



# FRUITA COLORADO

## Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: OCTOBER 9, 2020  
Re: WEEKLY INFORMATION UPDATE



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### Coronavirus Update

Below are a few updates, but I would strongly encourage all to continue to follow [www.fruita.org/covid19](http://www.fruita.org/covid19) for all updates we are posting. This also links to important Mesa County Public Health sources, as well as many others.

- **Clarification on Mask Order.** We received several questions about the current status of masks in Mesa County. On Thursday, Mesa County Public Health provided additional clarification on this more on the "Protect our Neighbors" phase of the reopening. That release can be found [here](#). Currently, there are no changes to the mask requirement here in Fruita and Mesa County. The release from MCPH states: "Cloth face coverings over the nose and mouth must be worn for interactions where physical distancing is not possible or when entering and moving throughout indoor public places. Face coverings can be removed while seated." There are a few exceptions to this, and those are that face coverings can be removed when exercising indoors, while seated at a dining establishment and place of worship, or while alone in an office or cubicle space.
- **Energize Colorado Accepting Applications.** Energize Colorado continues to accept applications for the Gap Fund, \$25 million in loans and grants for small businesses. More information can be found [here](#).
- **Case Counts.** Mesa County Public Health Department continues to see an increase in the percentage of positives cases in Mesa County over the past two weeks (207 reported the last 14-days). We continue to encourage social distancing and mask wearing when around others, those that are feeling sick or displaying symptoms to stay at home and get tested, and to keep it clean and wash those hands frequently. Thank you Fruita!



## Irrigation Water Shut Off

Utility crews will start to shut down irrigation distribution systems on Monday, October 19, 2020. It is expected that there will be water in canals for another week or so. This date may differ if you live in an HOA community, but you can check with your HOA representative for shut off dates.

## General Updates

- **Waste Management Update.** In September, Fruita residents recycled 55 tons of bottles, cans, papers, and cardboard. Full report is provided below.
- **City Link.** The Fall 2020 City Link should be arriving at homes and businesses soon. If you have not received your City Link, it can be found [here](#).
- **Ballots for November Election.** Ballots for the November election are being mailed out today! If you prefer to vote in person, the polling center at the Fruita Civic Center will be open October 30 – November 3. More information is available at the election's website [here](#).
- **Fruita Featured in Adventure Pro Magazine.** A great article on Fruita from award-winning travel journalist Morgan Tilton was published in Adventure Pro Magazine last week. The article can be found [here](#) (starting on page 16). She also wrote a nice snippet on Fruita at this [blog post](#).
- **Fruita for Equality Questionnaire.** If you were unable to attend the Fruita for Equality event last month, participants answered several questions on the topics of equality, race, inclusivity, and diversity in Fruita. If you want to participate in the exercise, the Fruita for Equality committee (comprised of members of the Fruita Rotary Club, Mesa County Public Library, and Lithic Bookstore & Gallery) created a digital version of the questionnaire. That questionnaire can be found [here](#).
- **Census Update.** Since we last reported on the Census, the deadline date to complete census has been extended until October 31, 2020. More information can be found at the Census's website [here](#).
- **Ballot Issues Forum.** On Wednesday night, staff virtually attended the Fruita Chamber's Ballot Issues forum held at the Community Center and heard from Mesa County Assessor Ken Brownlee on the Gallagher Ballot question, Commission Rose Pugliese on the National Popular Vote question, and Grand Junction Chamber Director Diane Schwenke on the Family Medical Leave question. If interested, you can view the Chamber's forum at this [link](#).
- **RTPO Newsletter.** The Mesa County Regional Transportation and Planning Office has released its October newsletter. October was a big month for the Mesa County RTPO, and the newsletter features articles on these projects and more. You can view it [here](#). Also, of note from the newsletter, the GVT is currently participating in a branding and marketing review. If you would like to share your thoughts on the rebranding of GVT, you can take this [survey](#).
- **Fruita Roots.** Last week, Mayor Kincaid and I participated in the Fruita Chamber of Commerce monthly KAFM show Fruita Roots to discuss the Be Well, Be Fruita Campaign. In case you missed it, you can find the interview at this [link](#).

## Engineering

- The 2020 Fruita Roundabout Project is out for bid with a Prebid meeting scheduled for this coming Tuesday and a bid opening on Friday October 16, 2020.

- The 2020 Concrete Grinding bids were opened this Friday with Precision Concrete Cutting submitting the only bid of \$5,850.

### **Parks and Recreation**

- Starting today, the stairs in the FCC are under repair and will be closed. The stairs repair should be completed today but will need to remain closed until Monday to allow the glue to dry and firmly set. In the meantime, the elevator will be used to access the fitness area in the FCC. This was a planned capital improvement project for 2020.
- We would like to once again thank all of those who came out last Saturday to support our local youth at the Youth Scholarship Golf Tournament. We had 114 golfers and raised nearly \$7,000 to pay for youth to use the FCC and participate in programs who can't necessarily afford it. Thanks again the Fruita Rotary for their title sponsorship!

### **Planning & Development**

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

#### **Land Use Code Amendments:**

- Vested Right Code Amendment (Approved)
- Development Agreements Code Amendment (Approved)

#### **Major/ Minor Subdivisions:**

- Dwell PUD Concept Plan (Approved)
- Bradyville Minor Subdivision (Approved)
- Cider Mills Preliminary Plan (Approved)

#### **Site Design Review/ Other Applications:**

- Coloramo Site Design Review (333 W Aspen) (Under Construction)
- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Under Construction)
- Sycamore St ROW Vacation (Approved)
- Lithic Arts Building Site Design Review (Approved)

### **Public Works**

- Road Crew spent three days crack sealing this week on streets in, and around, the area of the Vinter's Farm Subdivision. Additional crack sealing is planned for this coming week in the northwest area of the City.
- There was an irrigation main line break in Pine Street near Aspen Avenue on Thursday afternoon that flooded the road and required the system to be shut down. The irrigation outage is isolated to customers served from the Encanto Line between Ottley Ave. & Carolina Avenue. Crews were working to repair today and hope to have irrigation service as soon as possible.
- Crews winterized the irrigation line from Enoch reservoir today and plan to shut down the remainder of the mountain water system next week.

