



FRUITA

COLORADO



Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 2, 2024
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

Tuesday night will begin with recognition of the Students and Teachers of the month from Fruita Middle School followed by recognizing Family Health West for participating in the Adopt a Street program. After presentations, the night will continue with two quasi-judicial public hearings and one legislative public hearing. The administrative agenda has a few items including an update from the Chief of Police. The night will end with council reports and actions with the Mayor appointing the Election Commission. See you on Tuesday!

19 Road Communications | First Mailer Sent

We are working on communication efforts for the upcoming 19 Road construction later this year. The project schedule can be found online, and residents can expect more reminder notices and other updates from the city as we get closer to the project start date (November 2024). The first big communication push happened this week with a notification mailer sent to property owners near the project area (between Highway 6&50, from Peach Street to 19 ½ Road, and north to Ottley Avenue). Below is the mailer content that was sent to property owners this week. A second mailer will be sent closer to the project start date. We will be updating the project page online to share as much information as possible with the community. Residents can find the project page at fruita.org/19road. Communication will also be shared through social media, our quarterly mailer to all residents, a mailer to those who live near the project area, community meetings, the weekly update, and more. Please reach out to us at communications@fruita.org if you have any questions along the way.

Road Construction Coming this Year

19 Road from Highway 6&50 north to J 2/10 Road
Expected to begin in early November and last until summer 2025.

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

You are receiving this mailer because your address is near the project area (between Highway 6&50, from Peach St. to 19 ó Rd., and north to Ottley Ave.).

The City of Fruita is planning the following improvements to 19 Road:

- Sanitary sewer installation from the canal north to J.2 Rd.
- Storm drain installation from the canal north to J.2 Rd.
- Irrigation line and structure improvements at J Rd. and J.2 Rd.
- including the replacement of the line along the west edge of 19 Rd. from J Rd. south to Iron Drive.
- Road widening
- Pedestrian path installation

Full road closures will occur throughout the project. The recommended detour route is from J Road and using 20 Road. Please visit fruita.org/19road for more project information, frequently asked questions, and project updates. We appreciate your patience while we make improvements.

Live at the Plaza | Winter Concert (CONTINUED)

You won't want to miss this new special event in downtown Fruita! On Friday, February 23, head to the Mulberry Plaza for a night of live music, local restaurants, hot chocolate, and fun activities. The Lost Junction Band (Country Rock) will take the stage starting at 6 pm. Enjoy a fun night on the Mulberry Plaza! Be on the lookout for more information on our communication channels.

2024 Regular Municipal Election Information (CONTINUED)

The City of Fruita regular municipal election will be held on April 2, 2024, and will be conducted by mail ballot and ballots will be sent out to registered voters in mid-March 2024. The ballot will include the election of one Mayor for a two-year term and three City Council members for four-year terms each. Learn about the [City Council Candidates online at Fruita.org](#). On February 28, 2024, the Fruita Area Chamber of Commerce will host a candidate forum open to the public at Fruita Monument High School starting at 6:00 p.m.

Weekly FAQ

In every weekly update, we will be answering one question we get asked often from the community. These questions will cover a variety of topics from all city departments. If you have any questions, you think would be valuable for us to share, let us know by emailing communications@fruita.org.

- **Question:** What are the community's core values & how does the city utilize these values?
- **Answer:** In 2019, over 4,000 residents participated in the Fruita in Motion Comprehensive Plan process. The plan outlines a vision, goals, policies, and action for the City of Fruita. Through this process, a list of community values emerged. A few of these values include, that residents love living in Fruita, love its small-town feel, and they want to preserve these

