



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: August 10, 2018
Re: WEEKLY INFORMATION UPDATE

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Engineering
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Public Works
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Recreation Dept.
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SBDC & Governor's Small Business Advisory Council Community Forum

We enjoyed having the state director for the Small Business Development Center and members of the Governor's Small Business Advisory Council in town Thursday though today. They enjoyed a fun Fruita night out conducted small business and community leader visits/interviews this morning before having their wrap-up lunch and heading back over the mountain. Thanks to our local SBDC for arranging and scheduling everything. This was in response to the designation of Fruita as a Certified Small Business Community. They had a chance to meet with Council members Ken Kreie and Lori Buck, Mayor Kincaid, me, Chamber Director Jennifer Seal and local businesses including Roan Creek Ranch Grocery, Alpha Dog LLC and Nexa1, Vintage Overland, Over the Edge Sports, Imondi Wake Zone as well as enjoying some local businesses as well. They will compile a white paper on the visit and what they learned and share feedback to the Governor's cabinet.

Mayor announces opening of new portion of the Kokopelli section of the Colorado Riverfront Trail

Mayor Kincaid addressed the nearly 2,000 attendees of the last Riverfront Concert Series at James M. Robb State Park in Fruita, announcing more of the new trail is now open. The entire Kokopelli section of the Riverfront Trail should be completed in mid-September, in time for the Kokopelli 140 mountain bike race from downtown Fruita to Moab (144 miles which the Mayor is riding in its entirety and we will have a City relay team also). The formal "tube-cutting ceremony" will be October 11 in conjunction with the first annual T.H.E. Trail Summit. Opening today is an additional 1.5 miles, now allowing people to enjoy the trail from the Little Salt Wash Trail all the way to Reed Wash. Final work is still being completed at the bridge over Reed Wash and under the Interstate, in addition to future signage, benches and other final pieces of the project prior to Oct. 11.

Congrats to Tom Casal, Cyle Bilger and the Aquatics Staff!

The Aquatics Department received recognition this past week from the American Red Cross as a Gold Level provider for learn to swim programs. Red Cross awarded this distinction to 13 (out of approximately 600 communities) throughout Colorado, Wyoming and Utah. The City on average provides 2,000 swim lessons a year, which

Honor the Past – Envision the Future **FRUITA**

surpasses communities like Salt Lake City in Utah and Boulder and Lakewood in Colorado. This is some pretty cool recognition!



Charter Spectrum Gigabit Service in Fruita

Charter announced the launch of gigabit Internet service in Fruita and the greater Mesa County area and beyond to Delta, Montrose, Delores, Durango and Mancos. Charter claims the announcement means Fruita residential and small business customer will now receive the same gig services offered in their top markets such as Boston, Los Angeles, and Dallas. The service is not limited to a few select neighborhoods but throughout the Fruita footprint. The full press release is below.

Great Picture by the way... (Credit: MJ Thomas Photography)



TID BITS:

- June 2018 sales tax revenues were 8.67 % above June 2017 (2% up if you remove oil/gas sector). Year to date, we are 7.10 % above 2017 thru June.
- We have scheduled the annual City-Chamber Economic Development Forum for Aug. 29 from 6-8 pm at the Lagoon Property 9or Dinosaur Journey depending on weather)—we will cover development occurring and being planned for in multiple quadrants of the City. Flyer below.
- Councilman Karisny, Ken Haley and I attended the 5-2-1 Board meeting Monday where they decided to move forward with creating one entity to cover all drainage needs in the valley and potentially seek a grant to fund a facilitator to set this up—we will be asked to provide a financial contribution for the grant match this year.
- Councilman Karisny (in a good-looking Fruita shirt 😊) also participated in a 5-2-1 Board press conference Thursday morning with each board member stating the collaborative effort to work to create a valley-wide drainage solution to address drainage issues.
- We continue to coordinate with the organizer of the Kokopelli 140 race happening Sept. 7-8. Two legs of the mountain bike race will leave Fruita—one at 7 am Friday and one at 12 am Saturday. They are still seeking volunteer groups to be paid to help at aid stations.
- I enjoyed handing out Kids Aid food bags to youth with the Fruita Rotary Club Thursday—I am so impressed with the way this group gives back to the community!

