



www.fruita.org • winter issue 2017



FRUITA
COLORADO

CityLink

Thank you Fruita residents for a strong & positive response to the 2017 Citizen Survey



95%

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

Fruita City Council If calling City Hall at 858-3663 does not answer your questions, please feel free to contact any of your City Council Members.



MAYOR
LORI BUCK
858-7767



MAYOR PRO TEM
BRUCE BONAR
858-4418



DAVE KARISNY
858-3014



KYLE HARVEY
435-724-7387



KEN KREIE
270-3305



JOEL KINCAID
250-9557

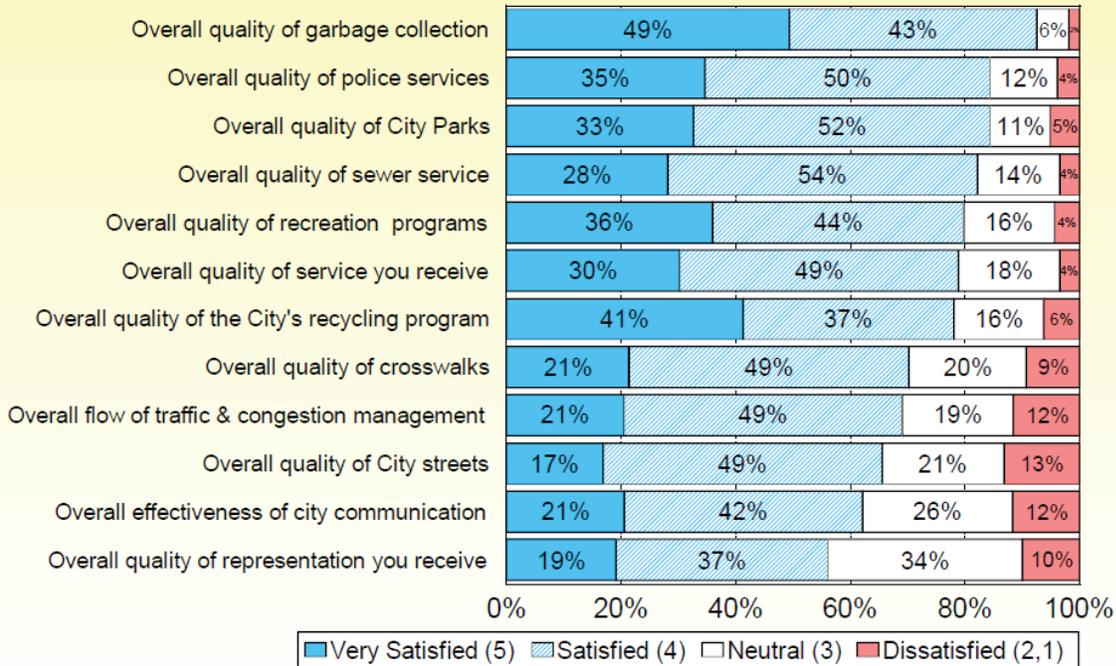


LOUIS BRACKETT
640-7971

Special Insert

Q1. Overall Satisfaction With City Services by Major Category

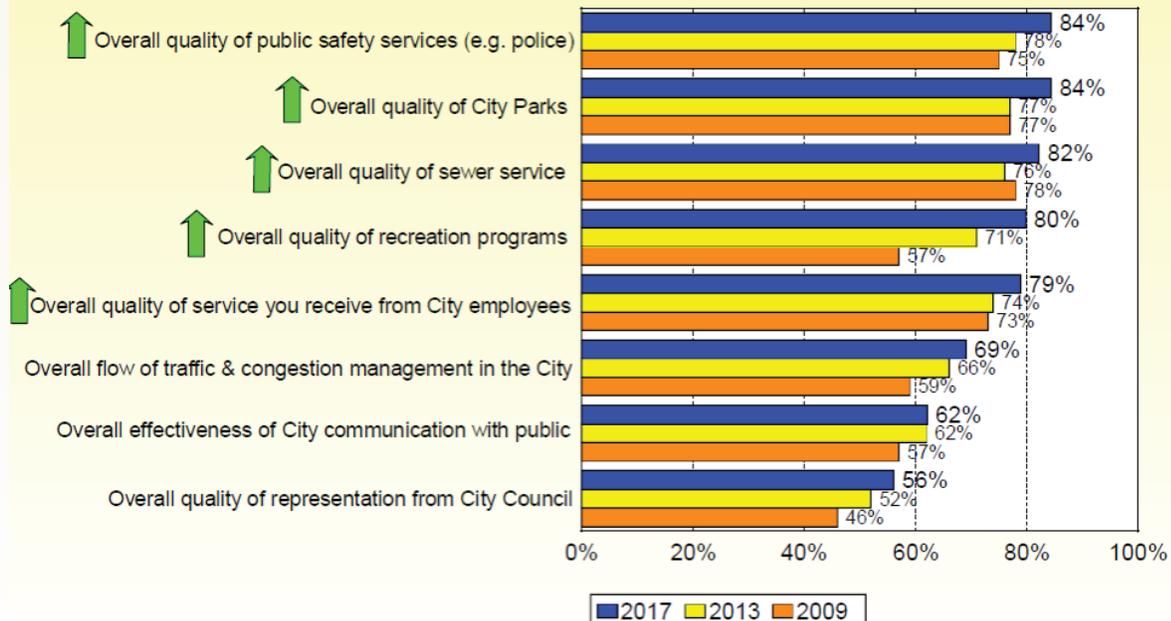
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't know")



