

FRUITA CITY COUNCIL WORKSHOP
JUNE 23, 2020
7:00 PM

1. GOALS AND ACTION ITEMS DISCUSSION (7:00 PM – 8:45 PM)
2. OTHER ITEMS (8:45 PM)
3. ADJOURN



FRUITA

COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR
FROM: MIKE BENNETT, CITY MANAGER
DATE: JUNE 23, 2020
RE: GOALS & ACTION ITEMS DISCUSSION

PURPOSE

The purpose of this discussion is for City Council to provide feedback to City staff regarding areas of emphasis, or “where Council wants to go” so staff can bring back professional recommendations to City Council of specific action items or “how to get there.”

Suggested reference materials to prepare for this discussion are provided below and include:

- **The City Council Strategic Priority Areas**
- **City of Fruita Comprehensive Plan:** Fruita in Motion (summary below; full document found on www.fruita.org at https://www.fruita.org/sites/default/files/fileattachments/community_development/page/348/fruita_in_motion_comprehensive_plan_2020_final_reduced_size.pdf)
- **Proclamation of Solidarity & Commitment to Addressing Racism in our Community**
- **Fruita’s Inclusivity Proclamation**
- **Fruita 2017 Survey Results** (next community survey scheduled for 2021). This report is found at fruita.org at <https://www.fruita.org/hr/page/2017-community-survey>
- **2018 – 2020 Action Items Tracker**
- **Starting Place**, *list of current or suggested action items to date..*

BACKGROUND

At the May 5, 2020 City Council meeting it was decided that the City Council would review and discuss goals and 2020 – 2022 action items at the June 23 City Council workshop. In preparation for that discussion, I provided an update to City Council on the status of the 2018 – 2020 action items to enable time at the workshop to focus discussing continued and new action items through the summer of 2022.

City Council’s role is to set the vision and long-term direction of the City (where we want to go) and then the City Manager leads the organization’s staff in the operations and professional recommendations on how to achieve the goals of the City Council (how to get there), keeping the Council updated along the way. This occurs largely via the annual budget process and

focusing on specific action items. We are in the midst of working on many action items, including the completion of the comprehensive plan and now working on subsequent updates to the Parks, Health Recreation, Trails and Open Space Master Plan, Land Use Code, Circulation Plan, Engineering Design Standards, and most recently successfully responding to the COVID-19 pandemic in a way to maintain public health and safety and reinvigorate the local economy.

In 2015 - 2016, the City Council identified the following strategic priority areas which have significantly played a high-level role in narrowing time, talents and resources to (1) deliver exceptional core services, and (2) positively impact the quality of place, economic health and lifestyle of the City as defined below. These were reviewed and continued in 2018. Much emphasis has been put into the fact that big, positive impacts take discipline and a concerted effort that is not accomplished in a short period of time, even years.

During 2019, and adopted in 2020, the City completed the Fruita in Motion Comprehensive Plan with significant public participation during the year. The plan reconfirmed the City Council's strategic priority areas are on par with the community's vision. This plan identified the overall community vision, values and priority areas. These action items, combined with the City Council strategic priority areas are scheduled to be discussed at the June 23 workshop to provide staff feedback on structuring 2020 -2022 action items at the onset of the 2021 budget development process.

Below are (1) the current City Council Strategic Priority Areas and (2) a summary of the Comprehensive Plan. The link to the Comprehensive Plan is:

https://www.fruita.org/sites/default/files/fileattachments/community_development/page/348/fruuta_in_motion_comprehensive_plan_2020_final_reduced_size.pdf.

City Council Strategic Priority Areas



WHY FRUITA? The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

Quality of Place (QP) The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

Economic Health (EH) The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

Lifestyle (L) The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.

