



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 2, 2021
Re: WEEKLY INFORMATION UPDATE

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City offices are closed on Monday, July 5th, 2021, in honor of Independence Day (July 4).

We hope that you have a great holiday weekend! Trash and recycling services will be delayed by one day due to the holiday.

Tuesday's City Council Meeting

On the agenda for our regular meeting Tuesday night, the Council begins with considering several items on the consent agenda. There are two public hearings scheduled, specifically on Planning and Development items. After that, staff will present an overview on upcoming Land Use Code Amendments, and we will conclude with reports and actions. The meeting will be held both in-person at the Fruita and online virtually. See you on Tuesday night!

Update on 3rd of July Fireworks Show

The annual 3rd of July Fireworks Show, is on! After working with the Mesa County Sheriff's Office and the Lower Valley Fire Department, and because Mesa County remains in Stage 1 Fire Restrictions, the City of Fruita would like to invite the community to enjoy and celebrate the Fourth of July with a fireworks show this Saturday on the 3rd. The fireworks will begin at dusk and will be launched from Snooks Bottom Open Space (although access to Snooks Bottom will be unavailable, we recommend that you watch it from nearby). Thank you, Mesa County Sheriff's Office and the Lower Valley Fire Department, for the support and resources for this event. Also, thank you to the sponsor of the event, Western Rockies FCU. As a reminder, the personal use of fireworks is prohibited during Stage 1 Fire Restrictions. We hope that you enjoy the show. Flyer can be found below.

Community Engagement for Fruita Active Circulation Plan

There will be public engagement meetings for the Active Circulation Plan and the Fremont Street Design on Friday night July 30, at the Civic Center and Saturday morning July 31, at the Farmer's Market. More information about times, etc. will be sent out in subsequent updates.

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

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.

Delta Variant Spread

- Vaccination is critically important as case counts continue to be at a sustained increase in Mesa County and community transmission of the Delta variant is widespread.
- Available vaccines provide protection against all COVID-19 strains, including emerging variants.
- These variants are more transmissible and can be more severe, with recent studies showing nearly double the hospitalization risk with the Delta variant.
- Vaccination is proven to reduce severe illness, including hospitalization and death.
- Widespread vaccination is a critical tool to help stop the pandemic.

Vaccination Efforts

- Vaccines are FREE.
- The Power the Comeback COVID-19 Vaccine Bus is making stops at the following locations:
 - Community Hospital (2351 G Road) Wednesday, June 30 from 8 a.m. to 4 p.m.
 - Central Library (443 N. 6th Street) Tuesday, July 6 from 9 a.m. to 5 p.m.
 - Mesa Mall (Men's Warehouse Parking Lot) Thursday, July 8 from 12 p.m. to 8 p.m.
 - CoorsTek (2449 Riverside Parkway) Tuesday, July 13 from 12 p.m. to 8 p.m.
 - Mesa County Public Health (MCPH) offers COVID-19 vaccinations in a Mobile Vaccine Van at the Market on Main (5th and Main St.) every Thursday from 5:30-8:30 p.m.

***No appointment, ID, or insurance is required for any bus/van vaccinations.**

- MCPH wants to support our business community through up-to-date information on employee vaccination and has put together a toolkit to help employers and organizations schedule on-site vaccination clinics and navigate COVID-19 vaccination in the workplace. Download the toolkit [here](#).

Your Vaccine is Waiting

- The Community Vaccination Site, located at 510 29 ½ Road, accepts walk-ins for COVID-19 vaccine.
- 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.
- All three vaccine types are available, residents are able to choose which vaccine they would like.
- Immediate scheduling for appointments is still available. An appointment can make the process a little smoother.
- Getting a COVID-19 vaccine is quick and easy, plan for about 30 minutes.
- Schedule your vaccine today using these links: [English](#) or [Spanish](#). Search for other vaccine providers in our area including pharmacies and medical clinics, many offer walk-in vaccination. This [provider map](#) is updated weekly.

Make a Plan

- As you plan summertime activities, remember that full protection builds in the two weeks following your second dose (or after your first dose of a single dose vaccine). Plan your vaccine today to ensure the safest possible interactions this summer.

- If you would like to talk to someone about scheduling or the safety and effectiveness of COVID-19 vaccines, call 970-248-6900 and press option 7.
- Individuals who are more comfortable communicating in Spanish are encouraged to call the Mesa County Public Health Spanish-language line at 970-255-3700.
- The State of Colorado has set up a Vaccine Hotline, available 24 hours a day, 7 days a week, with answers to general vaccine questions available in multiple languages. Call 1-877-CO-VAX-CO (1-877-268-2926).

