



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 26, 2021
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

Our meeting on Tuesday night will begin with a presentation from Mesa County Library Fruita Branch Manager, Shanachie Carroll, on Fruita for Equality. After that, the Council will consider eight items on the consent agenda and then move on to three public hearings items. The first public hearing is to approve a budget amendment for the 2020 Budget. Then, we have two applications for conditional use permits for short-term rentals. After reports, we will have a discussion about rescheduling the March workshop to the fifth Tuesday (March 30, 2021), where we will discuss the Community Survey. Our meeting will be held virtually. See you on Tuesday night!

Coronavirus Update

Below are a few updates, but I would strongly encourage all to continue to follow 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.

- **Vaccine Update from MCPH.** Mesa County Public Health provided an update on vaccine distribution this week. The update states that although supply remains limited, Colorado has moved to [phase 1B.2 of distribution](#), which expands eligibility to individuals aged 65-60, childcare workers in licensed childcare programs, teachers, and other school staff. COVID-19 vaccine updates are published periodically on the MCPH website [here](#). In addition to this, Mesa County shared information on where eligible individuals can get vaccinated. Eligible residents can get vaccinated through either Mesa County Public Health, Pharmacies (City Market, Safeway, and Walmart are accepting appointments, but availability varies) and through local health care providers. A vaccine interest form can be found [here](#), and the full newsletter from Mesa is available [here](#).
- **Mesa County Small Business Relief Program.** One last reminder, Mesa County has extended the Small Business Relief Program until March 10, 2021. All businesses that meet the eligibility criteria and have been impacted by the COVID-19 pandemic, will be awarded a grant. More information including the eligibility requirements can be found at Mesa County's website [here](#).

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

Public Works Director Update

We are excited to announce that Kimberly Bullen will be joining the City of Fruita as the new Public Works Director! Kimberly brings a wealth of local government experience. She currently works as the Regional Manager for the northwest region for the Department of Local Affairs and has over 20 years of experience in variety of different roles, such as County Administrator, Assistant City Manager, Mesa County Emergency Manager, and more. We believe Kimberly will be a great addition to the organization and Public Works and are excited to have her join the team. She will begin work on April 1st. Welcome Kimberly!

Fruita Circulation Plan – New Interactive Map Launched!

In addition to the public survey that was recently launched for the Fruita Circulation plan, the planning team has also uploaded an interactive web map to provide feedback. This web map allows users to provide feedback for specific corridors and locations where improvements are needed, like for crossing a street, where to consider bike lanes, and more. The map can be found at the bottom of the page [here](#) and the survey can be found be [here](#).

General Updates

- **Community Survey Update.** For the 2021 Community Survey, we have decided to award the contract to ETC Institute. We were excited to receive proposals from many qualified consultants and look forward to working again with ETC Institute on the survey. Staff is having a kickoff meeting with them next week, and we are still planning on reviewing questions with the Council at the March workshop. We anticipate the survey will be open to the public in April, and we will be mailing it to all residents.
- **Livability Commission Update.** On Thursday, staff submitted the Livability Commission's Age-Friendly Action Plan to AARP. This plan broadly outlines the goals and action items of the Livability Commission moving forward and is required to be submitted as part of our designation as an Age-Friendly Community. The Livability Commission is excited to share this plan with AARP, and if you are interested in reading it, please feel free to let me know.
- **Mesa County Motor Vehicle Update.** Now that the Civic Center is reopened, the Fruita Branch of Mesa County Motor Vehicle is now open by appointment only. This branch is open on Tuesdays and Thursdays, and the first appointment is at 9:00 a.m. while the last appointment is 4:00 p.m. To schedule an appointment, you may call 970-254-4131. More information from Mesa County is available at this [link](#).
- **Mental Health Community Assessment Survey.** Mesa County and its partners are conducting a survey to gain valuable information from residents abouts their experience accessing mental health services in Mesa County. The survey results will be important to identify strengths, weaknesses, gaps, and opportunities for those in need of mental health services. Survey responses are anonymous, and the survey will be open until March 7, 2021. If interested in taking the survey, it can be found [here](#).
- **Fruita Billboard Repairs.** The structural repairs to City's I-70 billboard, leased by Family Health West, were completed this week. The Electrician is waiting for parts for the new lighting system to arrive to install those, which will complete this year's scheduled repairs. Once completed, the

repairs will increase the lighting for the billboard, and also allow wraps to fit better and to be more secure. Here a few pictures of the upgrades:



Engineering

- The sewer line work for Ash Street has been completed. The remaining work includes irrigation line installation and pavement restoration.
- The Highway 340 Roundabout landscape and art improvements progress. Some of the rock work in the southern roundabout was completed.