Engineering

- The last of the concrete was placed this week for Phase II of the Kokopelli Trail. Hand rail still needs to be completed for the section of trail from Reed Wash to the Loma Exit. The trail is open from 15 Road to the west 1.5 miles and will be closed from Reed Wash west to the Loma Exit until all the hand railing is complete.
- The Rim Rock Trail improvements are progressing with the section from Arches Drive to Rim Rock Elementary scheduled to be back open prior to the first day of school (next Wednesday Aug. 15). A detour is scheduled for the trail section from Pine Street to Arches Drive starting next week until completed. The detour will run from Pine Street into Wolf Creek Court and out to Arches Drive just north of the Rim Rock Trail.
- Highway 6 Sewer manholes have been placed on order after a contract was executed this week with Mountain Valley Contracting, Inc. The project will construct a new 18-inch interceptor sewer between the Union Pacific Railroad tracks and I-70 from 18 Road to east of the 18 ½ Road future alignment before crossing the railroad tracks and highway 6.

Planning & Development

Major Subdivisions

- Soren Estates is currently under construction.

- Pinewood Estates is currently under construction. Sewer and Water connections have been completed. Roads and sidewalks should be coming soon.
- Iron Wheel Major Subdivision will be before City Council August 7, 2018.
- Oak Creek Minor Subdivision (located at 18 ½ & K.4 Rd) is currently under review
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Oak Creek Major Subdivision (located at 18 ½ & K.4 Rd)

Site Design Review

- Munchies Restaurant: Currently under construction.
- FHE (Frank Henry Equipment): Construction is underway.
- Dolan Storage Units: proposing about 30 new storage units along Highway 6 & 50. Staff is working with the applicant on their application.
- Brandon Commercial Phase III has been submitted for review.
- Snooks Bottom BBQ Site Design (132 West McCune Ave) is submitted and under review.
- Softgel Co. Site Design (853 Raptor Rd) is submitted and under review.

Special Projects

- Oak Creek North Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Oak Creek South Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Fruita Collar Club Conditional Use Permit- dog boarding/daycare facility located at 110 E. McCune Ave.

Public Works

- Fruita and Mesa County road crews applied fog seal to multiple streets this week as the final step in the chip seal process. This required each street section to be closed for a few hours to let the oil dry and prevent it from getting on vehicles. The final product turned out great and we are scheduled to re-stripe the streets the week of Aug. 20th.
- The I-70 wastewater lift station has continued to experience operational issues with its control systems over the past two weeks. Crews have had to spend extra time monitoring/responding to the station and are evaluating alternatives to reduce potential outages and callouts.
- Wastewater Division received their replacement skid steer this week, which is used process biosolids materials and move equipment/materials around the WWRF site.



Parks & Recreation

- Don't forget Cops and Cars this Saturday at Little Salt Wash Park!
- The Community Center parking lot lights are now all converted to LED lights.
- Received 9 proposals for the North Fruita Desert Master Plan project and will be reviewing those with our trail partners.
- Back on Track – the FCC had its busiest July ever by 80 visits. Overall, though visitation is down year to date by just over 6,000 visits. This is in part due to some RecTrac / Network issues we encountered after upgrading our system late 2018. June visitation was also down for some reason but July sure did rebound for us 😊. Comparing revenues through July 17 to 18, the FCC is up by over \$47,000 dollars. This is a result of the pass fee increase we implemented in January to offset the increase in minimum wage costs. Full report is below.
- Congrats to Over the Edge International for securing a Colorado Tourism \$5,000 grant for T.H.E Trail Summit in Fruita Oct. 10-12.
- Check out this article that highlights the Rim Rock Marathon:
[https://www.mydigitalpublication.com/publication/?i=513351#{"issue_id":513351,"page":60}\](https://www.mydigitalpublication.com/publication/?i=513351#{)

Police

- National Night Out was Tuesday. Vista Valley and Woodland Subdivisions had neighborhood events.
- Corporal Ross Young accepted a position with the Mesa County Sheriff's Office. His last day will be August 11. His absence will leave a huge hole to be filled in the department, but we wish him the best of luck with his new endeavor. We are actively recruiting to fill the vacancy.

- Officers are working on problem solving a new rash of graffiti incidents that occurred primarily in the northeastern part of the city.