Latest Data

- As of the week ending June 26, 53,653 first doses and 54,861 second doses have been administered in Mesa County for a total of 108,514 doses. By age that breaks down as the following percentages for first doses:
 - 12-15=16.3%
 - 16-19=23.4%
 - 20-29=28.9%
 - 30-39=34.8%
 - 40-49=39.5%
 - 50-59=48.2%
 - 60-69=66.8%
 - 70+=68.3%
 - Total=44.86%
- Approximately 41% of Mesa County residents age 12 and older are fully vaccinated, meaning they have received both doses in a two-dose series, or a single dose vaccine. A [Vaccine Dashboard](#) is updated weekly on the MCPH website with new data related to vaccine by age group.

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

- **GJ Business Incubator Center.** Executive Director Jon Maraschin will be leaving the GJBIC at the end of July. He has been a great partner with the City and many Fruita businesses and we thank him for his service and wish him the best.
- **BLM Acquires Crow Bottom.** The Bureau of Land Management recently acquired the Crow Bottom parcel, and it is now part of the McInnis Canyons National Conservation Area. The Crow Bottom parcel is 177 acres with 1.5 miles of shoreline along the Colorado River (near Mack). The parcel will provide the public with high quality hunting opportunities for waterfowl and wild turkey, along with additional access for boating and fishing along the Ruby-Horsethief Canyon stretch of the river. Other recreational opportunities will include hiking and picnicking. In 2019,

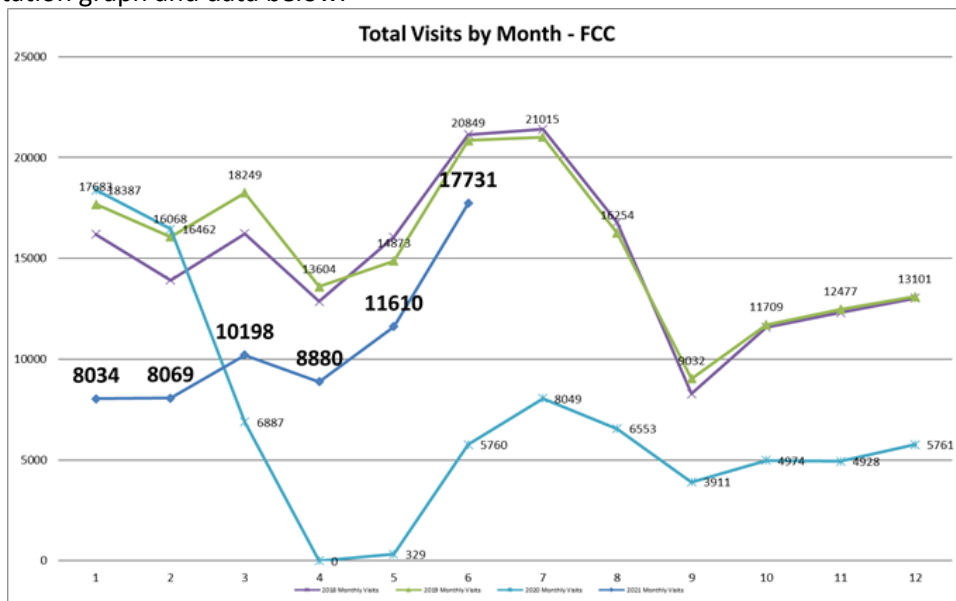
the Fruita City Council wrote a letter of support for the BLM acquiring the land, and it was purchased through the Land Water Conservation Fund. The full release can be found [here](#).

Engineering

- **Fruita Streets Overlays.** The 2021 Street Overlays project will begin next week and continue into next week.
- **Maple Street (as well as Aspen Ave.)** Paving of Maple and Aspen will occur following the completion of the Street Overlays project.
- **19 Road Closure.** 19 Rd. will re-open for the July 4th weekend. There are still remaining construction items that will follow the weekend but should be completed with at least one lane open unless otherwise approved.
- **Mesa County CDOT Chip Seal Project.** During July 5-9, 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.

Parks and Recreation

- **FCC Visits.** The Fruita Community Center continues to rebound and become more active. With 17,731 paid visits to the FCC, visitation was 85% of 2019 numbers and 308% of 2020. See FCC Visitation graph and data below.



Fruita Community Center - Total Visits by Year														
Month	2011 Monthly Visits	2012 Monthly Visits	2013 Monthly Visits	2014 Monthly Visits	2015 Monthly Visits	2016 Monthly Visits	2017 Monthly Visits	2018 Monthly Visits	2019 Monthly Visits	2020 Monthly Visits	2021 Monthly Visits	Average Daily Visits	Visits over / under	Percentage over / under 2019
January	16707	16972	17020	16338	17550	17262	16199	17683	18387	8034	267.80	-10353	43.69%	
February	18555	15203	15195	15363	14355	15011	15838	13923	16068	16462	8069	366.77	-8393	49.02%
March	20244	16071	15414	16095	15093	16083	16544	16223	18249	6887	10198	328.97	3311	55.88%
April	14292	11837	12146	13130	12637	13537	12875	12866	13604	0	8880	296.00	-4724	65.27%
May	13394	13584	14362	14565	14677	15483	16402	16050	14873	329	11610	374.52	-3263	78.06%
June	20641	21506	20252	20249	20746	21929	23910	21135	20849	5760	17731	591.03	-3118	85.04%
July	19488	19897	20890	20847	18258	20757	21316	21396	21015	8049		0.00		
August	17860	12674	11339	10731	13463	15390	16219	16782	16254	6553		0.00		
September	7176	9215	10039	9768	8304	8103	9435	8276	9032	3911		0.00		
October	9384	9137	9613	9801	10614	10685	10606	11591	11709	4974		0.00		
November	11170	10684	11404	11278	11240	12057	11971	12310	12477	4928		0.00		
December	12482	10433	11673	11649	12348	14381	11632	13034	13101	5761		0.00		
Total	164686	166948	169299	170496	168073	180966	184010	179785	184914	82001	64522	1.48	-26540	63.68%