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)

TRENDS

Special Insert

Q2. Services That Should Receive the Most Emphasis Over the Next Two Years

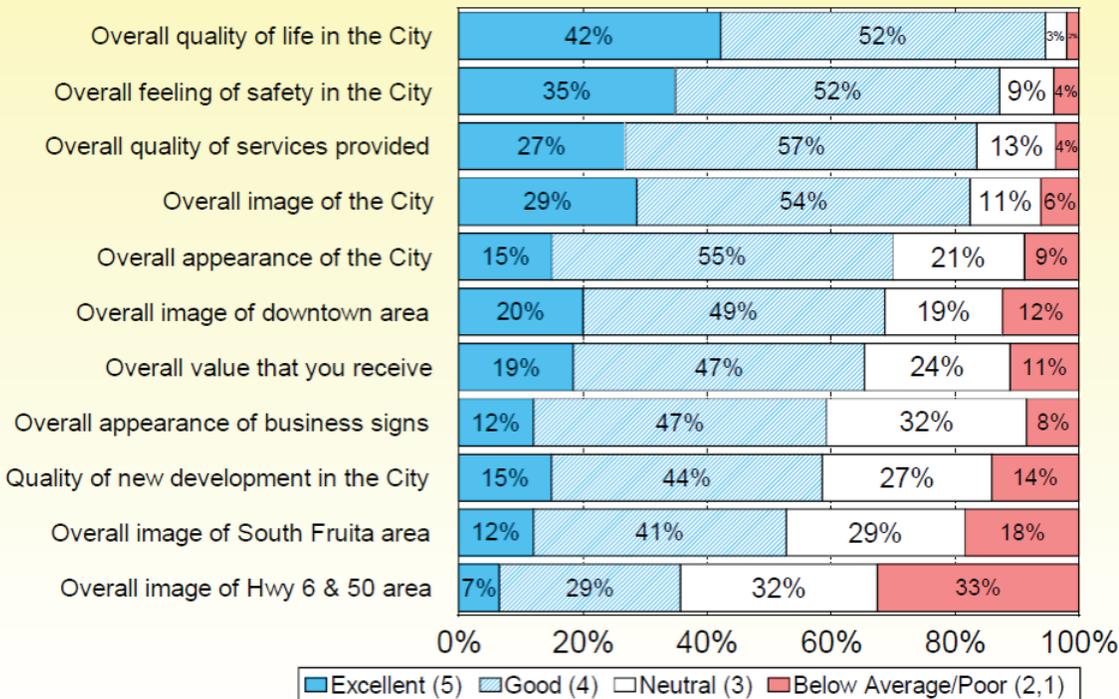
by percentage of respondents who selected the item as one of their top three choices



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

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")



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

In a partnership with Family Health West and Mesa County Health Department, the City hired ETC Institute to administer a survey to residents during the fall of 2017. The purpose of the survey was to help the City of Fruita take a resident-driven approach to decision making and provide trends with past community surveys to measure progress and priorities of City services and programs. Information was also gathered to assist Family Health West in their continued growth and also to assist the County Health Department in their partnership with the community towards the Communities that Care initiative. In order to obtain statistically valid results, the goal was to obtain 400 surveys, which was exceeded with a total of 872 residents completing surveys. This response equated to a +/-3.3% precision at the 95 percent level of confidence. ©



Playing Like a Local in Fruita

One of the best parts about living in Fruita is the ability 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.”

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](https://www.facebook.com/FruitaColorado)) and Instagram (@[gofruita](https://www.instagram.com/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! 📷

Fruita Community Center Pass Rate Increase



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 a level that makes the facility financially accessible to the community while covering a majority

of operating expenses. Since opening its doors in 2011, the Fruita Community Center has maintained 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

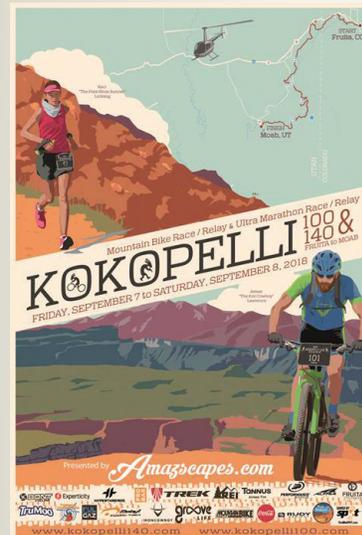
This is a great time to start thinking about getting involved in the Fruita community as an elected official. The best part

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 peti-



tions 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. 📞



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. 📞

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. 📞

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

December 20	Cookies N Clause	6:00 pm	Fruita Community Center
January 13	Denver Nuggets Skills Challenge	9:00 am	Fruita Community Center
February 10	Fruita Chamber Annual Banquet	6:00 pm	Fruita Community Center
February 17	Sweet Heart 5k/10k	9:00 am	Fruita Community Center
March 10	Evening of Art	6:30 - 9:30 pm	Fruita Community Center



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

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