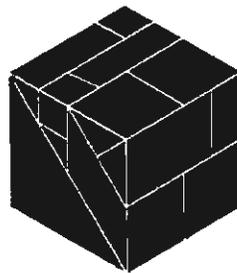


CITY OF FRUITA

CITIZEN SURVEY

November 2007



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BACKGROUND

The City of Fruita commissioned a survey of Fruita residents to assist the update of the Fruita Community Plan 2020. The Community Plan is the document that city staff, the Planning Commission and City Council use to make decisions regarding growth, parks and open space, transportation and other key issues that affect the City of Fruita. The survey determined residents' attitudes concerning the quality of life in Fruita, City services, City policies, recreation and future growth.

METHODOLOGY

The survey was conducted via US Postal Service in September and October 2007. A total of 4,632 surveys were mailed – one to every household in Fruita, including individual units in apartments and other multi-family complexes. The survey was also distributed to all 77 residents at The Oaks retirement community. A total of 1,088 surveys were completed for a response of 23%. A total of 1,057 surveys are included in the results presented in this report. The maximum margin of error for this sample size at the 95% confidence level is $\pm 3.0\%$. The survey was conducted by Left Brain Concepts, Inc., a Denver based research and consulting firm.

In this report, responses are categorized and presented by respondents' residences of: 1) south of I-70, 2) north of I-70 and west of Mesa Street and 3) north of I-70 and east of Mesa Street.

KEY FINDINGS

Quality of life in Fruita: About 85% of Fruita residents are satisfied (giving ratings of excellent or good) with their neighborhoods, the safety of their neighborhoods and the overall quality of life in Fruita. People are less satisfied with the recreational opportunities available in Fruita (49%), the image of downtown (52%) and, with the lowest level of satisfaction, the availability of affordable housing in Fruita (25%).

Growth and code enforcement: No more than 6% of the respondents feel that the City of Fruita is too strict in enforcing any of the issues queried in the survey consisting of traffic enforcement, weed control, animal control, requiring the removal of junk from properties and regulations for the rate and quality of growth in Fruita. Instead, many feel that the City is too lax in its enforcement – ranging from 21% for traffic enforcement to 61% in enforcing the removal of junk in residential yards.

Delivery of services in Fruita: Fruita residents are the most satisfied with the City's fire protection, garbage collection, drinking water, street cleaning, emergency medical services and the availability of irrigation water. They are least satisfied with animal control, traffic flow, the City's swimming pool, weed control and code enforcement regarding signs, junk and abandoned vehicles.

Sources of information about Fruita business: Residents rely most on The Daily Sentinel, television and the City Link newsletter for information about City business. As might be expected, younger people rely more on broadcast media. People middle-aged and older rely more on print media.

Opinions about life in Fruita: Fully ninety percent of the respondents feel that Fruita is a good place to raise a family. Further, residents generally like the way the City delivers services, the City's communication to residents and its ability to maintain Fruita's small town atmosphere. The greatest disagreement is with the growth in Fruita and with elected officials' responsiveness to residents. Specifically:

- About 70% reported that:
 - ✓ They are satisfied with City services and the public facilities in Fruita (72%).
 - ✓ Fruita does a good job of keeping its residents informed about City issues (71%).
 - ✓ The City does a good job of maintaining its small town atmosphere (67%).
 - ✓ Generally, City employees are competent (67%).
- About 60% stated that:
 - ✓ Fruita residents receive good value for the City taxes they pay (59%).
 - ✓ City employees are responsive to Fruita residents (58%).
 - ✓ They are pleased with the direction the City of Fruita is taking (57%).
- More than forty percent indicated that:
 - ✓ Overall, I support the City's policies regarding growth related issues (48%).
 - ✓ Fruita is a well planned and well designed community (46%).
 - ✓ Elected City officials are responsive to Fruita residents (42%).

Interest in new services in Fruita: By far, the service people would like to see added in Fruita is a new grocery store. Second in interest is additional shopping and specialty retail and third is more restaurants. Fruita residents have considerably less interest in seeing more lodging and travel-related services brought to town or attracting business and professional services.

Maintaining Fruita's small town atmosphere: People feel Fruita's small town atmosphere can best be maintained by having the City manage growth, attract specialty and especially, locally-owned retail, preserve downtown, maintain the parks and open space and by holding community events. Only 9% feel that Fruita has irrevocably lost its small town atmosphere.

