The results are in! **Ninety-five percent** of the residents surveyed indicated the overall quality of life in the City is either “excellent” or “good.” **Eighty-four percent** of the residents surveyed also indicated that the overall quality of services provided by the City of Fruita are either “excellent” or “good”—in fact, Fruita rated significantly higher than the national average, specifically **thirty-five percent** above the national average, and **thirty-seven percent** above the national average for small U.S. cities. Fruita rated above the national average in 31 of 36 areas, and above the national average for small U.S. cities in 32 of 36 areas. While these results are positive overall, there is always room for improvement. The City will use this information to hone in on priority areas identified by the community. These results help the City identify specific action items to allocate time, effort and resources to positively impact quality of place, economic health and lifestyle built upon a foundation of providing quality, core services. Inside are some survey highlights. The full report, presentation and past survey results may be accessed at www.fruita.org/community/page/community-surveys.

Continued on Special Insert
Q1. Overall Satisfaction With City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)

- Overall quality of garbage collection: 49% Very Satisfied, 43% Satisfied, 6% Neutral
- Overall quality of police services: 35% Very Satisfied, 50% Satisfied, 12% Neutral
- Overall quality of City Parks: 33% Very Satisfied, 52% Satisfied, 11% Neutral
- Overall quality of sewer service: 28% Very Satisfied, 54% Satisfied, 14% Neutral
- Overall quality of recreation programs: 36% Very Satisfied, 44% Satisfied, 18% Neutral
- Overall quality of service you receive: 30% Very Satisfied, 49% Satisfied, 18% Neutral
- Overall quality of the City’s recycling program: 41% Very Satisfied, 37% Satisfied, 16% Neutral
- Overall quality of crosswalks: 21% Very Satisfied, 49% Satisfied, 20% Neutral
- Overall flow of traffic & congestion management: 21% Very Satisfied, 49% Satisfied, 19% Neutral
- Overall quality of City streets: 17% Very Satisfied, 49% Satisfied, 21% Neutral
- Overall effectiveness of city communication: 21% Very Satisfied, 42% Satisfied, 26% Neutral
- Overall quality of representation you receive: 19% Very Satisfied, 37% Satisfied, 34% Neutral

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)

Q1. Overall Satisfaction With City Services by Major Category - 2009 vs. 2013 vs. 2017

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding “don’t know”)

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)
Q2. Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices

- Overall quality of City streets: 53%
- Overall flow of traffic & congestion management: 38%
- Overall quality of police services: 33%
- Overall quality of City Parks: 32%
- Overall effectiveness of city communication: 31%
- Overall quality of crosswalks: 24%
- Overall quality of recreation programs: 24%
- Overall quality of representation you receive: 22%
- Overall quality of the City’s recycling program: 13%
- Overall quality of service you receive: 12%
- Overall quality of sewer service: 9%
- Overall quality of garbage collection: 5%

Q3. Perception That Residents Have of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding “don’t know”)

- Overall quality of life in the City: Excellent (5) 42%, Good (4) 52%
- Overall feeling of safety in the City: Excellent (5) 35%, Good (4) 52%
- Overall quality of services provided: Excellent (5) 27%, Good (4) 57%
- Overall image of the City: Excellent (5) 29%, Good (4) 54%
- Overall appearance of the City: Excellent (5) 15%, Good (4) 55%
- Overall image of downtown area: Excellent (5) 20%, Good (4) 49%
- Overall value that you receive: Excellent (5) 19%, Good (4) 47%
- Overall appearance of business signs: Excellent (5) 12%, Good (4) 47%
- Quality of new development in the City: Excellent (5) 15%, Good (4) 44%
- Overall image of South Fruita area: Excellent (5) 12%, Good (4) 41%
- Overall image of Hwy 6 & 50 area: Excellent (5) 7%, Good (4) 29%

Source: ETC Institute DirectionFinder (2017 - Fruita, CO)
One of the best parts about living in Fruita is the ability to play here too. And we like to say that “our visitors feel like locals and our locals play like visitors.” When visitors come to Fruita, they immediately feel like part of the community. Because of this, our latest tourism marketing campaign is focused on how to “Play like a Local.”

Playing Like a Local in Fruita

If you’d like to help us get the word out about Fruita and attract new visitors, we have some tips and resources to share:

- Make sure you’re following us on Facebook (facebook.com/FruitaColorado) and Instagram (@gofruita). If you see a post you love, please share it!
- When posting about your Fruita adventures on social media, add #gofruita and #playlikealocal, and tag our accounts. We try to repost often.
- GoFruita.com is a great resource to share with your visiting friends and family, but we’re always looking for ways to improve it too. Let us know if you have suggestions!
- We’ve also started a photo library at www.flickr.com/photos/gofruita that can be used by Fruita residents and businesses. If you’re sharing tourism-related information, feel free to use the photos. If you have suggestions or content and photos to share, please contact Liz Cassi with Slate Communications at liz@slatecommunications.com.

We encourage you to take a break from your busy lives and appreciate the amazing things that our valley has to offer. We can’t wait to see more from your adventures!

The Fruita Community Center first opened its doors to the community in January 2011 and has been a well used and appreciated facility. By the end of 2017, there will have been over 1.2 million paid visits to the FCC. The FCC has operated under the philosophy of maintaining pass rates at original levels (seven years without a rate increase). Unfortunately, it has become necessary to raise our rates in 2018 to keep pace with the ever increasing costs of operating the facility. The cost recovery for the FCC was 89.35 percent and has since declined to 75.65 percent in 2017 (expenses have grown faster than revenues).

