



FRUITA
COLORADO

CITY OF FRUITA

Strategic Plan

2022 - 2025



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Introduction

The purpose of the City of Fruita Strategic Plan is to outline City Council priorities staff will work to achieve over the next 2-4 years in addition to core service delivery. The plan's priorities are aligned with the City's values including the City's long-term planning documents beginning with the City's 10-year comprehensive plan [Fruita in Motion](#), subsequent [master plans](#), and [community survey results](#) conducted every four years. *Years and deadlines subject to change based on capacity, resources, or opportunities.*

The Strategic Plan is updated every two years following the Municipal election occurring in April of even years. After reviewing the City's values, community survey results, progress of goals in the comprehensive and master plans, and current and future community needs, City Council determines what short-term priorities and/or projects will help to achieve these long-term planning efforts.

The Strategic Plan serves as a guide for City Council and staff in the creation of the Annual City Budget adopted every December for the following calendar year. The [Annual Budget](#) prioritizes operational action items by service delivery area and capital projects. Specific operational goals and performance measures are identified in the budget per each service area.

The Strategic Plan also serves as a tool to track the progress of each project and priority. City staff will update the Strategic Plan each quarter with progress notes for each goal.

Thank you for reviewing the City of Fruita's Strategic Plan! We are excited to see these priorities come into fruition to move Fruita forward.





Our Leading Values

The City of Fruita City Council and staff, utilize the values below to guide their behavior and decisions when providing services to the community and planning for the future.

COMMUNITY VALUES

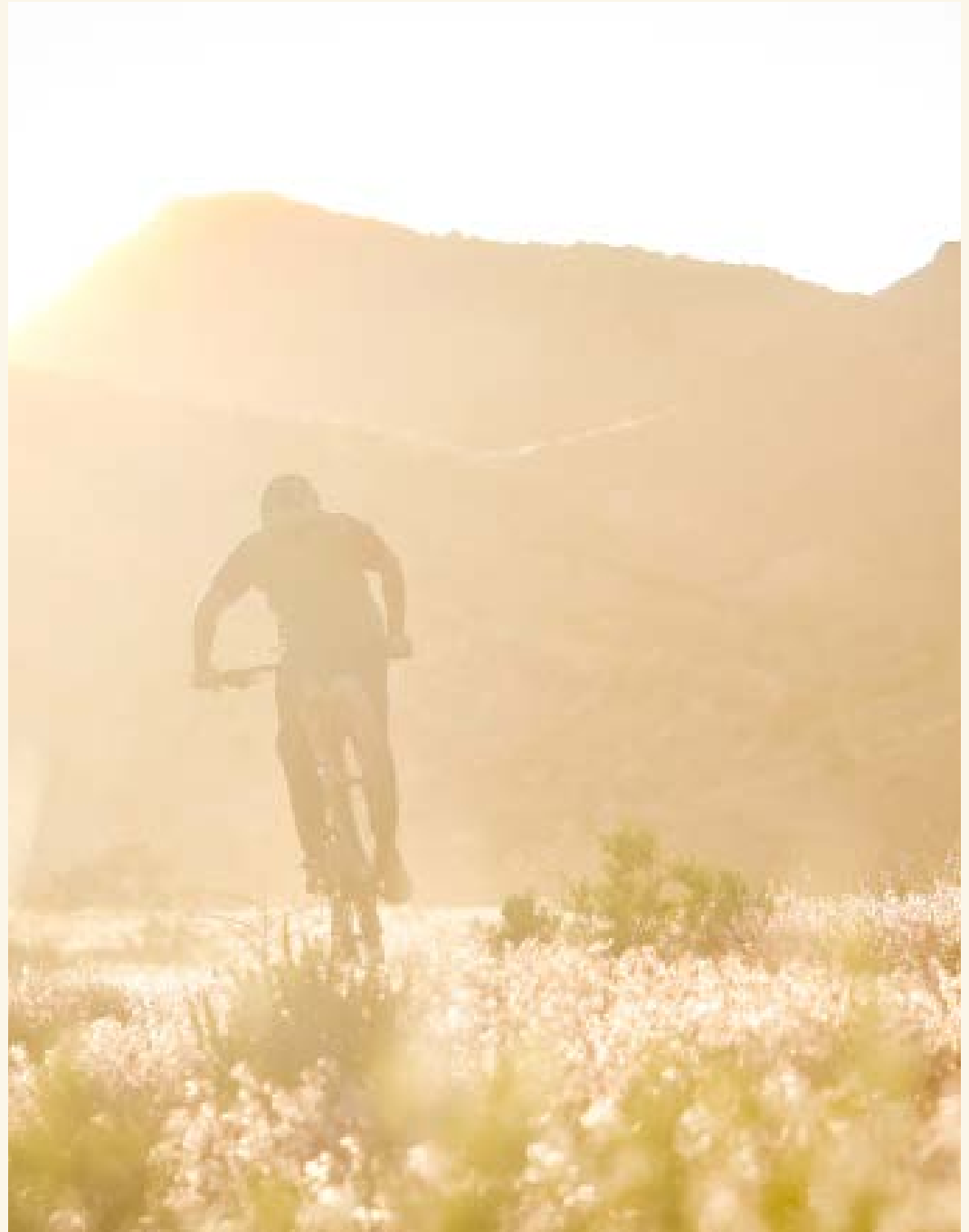
- Fruita is a place where you run into neighbors, friends, and acquaintances at local stores and restaurants, parks, and the community center.
- Fruita is a place where children, adults, and the elderly feel safe walking and biking to schools, parks, or downtown.
- Family-friendly events and festivals are well attended and gather the community.

