings.

CONTINUE POLICY DEVELOPMENT AND REVIEW

A primary responsibility of the City Council is to develop polices and laws that work to improve and protect the community. Of primary importance, the City Council wants to reinforce and protect the conservative fiscal policies and guidelines currently in effect. In addition, other areas of policy focus will include:

- Analyzing and considering a possible TABOR election in 2012
- Monitoring the effectiveness of the new development code
- Analyze, investigate, adopt policies to encourage comprehensive downtown development
- Adopt an updated irrigation water policy/plan
- Review the code regarding nuisance issues/code enforcement

