



FRUITA

COLORADO

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Residents Give Fruita High Marks on City Services, Value for Tax Dollars.

Fruita, Colorado – The results of the City of Fruita 2021 Community Survey are now available and show that residents have a very positive perception of the City. 93% of residents rated the quality of life in Fruita as “excellent” or “good”, and 84% rated the quality of services as “excellent or “good”.

The Community Survey measures and assesses resident satisfaction with the delivery of major city services and helps set community priorities for improved services and long-range planning. Core services surveyed included public works (streets and transportation, sewer, wastewater), public safety (police department), parks and recreation, communications, planning and development, quality of life, and satisfaction with city services for dollars paid.

Fruita also rated above the United States average in 32 of the 37 areas assessed (86%). Satisfaction with the overall quality of services rated 25% above the U.S. average and the overall value received for taxes/fees rated 21% above the U.S. average.

The City of Fruita hired ETC Institute to conduct a statistically valid survey. A copy of the survey was mailed to every household in Fruita, and ETC Institute calculates a margin of error of +/- 3.8% at the 95% level of confidence. Residents completed the survey in the spring of this year following an unprecedented COVID-19 pandemic and among other national issues. Results of the survey will be used to inform decision making and to identify budget priorities moving forward.

Highlights from the survey include:

- 93% of those survey indicated rated the overall quality of life in Fruita as excellent or good.
- 85% of the respondents indicated that the overall feeling of safety in Fruita was excellent or good.
- 84% of participants gave excellent or good ratings for the quality of services provided by the city

- 93% of respondents stated that the “small town atmosphere” needs are very well met or met, as a reason to live in Fruita.
- The major categories of city services that had the highest levels of satisfaction were the overall quality of garbage collection (92% very satisfied or satisfied), the quality of sewer service (81% at least satisfied), the overall quality of City parks (79% very satisfied or satisfied), and police services (78%).
- The overall value of services received for taxes and fees rated 21% above the U.S. average.
- When asked if the City Council should add a question permitting the retail sale of cannabis in Fruita on the April 2022 ballot, 55% of respondents answered no, while 45% answered yes. Out of those 45% that voted yes that the City Council should include the question on the upcoming ballot, 9% stated they would not vote for a question permitting the retail sale.

While the survey results are very positive, the survey questions seek to obtain feedback on how the city should prioritize resources and the data suggests the top two areas the city should continue to focus on are the overall quality of City streets and the flow of traffic and congestion.

“The City of Fruita conducts a Community Survey about every four years and has consistently received high ratings on the City’s core services and other programs,” said City Manager Mike Bennett. “We are proud of these results and want to celebrate the accomplishments of our organization and the community, but we want to focus most heavily on continuous improvement and using the results to prioritize resources and improve service delivery to our residents. We thank all the community members who participated in the survey, we appreciate your feedback.”

ETC Institute is nationally recognized for its research and is located in Olathe, Kansas. Since its founding, ETC has surveyed more than 200 million people from more than 900 cities and 49 states. ETC Institutes guarantees that the results of the 2021 Fruita Community Survey are statistically representative of the City. The Fruita Community Survey was administered using a combination of mail and online responses.

The full report and presentation to the City Council that was provided by ETC Institute can be found at: www.fruita.org/2021communitysurvey.

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