Summary of Fruita in Motion Comprehensive Plan

Community Values

- *Fruita is a place where you run into neighbors, friends, and acquaintances at local stores and restaurants, parks, and the community center.*
 - *Fruita is a place where children, adults, and the elderly feel safe walking and biking to schools, parks, or downtown.*
 - *Family-friendly events and festivals are well-attended and gather the community.*
 - *Fruita is a community where people are invested and constantly work to make the community better.*
 - *Fruita residents appreciate the stunning natural beauty surrounding the city.*
 - *Fruita has incredible access to outdoor recreation. This access supports local businesses and fosters an active, healthy community that inspires visitors to come play like a local.*
 - *Fruita is funky and has a vibrant downtown filled with small businesses.*
 - *Farming is a part of Fruita, from the agricultural lands surrounding the city, to the farmers market that takes place downtown.*
 - *Fruita is innovative and open-minded—the government and its residents are willing to try new things.*
 - *Fruita takes a community-first approach—the City prioritizes residents in making decisions.*
 - *Fruita provides quality services efficiently to its residents and businesses.*
 - *Fruita is a distinct community—geographically separate from others in the Grand Valley.*
 - *Fruita is committed to a land use pattern and supporting policies that promote access to housing across the income spectrum of its residents.*
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Plan Vision

Influenced heavily by the Community Values, the following Vision was created for Fruita:

“The City of Fruita values quality of place. It’s an inclusive city, with a small-town feel and vibrant downtown, surrounded by public lands. People love to live, work, and play in Fruita because the City facilitates community, safe neighborhoods, family-friendly events, and walking and biking. The City governs in a way that’s responsive to its citizens and prioritizes high-impact services and projects. Fruita fosters a fun and funky ambiance around the arts, agriculture, and recreation.”

How values shape the plan:



Plan Organization

This plan begins with Chapter 1, which describes the community values that inform all elements of the plan. From these, an overarching vision statement describes what Fruita wants to be in the future. Chapter 2: Community Snapshot offers the necessary context around where Fruita is today and trends that will influence its future. The remaining chapters of the plan are the plan topic areas, where specific goals, policies, and actions are laid out. These six topic areas or chapters are:

Chapter 3:
Land Use + Growth

Chapter 4:
Economic Development

Chapter 5:
Parks, Health, Recreation, Open Space, + Trails

Chapter 6:
Transportation

Chapter 7:
Infrastructure + Services

Chapter 8:
Education, Arts, + Historic Preservation

Each chapter has a specific vision statement for that topic area that nests within the plan's overarching vision statement. Each chapter vision has several goals underneath it, broad primary outcomes and strategies for how the community can achieve that vision. The policies and actions to work towards the goal are listed below each goal.

Plan Themes

The goals, policies, and actions of the plan are intended to support and preserve the community values. Based on these values, the following key themes emerged:

Efficient Development

The City of Fruita encourages infill over sprawl and development within the existing city limits and Urban Growth Boundary (UGB). Efficient development reduces the demand for infrastructure and city services, supports community connectivity, and encourages a thriving downtown core.

Community First, Tourism Second

The City of Fruita prioritizes its residents and provides them a high quality of life. Tourists are attracted to Fruita for this and the opportunity to "play like a local."

A Thriving Downtown

The City of Fruita supports a thriving downtown with strong local businesses, an inviting streetscape, and events and places that encourage the community to gather. Flexible design standards support creative uses of downtown spaces, and higher-than-existing surrounding residential densities creates a variety of housing units and types for residents to frequent businesses.

Connectivity

It is easy for vehicles, cyclists, and pedestrians to get around Fruita and to visit local destinations. The City of Fruita offers a safe, intuitive, and well-connected on- and off-street trail network for pedestrians and cyclists.

Strategic Economic Development

Fruita's approach to economic development focuses on expanding existing businesses while also making Fruita an attractive place to live and do business. Rather than compete with Grand Junction, Fruita is strategic in recruiting businesses that are well-suited for the Fruita community.

Adopted unanimously June 16, 2020

PROCLAMATION

OF SOLIDARITY AND A COMMITMENT TO ADDRESSING RACISM IN OUR COMMUNITY

WHEREAS, the City of Fruita, like so many communities across our nation, are saddened by the senseless murder of George Floyd and the many other individuals who were needlessly and tragically killed under similar circumstance; and

WHEREAS, racism threatens the strength and safety of the Fruita community, which is built upon open dialogue, mutual respect and understanding between diverse perspectives; and

WHEREAS, the Fruita community must acknowledge and reflect upon pervasive systemic and institutional racism throughout the United States, including in the Fruita community, and must commit to disrupting, dismantling and ending such destructive structures; and

