



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 16, 2021
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

On the agenda for Tuesday night, our meeting will begin with considering six items on the consent agenda (we do not have any proclamations scheduled). After that, the Council will consider one public hearing item on a request for a Special Event Liquor Permit for the Fruita Chamber's Annual Banquet this year. After that, Finance Director Margaret Sell will present the 2020 Financial Statements and the report from the City's recent audit. Our meeting will conclude with two items, the Council reviewing policies and procedures for support of outside agencies and groups and my informal review. The meeting will be held in-person at the Civic Center and online.

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.

- **Weekly Vaccination Update from MCPH.** Each, Mesa County Public Health (MCPH) releases an update on COVID-19 in the area. This week's update is available [here](#), and below are a few highlights from the update:
 - **Delta Variant Spread**
 - There are 634 cases of Delta variant in Mesa County.
 - MCPH estimates the total number of Delta variant cases is much higher, because not all positive tests are tested again for variants.
 - These variants are more transmissible and can be more severe.
 - **Testing Efforts**
 - COVID-19 testing is free.
 - The Mesa County community COVID-19 testing site offers the Cue test, a highly accurate, rapid COVID-19 test. Results are available in about 20 minutes.
 - Appointments are not required, but you can pre-register online to save time.
 - **Vaccination Efforts**
 - COVID-19 Vaccines are always free.
 - The Community Vaccination Site, located at 510 29 ½ Road, accepts walk-ins for COVID-19 vaccine.

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

- Hours of operation are Wednesday through Friday from 3 p.m. to 7 p.m. and Saturday from 9 a.m. to 1 p.m.
 - Getting a COVID-19 vaccine is quick and easy!
- **Family Health West Hosting Weekly Vaccine Clinics.** Each week, Family Health West is hosting COVID-19 vaccination clinics on Wednesdays and Fridays from 8:30 a.m. to 12:00 p.m. These clinics are open to the public and the vaccine is completely free. Registration is required, and the link to register and more information can be found at FHW's website [here](#).

Transportation Circulation Plan and Fremont Street Design – Open Houses (Continued)

At the end of this month, we will be hosting two open houses to receive public feedback on the Transportation Active Circulation Plan and the Fremont Street Design at Hwy 6&50. The first open house will be at Civic Center Park on July 30, 2021, from 5:30 p.m. to 8:00 p.m. For the second open house, the planning team will be at the Fruita Farmers Market on July 31, 2021, from 8:30 a.m. to 12:00 p.m. These events are open to the public, and feel free to drop in/out at any time. If you are unable to participate in person, we are also finalizing an online survey that will feature the same questions from the open house. The flyer for both events can be found below, and below is additional information on each project. You can also visit our website [here](#) for more information.

- **Transportation Active Circulation Plan** – The City of Fruita is currently in the process of updating its Circulation Master Plan. The goal of this plan to recommend priority projects, programs, and policies to improve comfort and connectivity for all modes of travel through Fruita. Specifically, by building off the existing conditions assessment, previous work, and public input, this plan will recommend:
 - Updates to street functional classifications with street cross-sections based on traffic forecasts
 - Network maps for active transportation including walkways, bikeways (including on-street projects to connect trail gaps), and fixed-route transit. These recommendations will improve access to key destinations on facilities that are comfortable for all ages and abilities.
 - Intersection improvement recommendations.
- **Fremont Street Design** – The Fremont Street design is a project that is in progress that is prioritized in the Circulation Master Plan. This project will design an intersection at Fremont Street (18.50 Road) and Hwy 6&50, to be a constructed at a later date. Constructing the Fremont St. Corridor is an important step in relieving congestion along Pine St. and 19 Road.

Stage 1 Fire Restrictions in Place – Mesa County (Continued)

The Mesa County Sheriff, the Bureau of Land Management (BLM), and Fire Chiefs representing municipalities and fire protection districts of Mesa County are implemented Stage 1 Fire Restrictions last week. Stage 1 Fire Restrictions prohibits the personal use of fireworks, campfires outside of designated fire pits or fire rings, agricultural opening burning without a Sheriff's issued burn permit, use of explosive targets, and smoking outside near combustible materials. More information the restrictions can be found [here](#), and an infographic can be found below.