Interest in additional recreational programs: Roughly a quarter to a third of the survey respondents are very interested in seeing Fruita add at least some youth, adult and senior programs. For youths, people are most interested in art programs, summer sports camps and activities with parents. For adult programs, residents would most like to see additional fitness classes, running/walking clubs and softball leagues. The greatest interest for senior programs is for organized day trips, social events and organized overnight trips.

Tax support for a recreation center: Almost three-quarters (70%) of the survey respondents said they would support a one cent sales tax increase to help fund a new recreation center in Fruita. Just 8% are not sure how they would vote. Further, 74% of the people who said they are almost certain to vote and 72% of those who said they most likely will vote support the tax increase.

Effect of moving the library: Almost nine in ten (86%) feel that moving the library to the future recreation center would either improve the project (57%) or have no impact (29%). Fourteen percent feel moving the library would hinder the recreation center project.

Awareness of Fruita's community plan: More than three-quarters (77%) of the survey respondents are aware that Fruita has a community plan. Among these, 50% support most or all of the policies and goals in the plan. Twenty-nine percent said they support only some of the policies.

Comments about growth in Fruita: Peoples' comments mostly followed other results covered in the survey. Specific comments can be found in Appendix B of this report.

Comparisons to the 2005 survey: The City of Fruita also conducted a Citizen survey in 2005. In 2007, residents are less satisfied with their neighborhoods, the overall quality of life, ease of travel within Fruita and the recreational opportunities in Fruita. Peoples' thoughts about growth and code enforcement have remained unchanged. Satisfaction has dropped regarding Fruita's recycling program, its swimming pool, the quality of recreation programs in Fruita and street maintenance and repair. Fruita residents are relying a little more on The Daily Sentinel and television for sources of information about Fruita business and a little less on City Link than in 2005. Support for a tax increase to build a recreation center has increased dramatically since 2005. Finally, the demographic profile of respondents to the 2007 survey was virtually identical to that of the 2005 survey except that there were more two person households represented in 2007 than in 2005 and fewer households with people aged 18 or younger represented in 2007 than in 2005.

CONCLUSIONS

- Fruita residents are very satisfied with life in Fruita. They like their neighborhoods, feel their neighborhoods are safe and generally, just like the town. However, their satisfaction can be improved by adding recreational opportunities as the City is planning, by improving downtown and by attracting affordable housing to Fruita.
- Concerning code enforcement and growth policies, Fruita residents want more government, not less. People would like a stronger presence with regard to traffic enforcement, weed control, animal control, requiring people and business owners to remove junk from their properties and regarding regulations for the rate and quality of growth in Fruita.
- Fruita residents are very satisfied with Fruita's delivery of fire protection, garbage collection, drinking water, street cleaning, emergency medical services and the availability of irrigation water. Their satisfaction can be improved by implementing stricter enforcement of animal control, improving traffic flow, improving the City's swimming pool (or building the recreation center) and more strictly enforcing regulations pertaining to weed control and signs, junk and abandoned vehicles.
- While The Daily Sentinel, television and the City Link newsletter are residents' top three sources of information about City business, residents rely to some degree on all of the nine channels of communication the City uses. Perhaps the only source that could be eliminated are posted notices which are a primary source for only 9% of Fruita residents.
- Fruita residents would be better served if the City attracted a grocery store. They would also be pleased if specialty retail (especially locally-owned retail) and additional restaurants were attracted to town.
- Fruita's small town atmosphere is very important to residents. They feel it can best be preserved by the City managing growth, bringing in specialty retail, preserving the downtown area, sponsoring community events and by maintaining parks and open space. Few residents feel that Fruita has lost its small town atmosphere.
- As of early October 2007, a one cent sales tax increase to help fund the recreation center would easily pass. The strongest selling points appear to be the improved swimming pool and promoting the small-town, community atmosphere. The City could move the library to the recreation center with very little resistance from the community.

QUALITY OF LIFE IN FRUITA

Question 1: Please give us your thoughts about the following quality of life issues in Fruita.

People are the most satisfied with their neighborhoods “overall” and the overall quality of life in Fruita. They are least satisfied with the availability of affordable housing in Fruita.