WHEREAS, the City Council, as well as the members of the Fruita community, have a responsibility to listen to, learn from, and support those in our community most impacted by systemic racism and social injustice; and

WHEREAS, addressing the racism within the Fruita community is our ethical obligation; and

WHEREAS, we stand in solidarity with the Black and minority voices of our community, and we support those peacefully protesting and taking a stand against systemic racism, oppression, social injustice and inequity;

NOW THEREFORE BE IT RESOLVED, the Fruita City Council declares we are making a long-term commitment to listen, learn, reflect, reassess, openly converse and take action to address systemic racism, oppression, social injustice and inequity within the Fruita community and throughout the Grand Valley.

Adopted unanimously November 20, 2018

FRUITA'S INCLUSIVITY PROCLAMATION

WHEREAS, Fruita strives to be a community based on mutual respect and understanding; a community that welcomes and values all residents, treating everyone with human dignity and respect, and

WHEREAS, people of all races, religions, nationalities, genders, sexual orientations, ages, physical abilities and cultures live and work together within Fruita and bring pride to our community, and

WHEREAS, racism, intolerance, bigotry and fear lead to discrimination and discord, which threatens the strength, diversity, health and safety of our community, and

WHEREAS, the City of Fruita welcomes all people who recognize the rights of individuals to live their lives with dignity, free of racism, discrimination, intolerance, bigotry and hostility,

THEREFORE, We, the Fruita City Council, declare that our community is committed to making Fruita a welcoming, inclusive and safe community for everyone; we condemn racism and those who attempt to fan the flames of bigotry and intolerance.

We, on behalf of all Fruita residents, deplore expressions and acts of hostility, intimidation and harassment, and, instead, encourage the elimination of racism and prejudice everywhere it exists.

We hereby affirm our commitment to ensure that all members of our community are free from acts that are rooted in fear, ignorance, prejudice, and hate, and we urge all our citizens to judge one another only by the strength and qualities of their character.

IN WITNESS WHEREOF, I have hereunto set my hand and cause to be affixed the official seal of the City of Fruita this 20th day of November, 2018

2018 – 2020 Action Items Tracker

	Focus Areas	Expected Outcome	Strategic Initiatives				Action Item	Due Date	Dept	Status	
			Core Services	Quality of Place	Economic Health	Lifestyle					
1	Lagoon Redevelopment	To redevelop the old sewer lagoon property into a mixed use planned development including new parkland, open space and commercial business.					A	Complete and adopt a concept plan	1/17/2017	PW	COMPLETE
							B	Conduct RFQ Process for private partner	7/10/2018	PL	COMPLETE
							C	Due diligence top firm toward a partnership	10/31/2018	PL/CM	COMPLETE
							D	Apply for DOLA REDI Grant	10/31/2018	PL	COMPLETE
							E	Select outside legal firm to jointly assist City and private developer, establish P3 agreement	11/31/2018	CM	COMPLETE
							F	Approve a public-private partnership agreement	12/18/2018	CM/CC	COMPLETE
							G	Complete survey of 40-acre property	12/31/2018	PL/PW	COMPLETE
							H	Complete utilities study	3/1/2019	PL/CM	COMPLETE
							I	Complete Wetlands delineation and non-jurisdictional determination	3/1/2019	PL/CM	COMPLETE
							J	Complete soils study	3/1/2019	PL/CM	COMPLETE
							K	Complete fill analysis	3/1/2019	PL/CM	COMPLETE
							L	Enter phase two of P3 contract	3/19/2019	PL/CM	CHANGE OF PLANS
							M	Applying for phase 1 construction DOLA grant	4/1/2019	PL/CM	CHANGE OF PLANS
							N	Complete Planned Unit Development	8/31/2019	PL/CM	CHANGE OF PLANS
	Community Plan Update	Align City vision, goals to set forth a framework for growth which reflects the community's desire for complementary, well-managed growth while maintaining the "small-town" atmosphere. The Community Plan sets the stage for updates to all master plans, land use code and design standards					A	Review 2017 City Survey Results	1/17/2018	ALL	COMPLETE
							B	Update City Council Goals, Vision	5/29/2018	CC,CM	COMPLETE
							C	Complete inventory of all master plans identifying which plans to retire, update, create.	7/13/2018	ALL	COMPLETE
							D	Create Design Standards Review Committee	9/26/2018	PL	COMPLETE
							E	Apply for AARP Livability Designation	12/6/2017	PR	COMPLETE
							F	Retire Senior Taskforce & create Livability Commission	10/2/2018	PR	COMPLETE
							G	Host Livability Commission Informational Session	11/15/2018	PR,PL,CM	COMPLETE
							H	Appoint Livability Commission	12/4/2018	CC	COMPLETE
							I	Release RFP for Consultants	11/30/2018	PL	COMPLETE
							J	Select Consultant	2/5/2018	PL	COMPLETE