Human Resources/Tourism

- Continuing to work on obtaining quotes for health insurance for 2019.
- Checking references on finalists for the Accounting position.
- Blood Drive was a success yesterday. There were at least 18 blood donors.

Admin/Finance

- Budget, budget, budget—work progresses on preparing the 2019 budget.

FRUITA IN THE NEWS (and regional news of impact to Fruita):

- Fruita advances housing project (CORRECTED FROM MISTAKE IN PRINTED VERSION REGARDING PAYMENT OF FEES WHICH WAS REDACTED IN THE Aug. 9 PRINT EDITION):
https://www.gjsentinel.com/news/western_colorado/fruita-advances-housing-project/article_4b67fe62-9ad0-11e8-83b7-10604b9f1ff4.html
- Be fruitful and multiply: https://www.gjsentinel.com/news/western_colorado/be-fruitful-and-multiply/article_6e2500b4-9a06-11e8-821e-10604b9f1ff4.html
- Mesa County suing Federal government over PILT money:
<http://www.nbc11news.com/content/news/Mesa-County-to-sue-federal-government-over-PILT-money-490210891.html>
- Raising awareness one trash bag at a time: <https://www.westernslopenow.com/news/local-news/raising-awareness-one-trash-bag-at-a-time/1346798858>
- Dinosaur Hill gets new signs to display historical importance:
<http://www.kjct8.com/content/news/Dinosaur-Hill-gets-new-signs-to-display-historical-importance-490303811.html>
- Real estate update: housing shortage in Grand Valley:
<http://www.kjct8.com/content/news/Real-estate-update-housing-shortage-in-Grand-Valley---490300471.html>
- Printed letter—wait until connector trail is complete to ride on it:
https://www.gjsentinel.com/opinion/printed-letters-aug/article_9506db6e-9a9a-11e8-9e09-dbd5e4d33fb9.html
- Biz Buzz—New dental office in Fruita; https://www.gjsentinel.com/news/business/biz-buzz-aug/article_9964d85c-9acf-11e8-97aa-10604b9ffe60.html
- Suit: royalty panel industry-heavy, secretive:
https://www.gjsentinel.com/news/western_colorado/suit-royalty-panel-industry-heavy-secretive/article_993df976-9acf-11e8-97a6-10604b9ffe60.html
- Groups look to solve drainage issue; Unsure how to pay for it:
<http://www.nbc11news.com/content/news/Groups-look-to-solve-drainage-issue-Unsure-how-to-pay-for-it-490506241.html>
- Drainage doldrums: https://www.gjsentinel.com/news/western_colorado/drainage-doldrums/article_9f8fca72-9c62-11e8-a409-10604b9f7e7c.html

- County, Cities, and Agencies propose stormwater drainage solution:
<https://www.westernsloopenow.com/news/local-news/county-cities-and-agencies-propose-stormwater-drainage-solution/1358048659>
- International coworking day shines light on growing valley industry:
<http://www.nbc11news.com/content/news/International-co-working-day-shines-light-on-growing-Valley-industry-490505511.html>

UPCOMING EVENTS *(When an RSVP is required I will include the information. I also ask that you let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you.):*

- **Tonight, Aug. 10** is Food Truck Friday in Civic Center Park from 5:30 – 8:30 pm.
- **Tomorrow, Aug. 11** is the 5th annual Cops & Cars Car Show at Little Salt Wash Park.
- **Aug. 11** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 15** we are hosting the AGNC Board meeting at the Community Center from 9am – 1:30 pm.
- **Aug. 16** is the Chamber Business After Hours from 5:30 pm – 7 pm at Imondi Wake Zone.
- **Aug. 18** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 25** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 25** is the official grand opening event for the Cameo Shooting and Education Complex. More info to come.
- **Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Parks.
- **Sept. 7 & 8** is the Kokopelli 140 Ultra Run and Mountain Bike Race from downtown Fruita to Moab. www.kokopelli140.com Mayor Kincaid is riding the two-day race—all 140 miles, and the City will also have a relay team!
- **Sept. 15** is the Fruita Residents & HOA Board Member Workshop with our Code Compliance Officer from 9am – 11 am at the Fruita Community Center.
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2018** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events> and upcoming are copied below.