Parks and Recreation

- Parks staff has been working with Lower Valley Fire to plan and do some fire mitigation work along the Little Salt Wash. We are looking at hiring a contractor (through LVFD) to remove the thick tamarisk and Russian olive stands between I-70 and the Colorado River, along the Little Salt Wash Trail. Work may be done within the next few weeks.
- The Colorado Parks and Wildlife Planning Grant to fund biological survey work in the North Fruita Desert is not being recommended for funding. The Fruita Trails Initiative group will convene next week to determine if there are other funding opportunities for work to be done this spring. If we are unable to do the survey this spring, the overall project could be pushed back by a year.
- The Arts and Culture Board launched a new fundraising campaign this week targeting individual donors. It is on the Indiegogo online platform (much like gofundme) which can be found at this location: <https://www.indiegogo.com/projects/fruita-art-in-the-round-fund-our-roundabouts#/>. Over \$1200 has been raised in 4 days so far and the Arts and Culture Board is nearing its goal of \$80,000 for the sculptures, needing less that \$9,000 left to be raised.

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)
- [Zoning and Density Bonus Code Amendments](#). These Code Amendments are currently out for public comment and will be more formally noticed once public hearing dates are set.
- Short Term Rental Code Amendments can be found as this [page](#).
- [Parking Standards](#)
- Landscaping/ Irrigation Design Standards: The Fruita Planning Team has asked Design Workshop to work with their staff Landscape Architects to provide the City suggestions for a more sustainable approach to irrigation usage within residential and commercial development proposals.
- Design Standards: The links to the Code Amendments can be found at this [page](#).

Major/ Minor Subdivisions:

- Dwell PUD Concept Plan (Approved)
- Bradyville Minor Subdivision (Approved)

Site Design Review/ Other Applications:

- Coloramo Site Design Review (333 W Aspen) (Completed and Open)
- 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)
- Skalla Annexation, Zoning, and Minor Subdivision (Under Review)
- Grand Valley Estates 3, Zoning and Annexation
- Sunshine Short-Term Rental (Approved)

Public Works

- Congratulations to Michael Roberts who passed his wastewater collection one license test. Congratulations!
- Road maintenance crews installed the overflow inlet at E. Aspen Ave and Fremont. The pipe to the manhole is tentatively planned to be installed during March 22-26.

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

- [Snowpack looking better in western Colorado and eastern Utah.](#)
- [MCPH administering 1,000 vaccinations per day, officials say that number can increase.](#)
- [Palisade Plunge planning in the works over winter.](#)
- [Mental health survey hopes to identify gaps in the community.](#)
- [GJEP: BLM move has \\$11 million initial local impact.](#)

- [CPW study shows mountain lions are alive and well.](#)
- [This Woman is Turning Old Ski Gondals into Private Dining Rooms.](#)
- [Grand Valley Task Force Hosts Virtual Meeting to Present Progress Update on Thursday, February 25.](#)
- [Grand Valley Power Scholarship Applications Due March 1.](#)
- [Recent snow has helped local water supply.](#)
- [Mesa County nears 20K first doses given.](#)
- [Struggling Restaurants Are Using Old Ski Gondolas as Dining Spaces Now.](#)
- [Haaland: I 'gracefully accept' invite to visit Grand Junction.](#)
- [Mesa County Sheriff's Office launches digital crime-fighting tool.](#)
- [Brush fire scorches acres along river in Colorado.](#)
- [Avalanche risk increases for Colorado's snowmobilers.](#)
- [School District offers vaccine to thousands of staff, unclear how many have received dose.](#)
- [Family Health West Announces New Board of Trustees Officers and Members.](#)
- [Hot Tomato announces new ownership.](#)
- [Food Bank of the Rockies Partners with Beef Stickers for Backpacks.](#)
- [Mesa County sets vaccine rollout best, eyes more doses next week.](#)

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.):*

- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*
- **April 16-18, 2021** - Desert Rats Festival hosted by Gemini Adventures. This includes trail running events: 50K, 26.2M, 13.1 M, 10K on the Kokopelli Trails. <https://geminiadventures.com/>
- **May 1, 2021** - Adventurefest event at the 18 Road trails in North Fruita Desert, hosted by Gemini Adventures. This includes a 13.1 run and a 50K mountain bike race. <https://geminiadventures.com/>
- **May 22, 2021** - The Co2uT Desert Gravel Race in the Bookcliffs. <https://www.desertgravel.com/>

CC. Department Directors

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

LEVEL YELLOW CONCERN



GUIDELINES AND RESTRICTIONS



P-12 Schools
In-person suggested



Group Sports & Camps
25 person cap
per activity



Higher Education
In-person, hybrid, or
remote as appropriate



**Critical & Non
Critical Retail**
50% capacity



Restaurants
INDOORS: 50% capacity
or 50 people (or up to 150
with calculator) †
OUTDOORS: 6ft between
parties outdoors, per local
zoning



Personal Services
50% capacity or 50 people
†



Offices
50%. Remote work is
strongly encouraged



**Indoor Events &
Entertainment**
Unseated: 50%, 50
without calculator or up
to 100 with calculator
Seated: 50% capacity
or 150 people (6ft
distancing between
parties †



Bars
Closed



**Outdoor Events &
Entertainment**
Unseated: 50% capacity
or 175 people †
Seated: 50% capacity or
175 people †



Gyms/Fitness
50% capacity or 50 people †



**Outdoor Guided
Services**
50% capacity or 10 peo-
ple †



**MESA COUNTY
PUBLIC HEALTH**

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.