



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: DECEMBER 23, 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

***City offices will be closed tomorrow, December 24, 2021, in observance of Christmas and Friday, December 31, in observance of New Year's Day.***

***Happy Holidays Fruita!***

Trash and recycling services are not impacted by the holiday. The Fruita Community Center will close at 12:00 p.m. Friday and is closed on Christmas Day.

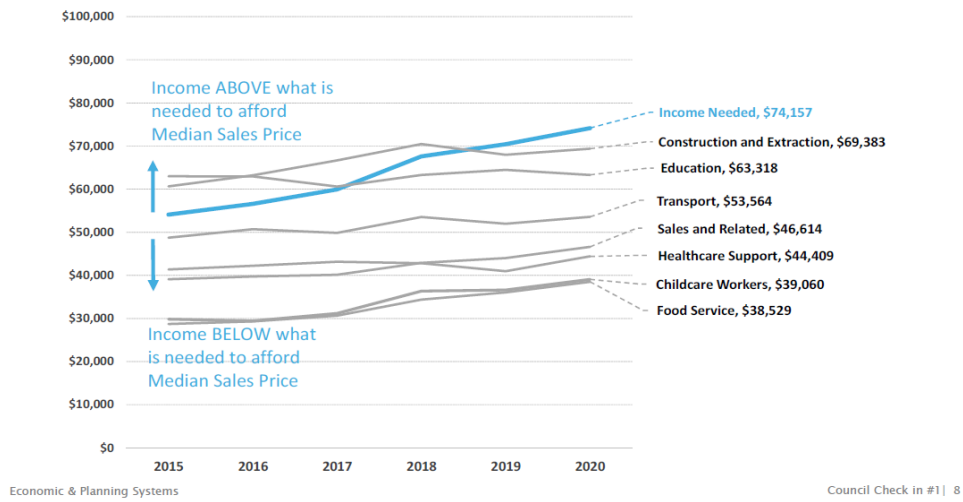
### **Fruita Housing Data**

As presented by Economic Planning Systems (EPS), who is contracted by the City to conduct a housing assessment, at the City Council meeting Tuesday, a summary of the data is below and more information is to be added to the website and a special newsletter is expected early next year. The study was commissioned following goals set by the community in the City's [Comprehensive Plan](#) around workforce housing and the 2021 Community Survey results as well as feedback from Fruita employers whose employees or prospective employees are cost-burdened to find housing.

- Recent land use code updates are proving the concept with current projects in the mix addressing need for variety of housing; however, these units are still at market rates and more tools are needed to address the gap between average wages and average housing prices.
- EPS recommends a dedicated revenue source to address needs in a substantial way.
- Household income needed to afford median sales prices of homes in Fruita is \$74,157. Average wages in all major workforce sectors in Fruita (construction/extraction, education, transportation, sales, healthcare support, childcare, food service) fall below. See chart below.

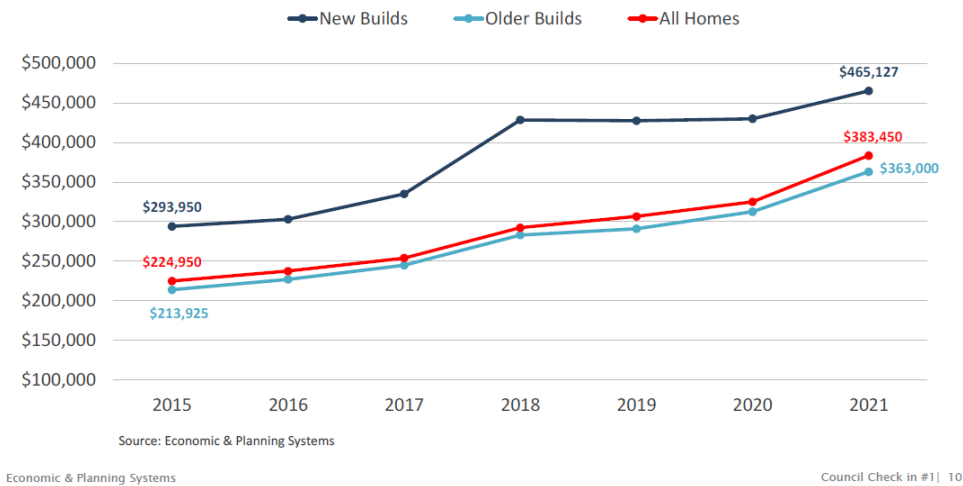
*Honor the Past – Envision the Future* **FRUITA**