CC. Department Directors

Kokopelli 140	9/7/18	Open Venue	wraps up back in Fruita	Ultra marathon and mountain bike race to Moab, Utah. Participants bussed back to Fruita.
Fruita Fall Festival	9/21/18	Open Venue	Downtown Fruita	Parade, carnival, crafts, food, music and other attractions.
Tour of the Moon	9/29/18	8am-5pm	Civic Center Pavilion	Bike Tour Fruita aide station.
Truck N Treat	10/27/18	10am-Noon	Civic Center Park	Wear your costume and explore unique vehicles!
Trick or Treat Street	10/31/18	3pm-5pm	Downtown Fruita	Visit the Fruita downtown businesses to collect candy!
Rimrock Marathon	11/3/18	8:00 AM	Colorado National Monument	Continuing a yearly tradition occurring inside the CNM, this venue provides epic views and a world class running course.
Holiday Arts and Crafts Fair	12/8/18	10am-3pm	Fruita Community Center	Enjoy shopping over 50 vendors at this FREE show!
Hometown Christmas and Parade of Lights	12/8/18	Parade at Dusk	Downtown Fruita	Holiday cheer and beautiful lights and shopping.
Cookies-n-Clause	12/19/18	6pm	Fruita Community Center	Wear your PJ's and enjoy a short film, story and photos with Santa!
<p>For more information, or if you don't see the event you were looking for: City of Fruita Parks and Recreation Department (970) 858-0360 Fruita Tourism www.gofruita.com (970) 858-8373 Fruita Chamber of Commerce (970) 858-3894</p>				



Spectrum Launches Spectrum Internet® Gig and Spectrum Business® Internet Gig in the Grand Junction Area

GRAND JUNCTION, Colo. (August 9, 2018) – Charter Communications, Inc. (NASDAQ:CHTR) today announced the launch of Spectrum Internet Gig for residential customers and Spectrum Business Internet Gig for small and medium-sized business clients in the Grand Junction, Palisade and Fruita areas, featuring the deployment of DOCSIS 3.1 internet services delivering a 1 Gbps connection to the home or business.

Spectrum is fully committed to bringing faster internet speeds to the communities it serves with no modem fees or data caps. Priced at \$104.99 per month for new residential customers, Spectrum Internet Gig is now available to more than 70 percent of the company’s footprint and will be available throughout virtually all of Spectrum’s 41-state service area by the end of 2018.

“Spectrum’s state-of-the-art, fiber-rich network allows us to deploy dramatically faster broadband speeds, including gigabit connections, broadly and rapidly,” said Tom Rutledge, Charter Communications Chairman and Chief Executive Officer. “As consumer demands for

bandwidth and capacity grow, our world-class network is best-positioned to meet these demands, today and into the future.”

With Spectrum Internet Gig, residential customers have access to faster and more powerful internet speeds for streaming video, online gaming, downloading music and more across multiple devices without sacrificing performance. Spectrum Internet Gig is offered with no data caps or contracts, includes a modem and free in-home WiFi, and is backed by a 30-day money back guarantee. For more information on Spectrum’s full suite of advanced broadband services, please visit www.spectrum.com.

Spectrum Business Internet Gig is available to new customers starting at \$249.99 per month, which includes a modem, customer WiFi for businesses with public seating or lobby areas, custom domain and email addresses, cloud backup and desktop security software at no additional charge. For more details on Spectrum Business’ full suite of advanced solutions, visit www.business.spectrum.com or call **1-855-272-8857**.

About Spectrum

Spectrum is a suite of advanced broadband services offered by Charter Communications, Inc. (NASDAQ:CHTR), a leading broadband communications company and the second largest cable operator in the United States. Spectrum provides a full range of services, including Spectrum TV[®], Spectrum Internet[®], and Spectrum Voice[®]. Spectrum Business[®] similarly provides scalable, and cost-effective broadband communications solutions to small and medium sized business organizations, including Internet access, business telephone, and TV services. Spectrum Enterprise is a national provider of scalable, fiber-based technology solutions serving many of America's largest businesses and communications service providers. Charter's advertising sales and production services are sold under the Spectrum Reach[®] brand. Charter's news and sports networks are operated under the Spectrum Networks brand. More information about Spectrum can be found at spectrum.com.