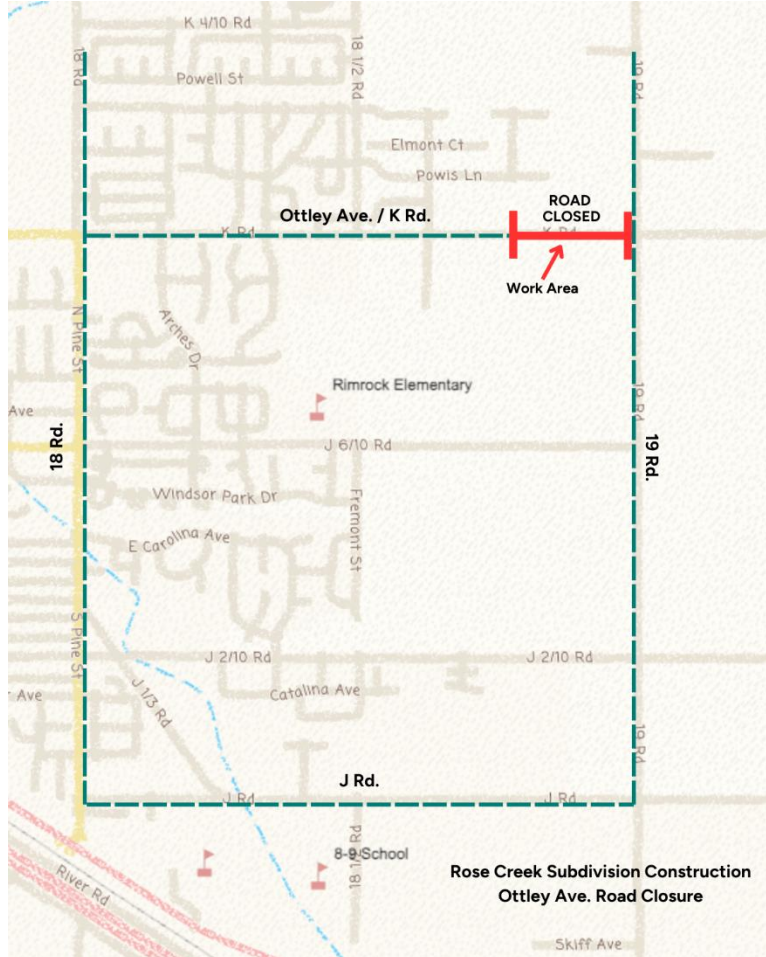
values far into the future. These values are at the core of the city's vision, goals, and policies not only throughout the Fruita in Motion Comprehensive Plan but throughout every project and service, the city provides to the community. The following vision was created for the city based on the community values: "The City of Fruita values quality of place. It's an inclusive city, with a small-town feel and vibrant downtown, surrounded by public lands. People love to live, work, and play in Fruita because the City facilitates community, safe neighborhoods, family-friendly events, and walking and biking. The City governs in a way that's responsive to its citizens and prioritizes high-impact services and projects. Fruita fosters a fun and funky ambiance around the arts, agriculture, and recreation." [Read the full list of community values.](#)

General Updates

- **City Council Candidate Orientation.** I appreciate all the candidates for attending the orientation Thursday night and also Council member Purser for being there to help as well. We covered a lot of ground and grateful for their willingness to serve the community.
- **Fun Fruita Local Video.** Happy Friday! [Enjoy this short video](#) where you'll hear from Fruita locals on why they chose to live in Fruita.

Engineering

- **19 Road Right-of-Way surveying.** During the weeks of February 12 and February 19, residents can expect to see surveyors (trucks and survey signs) working along 19 Road as part of the right-of-way acquisition for the 19 Road construction project. The surveyors will work from Highway 6&50 to J 2/10 Road. There should be limited to no traffic impacts for this work.
- **Deeply Digital/Clearnetworkx Update.** Clearnetworkx/Deeply Digital started blowing fiber cables through the conduit that has been installed throughout Fruita. This is one of the last steps before their services are turned on for use. The company still has work to do in Fruita over the next few months, but progress is being made every day.
- **Ottley Road closure for Rose Creek Subdivision construction.** Ottley Avenue will be closed starting Thursday, February 8. The road closure is expected to last for 30 days. The contractor for the Rose Creek Subdivision will begin by milling (removing the asphalt surface) the existing road to facilitate installation of utilities. Work will also include installation of storm sewer facilities and curb, gutter and sidewalk along Ottley Avenue. The recommended detour route is south on Pine Street to J Road (Wildcat Ave.), east to 19 Road, then north on 19 Road to Ottley Avenue (K Road). Ottley Avenue will reopen to traffic once utility work is completed, however; there will be a future road closure once the asphalt plants open in the spring and the road can be repaved. Please check fruita.org/projects under the Rose Creek Final Plat for updates on this road closure.