	Focus Areas	Expected Outcome	Strategic Initiatives				Action Item	Due Date	Dept	Status
			Core Services	Quality of Place	Economic Health	Lifestyle				
2		Master plans, land use code and design standards for growth. This is an update, not complete re-write of the 2008 Community Plan.				K	Create video inviting public participation in comp plan update	2/28/2019	PL	Changed Plan
						L	Create materials & schedule for community engagement tour	2/28/2019	PL, PR, CM	PENDING
						M	Complete community engagement tour	12/31/2019	PL	COMPLETE
						N	Complete livability assessment	ongoing	PL	incorporated in plan
						O	Complete stakeholder interviews	3/20/2019	PL	COMPLETE
						P	Workshop with Planning Commission And City Council draft Community Plan	1/28/2020	PL	COMPLETE
						Q	Present Community Plan to Planning Commission	1/28/2020	PL	COMPLETE
						R	Present & Adopt Community Plan with City Council	2/4/2020	PL	COMPLETE
						S	For Broadband Plan, review county plan and findings	2/28/2019	CM, AD	Not incorporated
						T	Discuss Broadband Plan during community plan update	7/31/2019	CM, AD	Not incorporated
						U	Determine steps for a Fruita Broadband plan	12/31/2019	CM, AD	Not incorporated
						V	Complete analysis of infrastructure needs for broadband	12/31/2019	CM, AD	Not incorporated
						W	Identify Plans that need to be updated, prioritize timeline	3/31/2020	ALL	COMPLETE
3	Parks, Open Space, Trails Master Plan Update	To add two new components to the POST Plan: (1) Health and (2) Recreation while updating the existing components and evaluating priority projects relating to existing and new parks, trails, open space and expansion to the Community Center. This is an update from the 2009 POST Plan.				A	Apply for GOCO grant	10/31/2018	PR	COMPLETE
						B	Submit request for proposals from consultants	10/21/2019	PR	COMPLETE
						C	Select consultant	12/21/2019	PR	COMPLETE
						D	Develop scope of work, work plan, schedule	1/20/2020	PR	COMPLETE
						E	Complete community engagement process	6/1/2020	PR	IN PROCESS
						F	Complete stakeholder interviews	3/30/2020	PR	COMPLETE
						G	Public Meeting to share public process results and share potential goals and strategies	7/31/2020	PR	
						H	Present draft plan to Parks & Recreation Advisory Board and City Council	9/30/2020	PR	
						I	Present & Adopt PHROST Plan with City Council	11/30/2020	PR	
						A	Evaluate, rate condition of all sewer lines	7/31/2017	PW	COMPLETE
						B	Complete a 5-year capital plan for the waste water reclamation facility	10/31/2017	PW	COMPLETE