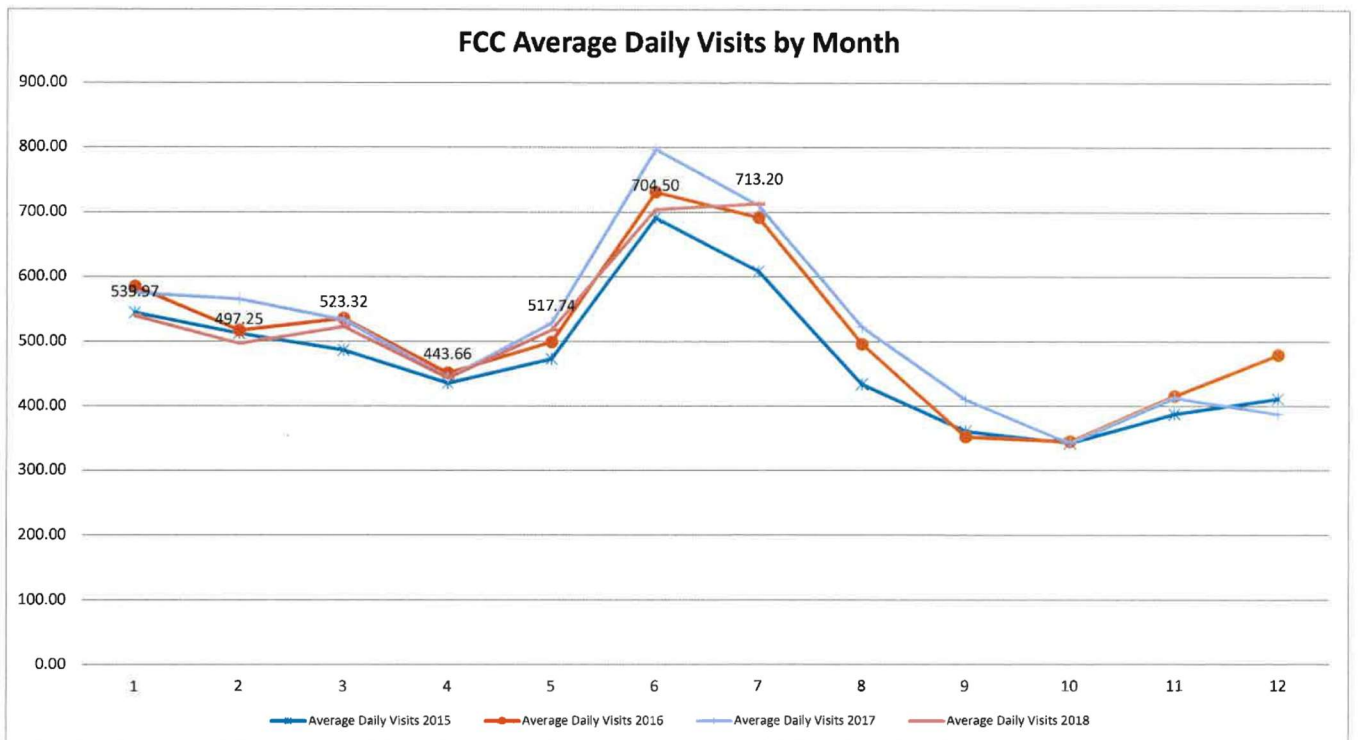
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Media Contact