Your neighborhood overall

- People who live north of I-70 and west of Mesa Street are more satisfied with their neighborhoods (31% excellent) than people who live south of I-70 (19% excellent). People who live north of I-70 and east of Mesa landed in between (25% excellent).
- A third (33%) of those who have lived in Fruita for 3 years or less rated their overall neighborhoods as excellent. In contrast, only 19% of those who have lived in Fruita for 20 years or more rated it excellent.

The overall quality of life in Fruita

- Ninety percent of the people who have lived in Fruita for 3 years or less rated the overall quality of life in Fruita as excellent or good. Seventy-six percent of those who have lived in Fruita for 20 years or more rated it excellent or good.

	Excellent	Good	Fair	Poor	Very Poor
Your neighborhood overall	26%	60%	13%	1%	-
The safety in your neighborhood	24%	60%	14%	2%	-
The overall quality of life in Fruita	16%	68%	14%	1%	1%
The sense of community in Fruita	13%	56%	25%	5%	1%
Ease of travel within Fruita	11%	48%	30%	8%	3%
The recreational opportunities in Fruita	9%	40%	34%	13%	4%
The image of downtown Fruita	7%	45%	33%	12%	3%
Availability of affordable housing	2%	23%	40%	26%	9%

GROWTH AND CODE ENFORCEMENT

Question 2: Do you believe that the City of Fruita is too lax, about right, or too strict in its enforcement of...

Regarding growth issues and code enforcement, Fruita residents are the most satisfied with traffic enforcement. They are a little less content with regulations concerning growth, and are the least satisfied with the enforcement of regulations concerning junk in both residential and commercial areas and with weed control in residential areas.

Regulations for rate of growth

- People who live north of I-70 and east of Mesa Street are more likely than those who live south of I-70 to feel the regulations for the rate of growth are too lax (40% vs. 29%). By comparison, 34% of those who live north of I-70 and west of Mesa said the regulations are too lax.
- Forty-four percent of those who have lived in Fruita for 20 years or more feel the regulations are too lax. In contrast, 29% of those who have lived in Fruita for 3 years or less feel the regulations are too lax.

Overall traffic enforcement

- A quarter (24%) of the people aged 55 or older feel that traffic enforcement is too lax. But, among those aged 18 to 34, only 13% feel is it too lax.

	Too Lax	About Right	Too Strict
Junk in residential yards	61%	38%	1%
Junk in commercial areas	54%	45%	1%
Residential weed control	44%	54%	2%
Animal control regulations	37%	62%	1%
Regulations for rate of growth	37%	57%	6%
Regulations for quality of growth	32%	64%	4%
Speeding	30%	67%	3%
Overall traffic enforcement	21%	77%	2%

DELIVERY OF SERVICES IN FRUITA

Question 3: Please rate the delivery of the following services in Fruita.

Considering the highest six responses of excellent, people are most satisfied with Fruita's fire protection, garbage collection, drinking water, street cleaning, emergency medical services and availability of irrigation water. They are least satisfied with animal control, traffic flow, the City's swimming pool, weed control and code enforcement.

	Excellent	Good	Fair	Poor	Very Poor
Fire protection	22%	66%	11%	1%	-
Garbage collection	22%	66%	10%	2%	-
Providing high quality drinking water	21%	59%	16%	3%	1%
Street cleaning	21%	61%	15%	2%	1%
Emergency medical services	20%	54%	20%	5%	1%
Availability of irrigation water	18%	58%	17%	5%	2%
Park maintenance	15%	58%	22%	4%	1%
Police protection	14%	63%	18%	4%	1%
The quality of the public schools	14%	57%	22%	5%	2%
The number of parks	13%	52%	25%	8%	2%
The Mesa County Library (Fruita branch)	11%	45%	30%	10%	4%
Sidewalk maintenance	10%	51%	27%	9%	3%
The City's recycling program	9%	41%	30%	16%	4%
Clearing snow in a reasonable period of time	9%	55%	26%	9%	1%
Variety of types of parks	8%	43%	33%	13%	3%
Street maintenance / repair	6%	40%	35%	14%	5%
Community appearance	6%	53%	33%	7%	1%
Drainage/stormwater management	6%	57%	30%	5%	2%
Street lighting	5%	51%	31%	11%	2%
The amount of permanent open space	5%	40%	39%	13%	3%
Quality of recreation programs / classes	5%	40%	39%	12%	4%
Grand Valley public bus system	5%	47%	36%	9%	3%
Animal control	5%	43%	29%	15%	8%
Traffic flow (traffic lights, signs, street design)	4%	47%	32%	12%	5%
The City's swimming pool	3%	31%	36%	21%	9%
Weed control	3%	34%	37%	20%	6%
Code enforcement (signs, junk, abandoned vehicles)	3%	33%	34%	22%	8%