Visit fruita.org under the Fruita in Motion Comprehensive Plan for a full list of values.

ORGANIZATIONAL CORE VALUES

City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust, and maintain trust with the public, our partner agencies, and with one another.

- F - Fun
- R - Respectful
- U - United
- I - Innovative
- T - Transparent
- A - Authentic





The Strategic Plan focuses on achieving the goals outlined in at least one of the City of Fruita's guiding planning documents. Each goal strives to emulate one strategic outcome and the goals and actions set forth by the community through the Comprehensive Plan and the Community Survey.

STRATEGIC OUTCOMES

- **Quality of Place** - 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** - 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** - 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.



GOALS AND ACTIONS

In 2020, the City of Fruita updated the [Fruita in Motion Comprehensive Plan](#). Fruita in Motion is a 10+ year plan outlining goals for the City. There are five areas outlined in the plan including:

- Land Use and Growth
- Economic Development
- Parks, Health, Recreation, Open Space, and Trails
- Transportation
- Services and Infrastructure
- Education, Arts, and Historic Preservation

COMMUNITY PRIORITIES

Every four years, the City of Fruita administers a [community survey](#) to assess resident satisfaction with City services. The survey is utilized to recognize the community's top priorities and how the City can improve services for residents. The last survey was completed in 2021 with over 4,000 residents participating in the survey. The following community priorities emerged from the survey.

- Improve the overall quality of City streets.
- Improve the overall flow of traffic and congestion management.
- Maintain the overall feeling of safety in Fruita.
- Improve the quality of representation you receive from City Council.
- Improve effectiveness of City communications.

HOW DO THESE RELATE TO THE STRATEGIC PLAN?

Each project helps to maintain the City's values while helping to reach at least one goal outlined in the Fruita in Motion Comprehensive Plan or the Community Priorities from the 2021 Community Survey.

When reading through each project, you'll see how the project relates to the City of Fruita's Strategic Outcomes, the Fruita in Motion Comprehensive Plan, and the 2021 Community Survey.



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2022 PRIORITIES



Bike Park Improvements

Working with Singletrack Trails, the Fruita Bike Park will go under a renovation. Given the amount of use, there has been wear to some of the features as well as erosion from weather. The renovation will provide more durable and longer lasting elements, improvements to the skill area, installation of 21 metal/wood jumps, and installation of 2-3 showroom demos.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Parks and Reaction - Goal #5. Ensure the City’s parks and recreational facilities are a well maintained, accessible resource of active and passive recreation spaces for all residents. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Overall quality of City parks was rated as a top priority to focus on over the next two years in the Community Survey. 	<ul style="list-style-type: none"> ☑ Construction will begin September 19, 2022. ☑ Scheduled for completion end of October 2022. 	<ul style="list-style-type: none"> The Fruita Bike Park renovations were completed in December 2022 with a grand opening held on December 8, 2022.

2023 PRIORITIES



QUALITY OF PLACE



Pine Street Bridge Replacement

The reconstruction of the bridge will consist of a full replacement and necessary safety enhancements by widening the bridge to three lanes, installing a curb, gutters, and a five-foot wide sidewalk on each side of the bridge.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Transportation - Goal #1. Design the City’s streets for their level of traffic, adjacent land uses, and connectivity context. Transportation - Goal #5. Maintain existing transportation infrastructure and services. Implement new transportation infrastructure, as appropriate. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Improve the overall quality of City streets. Improve the overall flow of traffic and congestion management. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Right-of-way acquisition. <input checked="" type="checkbox"/> Start construction in October 3, 2022. <input type="checkbox"/> Construction is scheduled to be complete in August/September 2023. 	<ul style="list-style-type: none"> Construction began in October 2022. The City of Fruita worked with utility companies to relocate both private and public utilities during the construction. The contractor, GA Western, started demolition after the utilities were relocated. The reconstruction of the Pine Street Bridge is expected to be complete by August/September 2023. The physical bridge is complete. Final placement of utilities that were temporarily relocated are being moved back to their permanent location, one provider at a time.