General Updates

- **City Awarded an Up to \$10,000 Grant from the Department Of Local Affairs (DOLA).** The grant will pay for a study on the City's parks, open space and trails development impact fee.
- **City Awarded an Up to \$5,000 Grant from The Associated Governments of Northern Colorado (AGNC).** The grant is to pay for completion of the City's updated market-based compensation plan.
- **City Tourism Partnership with Palisade Awarded CTO Grant.** It was a busy week for grants! In addition to the previous two, the City of Fruita was selected to participate in the Colorado Tourism Office's Restart Destinations program with the Town of Palisade. These efforts will build upon our bookends of the valley marketing campaign and provides free consulting and advertisement dollars for the partnership through the Colorado Tourism Office.
- **Financial Reports.** May 2021 tax revenues are available in this week's Council packet (can be found [here](#)) and continue to be strong for the year. City sales taxes were up 27% in May from the previous year and are up about 20% year-to-date (increase of around \$200,00). Use taxes on motor vehicles (up 109% in May, 30% YTD), lodging taxes (up 254% in May 2021, increase of 172% YTD), and county sales tax (up 21% in May 2021, 26% YTD), were also up from the previous year. Use taxes on building materials decreased slightly in May (12%) but is still up 19% year-to-date when compared to 2020.
- **Rural Resiliency Roadmap Program Kickoff.** This week, I participated in a kick-off call with the Department of Local Affairs for the Rural Resiliency and Recovery Program. Over the next couple of years, this program will provide strategic planning and free resources to the Mesa County Economic Development First Responders to help us prepare for the future following the COVID-19 pandemic. The state is in the process of selecting a consultant for the project, and our region will likely be paired with a consultant this fall.
- **Mobile Mesa County Newsletter.** The July 2021 Mobile Mesa County newsletter is now available and can be found [here](#). It includes update on the GVT, the Summer Bus Pass Program, and more.
- **Palisade Plunge Grand Opening.** Next Friday, we have been invited to the grand opening of the Palisade Plunge. Congratulations to the Town of Palisade, Mesa County, COBMOBA, and all of the other partners have been involved in this trail, it is going to be a tremendous asset to the Grand Valley. The lower half of the Plunge has been open for a few months now, but beginning next week, the full trail (around 32 miles) will be open. If you are interested in attending the opening, feel free to let Deb or I know. The ceremony will take place at the Mesa Top Trail Parking lot at 2:00 p.m.
- **Mesa County Behind the Scenes Video.** This week, Mesa County released a short "Behind the Scenes" video highlighting some of Mesa County's essential services. If interested in watching it, you can find it at this [link](#). The County also released an additional video on the Animal Services Department which can be found [here](#).
- **Recycling Report.** In June 2021, Fruita residents recycled 58 tons of bottles, cans, paper, and cardboard. Great job Fruita! The full report from Waste Management can be found below.

Engineering

- **Mesa County Chip Seal Project.** The Mesa County Chip Seal project continues next week and has shared the following information on traffic impacts. For July 19 – July 23, 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 50 Frontage Road from MP 33.8 to MP 36.2 and CO 141 from MP 120 to MP 154. Motorists should plan for: Northbound and southbound lane closures on CO 141 Monday – Friday, East and westbound one-lane alternating traffic on US 6 on Monday, and north and southbound one-lane alternating traffic on CO 139 Tuesday – Friday. More information can be found [here](#).
- **Downtown Update.** Asphalt paving for the 2021 overlays was completed this week as well as Aspen Ave. and Maple Street. Striping and manhole adjustments will continue next week.
- **Grand Valley Estates Construction.** Grand Valley Estates will begin construction next week which is location across Wildcat Ave. from the Fruita 8/9 School.