## INCOME NEEDED VS. WAGES

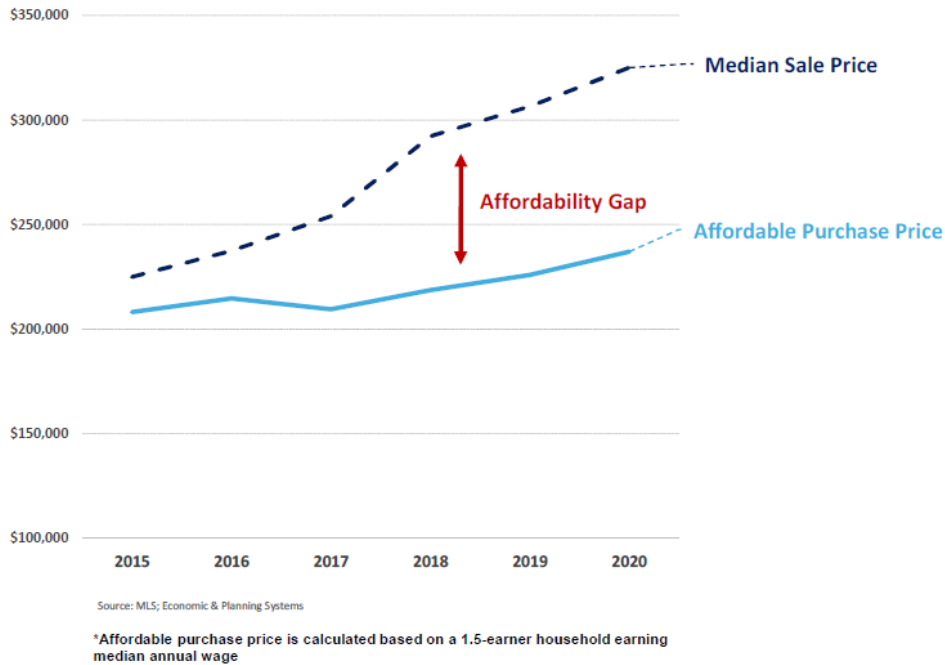


- 68% of the Fruita workforce commutes into Fruita.
- Since 2015, new home build average prices have changed from \$293,950 to \$465,127 in 2021, and prices have increased on average 9% per year. New builds are averaging \$100,000 more than existing builds.
- All homes average prices have changed from \$224,950 to \$383,450 since 2015.
- Older built homes have changed in average prices from \$213,925 to \$363,000 since 2015.

## HOME PRICES

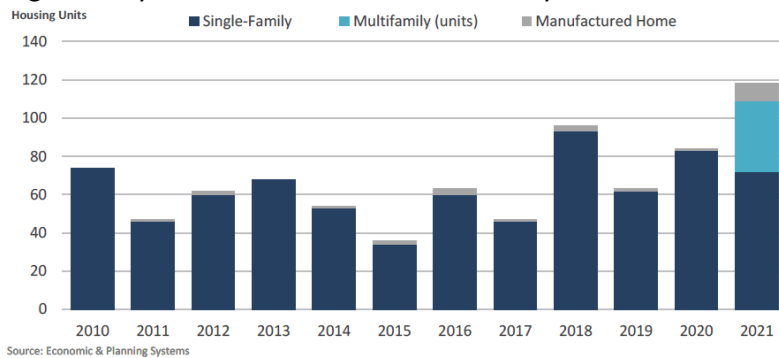


- In 2015, a household with 1.5 earners at the median wage of \$38,000 (\$18.26/hr) could afford the median priced home in Fruita.
- Today, home prices are about \$67,000 higher than what a median wage earner can afford (also assuming 1.5 earners per household). See chart below.



Council Check in #1 | 11

- More housing diversity is needed to address affordability:



Council Check in #1 | 15

- 52% of renters in Fruita are cost-burdened (spend over 30% of income).
- Fruita had the highest median rent increases from 2010 – 2019 according to the Grand Valley Housing Needs Assessment.

## General Updates

- **City Council Workshop Canceled.** As a reminder, our Council Workshop next week was canceled. See you all in 2022!
- **GJEP Executive Director Recruitment.** The Grand Junction Economic Partnership, of which we are members, is seeking applications for the next Executive Director. Information is found [here](#). In addition, they are recruiting for a Community Relations Manager at the same link.
- **Mesa County Economic Update Fourth Quarter.** CMU Economist Nathan Perry released the fourth quarter report, which can be found [here](#).

- ***Change at the CO Outdoor Recreation Office.*** Nathan Fey, Executive Director, is leaving his post for another opportunity. We will miss Nathan and thank him for his service. More info found [here](#).

## **Engineering**

- ***Trail Wayfinding.*** The Wayfinding project is underway. Several signposts and most of the pavement markings have been installed. Engineering is in the process of reviewing proofs for the map signs, which will be installed once they're delivered.
- ***Emergency Sewer Repair.*** The Highway 6 sewer project is on track to begin in the first part of January. Public Works personnel have been working to keep the public informed about the project and have set up a web page for the project, which will act as the central location for information about the project ([viewable here](#)).
- ***Pine Street Bridge Project.*** The Right-of-Way Acquisition consultant is progressing towards resident contacts for the Pine St. Bridge project.

