



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JUNE 11, 2021  
Re: WEEKLY INFORMATION UPDATE

---

325 E Aspen  
Suite 155  
Fruita CO 81521

Phone:  
970-858-3663

Fax:  
970-858-0210

E Mail  
fruita@fruita.org

Web Site  
fruita.org

City Manager's Office  
970-858-3663

City Clerk/Finance  
970-858-3663

Community  
Development  
970-858-0786

Engineering  
970-858-8377

Human Resources  
970-858-8373

Public Works  
970-858-9558

Recreation Dept.  
970-858-0360

### Next week's City Council Workshop and Regular Meeting

As a reminder, we have two City Council meetings scheduled for next week. Monday night is the Council Retreat at Highline Lake. This is team building and discussion on priority items to schedule for future meetings. The meeting will start at 4:30 p.m., and we will meet in the picnic area at Highline State Park. Rides for Council available to leave the Civic Center at 4 pm.

Our regular meeting on Tuesday night will begin with two proclamations, the first proclaiming June 2021 as "Adult Protection Awareness Month" in Fruita, and second proclaiming June 19, 2021, as Juneteenth Day. Following the consent agenda there are two quasi-judicial hearings scheduled for special event liquor permit applications. The regular meeting will be held in-person at the Fruita Civic Center and the public can also participate virtually.

### 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.

- **Local Public Health Alert: Mesa County Experiencing Widespread Transmission of Highly Contagious Delta Variant of COVID-19.** Mesa County Public Health issued a Public Health Alert this week due to the spread of the Delta variant. The full alert can be found [here](#), and here is some of the information from the report:
  - Since the Delta variant was first detected (first identified in India, recently renamed the Delta variant), is highly transmissible and is spreading rapidly. There are now 125 identified cases of the Delta variant in Mesa County residents. Not all positive cases are sequenced for variants, meaning the actual number of infections is much higher.
  - What we know about the Delta variant:
    - More contagious and transmissible, particularly among youth ages 12-20.
      - A recent [study in India](#) found it to be 50% more contagious than other COVID-19 strains.

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

- In Mesa County, 38 of the 125 Delta variant cases have been reported in individuals between the ages of 0-19.
  - Higher risks of hospitalization in unvaccinated individuals.
    - A [CDC study](#) found a rise in adolescent (ages 12 to 17) hospitalizations in March-April for all strains of COVID-19.
      - Vaccination is an effective way to prevent illness and variant spread:
  - All Mesa County residents age 12 and older are eligible to be vaccinated.
  - The vaccine is widely available in our community at numerous pharmacies and the Community Vaccination Site at Mesa County Public Health. Click [here](#) to schedule your vaccine, there is no cost.
- **MCPH Vaccine Update.** Each week, MCPH also releases an update on vaccine distribution in Mesa County. This week's report can be found [here](#)

### **2021 Fruita Community Survey Results (continued)**

Thank you to all of the residents that participated in the 2021 Fruita Community Survey! The results of the survey are now available and show that residents have a very positive perception of the city. 93% of residents rated the quality of life in Fruita as “excellent” or “good”, and 84% rated the quality of services as “excellent” or “good”. Fruita also rated above the United States average in 32 of the 37 areas that were assessed, and the satisfaction with the overall quality of services rated 25% above the U.S. average and the overall value received for taxes/fees rated 21% about the U.S. average. Results of the survey will be used to inform decision making and to identify budget priorities moving forward. The full report and the presentation that was delivered to the City Council can be found at this [link](#), and highlights from the survey include:

- 93% of those survey indicated rated the overall quality of life in Fruita as excellent or good.
- 85% of the respondents indicated that the overall feeling of safety in Fruita was excellent or good.
- 84% of participants gave excellent or good ratings for the quality of services provided.
- 93% of respondents stated that the “small town atmosphere” needs are very well met or met, as a reason to live in Fruita.
- The major categories of city services that had the highest levels of satisfaction were the overall quality of garbage collection (92% very satisfied or satisfied), the quality of sewer service (81% at least satisfied), the overall quality of City parks (79% very satisfied or satisfied), and police services (78%).
- The overall value of services received for taxes and fees rated 21% above the U.S. average.
- When asked if the City Council should add a question permitting the retail sale of cannabis in Fruita on the April 2022 ballot, 55% of respondents answered no, while 45% answered yes. Out of those 45% that voted yes, 9% stated they would not vote for a question permitting the retail sale.