Public Safety

One of the top reasons people choose to live in Fruita is the feeling of safety in the community. In the 2021 Community Survey, a top priority identified was providing the public with more education and engagement opportunities around Fruita’s safety efforts. Some examples relative to the goals and projects listed in this plan are continuous evaluation of growth as it relates to neighborhood safety and traffic, and growing outreach, engagement, and educational efforts between the police department and the community.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Based on the 2021 Community Survey, 49% of respondents rated the City’s overall safety/ prevention programs as neutral instead of satisfied, very satisfied or dissatisfied. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Increase officers’ outreach and engagement activities through informal contacts, educational and crime prevention events and activities. <input checked="" type="checkbox"/> Increase outreach and engagement efforts through in-person events and social media. <input checked="" type="checkbox"/> Increase police visibility in neighborhoods to enhance feelings of community safety. <input checked="" type="checkbox"/> Evaluate dedicated time of patrol officers to determine opportunities to use undedicated time for more informal interaction with citizens and proactive patrol. <input type="checkbox"/> Develop and implement a volunteer citizen patrol program. 	<ul style="list-style-type: none"> Currently implementing all the objectives listed except the volunteer program. Temporarily filled the Community Engagement Officer position for the summer 2023. Changed the way we track officer initiated activity in order to better account for how officers spend their time. This provides better data with proactive police work (a reason our calls for service are higher). In July, the Police Department held it’s 11th Junior Citizen Police Academy with 10 local youth, ages 12-17, to learn about policing and th department as a whole.



QUALITY OF PLACE



Be an Employer of Choice

The City of Fruita has successfully assembled a high performing team of experienced professionals in the variety of trades overseen by the City. The organizational culture, positive community, and an organizational vision of purpose, help attract high caliber talent. It is a priority of the City to continuously and deliberately work to be an employer of choice to attract and retain team members and deliver exceptional community services.

Related Goals, Actions, Values	Objectives	Progress & Notes
	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Continue implementation of the pay plan with market and performance metrics. <input checked="" type="checkbox"/> Continue offering full array of benefits with regular review of improvements and/or additions. <input checked="" type="checkbox"/> Implement a more robust supervisor training program. <input checked="" type="checkbox"/> Expand the employee orientation to cover further organizational integration of the values, priorities, and vision of the City of Fruita. <input checked="" type="checkbox"/> Conduct annual wellness, work-life harmony, and benefit survey to identify areas of improvement. <input type="checkbox"/> Implement an employee wellness program. <input checked="" type="checkbox"/> Recognize team member displays of the core values. <input checked="" type="checkbox"/> Remodel Civic Center to address work space needs and space efficiency to deliver quality services. 	<ul style="list-style-type: none"> • Continued to monitor and improve the City of Fruita's compensation plan and benefit package. Market rates from CML increased 8.57%. • Remodeled the Fruita Civic Center Administrative area to add more office space for employees. • Supervisor training has been revamped and begins August 10 to be held quarterly. • A wellness program is being created with the EEC. • To recognize team members displaying core values, 86 team members received Geared Up Awards from co-worker nominations in 2022. From January 2023 - June 2023, 38 Geared Up Awards have been received. • Implemented the use of the 4 Disciplines of Execution and set Wildly Important Goals focused on communication to help increase how well employees feel informed on city matters. • Developed an organizational wide effort to work on three priority areas including creating experiences, internal coordination, and process improvements.

Updated on 7/25/2023



QUALITY OF PLACE



Communications and Engagement

Strengthen the relationship between the City and the community by creating effective strategies to keep internal and external stakeholders informed and involved in city projects and services. In the 2021 Community Survey, the overall effectiveness of City communications emerged as a top priority for the community. By focusing on communication both internally and externally, the City will increase efficiency, transparency, and overall quality of services for the community.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Improve effectiveness of City communications. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Continue to develop and implement a communication strategy that aligns with the city and community’s core values. <input checked="" type="checkbox"/> Find and coordinate new ways to engage with the community both in-person and online. <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Host at least 12 City Engagement events. <input checked="" type="checkbox"/> Explore and implement opportunities to make city communications more accessible to all community members. <input type="checkbox"/> Revamp and redesign the City of Fruita’s website (fruita.org) with better navigation, an updated design, refreshed content on pages, and meet the Web Content Accessibility Guidelines (WCAG) 2 requirements. <input checked="" type="checkbox"/> Create a lesson plan to develop a “City University” program where community members can sign up to go through a class to learn more about City services and programs. <input checked="" type="checkbox"/> City departments will work to set team goals for improving internal and external communications. 	<ul style="list-style-type: none"> Continues to work with departments to implement the City of Fruita’s brand guidelines and messaging. Have hosted at least one engagement event per month since January 2023. Working on finding training courses for employees to learn about digital accessibility. Revamp of website should begin in August 2023. 24 participants began a 4-week Fruita Academy program on July 13, 2023 with a graduation planned for August 15, 2023. Helping to digitize forms including the job application. Establishing better partnerships with local Fruita communication professionals.

