



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 14, 2022
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

Our meeting on Tuesday will begin with recognizing the students and staff members of the month for January at Fruita Middle School. After that, the Council will consider eight items on the consent agenda before moving to manager and council updates, concluding with public hearings. We have two public hearings scheduled, the first on a special event liquor license application and the second on a planning and development application. As a reminder, the full agenda for the meeting, the packet, and the link for the public to participate virtually, can be found on our website [here](#) (when available).

Highway 6&50 Sewer Replacement Project Update

Work started this week on the Hwy 6&50 Sewer Replacement Project. The contractor installed the first two manholes and enough pipe to continue through the parking lot of Fiesta Guadalajara. Wave's drive-through is open again but it's a tight fit, so caution is still needed for vehicles. Plum St. is mostly complete but intermittent closures will continue for at least another week. Vehicular access to businesses along Highway 6 & 50 will be open either from Plum St. or Mesa St. this weekend but expect intermittent full closures on Plum St. and Mesa St. next week as construction progresses. Walk-up traffic to both Wave and Fiesta Guadalajara is and will remain open.

General Updates

- **Financial Reports.** In November of 2021, sales tax collections continued to be strong both locally and regionally. City sales tax in November were up 12% from the previous year, and is still trending about 15% higher than 2020. Use taxes on motor vehicles were up 94% (up 22% year-to-date when compared to 2020), use taxes on building materials was down 100% (trending at an 8% decrease from 2020), and lodging taxes were up 49% (trending 95% above 2020). County sales taxes were also up and increased 19% from the previous year and up 21% year-to-date. The full financial reports for November can be found in the Council packet for our meeting on Tuesday night.

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

- **Mesa County Economic Development First Responders.** This week our regional team kicked off phase 2 working with Economic Planning Solutions as our consultant (paid for by the state in the program) to work on economic development strategies to leverage county-wide resources to bolster activity countywide.
- **December Waste Management Report.** In December 2021, Fruita residents recycled 56 tons of bottles, cans, paper and cardboard. Great job Fruita! Throughout 2021, Fruita residents recycled 621 tons of recyclable material. The full reports from Waste Management (from December and 2021) can be found below.
- **Mesa County Records Highest Daily COVID-19 Case Count Since the Beginning of the Pandemic.** From Mesa County Public Health (MCPH) on Tuesday – Mesa County has seen a recent significant spike in COVID-19 transmission and cases. On January 9, 2022, 532 cases were reported. That is the highest single-day case total. Previously, the most cases reported in a single day was 322 in November 2020. MCPH continues to urge prevention methods in a layered (the more, the better) approach for all Mesa County residents, regardless of vaccination status. All Mesa County residents are asked to stay home and do not go to work, childcare, public places, or gatherings if you have symptoms of any kind, even if you are vaccinated. If you have symptoms, even if they seem mild, please get a COVID-19 [test](#). The full report from MCPH can be found [here](#).
- **Grand Junction Mountain Bike and Film Festival.** Last week, the Greater Grand Junction Sports Commission announced the inaugural “Grand Junction Mountain Bike and Music Festival” event. The festival will take place on May 20-22, 2022, and more information can be found [here](#). It includes several different races, including 15 miles, 30 miles, and 40 miles, in different categories. We look forward to seeing this event! If you are interested in participating, there is a special “locals only” registration scheduled to take place on Monday, January 24th, at Ramblebine Brewery from 4:00 p.m. to 7:00 p.m.

Engineering

- **2022 Chipseal Project.** The 2021 Chipseal Project will go out to bid on February 18th. More information will be available on the City’s website in the coming days.
- **2022 Street Striping Project.** Street striping for 2022 will also go out for bids on February 18th. The city historically refreshes all the striping in the city annually. In 2021, with the shortages of paint, the city opted to skip a year and plan for a refresh in 2022.

Marketing and Promotion

- **Bookends of the Grand Valley Digital Marketing Campaign.** Staff is working on closing out the grant from the Colorado Tourism Office (CTO) for the “Bookends of the Grand Valley” digital advertising campaign with the Town of Palisade. The campaign was highly successful, and the digital advertisements ran from April – December of last year. We received the data from the campaign this week, and here is a summary of it:
 - 6.3 million total impressions of the digital advertisements (1.9 million for Fruita specific advertisements, 1.2 million for Palisade, and 3.2 million for combined advertisements).
 - 5,465 combined clicks on advertisements for people to learn more information and send them to our [joint website](#).

- Conversions – the contractor shared that 1,615 people confirmed travel to the area and estimates that they spent \$121,000.
- The total amount spent on the campaign was \$42,000, and the costs were shared between Fruita, Palisade, and the CTO Grant. Overall, a very successful campaign! Staff will continue to work with Palisade on upcoming partnership efforts to leverage resources for marketing and promotion.