	Focus Areas	Expected Outcome	Strategic Initiatives				Action Item	Due Date	Dept	Status
			Core Services	Quality of Place	Economic Health	Lifestyle				
4	Sewer Master Plan	Establish clear benchmarks for meeting the community's expectations, safety standards and maintenance of the City's sewer system.				C	Complete a sewer rate study	12/31/2018	PW	COMPLETE
						D	Complete analysis of consumption based rate structure	6/30/2019	PW/AD	NEEDS FOLLOW-UP
						E	Identify cause of H2S gas issues set plan for mitigating and fixing in 2019	12/31/2018	PW	COMPLETE
						F	Update Sewer Master Plan & 201 Boundary	12/31/2020	PW	
5	Economic Development	To attract complementary, managed growth and; support local businesses and business expansion; and effectively utilize partnerships in accomplishing development goals of the City.				A	Consolidate all data, information and resources for prospective developers on www.fruita.org.	10/31/2018	CM	COMPLETE
						B	Proactively recruit prospective businesses by direct contact, visits, trade show attendance, working with existing businesses.	ONGOING	CM/PL	ONGOING
						C	Create a coworking space in partnership with the Business Incubator Center in Civic Center	6/1/2018	CM	COMPLETE
						D	Engaging local businesses in coordinated marketing and cross-promotional work with Slate Communications.	6/30/2019	CM/HR	COMPLETE
						E	Analyze possible incentive policies and guidelines.	7/1/2019	CM/PL/AT	PENDING
						F	Market, promote and complete Fworks Coworking	6/1/2019	CM	COMPLETE
						G	Quarterly Fruita ED Team meetings (GJEP, BIC, Chamber, MC Workforce Center) with set agenda, action items, return and report.	QUARTERLY	CM	QUARTERLY
6	Transportation	Establish clear benchmarks for meeting the community's expectations, safety standards and maintenance of the City's transportation system.				A	Evaluate Street Classification & Traffic Control Plan. Update plan if needed.	12/31/2020	PW	PENDING
						B	Revise Street System Standards (Chapter 4 of Design Criteria Manual) to correspond with Street Classifications Plan.	12/31/2020	PW	PENDING
						C	Develop a prioritized list of transportation improvement needs.	2/28/2019	PW	COMPLETE
						D	Design Maple Street Bridge	12/31/2017	PW	COMPLETE
						E	Apply for grant for Maple Street Bridge	6/1/2021	PW	PENDING
						F	Construct Maple Street Bridge	12/31/2022	PW	
						G	Complete safety assessment for all crosswalks in City.	10/31/2018	PW	COMPLETE
						H	Establish prioritized matrix for types of crosswalk improvements needed.	10/31/2018	PW	COMPLETE
7	5 Year Capital Improvement Projects	To update 5-year CIP to a realistic list of priority projects. Utilize 5-year CIP document to track annual capital projects progress.				A	Develop new process for proposing and budgeting capital projects.	3/1/2019	EN/ALL	COMPLETE
						B	Develop a realistic 5-year CIP	12/30/2020	EN/ALL	IN PROCESS
						A	Update new employee orientation to include core values	4/31/18	HR	COMPLETE

	Focus Areas	Expected Outcome	Strategic Initiatives				Action Item	Due Date	Dept	Status
			Core Services	Quality of Place	Economic Health	Lifestyle				
8	Personnel	To prioritize the City's greatest asset--City Employees, compensate at market rates, establish fair pay system, effective training, recognition, professional development, succession planning, retention and high morale.				B	Create and rollout regular Supervisor training	4/31/18	HR	COMPLETE
						C	Evaluate and improve employee benefit package	12/31/2018	HR	COMPLETE
						D	Incorporate core values in EDAs and new recognition program	12/31/2018	HR	COMPLETE
						E	Update the Employee Handbook	6/30/2019	HR	POSTPONED/PENDING
						F	Update Employee Safety Manual	6/30/2019	HR	PENDING
						G	Study, review, brainstorm new compensation plan	2/28/2019	HR/ALL	COMPLETE
						H	Update all job descriptions	6/30/2019	HR/ALL	COMPLETE
						I	Establish new total compensation plan	7/31/2019	HR/ALL	NEARLY COMPLETE
						J	Create succession plan	3/31/2020	HR	
9	Financial Management	To effectively manage public funds and set forth policies and procedures, revenue streams to sustainably manage public funds for years to come.				A	Revamp the Budget process including new team members & new calendar	3/31/2019	AD	COMPLETE
						B	Establish 2-3 lead/lag performance measurements for all divisions to be included in annual budgets	9/1/2019	AD/ALL	COMPLETE
						C	Update financial policies to reflect goals of the City (i.e. capital fund)	3/1/2019	AD	IN PROGRESS
						D	Evaluate and determine how to restructure FCC debt for level payments and better interest rate	10/31/2019	AD/PR	COMPLETE
						E	Establish process, timeline, language, ordinance for 2020 ballot language for adding lodging tax measure	8/31/2019	CM/AD/AT	COMPLETE
10	Community Engagement, Marketing & Promotion	To effectively (and measurably via survey) improve the City's communication with the public.				A	Create a City Manager Engagement series with the public	2/28/2019	CM	IN PROGRESS
						B	Analyze all tools for community communication	6/1/2019	CM	IN PROGRESS
						C	Internal audit of www.fruita.org and plan for better utilization	6/1/2019	CM	IN PROGRESS
						D	Assess current and possible new usage of social media	6/1/2019	CM	IN PROGRESS
						E	Assess how to better present and utilize weekly updates	6/1/2019	CM	IN PROGRESS
						F	Assess the viability of a Fruita University	12/31/2019	CM/PD	IN PROGRESS
						G	Update www.gofruita.com	3/31/2019	HR/CM/FTAC	IN PROGRESS
						H	Play Like a Local Campaign	Slate annual workplan	HR/CM/FTAC	ONGOING
		To maintain and improve upon the safe community Fruita is; continue and increase positive interaction with youth; Increase frequency of non-enforcement related interaction with citizens: Increase effectiveness of				A	Continue Jr. Academy - target 25-30 youth attendees annually	Annual July - Sept.	PD	COMPLETE
						B	Emphasize increased "informal" contacts with citizens	Quarterly Reports	PD	PENDING