Updated on 7/25/2023



QUALITY OF PLACE



Electric Vehicle Charging Stations at the Fruita Civic Center

In the spring of 2022, the City of Fruita was awarded a grant from the Colorado Department of Transportation to install two fast charging electric vehicle charging stations in the Fruita Civic Center parking lot. Working with Excel Energy, these stations will be installed in 2023.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Infrastructure - Goal #1. Provide services efficiently to residents through collaborations with local entities and regional partnerships (Grand Valley Irrigation Company, Lower Valley Fire District, Ute Water Conservancy District, Mesa County etc.) 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Finalize electrical design with Xcel Energy. <input checked="" type="checkbox"/> Procure charging stations/equipment. <input checked="" type="checkbox"/> Oversee construction of the electrical upgrades. <input checked="" type="checkbox"/> Public Works Department with complete parking lot improvements to accommodate ADA needs for charging stations. <input checked="" type="checkbox"/> Schedule and oversee installation of charging stations. <input type="checkbox"/> Open the charging stations to the public for use. <input type="checkbox"/> Close out grant with the Colorado Energy Office. 	<ul style="list-style-type: none"> • The charging stations are now installed and parking lot improvements were completed. • Xcel finalized the rate system for the stations the week of July 17, 2023. • Working through final adjustments with vendors before going live in August.



QUALITY OF PLACE



Middle Mile Broadband

In 2022, the City of Fruita was awarded a grant from the Colorado Department of Local Affairs to fund the construction needed to bring symmetrical Giga bite internet speed to Fruita. The City of Fruita will install fiber from Grand Junction to Fruita to bring faster speeds and redundancy to Fruita. Once the project is complete, existing and new internet providers can use the fiber to provide new services to Fruita residents and to support their operations.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Services and Infrastructure - Goal #1. Provide services efficiently to residents through collaborations with local entities and regional partnerships (Grand Valley Irrigation Company, Lower Valley Fire District, Ute Water Conservancy District, Mesa County etc.). <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> 41% of responses to the Community Service rated the availability of high speed internet options as below average/poor. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Finalize Request for Proposal for design and construction of the middle-mile lateral and carrier neutral location facility. <input checked="" type="checkbox"/> Send a Request for Proposal in fall 2022. <input checked="" type="checkbox"/> Finalize designs with performance specifications to help dictate construction. <input type="checkbox"/> The Engineering Department will oversee construction of the project and facility. <input type="checkbox"/> Run lit fiber through conduit to Fruita CNL. <input type="checkbox"/> Finalize project and close out DOLA Grant by fall 2023. <input checked="" type="checkbox"/> Work with private providers on use of Fruita middle-mile infrastructure and encourage development for last-mile fiber to the premise. 	<ul style="list-style-type: none"> Obtaining a quote fiber for city facilities and parks. There is potential for a supplemental budget amount from Department of Local Affairs. The Central Neutral Location and lateral build will be done by the end of the year. The City of Fruita is waiting on optical equipment to connect to Emery fiber. In 2024, the City of Fruita can be marketed as a Gig City.



North Mulberry Street Outdoor Space Project

During the COVID-19 pandemic, the City of Fruita closed down North Mulberry Street to provide outdoor seating for Downtown Fruita businesses. After high utilization, the City received a grant from the Department of Local Affairs to create a design for a permanent gathering space. After community engagement and design, the space will go under construction to implement a permanent gathering space, in the form of a downtown plaza.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> • Education, Arts, and Culture - Goal #2. Celebrate the artistic talent and heritage of the community through public art, performances, educational programming, and festivals. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> • In 2022, the City of Fruita conducted a community engagement process for the future of the space. Over 1,200 responses were received in an online survey with the majority wanting to see the space become a permanent gathering space while addressing the parking concerns in downtown Fruita. 	<ul style="list-style-type: none"> ☑ Finalize Civil Design by October 2022. ☑ Go to bid for the project by November 2022. ☑ Begin construction in January 2023. 	<p>The Mulberry Plaza project was completed in May 2023, with three days of celebration with events from May 25-27, 2023.</p>



Reed Park Improvements

Reed Park is aged and over the years, the community has shown support in renovating the space. Improvements identified in the Parks, Health, Recreation, Open Space, and Trails Master Plan include, updates to gathering spaces, open turf, a new skate park, basketball courts, and parking. Proposed renovations to Reed Park will include replacing the existing restroom and shelter structure, replacing the playground, electrical upgrades for special events, and installation of a MiniPitch that will include basketball, soccer, and pickleball lines.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Parks and Reaction - Goal #5. Ensure the City’s parks and recreational facilities are a well maintained, accessible resource of active and passive recreation spaces for all residents. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Overall quality of City parks was rated as a top priority to focus on over the next two years in the Community Survey. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Park design process will begin in September 2022. <input type="checkbox"/> Send project to bid for construction in the fall 2023. <input type="checkbox"/> Project construction will begin in early 2024. 	<ul style="list-style-type: none"> • Received GOCO Grant for skate/wheel park \$600,000. Project will go to bid fall of 2023, construction to begin early 2024. • We contracted with Design Workshop in October of 2022 and have been working on a complete set of construction documents for the project which will be finalized in August of 2023. The initial timeline was extended to accommodate the community engagement meetings to help identify the needs of the Wheelpark once the GOCO grant was awarded. • The bid for the construction will be sent out in September/October 2023.