SOURCES OF INFORMATION ABOUT FRUITA

Question 4: The City of Fruita uses a range of media to inform residents about City business. Please tell us how much you rely on each of the following sources of information.

The three sources Fruita residents rely on the most for information about City business are The Daily Sentinel, television and the Fruita City Link newsletter.

The Daily Sentinel

- Almost two-thirds (62%) of the people aged 55 or older said The Daily Sentinel is a primary source of information. In contrast only 42% of people 18 to 34 said it is a primary source.

The radio

- About a third (30%) of the 18 to 34 year-olds said the radio is a primary source of information. Only 15% of people 55 and older said the radio is a primary source.

The Fruita Times

- One in five (16%) of those 55 or older said The Fruita Times is a primary source of information. Only 4% of people in the 18 to 34 age group said it is a primary source.

	Primary Source	Secondary Source	Not a Source
The Daily Sentinel	54%	28%	18%
Television	44%	36%	20%
Fruita City Link newsletter	43%	32%	25%
Utility bills	26%	38%	36%
The Free Press	24%	43%	33%
The radio	20%	41%	39%
The Fruita Times	13%	27%	60%
Posted notices	9%	35%	56%
City of Fruita webpage	7%	25%	68%

SOURCES RELIED ON THE MOST

Question 5: Please circle the source in question 4 that you rely on the most for information about City of Fruita issues.

The three sources relied on the most were again the Fruita City Link newsletter, The Daily Sentinel and television.

- People in the 18 to 34 age group rely more on television and radio. Those aged 55 and older rely more on The Daily Sentinel and The Fruita Times.

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Fruita City Link newsletter	38%	43%	40%	36%
The Daily Sentinel	28%	27%	28%	29%
Television	16%	11%	13%	19%
The Fruita Times	9%	5%	11%	10%
The Free Press	8%	4%	6%	9%
The radio	3%	4%	3%	3%
Utility bills	3%	4%	3%	3%
City of Fruita webpage	2%	4%	3%	2%
Posted notices	1%	2%	1%	1%

OPINIONS ABOUT LIFE IN FRUITA

Question 6: For each of the following statements, please indicate the response that best fits with your opinion.

The highest level of agreement - ninety percent – was with the statement that Fruita is a good place to raise a family. There is also a lot of positive reaction to the way the City delivers services, its communication to residents and for its ability to maintain Fruita's small town atmosphere. The greatest dissent is with the growth of Fruita and elected officials' responsiveness to residents.

- About 70% reported that:
 - ✓ They are satisfied with City services and the public facilities in Fruita (72%).
 - ✓ Fruita does a good job of keeping its residents informed about City issues (71%).
 - ✓ The City does a good job of maintaining its small town atmosphere (67%).
 - ✓ Generally, City employees are competent (67%).

- About 60% stated that:
 - ✓ Fruita residents receive good value for the City taxes they pay (59%).
 - ✓ City employees are responsive to Fruita residents (58%).
 - ✓ They are pleased with the direction the City of Fruita is taking (57%).

- More than forty percent indicated that:
 - ✓ Overall, I support the City's policies regarding growth related issues (48%).
 - ✓ Fruita is a well planned and well designed community (46%).
 - ✓ Elected City officials are responsive to Fruita residents (42%).