### **2021 State of the City Video (Continued)**

We are excited to share our 2021 State of the City Video! As we reflect on the past year and a half, we wanted to celebrate the accomplishments of our community and our organization. This video includes several stories on these accomplishments from our residents, while also highlighting our partnerships.

You can watch the video at this [link](#). A landing page with more information and access to the video is also found at <http://www.fruita.org/2021stateofthecity>

## General Updates

- **Financial Update.** City sales tax continued to be strong in April of this year, and was up 30% from the previous year, and year to date, is up 17.64% overall. All other tax revenues were also up in April, specifically Use Tax on Motor Vehicles (up 54% in April, up 15% YTD), Use Tax on Building Materials (up 153% in April, increase of 34% YTD), Lodging Tax (up 618% in April, from the previous year, has increased 140%), and County Sales Tax (up 44% in April, up 27% overall). This is very encouraging to see, especially after a record breaking year last year, and a good portion of these local businesses comes from our local and small businesses.
- **GoFruita Newsletter.** The latest edition of the Go Fruita newsletter can be found here: [Discover Your New Favorite Hiking Trails in Fruita.](#)
- **Affordable Housing.** In addition to the multiple articles in the Daily Sentinel about this topic, please see the article in the Colorado Sun, titled "[Developers working on affordable housing in Colorado's mountains offer suggestions for pending wave of funding - High country homebuilders, housing advocates, businesses and leaders are preparing for an unprecedented flow of state and federal housing support as the affordability crisis worsens.](#)"
- **Event with City Manager.** We had a great small group discussion Thursday night at the Copper Club meeting long-time residents and newcomers to the Fruita. Thanks to Councilman Breman and his wife for joining us as well as D51 Assistant Superintendent Brian Hill.
- **Regional Broadband Meeting.** Staff attended the regional broadband meeting held by the Associated Governments of Northwest Colorado this morning in Grand Junction. Staff heard from speakers from Region 10 (Southwest Colorado), the Northwest Council of Governments (handling the implementation of Project THOR), Rio Blanco County, and from members of the Colorado Broadband Office. Staff shared that it was great to hear the success stories from other areas of the state regarding fiber, and to learn more about the available funding opportunities.
- **Cavalcade Variety Show.** The Cavalcade's variety show is back in person tomorrow! More information [here](#).

## Engineering

- **Mesa County Chip Seal Project Update.** Traffic Update for June 14 – June 18: The Mesa County chip seal project will take place at the following four locations: US Highway 6 from Mile Point 11 to MP 20, Co Highway 139 from MP 0 to MP 6, US Frontage Road from MP 33.8 to MP 36.2 and CO 141 from MP 120 to MP 154. For next week, motorists should plan for north and southbound one-lane alternating traffic on CO 141. More information on the project can be found from CDOT [here](#).
- **19 Road Closure.** The original reopening of 19 Road was anticipated for early July – due to some delays, the opening will likely be pushed back a couple of weeks until mid July.
- **Aspen Avenue.** Connection of services continues on the south side of Aspen Street through next week. Concrete repairs and asphalt paving still remain with Aspen reopening in approximately 3-4 weeks.

- **Trail Connections.** The three trail connections for the Big Salt Wash Trail were completed this week. Two of connections are adjacent to Evening Breeze Subdivision and that third connection ties Comstock West Subdivision to the Orchard Ridge subdivision.
- **Freemont Street.** Staff had a walk through with Mesa County on the culvert crossing with minor repairs to complete.
- **2021 Striping.** Staff received one response to complete the striping project for this year and will be evaluating the bid.