	Focus Areas	Expected Outcome	Strategic Initiatives				Action Item	Due Date	Dept	Status	
			Core Services	Quality of Place	Economic Health	Lifestyle					
11	Public Safety	deployment of police resources to impact crime patterns; Create additional opportunities to interact with and educate the public on safety, prevention, and other educational initiatives; and Enhance safety and response to law enforcement issues within the schools and continued positive interaction with youth.					C	Emphasize problem-oriented and intelligence-lead policing strategies.	Quarterly Reports	PD	PENDING
							D	Develop and deliver additional police education programs to citizen groups and organizations.	Quarterly Reports	PD	PENDING
							E	Maintain presence of SROs in City schools.	Quarterly Reports	PD	PENDING
12	Education	To foster and enhance the City's partnership with Schold District 51 with the goal of improving education in our community.					A	City Manager continue as D51 Foundation Board Member	2018 - 2021	CM	PENDING
							B	Create an Education Team	7/1/2016	PR/PL	COMPLETE
							C	Complete a survey with Fruita schools	12/31/2017	PR/PL	COMPLETE
							D	Create and host annually a Fruita Civics Day with 7th graders	5/31/2018	PR/PL	COMPLETE
							E	Provide data showing capacity needs at Fruita schools, including growth projections in Fruita to D51 Admin and BOE	3/1/2018	CM/PL	COMPLETE
							F	Hold joint BOE and City Council meeting regarding capacity needs	10/30/2018	CM/CC	COMPLETE
							G	Establish a Fruita student and teacher recognition program to be presented at City Council meetings	1/31/2019	CM	COMPLETE
							H	Participate on the D51 long-range facility planning committee to advocate capacity issues at Fruita schools are adequately addressed and planned for	1/31/2019	CM	COMPLETE
		Strengthen communication and partnership between the local schools and the City. Support youth led initiatives to promote a healthy lifestyle					A	Select and implement strategies and programs to support and / or implement to address substance abuse in youth grades 6-12	3/31/2019	PR	Complete