	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Fruita is a good place to raise a family	56%	34%	7%	2%	1%
The City does a good of maintaining its small town atmosphere	24%	43%	13%	13%	7%
City employees are responsive to Fruita residents	23%	35%	32%	7%	3%
Generally, city employees are competent	23%	44%	26%	5%	2%
Overall, I am satisfied with City services and the public facilities in Fruita	23%	49%	16%	9%	3%
I am pleased with the direction the City of Fruita is taking	20%	37%	19%	17%	7%
The City of Fruita does a good job of keeping its residents informed about City issues	18%	53%	18%	8%	3%
Fruita residents receive good value for the City taxes they pay	17%	42%	25%	12%	4%
Elected City officials are responsive to Fruita residents	12%	30%	39%	13%	6%
Fruita is a well planned and well designed community	11%	35%	27%	19%	8%
Overall, I support the City's policies regarding growth related issues	10%	38%	22%	19%	11%

INTEREST IN NEW SERVICES IN FRUITA

Question 7: Please rank the following services from 1 to 8 that you would like to see increased in Fruita.

By far, the service that people would like to see added in Fruita is a new grocery store. Residents would also like to see more shopping and specialty retail in Fruita as well as more restaurants/food and beverage. People are considerably less interested in seeing more lodging and travel-related services or in attracting business and professional services.

Grocery store

- People aged 55 or older are more interested in having a grocery store open in Fruita than are those in the 18 to 34 age group (67% vs. 44%).

Shopping & specialty retail

- Residents aged 55 or older also voiced more interest in additional shopping and specialty retail in Fruita than people in the 18 to 34 age group indicated (30% vs. 14%).

Sports & recreation

- In contrast to the two above bullet points, people in the 18 to 34 age group are more interested in sports and recreation than are those who are 55 or older (22% vs. 12%).

	1	2	3	4	5	6	7	8
Grocery store	62%	12%	6%	4%	4%	2%	3%	6%
Shopping & specialty retail	24%	17%	14%	12%	11%	7%	5%	9%
Restaurants, food & beverage	21%	19%	17%	15%	10%	7%	4%	7%
Sports & recreation	16%	13%	12%	13%	14%	8%	10%	14%
Personal services & care	13%	9%	12%	18%	18%	14%	8%	8%
Arts, culture & entertainment	10%	9%	13%	15%	15%	13%	11%	14%
Business & professional services	7%	10%	10%	16%	15%	14%	15%	12%
Lodging & travel	4%	4%	5%	10%	10%	12%	17%	38%

MAINTAINING FRUITA'S SMALL TOWN ATMOSPHERE

Question 8: How do you feel Fruita can best maintain its small town atmosphere?

As the following table illustrates, the majority of the comments were about managing growth, attracting specialty retail including attracting locally-owned businesses, preserving downtown, maintaining parks and open space and holding community events. Only 9% feel that Fruita has irrevocably lost its small town atmosphere.

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Restrict the size of new subdivisions	23%	24%	20%	24%
Limit future growth	16%	19%	13%	16%
Upgrade downtown, make vibrant, unique	14%	14%	17%	12%
Plan for growth in infrastructure	11%	10%	14%	9%
Restrict retail growth	9%	9%	8%	10%
We have lost it, cannot get it back	9%	8%	7%	11%
Maintain parks/open space & amenities	9%	8%	13%	6%
Promote community activities	8%	14%	7%	8%
Disallow multi-family housing	7%	6%	4%	9%
Develop businesses, not just housing	6%	2%	9%	4%
Maintain quality appearance	5%	10%	6%	4%
Attract small, locally-owned businesses	5%	4%	6%	4%
Improve recreation options	5%	2%	6%	5%
Better traffic flow, reduce congestion	4%	2%	3%	6%
Keep Fruita a safe place to live	4%	8%	3%	3%
Maintain the historical aspect of town	3%	2%	4%	3%
Discourage big business and industry	3%	4%	4%	2%
Elect/appoint effective civic leaders	3%	3%	2%	3%
Keep the farms and the rural feel	3%	3%	1%	3%
Stick to a growth plan	3%	1%	5%	2%
Do not overdevelop	2%	2%	3%	2%
Promote the family atmosphere	2%	2%	3%	2%
Already doing a good job regarding zoning	2%	1%	2%	3%
Allow growth on the outskirts	2%	-	3%	2%
Make developers pay for all impacts	2%	1%	1%	2%
Keep us informed regarding growth issues	1%	-	1%	2%
Decentralize retail	1%	-	0%	2%
Keep a buffer between Fruita & Grand Junction	1%	-	1%	0%

INTEREST IN ADDITIONAL RECREATIONAL PROGRAMS

Question 9: In the interest of serving the community, the Fruita recreation department is considering expanding the programs it offers. Please indicate your level of interest in each one.