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)

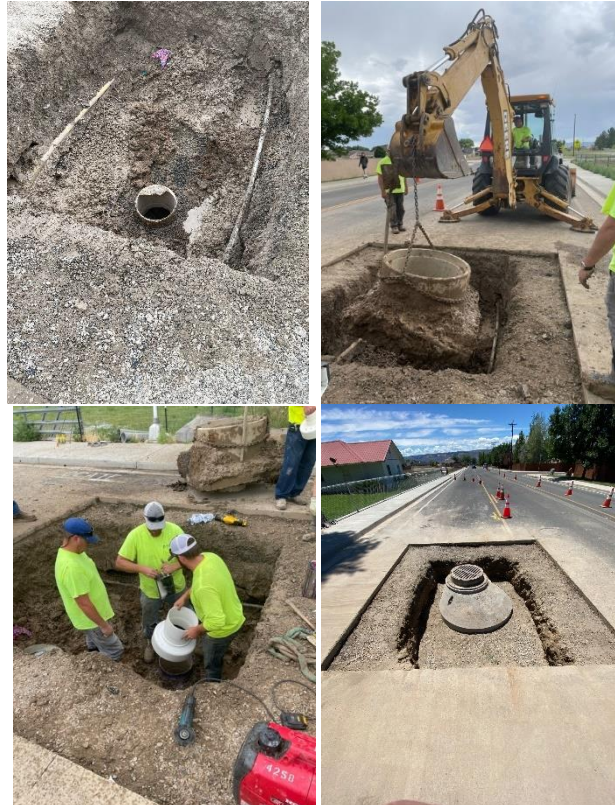
Site Design Review/ Other Applications:

- 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

- **Encanto Line.** Crews completed repairs on the Encanto irrigation line that developed a leak last week. Staff is also reviewing the HOA Contact List to ensure updated contact information for notifications to impacted HOAs in the future.



- **Patching.** Road crew completed asphalt patching in Comstock subdivision, Ottley Avenue, and 19 Road. Crews will patch on Fremont Street for irrigation repair and Peach Street.
- **Utility Locates.** 52 utility locates were completed in the last 5 days.
- **Mountain Water.** Crew made repairs to Enoch supply line at Windy point.
- **GVRTC Meeting.** Staff attended the monthly Grand Valley Regional Transportation Committee Meeting

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

- [CDC investigates new delta variant in Mesa County.](#)
- [Hospital capacity still a concern in Mesa County.](#)
- [Powderhorn open for the season, ready to unveil new biking trail.](#)
- [Fourth of July fireworks in Colorado: Where to watch shows across the state in 2021.](#)
- [Commissioners request constitutional sanctuary idea.](#)

- [Delta Variant taking over Mesa County.](#)
- [Mesa County Solid Waste and Sustainability Division Director honored with Recycler of the Year Award.](#)
- [BLM Acquires 177-acre Ruby-Horsethief parcel.](#)
- [Grand Junction and Fruita planning Independence Day Fireworks.](#)
- [PR and communications coordinator joins Family Health West.](#)
- [Colorado's national monuments offer adventures without the crowds.](#)
- [Colorado nearing 70 percent vaccination goal.](#)
- [Delta variant of coronavirus spreading in Mesa County.](#)
- [Use of personal fireworks banned this Independence Day in Mesa County.](#)
- [Underage drinking violations way down this year at Country Jam.](#)

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 3, 2021** - Fruita Farmers Market – Reed Park from 8:00 a.m. to 12:30 p.m.
- **July 8, 2021** – Thursday Night Concert - Whiskey Stomp (Country Rock), Civic Center Park at 7:30 p.m.
- **July 10, 2021** - Fruita Farmers Market – Reed Park from 8:00 a.m. to 12:30 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 16, 2021** – Food Truck Friday at Reed Park from 5:30 – 8:30 pm.
- **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 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

City of Fruita's
3RD OF JULY
FIREWORKS SHOW
FIREWORKS START AT DUSK

 **FRUITA**
COLORADO

 **WESTERN**
ROCKIES
Federal Credit Union



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 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 or 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



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.