## **Human Resources**

- ***Current Job Openings.*** The City of Fruita continues to recruit for a variety of positions, specifically for the roles of Guest Services Attendant at the Fruita Community Center, Youth Basketball Sports Officials, and for a Communications and Engagement Specialist. To view these openings and to learn more information, you can visit our website [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:**

- Title 17 & 2 Land Use Code Update (Complete and Approved by City Council 10/19/2021)

## **Major/ Minor Subdivisions:**

- Dwell PUD Final Plan/Plat (Final Plan / Final Plat) (1136 17 ½ 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 Construction) (1176 18 Rd, Fruita CO 81521)
- Epic Minor Subdivision (Approved) (1092 Wallace St, Fruita CO 81521)
- Cider Mills Final Plan (Under Review) (960 Stone Mt Drive, Fruita CO 81521)
- Red Cliffs 3 Final PUD Plan (Approved) (280 Clements Way, Fruita CO 81521)
- Grand Valley Estates 3 Final Plat (Complete) (1848 J Road, Fruita CO 81521)
- 1930 Highway 6 & 50 Annexation and Zoning (Approved) (1930 Hwy 6 & 50 Fruita CO 81521)
- Orchard Ridge 3 Final Plat (Complete) (Orchard Ridge Subdivision, Fruita CO 81521)
- Sycamore Estates Minor Subdivision (Approved) (945 E. Pabor Ave, Fruita CO 81521)
- Fruita Copper Creek Annexation and Zoning (Approved) (954 19 Rd, Fruita CO 81521)

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

- Monument Powder Coating (1596 Cipolla) (Complete)
- Raptor Crossing Concept Plan (853 Raptor Rd) (Under Review)
- 111 S. Mesa Street Site Design Review (Under Construction) 111 S. Mesa St, Fruita CO 81521)
- 241 S Mesa Street Site Design Review (Under Construction)
- Monumental Provisions 155 N Mulberry St. (Under Review)
- Mobile Vending Land Use Code Amendments - (Under Review)
- Grand Skye Site Design Review (Under Review)

### **Parks and Recreation**

- **Food Drive.** The Fruita Community Center collected 743 pounds of food and donated to Food Bank of the Rockies, which is equivalent to 600 meals. Thank you so much to everyone who participated and donated to support our community!

### **Police Department**

- Staff attended the funeral of Wayne Weyler of the Mesa County Sheriff's Office, who died after a battle with COVID-19 following a 41-year career in law enforcement. Fruita PD assisted the Sheriff's Office during the funeral with calls as well. We express our sincere condolences to the family.

### **Public Works**

- **FOGs.** Public Works has received several Fats, Oils, Grease questionnaires back from local businesses, but would like to make a friendly reminder to all businesses who received the questionnaire to fill them out and return them to Public Works.
- **Highway 6 Sewer.** Public Works continues to prepare for construction to begin in January for the Hwy. 6 sewer line replacement project. To keep updated on construction progress you can visit the City's website: <https://www.fruita.org/publicworks/page/hwy-6-sewer-2021>
- **Streets.** The crews crack sealed Windsor Park and Red Rocks Subdivisions, Kingsview Estates and has applied cold patching pot holes around town. The Streets crew filled two Maintenance Worker 1 positions.
- **Collections.** The crew has continued training on the Vactor truck and lift stations, completed 2,500 ft. of jetting and sewer cleaning in Monument Glen, televised 1,173 ft. of sewer lines to update condition scores, cleaned grease from the I-70 lift station and completed maintenance on a bypass pump.
- **CMU.** Public Works Director participated in a discussion with Project Accelerator to discuss a possible funding opportunity and she and I also discussed with Economist Dr. Perry from CMU assistance to gather economic information in preparation for state funding for our sewer project next year.

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

- [Grand Junction's airport gets \\$2.24 million from infrastructure bill.](#)
- [Mesa County jobless rate holds steady.](#)

- [City of Fruita wins award for resident satisfaction.](#)
- [10-year-old Fruita boy fighting a rare blood disease.](#)
- [Daily Sentinel Economic Focus December 2021.](#)

**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.):*

- **January 21, 2022** – Night at the Fruita Community Center, 7:00 p.m.
- **February 12, 2022** – Sweetheart Run, 5K/10K, Fruita Community Center at 10:00 a.m.
- **March 4, 2022** – Night at the Fruita Community Center, 7:00 p.m.
- **May 6-8, 2022** – Fruita Fat Tire Festival, North Fruita Desert and Downtown Fruita.
- **May 6-7, 2022** – 18 Hours of Fruita, Highline State Park.
- **June 3-4, 2022** – Mike the Headless Chicken Festival, downtown Fruita.

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)



# 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.