About a quarter to a third of the respondents are very interested in seeing Fruita add at least some youth, adult and senior programs. Regarding youth programs, Fruita residents are most interested in art programs, summer sports camps and activities with parents. For adult programs, people would most like to have more fitness classes, running/walking clubs and softball leagues. And for senior programs, the greatest interest is for organized day trips, social events and organized overnight trips.

- As would be expected, people in the 18 to 34 age group and those who have one or more child aged 18 or younger voiced more interest in each of the youth programs than did those aged 55 or older and those who do not have at least one child in their homes.
- Similarly, people aged 18 to 34 voiced more interest in each of the adult programs than those aged 55 or older.

	Very Interested	Somewhat Interested	Not Interested
Youth Programs			
Art programs	29%	36%	35%
Summer sports camps	26%	29%	45%
Activities with parents (exercise, gym, tumbling)	26%	31%	43%
Music instruction	23%	35%	42%
Basketball games	19%	26%	55%
Soccer leagues	19%	27%	54%
Track and field	13%	32%	55%
Adult Programs			
Fitness classes	34%	41%	25%
Running/walking clubs	29%	37%	34%
Softball leagues	18%	24%	58%
Basketball leagues	10%	23%	67%
Flag football	8%	21%	71%
Soccer leagues	7%	17%	76%
Senior Programs			
Organized day trips	27%	29%	44%
Parties and other social events	20%	31%	49%
Organized overnight trips	16%	26%	58%
Bridge clubs	9%	17%	74%

ACTIVITIES OF GREATEST INTEREST

Question 10: On the above list, please circle the three activities you are most interested in seeing the City of Fruita provide. You can also write additional activities below as part of your top three choices.

The five programs that people are most interested in seeing added in Fruita are adult fitness classes, adult running/walking clubs, senior organized day trips, youth art programs and youth summer sports camps.

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Adult fitness classes	30%	38%	30%	28%
Adult running / walking clubs	28%	29%	27%	28%
Senior organized day trips	21%	12%	22%	21%
Youth art programs	18%	17%	16%	19%
Youth summer sports camps	17%	19%	20%	15%
Youth activities with parents (exercise, gym, tumbling)	15%	20%	15%	15%
Youth music instruction	14%	16%	12%	16%
Adult softball leagues	15%	18%	14%	16%
Senior parties and other social clubs	13%	8%	12%	15%
Youth basketball leagues	11%	17%	11%	11%
Youth soccer leagues	10%	14%	12%	8%
Senior organized overnight trips	10%	5%	11%	9%
Youth track and field	4%	3%	5%	3%
Adult basketball leagues	3%	8%	3%	2%
Adult flag football	3%	4%	3%	3%
Adult soccer leagues	3%	1%	4%	2%
Senior bridge clubs	2%	1%	2%	2%
Write-in responses:				
Classes, lectures	7%	12%	6%	6%
Concerts, theater	6%	5%	4%	6%
Rafting, biking, fishing, hunting, hiking	4%	4%	5%	3%
Swimming, water aerobics	3%	1%	2%	5%
Weight training	2%	1%	2%	3%
Baseball leagues	2%	-	3%	2%
Cards, billiards, board games, bingo	2%	1%	1%	1%

TAX SUPPORT FOR A RECREATION CENTER

Question 11: If the election were held today, would you support or oppose a one cent sales tax increase to help fund a recreation center?

Almost three-quarters (70%) of the survey respondents said they would support the tax increase to help fund the recreation center. Only 8% are not sure how they would vote. And, as the second table below illustrates, 74% of the people who said they are almost certain to vote and 72% of those who say they are most likely to vote support the measure.

- People aged 18 to 34 are almost twice as likely to strongly support the tax increase than those aged 55 or older (68% vs. 37%).
- Similarly, people with one or more child 18 years old or younger in their households are more likely to strongly support the proposal than those who do not have children (61% vs. 39%).

