



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 15, 2021
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We have a full agenda scheduled for our meeting on Tuesday night. The meeting will begin with proclaiming October 20, 2021, as "Support Your Local Chamber of Commerce Day" in the City of Fruita. Following that proclamation, the Council will receive brief presentations from organizations applying for outside agency funding for next year, specifically the Fruita Chamber of Commerce, the Colorado West Land Trust, One Riverfront Commission, and Grand Valley Pets Alive. After that, there is five items on the consent agenda and two legislative hearings. The Council will review the final pieces of the Land Use Code Adoption, and we are excited to complete the update. We will then go into budget presentations on Public Works and the Enterprise Funds, and a brief discussion concerning participation in the Colorado Opioids Settlement. Our meeting will conclude with reports and actions and considering rescheduling the November workshop. See you on Tuesday night!

Transportation Master Plan Draft Now Available

This week, we received the draft version of the Active Circulation and Multi-Modal Transportation Master Plan and uploaded it to our website for the public to provide comment on it. The draft can be found at this [link](#), and any comments can be submitted to communications@fruita.org. We will leave the public comment period open for a little over a week, and then after that, will incorporate the comments into the document.

Boards and Commission Vacancies (Continued)

The City of Fruita is currently accepting applications for resident volunteers to serve on many of the City's Boards and Commissions. These groups play an important role by providing information and recommendation policies to staff and the City Council. Currently, there are openings on the [Board of Adjustments](#), the [Historic Preservation Board](#), the [Planning Commission](#), the [Arts and Culture Board](#), the [Downtown Advisory Board](#), and the [Livability Commission](#). To find an application to join a Board or Commission, you can visit this [link](#).

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

General Updates

- **Financial Reports.** August 2021 financial numbers are in, and City sales tax collections remained strong. In August, City sales tax was up 13% in the month when compared to the previous year, and is still 15% higher than 2020. Use taxes on motor vehicles (up 52% in August, 21% year-to-date), County sales tax (up 17% in August, 23% year-to-date), and lodging tax (up 49%, 125% year-to-date) were all also up. Use taxes on building materials was down 47% in August, and is trending slightly lower than last year (down 1%).
- **Coffee with the City Manager.** Next Thursday, October 21, 2021, I will be hosting a Coffee with the City Manager at the Fruita Starbucks, at 8:00 a.m. As always, these events are an opportunity for residents to ask any questions and to discuss any topics that may be on their mind. Hope to see you there!
- **Waste Management Recycling Report.** In September 2021, Fruita residents recycled 53 tons of bottles, cans, paper, and cardboard. Great job Fruita! The full report from Waste Management is provided below.
- **Thank You from Colorado Riverfront Foundation.** We received a thank you letter from the Colorado Riverfront Foundation for our continued support and sponsorship of the organization. The Riverfront Foundation has been an important partner to the City of Fruita for many years, and we are thankful for this partnership. The full let can be found below.
- **Rural Resiliency and Recovery Roadmap.** This week, for our Rural Resiliency and Recovery Roadmap program, we closed out the groundwork phase of our planning process and will be moving on to working with Economic Planning Solutions for the study for our next phase.
- **COVID-19 Testing Site Moves to Mesa County Fairgrounds.** In preparation for colder weather, Mesa County Public Health's COVID-19 testing site will move to Mesa County Fairgrounds, starting on Tuesday October 19, 2021. The Fairgrounds location provides shelter from rain and snow, ensuring that residents and staff stay warm during the winter months. The larger facilities also allows MCPH to expand hours and offer more tests per day. Mesa County continues to see elevated levels of COVID-19 transmission and cases, which has steadily increased testing demand in recent months. Pre-registration is required, and more information from MCPH can be found [here](#).
- **Grand Junction Economic Partnership.** I participated in finalist interviews for the next GJEP Executive Director this week.
- **Colorado Housing and Financing Authority.** Planning & Development Director Dan Caris and I hosted Margie Joy with CHFA in Fruita for a meeting to discuss their services and our housing strategies.
- **Housing Strategies Taskforce.** We held our second committee meet this week and discussed updates. The group is looking forward to the results of our housing gap assessment being performed by EPS.
- **Knowledge Share.** We hosted the City Manager and Assistant City Manager of Glenwood Springs in Fruita this week for a tour and discussions on similar efforts our communities are working on.

Engineering

- **Fremont St. Design.** The review meeting with CDOT is scheduled for November 8th. Plans and specifications are being reviewed in advance of the CDOT meeting.

- **Sidewalk Replacement Program.** Concrete replacements of sidewalks continued this week.
- **Subdivisions.** Construction projects made little progress with the rains we received this week.

Marketing and Promotion

- **Resident Sentiment Survey (Continued).** The City of Fruita and Town of Palisade are currently going through a strategic planning process with the Colorado Tourism Office on the “Bookends of the Grand Valley” marketing partnership. As part of this planning effort, Fruita and Palisade are asking residents to take a short survey on attitudes toward tourism. Responses are anonymous and will help both organizations better understand resident sentiment on tourism and the best ways to develop and manage tourism locally. If interested in taking the survey, you can find it [here](#).