- **Highway 340 Trail Connection.** The Request for Proposals went out Friday for the design of the trail connection from the state park, under the Highway 340 bridge at the Colorado River, and then north to the trail that currently terminates at Red Cliffs Dr. Responses are due February 28, 2024.

Parks and Recreation

- **Reed Park Update.** 90% of the storm water on the wheel park has been completed. The masons are on site and have begun the block work for the building. Ute water will begin installing the new water tap and the removal of the old water tap next week. Site electrical work will begin in the grass area starting next week as well. The lumber and framing will begin when masonry is completed.
- **Monthly Attendance and Usage.** January 2024 attendance at the FCC rose to an all-time high of 19,687. Up 15% over last year, the facility welcomed 2,962 more guests and members than last year at this time.

- ***Aquatics Department and Programming.*** The Water Fitness classes continue to gain popularity and have reached capacity on most days. To accommodate the demand for these aerobic opportunities, two instructors have been hired, and additional morning classes are now offered every Friday! SCUBA classes have been extremely popular in 2024. Discover SCUBA and Full SCUBA classes have reached full occupancy before the registration deadline!
- ***Increase in Silver and Fit Attendance.*** The number of Silver and Fit, Silver Sneakers, and ReNew Active members was exceptional this month totaling almost 3,700 of the total 20,000 visits in January. With the increase of participants in our 55+ classes, additional staff and Silver Sneaker® class times have been added to accommodate the overflow of wanting participants.
- ***Retailing Project Update.*** The Men’s locker room section was completed Wednesday, January 31, and reopened for use to our members this morning. Not skipping a beat, Creative Tile Solutions began the demo of the Women’s locker room. The timeline for completion of the total project is still on course with the current section estimated for completion on February 15.
- ***Planting bed cleanup.*** Parks crews will be cleaning and trimming planting beds throughout the City. The mild weather has allowed crews to get a jump start on the spring clean-up.
- ***Graffiti on Railroad Bridge.*** Crews painted over graffiti on the railroad bridge on Wednesday.
- ***Snooks Bottom Bench.*** Parks crews finished the installation and replacement of the damaged bench at Snooks Bottom.

Planning & Development

To see active reviews of current projects, you may visit fruita.org/projects.

Major/ Minor Subdivisions:

- Copper Creek West Final Plan, Filing 1 (Under Construction) (954 19 Road) (48 Lots)
- Iron Wheel Filing 2 Final Plat (Approved) (19 Road) (46 Lots)
- Adele’s Acres Subdivision (Approved) (1024 19 Road) (48 Lots)
- Kismet Minor Subdivision (Under Construction) (460 N. Mesa St) (3 Lots)
- PSE Minor Subdivision (Approved) (1558 River Road) (2 Lots)
- LaPointe Minor Subdivision (Under Review) (1050 E. Ottley Avenue) (4 Lots)
- Sunset Pointe Preliminary PUD Plan (Approved) (Parcel # 2697-091-80-001) (122 Lots)
- North Mesa Minor Subdivision (Approved) (155 N. Mesa Street) (2 Lots)
- Weston Estates Preliminary Plan (Under Review) (1877 J 2/10 Road; Parcel # 26997-164-00-050 & 2697-164-00-074) (109 Lots)
- Berg Minor Subdivision (Under Review) (1806 J 3/10 Rd) (2 Lots)
- West Canyon Preliminary Plan (Under Review) (Parcel #2697-162-21-001) (50 Lots)
- Gear Estates Preliminary Plan (Under Review) (1156 18 Road) (8 Lots)

Site Design Review/ Other Applications:

- The Fruita Mews (Under Construction) (1138 18.5 Road)
- The Church of Jesus Christ of Latter-Day Saints Site Design Review (Under Construction) (417 E Ottley Ave)
- A Storage Place Site Design Review and Minor Subdivision (Approved) (1960 & 1966 Hwy 6 & 50)