Create a Dog Park at the property by the Dinosaur Journey Museum

The City of Fruita owns a empty lot south of the Dinosaur Journey Museum. Based on community feedback in the Parks, Health, Reaction, Open Space, and Trails Master Plan, a Dog Park was identified as an important project to add to Fruita’s Parks and Recreation system. Based on City Council direction, the lot will be transformed into a native dog park with public parking in the Dinosaur Journey Museum public parking lot.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Parks and Recreation Goal #5. <ul style="list-style-type: none"> - Ensure the City’s parks and recreational facilities are a well maintained, accessible resource of active and passive recreation spaces for all residents. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Overall quality of City parks was rated as a top priority to focus on over the next two years in the Community Survey. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Start project design September 2022. <input checked="" type="checkbox"/> Start construction October 2022. <input checked="" type="checkbox"/> Install fencing for dog park complete with access points and security. The fence will have privacy on the south west portion to shield the State Park. <input checked="" type="checkbox"/> Clear native plants in west property to provide open space for dogs. <input checked="" type="checkbox"/> Install dog bag dispensers, trash cans, and signage for rules and regulations. <input checked="" type="checkbox"/> Install different amenities such as water fountains and dog agility obstacles. 	<p>The Fruita Bark Park was completed in April 2023. Added ADA parking spaces and working with Sparks fly and local donor to provide benches, dog agility features, and some artwork.</p>



ECONOMIC HEALTH



Economic Development Efforts

Outlined in the Fruita in Motion Comprehensive Plan, the Fruita community identified economic themes they would like to see Fruita work towards and/or maintain. These themes include improving grocery store options, living wage jobs, workforce options, making downtown more vibrant, and the overall quality of life in Fruita. One strategy to help Fruita reach these goals is through recruitment and incentives.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Economic Development - Goal #3. Work with City Market representatives and other property owners and businesses to expand and improve food and grocery shopping options in Fruita. Economic Development - Goal #6. Define an incentives policy appropriate for targeted industries and specific areas of the city. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> 72% of responses in the Community Survey indicated they wish there was a larger/ more grocery stores in Fruita. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Work on strategic negotiations to encourage larger and/or a new grocery store in Fruita. <input checked="" type="checkbox"/> Seek strategic land acquisitions and/or partnerships to incentivize the lagoon property with development and expansion by end of 2024. <input type="checkbox"/> The Developer will: <ul style="list-style-type: none"> <input type="checkbox"/> Meet with the City to establish a shared vision and shared goals for the development of the Property. <input type="checkbox"/> Asses the market for various uses of the Proprety and produce a market report. <input type="checkbox"/> Develop a Conceptual Proposed Private Development Plan. <input type="checkbox"/> Provide conceptual pricing for the project. <input type="checkbox"/> Provide a presentation to the City Council as the conclusion to the Due Diligence and Conceptual planning process. <input type="checkbox"/> Other items as needed. <input type="checkbox"/> The City will: <ul style="list-style-type: none"> <input type="checkbox"/> Provide a Floodplain Analysis <input type="checkbox"/> Provide a Wetlands Delineation <input type="checkbox"/> Provide a topographic survey of the property <input type="checkbox"/> Other items as needed <input type="checkbox"/> The City and Developer will jointly: <ul style="list-style-type: none"> <input type="checkbox"/> Review and address Title issues <input type="checkbox"/> Propose Public Amenities <input type="checkbox"/> Review utility and infrastructure feasibility and costs <input type="checkbox"/> Develop a Conceptual Site Plan for Public and Private Development <input type="checkbox"/> Other items as needed 	<ul style="list-style-type: none"> Compiled housing and population data to provide to grocery store chains. Entered MOU on Jun 20, 2023, with 2 Forks Venture with the intention to pursue a public private partnership to develop the Beach.



ECONOMIC HEALTH



Development Review Process

Implement an online tool to streamline the review, education, and permitting process for the Planning and Development Department. In addition, the department will bring building inspections in-house to provide a better experience by acting as a “one stop shop” for planning and development.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Economic Development - Goal #6. Define an incentives policy appropriate for targeted industries and specific areas of the city. Action Item - Determine the incentive types and tools to be used in specific areas of the city Action Item - Define criteria for receiving each incentive (e.g., job wage levels, construction quality, public benefit requirements, overall tax base contribution and payback period and ROI, etc.) 	<ul style="list-style-type: none"> ☑ Implement the online tool by March 2023. ☑ Hire a Chief Building Official by January 1, 2023. ☑ Prepare the new Building Inspections Division to be fully operational by July of 2023. 	<ul style="list-style-type: none"> Completed in February 2023. Building Division opened for business on February 21, 2023. From February 20 - July 23, 2023, 327 permits have been issued. 103 of these are ready for payment (\$39,393) with \$111,180 already collected. Over 2,000 inspections have been completed.