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, Fruita CO 81521)
- Epic Minor Subdivision (Under Review) (1092 Wallace St, Fruita CO 81521)
- Cider Mills Rezone (Under Review) (960 Stone Mt Drive, Fruita CO 81521)
- Red Cliffs 3 Preliminary PUD Plan (Under Review) (280 Clements Way, Fruita CO 81521)
- Grand Valley Estates 3 Final Plat (Under Review) (1848 J Road, Fruita CO 81521)
- 1930 Highway 6 & 50 Annexation and Zoning (Under Review) (1930 Hwy 6 & 50 Fruita CO 81521)
- Orchard Ridge 3 Final Plat (Under Review) (Orchard Ridge Subdivision, Fruita CO 81521)
- Sycamore Estates Minor Subdivision (Under Review) (945 E. Pabor Ave, Fruita CO 81521)
- Fruita Copper Creek Annexation and Zoning (Under Review) (954 19 Rd, Fruita CO 81521)

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)
- Lake Fruita Site Conditional Use Permit and Design Review (Under Review) (1571 Cipolla Rd, Fruita CO 81521)
- 111 S. Mesa Street Site Design Review (Under Review) 111 S. Mesa St, Fruita CO 81521)

Public Works

- **Collections Update.** Crews completed closed-circuit television video (CTTV) tests for Maple and Aspen sewer project. The CTTV is a process of using a camera to see inside pipelines, sewer lines, and drains.
- **Streets Update.** Crews completed road prep on 18.5 Road for overlay program. Crews will be relocating a safe route sign on N. Mesa.
- **Irrigation Update.** Crews responded to several irrigation calls due to moss in the canal. Crews are cleaning headgates roughly every 2-3 hours during working hours and the on-call person is cleaning once per evening and three times per day on the weekends. Crews completed repairs at several residences this week.
- **Utility Locates.** Crews completed 26 utility locates this week.
- **WWRF Update.** Wastewater Treatment staff continues with ongoing maintenance/repairs and calibration of equipment. The non-potable pump was taken out of service and sent for repair. In addition to this, the Headworks PLC lost ethernet switch, and DC converter. Crews had to run headworks processes in hand and manually adjust / monitor for several hours until a temporary fix was completed. Staff is currently working with vendors for permanent repair.

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

- [Transportation Circulation Plan | City of Fruita Colorado](#)
- [Heavy smoke from western fires prompts air quality health advisory.](#)
- [Mesa County proclaims July as Smart Irrigation Month.](#)
- [Matt Lewis leaving job as sheriff.](#)
- [COVID in Colorado: Over 600 cases of Delta Variant Confirmed in Mesa County.](#)
- [County sticking with vaccine efforts.](#)
- [9 Things to do in Colorado this weekend: July 16-18.](#)
- [Colorado's affordable housing issue.](#)
- [U.S. Bank's Good Truck stops in Grand valley to give away free food.](#)

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.):*

- **July 16, 2021** – Food Truck Friday at Reed Park from 5:30 – 8:30 pm.
- **July 17, 2021** - Fruita Farmers Market – Reed Park from 8:30 a.m. to 12:00 p.m.
- **July 22, 2021** – Thursday Night Concert – Gerry Goodman Band (Blues/Rock), Civic Center Park at 7:30 p.m.
- **July 24, 2021** - Fruita Farmers Market – Reed Park from 8:30 a.m. to 12:00 p.m.

- **July 29, 2021** – Thursday Night Concert – Michael Morrow & the Culprits (Rock-N-Roll), Civic Center Park at 7:30 p.m.
- **July 30, 2021** – Open House for Fruita Transportation Active Circulation Plan and Fremont Street Design at Hwy 6&50 – Civic Center Park, 5:30 p.m. to 8:00 p.m.
- **July 31, 2021** - Open House for Fruita Transportation Active Circulation Plan and Fremont Street Design at Hwy 6&50 – at the Fruita Farmers Market, Reed Park, 8:30 a.m. to 12:00 p.m.
- **July 31, 2021** - Fruita Farmers Market – Reed Park from 8:30 a.m. to 12:00 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 6, 2021** – Food Truck Friday at Reed Park from 5:30 – 8:30 pm.
- **August 12, 2021** – Thursday Night Concert – Great Western Heritage Show (Country & Western Bluegrass), Civic Center Park at 7:30 p.m.
- **Sept. 3, 2021** – Food Truck Friday at Reed Park from 5:30 – 8:30 pm.
- **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. 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.