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)
- Fruita Mews PUD Amendment (WITHDRAWN) (1138 18 ½ Rd, Fruita CO 81521)

Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Under Construction)

- 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)

Police Department

- ***Fruita PD Now on Neighbors.*** We are excited to announce the Fruita Police Department has joined with Neighbors Public Safety Service. Neighbors allows us to connect with residents to improve safety in our community. It will serve as another tool to send and request information regarding recent crime trends, as well as allow for you to share photos, videos, and information with us. You do not need a Ring device to join Neighbors. Anyone with a smartphone can download the Neighbors App in order to receive updates and have the option to post photos or videos from any device. If you already have too many apps, we will still share this information on Facebook. This will just be another way for us to work together in preventing crime!

Public Works

- ***Irrigation Water.*** Public Works began shutting down irrigation system ahead of schedule due to the potential for freezing temperatures forecasted later in the week. Crews began shutting off the water on Wednesday.
- ***Fleet Maintenance Update.*** Fleet Maintenance crew continues to prepare equipment for winter operations.
- ***Road Maintenance Crews.*** Road Maintenance crew completed an asphalt patch on Peach and Aspen and continues to work with Engineering on proof rolling in new subdivisions. If weather permits, crew will start crack sealing.
- ***Collections Update.*** Collections crew completed the cleaning of the south wet well at I-70 lift station with a confined space permit.
- ***Wastewater Update.*** Wastewater Treatment staff completed several maintenance items and restructured their work order system to allow for better reporting while utilizing the system. They will continue organizing assets into the systems. Staff also received the draft report for H2S Mitigation and we are reviewing that.
- ***PW Administration Update.*** PW Director participated in the Colorado Department of Public Health & Environment Permits Webinar regarding preliminary effluent limits and water quality planning targets.

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

- [Long-time Junction parks employee to take on Fruita Parks and Rec director role.](#)
- [Registered voters, your ballot is arriving soon.](#)
- [2021 election ballots on the way to voters.](#)
- [Mesa County has officially sent out the voting ballots.](#)
- [Median home prices continuing to rise in Grand Valley.](#)
- [Moon Farm hosts concert fundraiser for Grand Valley Equine Assisted Learning Center.](#)
- [County Presents 2022 Proposed Budget.](#)
- [3 D51 schools masking due to COVID-19.](#)
- [Ballot Trax provides a way for you to track your ballot.](#)

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.):*

- **October 21, 2021** – Coffee with the City Manager at Fruita Starbucks, 8:00 a.m.
- **October 23, 2021** – Truck N'Treat, Downtown Fruita, 10:00 a.m. to 12:00 p.m.
- **October 29, 2021** – Trick or Treat Street in Downtown Fruita, 3:00 p.m. - 5:00 p.m.
- **October 30-31** – Trek Dirt Bike Camp at Little Salt Wash Park, 8:00 a.m. to 1:00 p.m.
- **November 2, 2021** - Walk Downtown Fruita with the City Manager at 4:00 p.m. - meet at the Fruita Civic Center.
- **November 6, 2021** – Rimrock Marathon, 8:00 a.m. to 2:00 p.m., Colorado National Monument and Fruita Community Center.
- **December 11, 2021** – Holiday Arts and Crafts Fair at the Fruita Community Center, 10:00 a.m. to 3:00 p.m.
- **December 11, 2021** – Hometown Christmas and Parade of Lights, Parade is at Dusk, in Downtown Fruita.
- **December 15, 2021** – Cookies N Claus at the Fruita Community Center – 6:30 p.m.

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

SEPTEMBER 2021 RECYCLING BENEFITS

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

This month's recycling efforts saved the following resources:

854 Mature Trees

Represents enough saved timber resources to produce 14,524,100 sheets of printing and copy paper!

123 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 157 people!

123,045 Kw-Hrs of Electricity

Enough power to fulfill the annual electricity needs of 11 homes!

Avoided 145 Metric Tons (MTCO₂E) of GHG Emissions

This GHG reduction is equivalent to removing annual emissions from 31 passenger vehicles!

260,180 Gallons of Water

Represents enough saved water to meet the daily fresh water needs of 3,469 people!

To learn more about recycling, visit [WM.com/RecycleRight](https://www.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, Gylford Corporation, U.S. Forest Products Laboratory, and Waste Management.

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



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September 22, 2021

Mr. Michael Bennett
City of Fruita
325 East Aspen
Fruita, CO 81521

Dear Mike,

Once again, thank you to the City of Fruita for supporting the 2021 Colorado Riverfront Concert Series. We weren't sure what to expect this year and attendance numbers were down but ticket sales were on par with years past. The music lovers who attended were thrilled we went forward with this season's concerts. With the funds raised from sponsors and food and beverage, we have been able to improve the venue gradually, and keep the Riverfront project in the public eye.

Speaking of the Riverfront project, the City of Grand Junction continues work at Las Colonias. They have completed the Lunch Loops/Monument Road connection and the Riverside Park improvement project. In addition, Mesa County and the Town of Palisade completed the Palisade Plunge. These are just some of the many projects the Riverfront Foundation has helped to fund with proceeds raised at our concert series.

We are preparing for 2022 already. I hope the City of Fruita will continue to be an important part of our sponsor roster next year. I will be calling to confirm that fact soon. Meanwhile, I want to reinforce again, how much we appreciate your support! Have a wonderful fall.

Sincerely,

A handwritten signature in blue ink that reads "Paul Nelson".

Paul Nelson
Riverfront Foundation



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.