## Parks and Recreation

- **Fruita Parks and Recreation Newsletter.** The latest issue of the bimonthly P&R Newsletter is now available and can be found here: [Outdoor Pool Open at the FCC.](#)
- **Summer Activity Guide.** The full Summer 2021 Activity guide is also online and is available [here.](#)
- **Recreation Update.** Programs in Recreation are in full swing. DinoMites Summer Camp, Track and Field, Golf, PeeWee Soccer, Group Swim Lessons, Swim Team and others have all started and are at capacity. People are happy to be back in programs.
- **Outdoor Pool Open Following Leak.** Aquatics staff has isolated where the leak is in the outdoor pool and as mentioned before it is in the auto-fill line (automatically fills the pool to keep water levels consistent). The line was capped off for the season and staff will be able to fill the pool manually. This fall when the pool is winterized, staff will permanently cap the line and run a new line within the pump room. Although we don't like breaks in our system, this is honestly about the best scenario as we won't have to dig under the pool deck and make repairs.

## 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.](#) (Approved)
- Short Term Rental Code Amendments can be found as this [page.](#)(Approved)
- [Parking Standards](#) (Approved)
- Design Standards: The links to the Code Amendments can be found at this [page.](#) (Approved)

### Major/ Minor Subdivisions:

- Dwell PUD Preliminary Plan (Approved) (1136 17 ½ Road, Fruita CO 81521)
- Grand Valley Estates 3 (Approved) (1848 J Road, Fruita CO 81521)
- Rose Creek Preliminary Plan (Under Review) (1892 K Road, Fruita CO 81521)
- Patron Annexation and Zoning (Under Review) (1123 19 Road, Fruita CO 81521)
- VACC Final Plat (Under Review) (1176 18 Rd)
- Epic Minor Subdivision (Under Review) (192 Wallace St)
- Cider Mills Rezone (Under Review) (960 Stone Mt Drive)

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

- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Finished)
- Raptor Crossing Concept Plan (853 Raptor Rd) (Under Review)

### **Police Department**

- ***Arrest Made in LDS Church Fire.*** The Fruita Police Department, with the assistance of the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF), Federal Bureau of Investigations (FBI), and the Lower Valley Fire Department, has made an arrest of a juvenile stemming from the arson investigation of the Church of Jesus Christ of Latter-Day Saints at 417 E. Ottley Ave. The investigation is continuing.

### **Public Works**

- ***Grease Issues.*** City continues to work on grease inspections and identify solutions for H2S and grease issues within the collections and treatment systems.
- ***WPCRF Survey.*** Water Pollution Control Revolving Fund (WPCRF) Eligibility Survey is open and will be completed in the coming weeks.
- ***Streets Update.*** Crews completed nine patches on 18.5 Road. Crews also replaced a street culvert on 18.5 and Freemont Streets.
- ***Site Tour.*** Staff conducted site tour of I-70 Lift station and WWRF for City of Grand Junction Engineering staff.
- ***Budget Preparation.*** Staff participated in overlay and sewer capital planning meeting in preparation of 2022 budget process.

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

- [City of Fruita 2021 Community Survey results show positive perception of the City.](#)
- [New data shows vaccinations effective in Mesa County.](#)
- [Lower Valley Fire District to receive wildland fire engine from BLM.](#)
- [Hickenlooper pushes to keep BLM HQ local in meeting with nominee to lead agency.](#)
- [CPW announces membership on wolf reintroduction advisory panels.](#)
- [COVID cases, hospitalizations rise in Mesa County as Indian variant spreads, vaccinations lag.](#)
- [COVID rate still climbing.](#)
- [Arrest made in Fruita Latter Day Saints church arson case.](#)
- [Pet safety in Mesa County.](#)
- [Mesa County real estate activity increases.](#)
- [Kids Adventure Race at Highline Park.](#)
- [Noxious weed found in Grand Junction.](#)
- [Juvenile arrested in connection with Fruita church fire.](#)
- [D51 summer school attendance increases.](#)
- [District #51 athletes honored at Daily Sentinel Sports Awards.](#)
- [Western Colorado Deals with Smoke from Wildfires.](#)
- [Grand Junction hospitals reaching capacity limits.](#)
- [Vaccination numbers decline again in Mesa County.](#)