CC. Department Directors

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



Fruita Transportation Active Circulation Plan and Fremont Street Design at Hwy 6&50

Public Engagement Opportunities

The City of Fruita is currently updating its Circulation Master Plan. The goal is to recommend priority projects, programs, and policies to improve comfort and connectivity for all modes of travel. The Fremont Street design is a project in progress that is prioritized in the Circulation Master Plan. The City of Fruita wants to hear your input on the challenges and opportunities of traveling in Fruita.

Opportunity #1: Open House at Civic Center Park

When: July 30, 2021 - 5:30 p.m. - 8:00 p.m.

Where: Civic Center Park

325 E. Aspen Avenue, Fruita Co 81521

Opportunity #2: Fruita Farmers Market

When: July 31, 2021 - 08:30 a.m. - 12:00 p.m.

Where: Reed Park

250 S. Elm Street, Fruita Co 81521

What is a Master Plan?

A Master Plan is a long-range planning document that provides policies and strategies for the City. The Circulation Plan will recommend projects to improve transportation accessibility and amenities. Public input is essential for any Master Plan.

For more information, please visit fruita.org/Circulationplan



Stage 1 Fire Restrictions Fact Sheet



Allowed



Fires in permanent fire pits, fire rings at private residences or within developed recreational sites such as a campground, or picnic area.



Fire features, chimineas and tiki torches at private residences supervised by a responsible adult.



Fires contained within liquid fueled or gas fueled stoves, lanterns, or heating devices.



Agricultural burns with SHERIFF'S OFFICE ISSUED PERMIT ONLY! Mesa County Fire Marshal will do a safety inspection prior to issuing permit.

Only PERMITTED PROFESSIONAL FIREWORKS displays are allowed.



NOT Allowed



The personal use of all fireworks are prohibited during fire restrictions.



Any fire or campfire, not within a permanently constructed fire grate in a developed park, campground, private residence, or picnic area.



Smoking, EXCEPT within an enclosed vehicle or building, a developed recreation site, or while stopped in an area of at least six feet diameter that is barren or cleared of all combustible material.

Operating or using any internal combustion engine, such as chainsaws, without a spark-arresting device properly installed, maintained, and in effective working order.



Welding or operating acetylene or other torch with open flame EXCEPT in cleared areas of at least 10 ft in diameter and in possession of a chemical pressurized fire extinguisher.

Target shooting with explosive targets is not permitted.



CITY OF FRUITA JUNE 2021 RECYCLING BENEFITS

58 tons of bottles, cans, paper and cardboard were recycled by the community this month.

This month's recycling efforts saved the following resources:

715 Mature Trees

Represents enough saved timber resources to produce 12,150,800 sheets of printing and copy paper!

132 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 168 people!

113,094 Kw-Hrs of Electricity

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

Avoided 127 Metric Tons (MTCO₂E) of GHG Emissions

This GHG reduction is equivalent to removing annual emissions from 27 passenger vehicles!

244,034 Gallons of Water

Represents enough saved water to meet the daily fresh water needs of 3,253 people!

To learn more about recycling, visit WM.com/RecycleRight.

Always remember to Recycle Right



Recycle clean bottles, cans, paper, and cardboard.



Keep food and liquid out of your recycling.



No loose plastic bags and no bagged recyclables.

PREPARED BY WM

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.

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Notes: GHG = Greenhouse Gas; MTCO₂E = Metric Tons of Carbon Dioxide Equivalent



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.