In addition to the steadily growing expense to operate the facility, the most notable cost increase we are facing is due to Amendment 70, which was passed in the 2016 state-wide elections and raises the minimum wage each year from 2018 – 2020, ultimately reaching $12.00 per hour by 2020 – up from $8.31 in 2016. In 2018, the financial impact of this increase in the minimum wage will be over $110,000 in part-time salary increases, which is necessitating the pass rate increase. We are raising the base rate of each daily pass by $1.00, which in turn impacts the 3-month, punch pass, monthly and annual pass rates. Our analysis shows that the rate increase in 2018 will cover our operating costs in the coming two years, but we may need to adjust them again in 2020. We will make a determination at that time. If you subscribe to monthly billing, you will see the rate increase on your bill in mid-January 2018.

To see the new FCC Pass Rates in full, please visit the following web site: http://www.fruita.org/parksrec/page/community-center-hours-and-fees.

It has been a wonderful seven years of serving the Fruita Community and we sincerely look forward to many more years to come. We trust you continue to find value in the facilities, programs and events we provide to the Fruita Community and we will work diligently to earn and maintain your support through service that is built on honest relationships.
**City Election News 2018**

The next regular City election will be held on April 3, 2018. The election will be conducted by mail ballot and ballots will be sent out to registered voters in March, 2018. The ballot will include the election of one Mayor for a two-year term and three City Council members for four-year terms each. There will be a question on the ballot to ask for the voters’ approval to extend the current TABOR exemptions for the City for another six years.

**CITY COUNCIL AND MAYOR**

This is a great time to start thinking about getting involved in the Fruita community as an elected official. The best part about local politics is that you really do get to make a difference in the place that you live. There are many decisions to be made regarding street paving, sewage treatment, land use decisions, public safety improvements, recreational opportunities, and approaches to economic development efforts. All that is needed is good judgment and the willingness to spend time helping to guide the City’s future.

In order to be eligible to hold office as Mayor or as a member of the City, you must be at least 21 years old and a registered voter residing in the City of Fruita. Nomination petitions for the Council and Mayor positions may be picked up at the City Clerk’s office on or after January 2, 2018. The nomination petition requires signatures from 25 registered voters of the City of Fruita. Completed petitions must be filed with the Fruita City Clerk’s Office by January 22, 2018. Additional information is available from the City Clerk’s office.

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**Being Snow Ready**

Although a typical winter in Fruita does not include the accumulation of a lot of snow, City crews are equipped for snow removal operations to make sure our transportation system remains safe and accessible. This includes snow plowing and anti-icing operations that prioritize critical arterials for commercial corridors, school routes, emergency services and City facilities.

Residents should be aware that property owners have the responsibility to keep all sidewalks adjoining their property free of snow and ice. Snow and ice needs to be removed from the sidewalks within 24 hours after a snowfall. If you are a business owner with a sidewalk outside your business, the snow and ice must be removed within two hours after the storm stops.

If the storm occurs during the night, the snow and ice needs to be removed by 10 a.m. the following morning.

When shoveling snow or removing icicles from your roof, please remember to be careful and not overexert yourself. Cold weather can exacerbate underlying health issues and can be dangerous. Consider working with neighbors or hiring someone if needed to stay safe.

**Lost and Found in Fruita**

The Fruita Police Department would like to let the public know that many found items are turned into us. Our policy is to first try to locate the owner. If the owner is not located, we hold the item for 60 days to see if anyone claims it. After that, the items are typically sent to auction or otherwise disposed of. Many of the items are turned in by the Fruita Community Center and we receive quite a few bicycles, scooters, car keys, etc. We always prefer to return these items to their rightful owner if at all possible. You can help us do this by calling 858-3008 and asking for the Evidence Department during business hours to claim lost property.

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NEW EVENT IN 2018: THE KOKOPELLI 100 & 140

For decades the Kokopelli Trail has served as the benchmark of mountain bike and ultra trail running excellence. Stretching 144 miles from Fruita, Colorado to Moab, Utah, this historic trail where dinosaurs once walked bridges the two iconic outdoor communities. Now you can ride or run the 104 & 144 miles (point to point) of the Kokopelli fully supported in one of seven different mountain bike or ultra marathon races or relays. Go to www.kokopelli140.com to register and learn more.

WWW.FRUITA.ORG

Don’t forget, you can always check out our website at www.fruita.org for more information about Fruita!
## Upcoming Events in Fruita

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 20</td>
<td>Cookies N Clause</td>
<td>6:00 pm</td>
<td>Fruita Community Center</td>
</tr>
<tr>
<td>January 13</td>
<td>Denver Nuggets Skills Challenge</td>
<td>9:00 am</td>
<td>Fruita Community Center</td>
</tr>
<tr>
<td>February 10</td>
<td>Fruita Chamber Annual Banquet</td>
<td>6:00 pm</td>
<td>Fruita Community Center</td>
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<tr>
<td>February 17</td>
<td>Sweet Heart 5k/10k</td>
<td>9:00 am</td>
<td>Fruita Community Center</td>
</tr>
<tr>
<td>March 10</td>
<td>Evening of Art</td>
<td>6:30 - 9:30 pm</td>
<td>Fruita Community Center</td>
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### 2018 Utility Rate Changes:

Rate changes proposed for the 2018 Budget include the following:

- Solid Waste Collection (Trash) Services – Increase of $0.40 per month
- Sanitary Sewer Services – Increase of $2.50 per month