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Month	2011 Monthly Visits	2012 Monthly Visits	2013 Monthly Visits	2014 Monthly Visits	2015 Monthly Visits	2016 Monthly Visits	2017 Monthly Visits	Average Daily Visits	V i s	2018 Monthly Visits	Average Daily Visits	Visits over / under 2017
January		16707	16972	17020	16338	17550	17262	575.40	#	16199	539.97	-1063
February	18555	15203	15195	15363	14355	15011	15838	565.64	#	13923	497.25	-1915
March	20244	16071	15414	16095	15093	16083	16544	533.68	#	16223	523.32	-321
April	14292	11837	12146	13130	12637	13537	12875	443.97	#	12866	443.66	-9
May	13394	13584	14362	14565	14677	15483	16402	529.10	#	16050	517.74	-352
June	20641	21506	20252	20249	20746	21929	23910	797.00	#	21135	704.50	-2775
July	19488	19897	20890	20847	18258	20757	21316	710.53	#	21396	713.20	80
August	17860	12674	11339	10731	13463	15390	16219	523.19	#	0	0.00	
September	7176	9215	10039	9768	8304	8103	9435	410.22	#	0	0.00	
October	9384	9137	9613	9801	10614	10685	10606	342.13	#	0	0.00	
November	11170	10684	11404	11278	11240	12057	11971	412.79	#	0	0.00	
December	12482	10433	11673	11649	12348	14381	11632	387.73	#	0	0.00	
Total	164686	166948	169299	170496	168073	180966	184010		#	117792		-6355
	164686	166948	169299	170496	168073	180966	184010		#	117792		

RecTrac Problems Nov '17 - March 19, '18



The City of Fruita and Fruita Area Chamber of Commerce
Present:

2018 Economic Development Forum

WEDNESDAY, AUGUST 29, 2018

6:00PM - 8:00PM

@ LAGOONS PROPERTY

WEST END OF RAPTOR ROAD (BEHIND LAQUINTA)

Hear updates on the Fruita Lagoons Redevelopment Project, new business activity, developments throughout the City of Fruita & more! Free to attend.





How to Start a Business in Western Colorado

This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

\$55
Class Fee

Upcoming Class Dates

Tuesday 8/7 6-9pm
 Tuesday 8/21 9am-12pm
 Tuesday 9/18 1-4pm
 Thursday 10/4 6-9pm

Fast Trac Business Basics

MUST PRE-REGISTER CALL (970) 243-5242

Classes are offered from 12-1 PM

Must take Starting a Business Class first

Market Research Learn to use market research tools to generate more business	8/16/18 9/20/18
Business Planning Write a plan to help ensure the success of your business	8/9/18 9/13/18
Internet Strategies Learn how to be accessible through the internet	8/2/18 9/6/18
Licensing License your business online	8/23/18 9/27/18
Cash Flows Learn how to do a cash flow budget using Excel	7/26/18 8/30/18



Leading Edge Business Planning and Management Course

The Leading Edge Program is a 12-week program that helps move your business to the next level. This intensive training course provides business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan.

Who can participate?

Owners of start-up and existing businesses.

Start Date: Aug. 28, 2018 | Graduation: Nov. 13, 2018

Download application at gincubator.org or see the front desk. Application and payment due Aug. 21.

Cost: \$275.00

Classes held Tuesday evenings from 6-9pm

Call (970) 243-5242 to register or visit gincubator.org

All Date & Events Are Subject to Change

Events in Fruita will be held at our Fruita Location
 325 East Aspen Avenue
 Fruita, CO



The SBDC is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

July 31st
9AM-1:30PM

Government Contracting Workshop

Are you interested in doing business with the government? This workshop will help you understand the various federal and state government certification programs that can give you a competitive edge in contracting. You'll learn about the eligibility requirements and benefits for minority, woman, and veteran-owned businesses, as well as those in special economic zones and smaller-sized businesses. You'll also have a chance to talk with government representatives and partners who can help get you started.

Cost: \$15 (includes lunch)

Business Valuation

WHAT'S IT WORTH TO YOU?

Aug. 3rd
1-2:30PM

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide an opportunity to command a premium price?

Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Cost: Free

Sept. 14th
2-4PM

How to Protect What's Yours

UNDERSTANDING INTELLECTUAL PROPERTY

Patent Attorney Judith Keene from Holzer IP Law in Denver will lead this workshop on understanding intellectual property and how to protect what is yours.

Topics include:

- Patents
- Trade Secrets
- Domain Names
- Trademarks
- Copyrights

Networking to follow!

Cost: \$10



June 23—September 15, 2018

SATURDAYS

8:30 AM—12:30 PM

Fruita's Civic Center Park

Fresh Produce • Located on the Grass
Live Music • Kids in Business • Dog Friendly



Dogs must be kept on a leash

We proudly accept SNAP/DUFB





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.



FRUITA COLORADO



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.

We are Fruita. We are...

Fun—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

Respectful—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

United—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

Innovative—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

Transparent—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

Authentic—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.