Parks and Recreation

- **Night at the FCC Canceled.** Unfortunately, due to the rising COVID-19 cases in the community, we have decided to cancel the January 21, 2022, Night at the FCC. The next one is scheduled for March 4, 2022.
- **Bimonthly Parks and Rec Newsletter.** The latest edition of the bimonthly Fruita Parks and Recreation newsletter can be found [here](#), and it includes updated hours at the Fruita Community Center, upcoming youth and adult programming, information on the Sweetheart Run, and more.
- **CARA Basketball Challenge.** The Cara Basketball Skills Challenge (formally known as the Denver Nuggets Skills Challenge) is tomorrow, January 15th, at the Fruita Community Center. This event is open for ages 6-13 and is free to attend and participate. Registration opens at 8:30 a.m. tomorrow.
- **Fishing is Fun Day.** The Fishing is Fun event, which was postponed in the fall, is now scheduled for Saturday, April 2, 2022. Join us at Snooks Bottom for two hours of fishing@ More information can be found [here](#).
- **Easter Egg Scramble.** The Easter Egg Scramble will be on April 13, 2022, at the Fruita Community Center, 4:00 p.m. to 6:00 p.m. As always, this event is free to attend.
- **Youth Co-ed Volleyball and Youth Basketball.** Practices begin next week with the first games taking place on January 29th.

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)

Public Works

- **Road Maintenance Update.** Road Maintenance crew continued to work on clearing icy conditions throughout the city and responded to snow and ice issues. Completed cold patching on 19 Road repairing several potholes that developed due to the moisture and freezing temperature conditions. Crews are working on Hwy 6 sewer replacement project to deliver pipe and fittings when contractor is ready for material.
- **Building Maintenance Update.** Building Maintenance staff continue to monitor HVAC unit temperatures at the Civic Center, painted the storage room at the Civic Center. Currently working on obtaining quotes for several items at the PW Shop.
- **Fleet Maintenance Update.** Fleet Maintenance staff completed several maintenance items, repaired mag leaks, responded to the WWRF for genset.
- **Collections Update.** Collections crew has spent time training this week, hauled grease from I-70 lift station, cleaned John's Manville force main and updated backflush fittings, submitted updated sewer material list and completed maintenance on bypass pump on Hwy. 6 and completed 13 utility locates.
- **Wastewater Update.** Wastewater Treatment staff started and continued temperature study, completed biosolids report for the State.
- **Public Works Administration Update.** PW Director met with new employees who started on the Road Maintenance Crew, followed up with software company for work order system, participated in meeting to discuss grant funding opportunities, participated in the Colorado Department of Public Health and Environment Permits Webinar and reviewed budget documents with the Road Maintenance Crew.

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

- [Fruita, Palisade accepting candidate petitions.](#)
- [Delays in COVID test results due to Omicron.](#)
- [Health Department reports over 900 new COVID-19 cases since Friday.](#)
- [Mesa County offices closed for Martin Luther King Jr. Day.](#)
- [It's flu season in Mesa County!](#)
- [LEAP assistance program still taking applications.](#)

- [Communities with the fastest growing home prices in Grand Junction.](#)
- [COVID-19 surge in Mesa County.](#)
- [Interim CEO says he wants to increase transparency at Mind Springs.](#)
- [Some Martin Luther King Jr. Day events canceled in voting rights protest.](#)
- [School District #51 graduation rates continues to climb.](#)
- [Drought situation improves in Mesa County.](#)

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.):*

- **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 2, 2022** – Fishing is Fun Day at Snooks Bottom Open Space, 8:00 a.m. to 10:00 a.m.
- **April 13, 2022** – Easter Egg Scramble, Fruita Community Center, 4:00 p.m. to 6:00 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



CITY OF FRUITA

DECEMBER 2021 RECYCLING BENEFITS

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

This month's recycling efforts saved the following resources:

683 Mature Trees

Represents enough saved timber resources to produce 11,616,400 sheets of printing and copy paper!

126 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 161 people!

108,120 Kw-Hrs of Electricity

Enough power to fulfill the annual electricity needs of 10 homes!

Avoided 121 Metric Tons (MTCO₂E) of GHG Emissions

This GHG reduction is equivalent to removing annual emissions from 26 passenger vehicles!

233,302 Gallons of Water

Represents enough saved water to meet the daily fresh water needs of 3,110 people!

To learn more about recycling, visit 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 bunched recyclables.

PREPARED BY WM

Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network-Paper Calculator V4.0, Domtar Paper, Gaylord Corporation, U.S. Forest Products Laboratory, and Waste Management.

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



CITY OF FRUITA 2021 RECYCLING BENEFITS

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

This month's recycling efforts saved the following resources:

10,015 Mature Trees

Represents enough saved timber resources to produce 170,261,900 sheets of printing and copy paper!

1,443 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 1,845 people!

1,442,415 Kw-Hrs of Electricity

Enough power to fulfill the annual electricity needs of 135 homes!

Avoided 1,705 Metric Tons (MTCO₂E) of GHG Emissions

This GHG reduction is equivalent to removing annual emissions from 368 passenger vehicles!

3,050,007 Gallons of Water

Represents enough saved water to meet the daily fresh water needs of 40,666 people!

To learn more about recycling, visit 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.

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Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network Paper Calculator V4.0, Domtar Paper, Gaylord Corporation, U.S. Forest Products Laboratory, and Waste Management.

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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.