ECONOMIC HEALTH



Economic Development Partnerships

Economic development requires coordination with the public and private sectors and with other economic development and related organizations. Each organization or entity should focus on its strengths and avoid overlap to make the most of limited resources.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Economic Development - Goal #4. Collaborate with other economic development organizations including the Fruita Area Chamber of Commerce and Grand Junction Economic Partnership (GJEP). Action Item - Clearly define relationship between the GJEP and their mutual expectations. Action Item - Support and collaborate with the Fruita Area Chamber of Commerce on addressing local business growth and retention. 	<ul style="list-style-type: none"> Update memorandum of understanding between the City of Fruita and the Business Incubator, Grand Junction Economic Partnership (GJEP), and the Fruita Area Chamber of Commerce to align goals and provide clarity of partnerships and expectations by August 2023. 	<ul style="list-style-type: none"> Reviewing initial drafts with the Business Incubator and the Grand Junction Economic Partnership with a goal to complete by the end of the 2023 year. Attends monthly coordination meetings with the Fruita Area Chamber of Commerce. The Fruita Area Chamber of Commerce is working to update their Strategic Plan.



ECONOMIC HEALTH



Housing Program

Working closely with stakeholders and Economic Planning Systems, Inc., the City of Fruita will determine a program to help address the housing concerns in the Fruita area while also preserving Fruita’s community core values. These strategies will align with Fruita’s other planning strategies like the Fruita in Motion Comprehensive Plan and updates to the Land Use Code.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Land Use & Growth - Goal #4. Allow and encourage a diversity of housing types to fit the needs of the Fruita community and provide the diverse “funky” character that is treasured by residents. Action Item - Undertake a Housing Needs Assessment to more fully understand the housing needs and gaps for different groups of people within the Fruita community. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> 45% of responses to the Community Survey do not believe Fruita has affordable and equitable housing options for all income levels. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Incentivize a variety of housing options in Fruita through the Land Use Code. <input checked="" type="checkbox"/> Finalize the Fruita Housing Authority bylaws. <input checked="" type="checkbox"/> Utilize the Economic & Planning Systems, Inc. (EPS) study to help create a housing program in Fruita. <ul style="list-style-type: none"> <input type="checkbox"/> Identify funding options. <input type="checkbox"/> Create policies for households who fall in the 80-120 Area Median Income (AMI). <input type="checkbox"/> Create an Accessory Dwelling Unit (ADU) program that is part of the larger Fruita housing program. <input type="checkbox"/> Create policies for Low Income Housing Tax Credit Programs (LIHTC). <input type="checkbox"/> Create land banking strategies. 	<ul style="list-style-type: none"> The Fruita Housing Authority Bylaws were adopted on January 17, 2023. The Fruita Housing Authority is registered with the State. The PDPA number was acquired and the budget for the authority was adopted. Fruita Housing Authority approved a SLP with IndiBuild for 50 unit LITC Mews Project. Pursuing proposition funds - Communities Stronger Infrastructure grant for workforce housing and childcare.



ECONOMIC HEALTH



Mountain Properties

The City of Fruita owns three reservoirs near Glade Park, CO. The City of Fruita maintains the water rights of these reservoirs. Fruita Reservoir #2 is currently on a “No Fill Order” by the State of Colorado Division of Water Resources. The City of Fruita’s goal is to repair Fruita Reservoir #2, removing the “No Fill” order by the State of Colorado Division of Water Resources to allow water storage in the reservoir. By repairing the reservoir, water storage volume and water quality would increase. The repair would provide improved delivery of water for agriculture water management, water quality management, and public recreation.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Services & Infrastructure – Goal #1. Provide services efficiently to residents through collaborations with local entities and regional partnerships (Grand Valley Irrigation Company, Lower Valley Fire District, Ute Water Conservancy District, Mesa County etc.) 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Provide education to the community about the Mountain Properties. <input checked="" type="checkbox"/> Review City Charter regarding the sale or conveyance of real property and public process. <input checked="" type="checkbox"/> Convene meeting with interested private property owners who own property surrounding Enoch Lake. <input checked="" type="checkbox"/> Appraisal of Enoch Lake property. <input checked="" type="checkbox"/> Schedule workshop with City Council to discuss process, financial analysis, and decision to proceed. <input type="checkbox"/> Continue working with the NRCS Watershed Program for planning assistance through the Public Law (PL) 566 project to protect the watershed and repair and enhance vital infrastructure at the City’s mountain water properties. <input type="checkbox"/> Complete Preliminary Investigation & Feasibility Report (PIFR) through NRCS to determine reasonable assurance that a potential watershed project can be developed addressing a PL 566 purpose. <input checked="" type="checkbox"/> Maintain a partnerships to provide public access to Mountain Properties. 	<ul style="list-style-type: none"> Provided educational information about Mountain Water properties. Information can be found on the city’s website and is continually updated. Visit fruta.org/mountainproperties. City Charter was reviewed for the sale or conveyance of real property and public process. City contracted with an appraiser to appraise Enoch’s Lake property. The city received an offer to purchase the Enoch’s Lake property from three private property owners that surround the lake. Workshop was completed with City Council to review the Mountain Water properties on February 28, 2023. City is waiting for results of the preliminary investigative feasibility study from the NRCS as part of the process through the Public Law (PL) 566 program. Public Hearing held on July 18, 2023 to consider the conveyance of property for Enoch’s Lake and the 2 and 4 acre parcels. Public hearing was continued until August 29, 2023. The 4 acre parcel was sold. A meeting was held in July with the Colorado Parks and Wildlife (CPW), USFS, and BLM to continue discussions about potential partnerships regarding the reservoirs on Pinon Mesa.