	Focus Areas	Expected Outcome	Strategic Initiatives				Action Item	Due Date	Dept	Status	
			Core Services	Quality of Place	Economic Health	Lifestyle					
13	Fruita Youth Initiative	<p>and to abstain from using drugs and alcohol. Inform the community of the many programs the local schools provide to prevent and combat youth issues. Develop community-wide support of our schools to create community pride - with pride, risky and destructive behavior is reduced. Eventual creation of a Partners satellite office in Fruita. Youth muni court case can be referred and dealt with in Fruita. Creation of an after-school outdoor recreation type program, etc. Will provide a youth voice for council and city staff to listen to and learn about issues within the City. Will provide a youth voice for council and city staff to listen to and learn about issues within the City. Provide a positive messaging on healthy living. Message that most youth are not engaged in risky behavior.</p>					B	Intergrate strategies and programs like Positive Youth Development and Sources of Strength into Parks and REcreation staff trainings, programs and activities	On-Going	PR	On-Going
							C	Work with the local school to build goodwill and support of our school system and youth in the community.	On-Going	PR	On-Going
							D	Create a Youth Board consisting of youth from the FMHS service area.	4/30/2019	PR	Complete
							E	Research the tested and effective program, Strenghtening Families	3/31/2019	PR	Complete
							F	Deliver Rise Above Campaign - a positive re-enforcement campaign.	On-Going	PR	On-Going
							A	Create and implement the North Fruita Desert Master Plan.	3/15/2019	PR	Complete
14	Fruita Trails Initiative	Expand partnership with BLM, COPMOBA, local businesses to create a permanent model for trail building and maintenance.					B	Cont. to work with BLM, GJFO, COPMOBA and local businesses to develop trails maintenance/new build Program - potentially in-house or preferably through Partners	4/30/2019	PR	Complete
							C	Work towards assessing potential new trail opportunities between Rabbit Valley and the Kokopelli trails systems	8/1/2019	PR	PENDING
							D	Provide annual update to City Council reporting on progress and stating goals.	6/18/2019	PR	Complete
							A	Schedule at a minimum annual updates with each group and the City Council in addition to the regular staff interaction to align efforts to achieve community goals.	Annual	CM/AD	COMPLETE
15	Partnerships	Track specific partnerships the City provides annual funding to.					B	Schedule presentations to City Council from Chamber and Museum prior to Outside Agency Funding requests submittal deadline of Sept 1	Annual	AD	COMPLETE
							C	Revamp the outside agency funding process	6/1/2019	AD	Kept same

	Focus Areas	Expected Outcome	Strategic Initiatives				Action Item	Due Date	Dept	Status	
			Core Services	Quality of Place	Economic Health	Lifestyle					
16	Mountain Properties & Water Rights	To identify and commit to the most effective and sustainable plan for maintaining public recreation access and water rights without draining the City's general fund for core services.					A	Create City Link article and open house to educate public on water rights and mountain properties	5/31/2017	PW	COMPLETE
							B	Renegotiate agreement with GPWUA to reduce City resources towards providing irrigation water to 50 GP households while maintaining water rights	2/28/2018	PW	COMPLETE
							C	Identify partners to assist in repairing dam on Fruita Reservoir #2; best manage public lands for recreation; and best manage water rights and utility	4/1/2019	PW/CM/PR	COMPLETE
							D	Develop and Evaluate Partnership alternatives	3/15/2020	PW/CM/PR	PENDING
							E	Complete Community Engagement Process	8/15/2020	PW/CM/PR	N/A
							F	Adopt Master Plan that provides for sustainable financial model; maintain public use of recreational areas and reservoirs where feasible; and preserves water rights for beneficial use in western Colorado.	12/31/2020	PW/CM/PR	

Starting Place

Current areas of action items that are in progress or have been suggested (in addition to focus on core services and operations) include:

- **Completing the Land Use Code & Engineering Design Standards**, *which incorporates all aspects of planning and zoning policy to achieve the Comprehensive Plan created by the community.*
- **Completing the Parks, Health, Recreation, Open Space & Trails Master Plan**, *which incorporates creating prioritized projects, efforts and operations of these topics for the next 10+ years, also in order to achieve the goals and values of the Comprehensive Plan.*
- **Completing the Multi-modal Circulation Plan**, *which incorporates updating the transportation circulation plan to meet the goals and values of the Comprehensive Plan and prioritize transportation projects.*
- **Completing a Sewer Service Master Plan.**
- **Completing a plan for partnerships and management of the recreational lands and water rights on Pinon Mesa.**
- **Considering applicable economic development incentives** *to better achieve goals of the Comprehensive Plan.*
- **Establishing clear steps for addressing commitments within the City's Inclusion Proclamation and Proclamation of Solidarity and Commitment to Addressing Racism in Our Community.**
- **Next Steps of the Fruita Youth Initiative.**