



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: DECEMBER 30, 2021
Re: WEEKLY INFORMATION UPDATE

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City offices will be closed tomorrow, Friday, December 31, in observance of New Year's Day. Happy New Year Fruita!

Tuesday's City Council Meeting

Our meeting on Tuesday night will begin with a proclamation for Crime Stoppers month in the City of Fruita. After that, Colvita Creative, the new marketing firm for the City's tourism efforts, will provide a brief presentation to the City Council on their firm and to answer any questions. Following the consent agenda, there is six quasi-judicial hearings. There is one administrative item on housing strategies before concluding with reports and actions and my formal review. See you on Tuesday!

Highway 6&50 Sewer Replacement Project Beginning Soon

Construction of the Hwy 6&50 sewer line is scheduled to begin in the next couple of weeks, depending on the weather. Temporary message boards have been set up along the highway notifying drivers of the upcoming construction. The contractor will be working in the upcoming months installing a new sewer line and manholes on or around Highway 6&50 between Plum Street and Grand Avenue. With construction starting soon, drivers should expect detours and delays. There will be a slight pause in construction once the underground work is completed, and it will continue once crews can begin paving. To follow the latest on the project, you can visit our website [here](#).

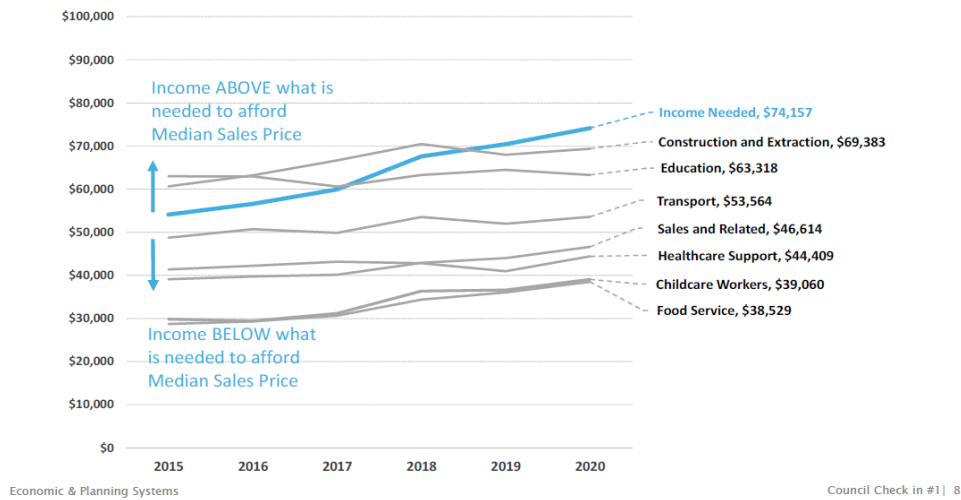
Fruita Housing Data (Continued)

As presented by Economic Planning Systems (EPS), who is contracted by the City to conduct a housing assessment, at the City Council meeting on December 21, 2021, a summary of the data is below and more information to be added to the website and a special newsletter early next year. The study was commissioned following goals set by the community in the City's [Comprehensive Plan](#) around workforce housing, the 2021 Community Survey results, as well as feedback from Fruita employers whose employees or prospective employees are cost-burdened to find housing.

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

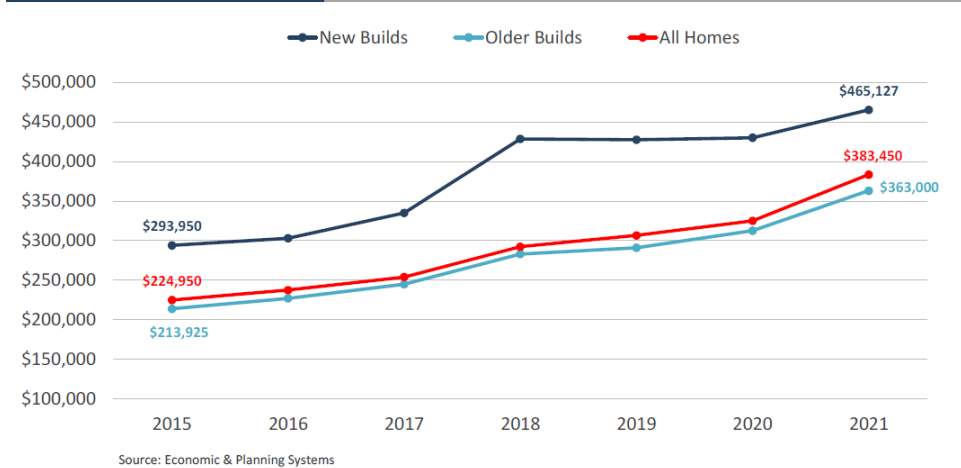
- Recent land use code updates are proving the concept with current projects in the mix addressing need for variety of housing, however these units are still at market rates and more tools are needed to address the gap between average wages and average housing prices.
- EPS recommends a dedicated revenue source to address needs in 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.