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

- [Masks are still required, Mesa County in danger of losing variance.](#)
- [5 Incredible Fall Weather Road Trips.](#)
- [COVID-19 numbers climb: how close is Mesa County to going backward?](#)
- [Mesa County real estate sales accelerate.](#)
- [State parks continue to see record crowds.](#)
- [Ballots go out Friday.](#)
- [Variance in place despite increase in COVID-19 cases.](#)
- [Taking the Plunge: Construction proceeds on trail.](#)
- [School district provides update on COVID-19 funds.](#)
- [Your 2021 Trail Race Calendar.](#)
- [Mesa County Public Health clears up confusion on local mask mandate.](#)
- [Mesa County Health Department meets with the state to discuss COVID-19 policies.](#)

**UPCOMING EVENTS** (*Please 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 when needed.*):

- **Oct. 10 – Oct. 31** - Fruita Fall Farmer's Market will be each Saturday beginning Oct. 10 from 9:00 am – 12:30 pm at Reed Park during these dates.
- **October 24, 2020** – McInnis Canyon National Conservation Area 20-Year Celebration, Devils Canyon Trailhead – 1:00 p.m.
- **October 24, 2020** – Drive-Thru Truck N' Treat, 9:00 a.m. to 12:00 p.m. Fruita City Shops (900 Kiefer Avenue, Fruita Co)
- **October 30, 2020** – Trick or Treat Street, Downtown and Southside Fruita, 3:00 p.m. to 6:00 p.m.
- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at [communications@fruita.org](mailto:communications@fruita.org)



## September 2020 Recycling Benefits for the City of Fruita

In September 2020, we recycled 55 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

**889 Mature Trees**

Represents enough saved timber resources to produce 15,116,000 sheets of printing and copy paper!

**133 Cubic Yards of Landfill Airspace**

Enough airspace to fulfill the annual municipal waste disposal needs for 151 people!

**113,147 Kw-Hrs of Electricity**

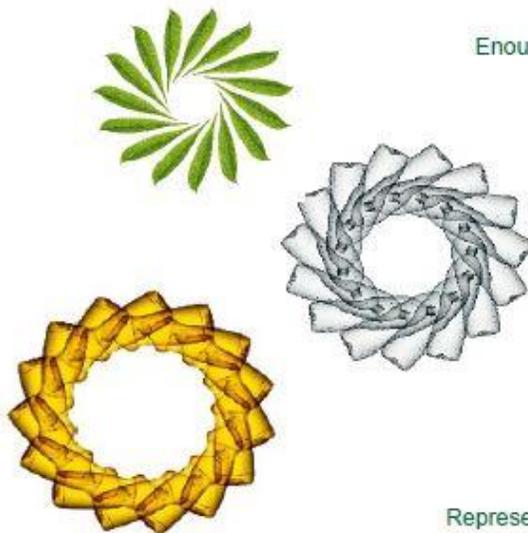
Enough power to fulfill the annual electricity needs of 10 homes!

**Avoided 152 Metric Tons (MTCO<sub>2</sub>E) of GHG Emissions**

The recycling of these materials prevented these GHG emissions!

**270,783 Gallons of Water**

Represents enough saved water to meet the daily fresh water needs of 3,610 people!



PREPARED BY WASTE MANAGEMENT

Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network-Paper Calculator V4.0, Domtar Paper, Gaylord Corporation, U.S. Forest Products Laboratory, and Waste Management. © Waste Management 2019



**MESA COUNTY  
PUBLIC HEALTH**  
*Working Together for a Healthy Community*

**AVAILABLE NOW!**

Mesa County Fairgrounds | 2785 US Highway 50

# COVID-19 TESTING

8 a.m. to 3 p.m. | Tuesday - Saturday



TESTING IS  
**FREE**

Testing is open to anyone  
regardless of where you live,  
especially if you have symptoms.



## PRE-REGISTRATION

Scan this image with your phone:



**MAKO  
MEDICAL**

*Thank you for letting  
us serve you.*

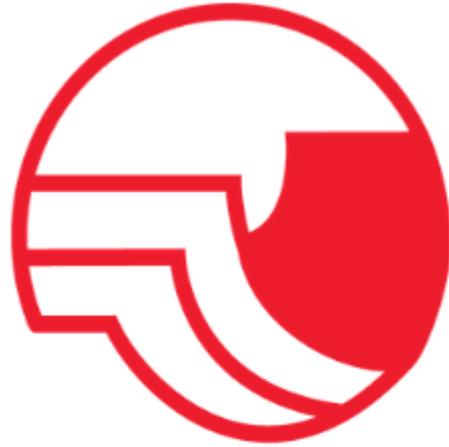
## Simple. Fast.

Get results within four days.

Save time by pre-registering

**NO** health insurance required **NO** cost. It's **FREE!**  
**NO** doctor referral required **NO** appointment needed

More information at [health.mesacounty.us/covid19](https://health.mesacounty.us/covid19)



**MESA COUNTY  
PUBLIC HEALTH**  

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**HOTLINE**  
**(970)683-2300**



**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.