2024 PRIORITIES



QUALITY OF PLACE



19 Road Design, Right-of-Way Acquisition, and Construction

19 Road is identified as a major arterial roadway in the City’s Circulation Plan. To keep up with development in the City’s planned future growth boundary along 19 Road, the road will be widened to a three lane section with turn lanes from J Road to Highway 6 & 50 as a transitional step towards its future classification.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Transportation - Goal #1 - Design the City’s streets for their level of traffic, adjacent land uses, and connectivity context. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Improve the overall quality of City streets. Improve the overall flow of traffic and congestion management. 	<ul style="list-style-type: none"> <input type="checkbox"/> Finalize design by the end of 2022. <input type="checkbox"/> Complete Right-of-Way acquisition in 2023. <input type="checkbox"/> Start construction in 2024. 	<ul style="list-style-type: none"> • Right of way acquisition and design is in progress



South Mesa Street Improvements

This project is the second phase in the Downtown Fruita Streetscape Improvement Plan. In 2022, the City of Fruita was awarded a grant from the Colorado Department of Transportation. Improvements will include on-street diagonal parking, increase parking spots, consolidate access drives, adding planting islands, ensuring continuous sidewalks, and replacing 600 feet of sewer lines. Previous grants from the Colorado Department of Local Affairs assisted in paying for Downtown Fruita Streetscape Improvement Plan and design of the South Mesa Street improvements.

<p>Related Goals, Actions, Values</p>	<p>Objectives</p>	<p>Progress & Notes</p>
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Economic Development Goal #1 - Fund and implement the Downtown Streetscape Improvements Plan Transportation Goal #3 - Make downtown pedestrianoriented and easy for visotors and vehicles navigate. <ul style="list-style-type: none"> Action Item - Implement the Downtown Streetscapes Plan. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Improve the overall quality of City streets. Improve the overall flow of traffic and congestion management. 	<ul style="list-style-type: none"> Update construction drawings for South Mesa Street. Complete the Colorado Department of Transportation standard review. Obtain temporary construction easements. Plan to bid out the project and start construction in 2024. 	<ul style="list-style-type: none"> Did not receive CDOT contract until June 13, 2023. Previous design was completed in 2017 with a DOLA grant. This design must go through CDOT review process prior to the bid. First meeting with CDOT is scheduled for September 2023.

2025 PRIORITIES



QUALITY OF PLACE



Maple Street Bridge Replacement

The Maple Street Bridge is functionally obsolete and has been slated for replacement. The replacement will bring the bridge up to City standards. The current bridge is 22 feet wide with very narrow sidewalks. The replacement will widen the bridge to 44 feet with sidewalks, curbs, and gutters. In addition, the replacement will include provisions for future expansion of the Little Salt Wash Trail.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Transportation - Goal #5. Maintain existing transportation infrastructure and services. Implement new transportation infrastructure, as appropriate. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Improve the overall quality of City streets. Improve the overall flow of traffic and congestion management. 	<ul style="list-style-type: none"> <input type="checkbox"/> Update need to update design due to American Association of State Highway and Transportation Officials (AASHTO) regulations. <input type="checkbox"/> Bid the project. <input type="checkbox"/> Start construction in 2025. 	<ul style="list-style-type: none"> As of September 2022, the City of Fruita is under contract to update the environmental clearance which is still in process. Mesa County considering contributing \$750,000 to project from ARPA funds. Project included in the Senate Appropriations Bill at \$1,750,000 which is heading to the House of Reconciliation Proposed by Senator Bennet.



Little Salt Wash Park Design & Expansion

The design and expansion of the Little Salt Wash Park will include increased parking, pickleball courts, additional multi-purpose field space, a trail connection between 18 Road and the west end of the parcel, and an edible, learning garden will also be added to the site addressing the proven need for permanent pickleball courts and opportunities for nutrition-based, hands-on outdoor experiences.

Related Goals, Actions, Values	Objectives	Progress & Notes
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GOALS AND ACTIONS

- Parks and Reaction - Goal #5. Ensure the City’s parks and recreational facilities are a well maintained, accessible resource of active and passive recreation spaces for all residents.

COMMUNITY PRIORITIES

- Overall quality of City parks was rated as a top priority to focus on over the next two years in the Community Survey.

- Utilize the land in the southeast corner that the City of Fruita owns to expand the park.
- Design of the park renovation/expansion will begin in 2024.
- Construction of the park will begin in 2025/2026.