- [Frontier inaugural flight connects Grand Junction to Denver.](#)
- [Mesa County Public Health monitoring air quality among fire concerns, high winds.](#)
- [The Oaks Assisted Living to be Closed.](#)
- [Health Department: Delta variant, formally known as India variant, spreading rapidly in Mesa County.](#)
- [Few than 2% of Colorado's COVID cases since mid-January involve people who've been fully vaccinated.](#)
- [Mesa County housing market continues to be tight but vibrant.](#)
- [Fruita residents happy with services, not in favor of pot question.](#)
- [Fruita senior living center closing after 30 years.](#)
- [16 Regional Teams Identified for Rural Resiliency and Recovery Roadmaps.](#)
- [FACE TO FACE. Cavalcade's Variety Show is in person after more than a year online.](#)

**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.):*

- **June 12, 2021** – Variety Show at the Cavalcade – 7:00 p.m.
- **June 16, 2021** – Roundtable on Colorado River Demand Management program, 1:00 p.m., virtual.
- **June 17, 2021** – Coffee and Community Connections, hosted by Fruita Chamber – Timberline Bank (649 Market Street, Grand Junction Co), 8:30 – 11:00 a.m. RSVP [here](#).
- **June 17, 2021** – Thursday Night Concert – Stray Grass (Bluegrass/Americana), Civic Center Park at 7:30 p.m.
- **June 24, 2021** – Thursday Night Concert - Frank Begar Orchestra (Big Band), Civic Center Park at 7:30 p.m.
- **July 1, 2021** – Thursday Night Concert – Centennial Band (American Classic), Civic Center Park at 7:30 p.m.
- **July 8, 2021** – Thursday Night Concert - Whiskey Stomp (Country Rock), Civic Center Park at 7:30 p.m.
- **July 14, 2021** – Coffee with the City Manager and guests, Einstein Bros Bagels at 7:30 a.m.
- **July 15, 2021** – Thursday Night Concert – Desert Flyer Band (Country), Civic Center Park at 7:30 p.m.
- **July 22, 2021** – Thursday Night Concert – Gerry Goodman Band (Blues/Rock), Civic Center Park at 7:30 p.m.
- **July 29, 2021** – Thursday Night Concert – Michael Morrow & the Culprits (Rock-N-Roll), Civic Center Park at 7:30 p.m.
- **July 31, 2021** – Fruita Chamber of Commerce Annual Banquet, “Welcome to Wonderland” at the Fruita Community Center, 5:30 p.m. to 10:00 p.m. Additional information [here](#).
- **August 5, 2021** – Thursday Night Concert – Louie & the Lizards (Funky Jam Rock), Civic Center Park at 7:30 p.m.
- **August 12, 2021** – Thursday Night Concert – Great Western Heritage Show (Country & Western Bluegrass), Civic Center Park at 7:30 p.m.

- **Sept. 22-24, 2021** – The Colorado Municipal League will be holding the 2021 CML Annual conference in Westminster. More information is available at [www.cml.org/conference](http://www.cml.org/conference). Please let Deputy City Clerk Deb Woods know if you are interested in attending. CML will also hold a virtual conference on Sept. 29-30.
- **September 24-25, 2021** – Fruita Fall Festival, Downtown Fruita. The festival will include live music, food trucks, and variety of vendors. [Fruitachamber.org/fruita-fall-festival](http://Fruitachamber.org/fruita-fall-festival).

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)



## City Manager Event Series

These events are an opportunity for residents to have an open conversation with the City Manager and guests and discuss topics on their mind while exploring Fruita or enjoying a local business. These are casual, informal events that you are all welcome to drop in or out of at any time.

To find current information, including guests, visit [Fruita.org](http://Fruita.org) or [facebook.com/cityoffruita](https://facebook.com/cityoffruita)

### Upcoming Dates

**May 5, 2021 at 7:00 a.m.**

Bike to Work Day with the City Manager and Mayor Kincaid - Fruita Civic Center.

**May 20, 2021 at 8:00 a.m.**

Coffee with the City Manager at Bestslope Coffee

**June 10, 2021 at 5:00 p.m.**

Beer or Rootbeer with the City Manager at Copper Club

**July 14, 2021 at 7:30 a.m.**

Coffee with the City Manager at Einstein Bros. Bagels





**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.