- My Storage Fruita (Approved) (1930 Highway 6 & 50)
- 535 W. Aspen Apartments (Under Construction) (535 W. Aspen Avenue)
- Wildcat Residences (Approved) (1807 Wildcat Avenue)
- City Market Fueling Station Appeal Hearing (February 20, 2024) (437 W Aspen Avenue)
- 1873 K Road Annexation (Approved) (1873 K Road)
- 1873 K Road Rezone (Under Review) (1873 K Road)
- Geode Flats Preliminary PUD Plan (Under Review) (614 Raptor Road)

Police Department

- **Coffee with a Cop event.** It will be a BREW-tiful morning! Sip and chat with your local law enforcement at Starbucks! Coffee with a Cop is happening on Thursday, February 8 at 9 am! Swing by for a cup of joe and some great conversation.

Public Works

- **Street Maintenance.** Street Maintenance staff completed 52 utility locates and is taking advantage of the warm weather by completing some crack sealing at Vista Valley Dr., S Bookcliff Ct., N Bookcliff Ct. , Belden Ct.
- **Reservoir #2 Kick Off Meeting.** Public Works Director met with SGM Engineering for a kick-off meeting for the design of Reservoir #2 breach.

RESOURCE LINKS

- [Community Resources](#)
- [City Project Updates](#)
- [Fiber Internet Construction Updates](#)
- [Trash and Recycling Services](#)
- [Stay Informed](#)
- [Fruita City Council](#)

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

- [Highline state park garners Leave No Trace accolade.](#)
- [State board OKs \\$20 million for Shoshone water right purchase.](#)
- [Colorado weather: 'False spring' warms state, but snow may return this weekend.](#)
- [Fruita Wildcats do it again, get to 19-0.](#)
- [District 51 will not close any elementary schools for 2024-2025 school year.](#)

UPCOMING EVENTS (Please let Jennifer Cupp know if you plan to attend so we can RSVP for you)

- **February 10, 2024** – Fruita Sweetheart Run at the Fruita Community Center, 10:00 a.m.
- **February 14, 2024** – Coffee & Chat with the City Manager, Aspen Street Coffee, 8:00 a.m.
- **February 23, 2024** – Live at the Plaza | Winter Concert, Mulberry Plaza, 6 p.m. - 8:30 p.m.

- **February 28, 2024** – City of Fruita Candidate Forum, Fruita Monument High School at 6:00 p.m.
- **March 28, 2024** – Easter Egg Scramble, 4:15 p.m. to 6:00 p.m. at the Fruita Community Center backyard.
- **April 12, 2024** - Desert Rats Race, Open Venue, Trails around Fruita
- **April 12, 2024** – Youth Scholarship Golf Tournament, 9:00 a.m., Adobe Golf Creek Course
- **April 12, 2024** - Lower Valley Professional Firefighters Tournament, 2:00 p.m. - 6:00 p.m., Civic Center Park
- **April 13, 2024** – Fruita Area Chamber of Commerce Annual Banquet, Absolute Prestige Ranch, 5:00 p.m. - 10:00 p.m.
- **April 20, 2024** – Fruita Spring Clean Up, City Shops (900 Keifer Ave), 8:00 a.m. - 2:00 p.m.
- **April 27, 2024** – Fishing is Fun at Snooks Bottom, 9:00 a.m. - 11:00 a.m.
- **May 4, 2024** – 18 Hours of Fruita, Open Venue, Highline Lake State Park
- **May 4, 2024** – Co2uT, Open Venue, Downtown Fruita
- **May 3 – 5, 2024** – Fat Tire Festival, Open Venue, Downtown Fruita
- **May 11, 2024** – Adventure Fest, Open Venue, 18 Road Trailhead
- **May 31 – June 1, 2024** – Mike the Headless Chicken, Open Venue, Downtown Fruita.
- **June 25, 2024** – State of the Community Breakfast hosted by the Fruita Area Chamber of Commerce, Absolute Prestige Ranch, 8:30 a.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.



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.