INCOME NEEDED VS. WAGES

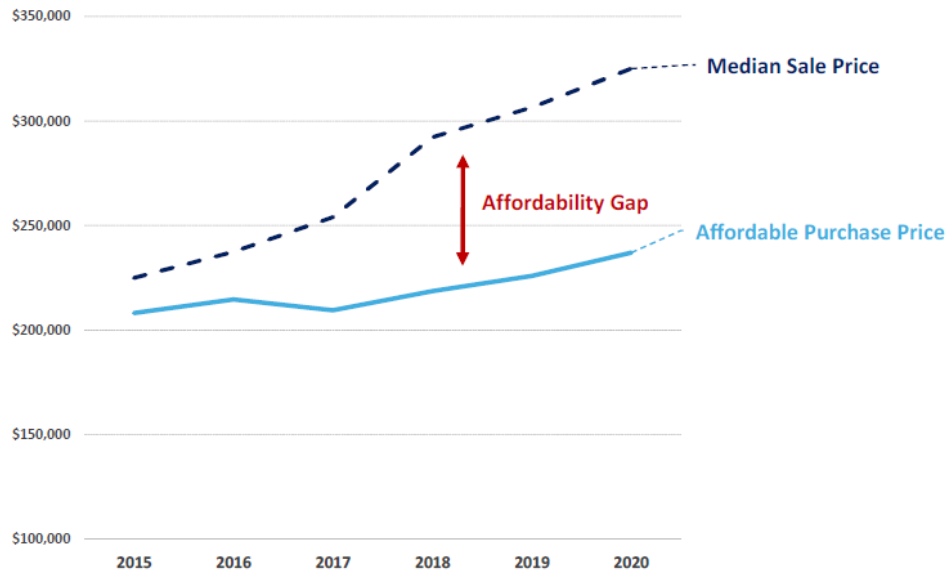


- 68% of the Fruita workforce commutes into Fruita.
- Since 2015, new home build average prices have changed from \$293,950 to \$465,127 in 2021, and prices have increased on average 9% per year. New builds are averaging \$100,000 more than existing builds.
- All homes average prices have changed from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

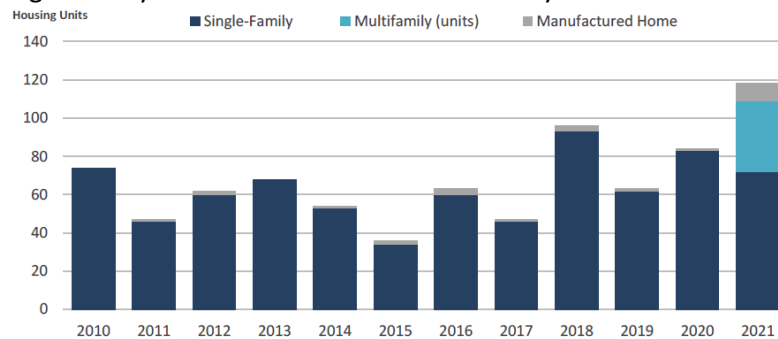


Source: MLS; Economic & Planning Systems

*Affordable purchase price is calculated based on a 1.5-earner household earning median annual wage

Council Check in #1 | 11

- More housing diversity is needed to address affordability:



Source: Economic & Planning Systems

Economic & Planning Systems

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

- **Winter City Link.** The 2021 Winter City Link is now available online [here](#) and should be arriving at homes and businesses in the next week or two. It includes articles on the 2022 Budget, accomplishments from this year, utility rate changes for next year, City election news, and more.