FUTURE PRIORITIES



QUALITY OF PLACE



Highway 340 Trail Connection (Underpass)

The project consists of connecting the concrete path from the south end of the James M. Robb State Park under the Highway 340 Bridge to the east side Highway 340 to the existing trail at Red Cliffs Drive.

<p>Related Goals, Actions, Values</p>	<p>Objectives</p>	<p>Progress & Notes</p>
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> • Goal #3. - Enhance the city’s trail system to allow residents and visitors to walk and ride safely within the city and to surrounding trail systems. • Action Item - Improve access to Snooks Bottom and McInnis Canyon through bridges and other connectivity projects. • Goal #4. Support safe and efficient circulation through the city from I-70 and along Sate Highway 6&50 • Action Item - Explore a bicycle/ pedestrian overpass over I-70, either near Highway 340 and/or near the high school. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> • Improve the overall quality of City streets. • Improve the overall flow of traffic and congestion management. 	<ul style="list-style-type: none"> <input type="checkbox"/> Finalize design of the trail connection by the end of 2023. <input type="checkbox"/> Coordinate with Colorado Parks and Wildlife to ensure trail alignment works with future development. <input type="checkbox"/> Work on regulations for trail users that will utilize the trail through the State Park. <input type="checkbox"/> Tie existing trail along Highway 340 to new underpass trail. <input type="checkbox"/> Send project to bid. <input type="checkbox"/> Start construction. 	<ul style="list-style-type: none"> • Received a CDOT grant for additional design work. • Executed CDOT grant contract on July 12, 2023. • Considering addition of the boat ramp at the City Lagoon Property to this project prior to the bid.



QUALITY OF PLACE



High School Pedestrian Cross Walk

Create a pedestrian cross walk near Fruita Monument High School for students to safely cross Highway 6&50, I-70, and the Frontage Road to the south side of Fruita.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> • Transportation Goal #4 - Support safe and efficient circulation through the city from I-70 and along State Highway 6&50. • Action Item - Explore a bicycle/ pedestrian overpass over I-70, either near Highway 340 and/ or near the high school. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> • Maintain the overall feeling of safety in Fruita. 	<ul style="list-style-type: none"> <input type="checkbox"/> Begin design work in 2025. <input type="checkbox"/> Obtain permitting for the railroad and the Colorado Department of Transportation. <input type="checkbox"/> Start construction in 2027 - 2028. 	



QUALITY OF PLACE



I-70 Pedestrian Crossing at Highway 340

Create a safer route for pedestrians to cross over I-70 on the Highway 340 Bridge over pass to easily access the south and north sides of Fruita in addition to the Little Salt Wash Trail.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> • Goal #3. Enhance the City’s trail system to allow residents and visitors to walk and ride safely within the city and to surrounding trail systems. • Action Item - Improve access to Snooks Bottom and McInnis Canyon through bridges and other connectivity projects. • Action Item - Prioritize major trail projects through the upcoming PHROST Plan (i.e., connection to North Fruita Desert Trails, bridge over I-70, wash and irrigation canal trails). Base prioritization on level of improvement to community connectivity. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> • Maintain the overall feeling of safety in Fruita. 	<ul style="list-style-type: none"> ❑ Create a design for reconstruction of highway 340 or a secondary bridge for pedestrians. ❑ Work with the Colorado Department of Transportation (CDOT) and the railroad for review and approval of the design. 	



Fruita Community Center Expansion

Further determine specific needs and possibilities for expansion of FCC to accommodate capacity needs. In 2008, a feasibility study was completed and determined that the current design of the Fruita Community Center can accommodate 114,500 visitors per year. In 2019, the Fruita Community Center saw 185,000 visitors annually.

Related Goals, Actions, Values	Objectives	Progress & Notes
<p>GOALS AND ACTIONS</p> <ul style="list-style-type: none"> Parks and Reaction - Goal #5. Ensure the City’s parks and recreational facilities are a well maintained, accessible resource of active and passive recreation spaces for all residents. Action Item - Explore opportunities to expand the community center or develop a new indoor facility to meet existing and future demand. <p>COMMUNITY PRIORITIES</p> <ul style="list-style-type: none"> Maintain the high level of satisfaction the community has with the Fruita Community Center. 88% of responses to the Community Survey indicated they are satisfied with the overall impression of the Fruita Community Center. 	<ul style="list-style-type: none"> <input type="checkbox"/> Complete an updated needs assessment. <ul style="list-style-type: none"> <input type="checkbox"/> Address capacity issues for patrons, programming, staff, and storage. <input type="checkbox"/> Increase parking for increased usage. <input type="checkbox"/> Address the need for an in-ground concrete skate park to replace Raptor Skate Park. <input type="checkbox"/> Research alternative locations for programming space and staff offices. 	<ul style="list-style-type: none"> With the new wheel/skate park at Reed Park, Raptor Park at the Fruita Community Center will be removed. Staff offices and building maintenance storage will be looked at with addition of the indoor water slide in 2023. One bid was received for the water slide project and is under review.