- **January Business After Hours.** The City of Fruita will be hosting the Chamber Business After Hours next month on January 13, 2021, at 5:30 p.m. upstairs at FWorks. We hope that you can join us!
- **Omicron Variant Found in Mesa County.** From Mesa County Public Health (MCPH) on Wednesday: MCPH has identified three Mesa County residents who have tested positive for the Omicron COVID-19 variant. Two individuals are under the age of 60 and one is a teenager. Currently available vaccines reduce the risk of severe illness, hospitalization, and death due to infection with the Omicron variant. Early data shows strong evidence that individuals who have received three doses of an mRNA vaccine (Pfizer or Moderna) have stronger protection against COVID-19 strains, including the Omicron variant, than those who have only received two doses. The full update from MCPH can be found [here](#).
- **History of Transportation in Mesa County.** This month, a few of our Boards and Commission members, Denise and Steve Hight, joined the Mobile Mesa County podcast on KAFM to discuss the history of transportation in Mesa County. If you are interested in listening, the full podcast can be found [here](#).

Human Resources

- **Bloodmobile.** The St. Mary's Bloodmobile was on-site at the Civic Center on Tuesday, December 28, 2021. We had another great turnout with 17 people coming out to donate and 13 total units collected. Thank you to all who donated. The next blood drive will be February 22, 2022.

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

- **Parks Update.** Parks crews has been cleaning up after the wind events, mostly tumble weeds around parks and trails. Also, Parks crews helped with snow removal this week and installed new playground safety wood chips at Little Salt Wash, Heritage, Comstock, and Reed Parks.
- **Fruita Community Center Holidays Hours.** The Fruita Community Center (FCC) will be closing at 5:00 PM on Friday, December 31 for the holiday. The building will be closed Saturday, January 1st.
- **Updated FCC Hours.** Starting Monday, January 3, the FCC will have updated hours. The updated hours are below:
 - Monday-Thursday 5:30am-9:00pm.
 - Friday-Sunday remains the same
 - Friday 5:30am-7:00pm
 - Saturday 7:00am-6:00pm
 - Sunday 12:00pm-6:00pm
- **Basketball Skills Challenge.** The CARA Basketball Skills Challenge is a FREE skills competition for boys and girls between the ages of 6 and 13 years old to compete separately against their peers. This skills challenge program tests kids on their passing, dribbling and shooting abilities. CARA Basketball Skills Challenge will be taking place at the FCC on Saturday, January 15th at 8am.
- **Bimonthly Newsletter.** The latest edition of the bimonthly Fruita Parks and Recreation newsletter is now online and can be found [here](#). It includes information on upcoming programming, the Senior January calendar, winter swim lessons and aquatic programs, and more!

Police Department

- **Happy Retirement!** One of our Records Specialists, Glenda Willis, is retiring. We thank her for her 13 years of service to the citizens of Fruita and wish her all the best in her retirement.

Public Works

- **Road Maintenance Update.** Road Maintenance crew completed crack sealing for the year on E. Ottley Ave. from Pine St. to Sycamore St. Traffic Safety staff also picked up replacement city limit sign on Friday and will get it installed after snowstorm lets up.
- **Snow Removal.** It has been a busy week for snow removal! Public Works crews have been plowing snow and conducting anti-icing operations throughout the week. Crews starting snow plowing at 3:30 a.m. on Tuesday morning, and at 6:00 a.m. on Wednesday morning. As snow continues into the week, crews will continue to be monitoring conditions and plow when necessary.

- **Collections Update.** Collection crews completed CCTV work for Iron Wheel Subdivision.
- **Wastewater Update.** Wastewater Treatment crew is updating and editing standard operating procedures for submitting the monthly discharge monitoring report. They also submitted a RFQ for 2022 lab supplies.

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

- [Recovering from long COVID.](#)
- [Growth phase foreseen for Mesa County.](#)
- [Public Health, hospitals urge COVID-19 caution as capacity still an issue.](#)
- [Mesa County has seen recent slowing in new COVID-19 cases.](#)
- [GJEP survey results.](#)
- [In Mesa County, if you're stuck in a crevasse or lost in the snow, these are the people who help.](#)
- [Request to open meetings with prayer prompts debate in Fruita.](#)
- [Winter weather comes to down, more on the way.](#)
- [Highline to host a CPW First Day Hike.](#)
- [Grand Junction eyes future of virtual court.](#)
- [Omicron variant detected in Mesa County.](#)
- [Health department identifies three cases of the Omicron variant in Mesa County.](#)
- [Officials warn drivers to be careful and slow down.](#)

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 13, 2021** – Fruita Chamber After Hours Hosted by the City of Fruita – FWorks, 5:30 p.m.
- **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.
- **April 23, 2022** – Co2UT Gravel Bike Race, Downtown Fruita and the North Fruita Desert.
- **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



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.