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Strongly support	47%	40%	53%	46%
Somewhat support	23%	28%	23%	22%
Somewhat oppose	7%	10%	5%	8%
Strongly oppose	14%	13%	11%	16%
Not sure	9%	9%	8%	8%

	Almost Certain	Most Likely	50/50 or less	Most Likely not	Will Not	Not Reg
Strongly support	53%	41%	19%	25%	27%	21%
Somewhat support	21%	31%	41%	17%	20%	21%
Somewhat oppose	6%	12%	9%	8%	13%	11%
Strongly oppose	15%	9%	13%	17%	20%	25%
Not sure	5%	7%	18%	33%	20%	22%

LIKELIHOOD OF VOTING

Question 22: In April 2008, Fruita will hold a local election concerning a wide range of issues that impact life in Fruita. How likely are you to vote in that election?

More than two-thirds (69%) said they are almost certain to vote in the April election. One in five (20%) said they likely will vote.

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Almost certain	69%	67%	71%	69%
Most likely will vote	20%	20%	19%	19%
50/50 or less	6%	7%	5%	6%
Most likely will not vote	1%	2%	2%	1%
Will not vote	2%	1%	2%	1%
I'm not registered to vote	2%	3%	1%	4%

EFFECT OF MOVING THE LIBRARY

Question 12: If the library district paid all of the cost, would moving the Fruita library from its current location to a larger space in the future recreation center...

A total of 86% feel that moving the library to the future recreation center would either improve the project or have no impact. Fourteen percent feel it would hinder the recreation center project.

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Improve the rec center project	57%	55%	58%	56%
Have no effect on the rec center project	29%	34%	26%	30%
Hinder the rec center project	14%	11%	16%	14%

AWARENESS FRUITA'S COMMUNITY PLAN

Question 13: Are you aware that Fruita has a community plan?

More than three-quarters know that Fruita has a community plan. Among these, half (50%) support most or all of the policies contained in the plan. Twenty-nine percent said they support only some of the policies.

- People aged 55 or older are more aware of Fruita's community plan than are people in the 18 to 34 age group (83% vs. 58%).

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Yes	77%	76%	80%	76%
No	23%	24%	20%	24%

SUPPORT OF COMMUNITY PLAN

Question 14: If yes, do you support the policies and goals contained in the community plan?

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
I support all or almost all of the policies	11%	9%	12%	12%
I support most of the policies	39%	50%	40%	35%
I support only some of the policies	29%	23%	29%	31%
I disagree with all or almost all of the policies	3%	2%	2%	4%
I have not read the community plan	15%	14%	14%	15%
Not sure	3%	2%	3%	3%

COMMENTS ABOUT GROWTH IN FRUITA

Question 15: The City of Fruita is updating its community growth plan. After extensive public involvement, a draft plan has been prepared for review and comment by members of our community. The draft plan predicts growth of the community at an average rate of about 5% annually so that by the year 2030, Fruita's population could reach 30,000 residents. However, the Plan calls for maintaining the small town atmosphere by strengthening the downtown area, allowing for a wider variety of housing types and creating unique neighborhoods, increasing the diversity and sizes of parks and trail amenities, promoting multi-modal connectivity between neighborhoods and commercial areas, and encouraging economic development that strengthens Fruita's identity and retail opportunities. You can review the draft plan at www.fruita.org. Please provide any thoughts you may have about the growth of our community and specifically, the draft community plan update. We would appreciate it.

People gave a wide range of comments about growth in Fruita. Most of the comments followed other results in the survey. The following table shows the categories of peoples' responses. The specific comments can be found in Appendix B of this report.

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Miscellaneous comments	28%	26%	28%	28%
Need more shopping, retail, grocery	24%	29%	19%	22%
Growth issues	21%	16%	25%	21%
The recreation center	13%	15%	14%	13%
Small town atmosphere	11%	4%	12%	12%
Housing issues	10%	9%	8%	13%
Outdoor recreation parks	10%	19%	9%	8%
Comments about the community plan	7%	7%	5%	8%
Law enforcement	6%	4%	6%	6%
Landscaping / clean-up	6%	12%	4%	5%
Roads and highways	5%	7%	7%	4%
Swimming pool	5%	4%	7%	5%
Traffic	5%	7%	6%	5%
Downtown	4%	3%	4%	5%
The library	4%	4%	6%	3%
Taxes	3%	4%	3%	3%
Education / schools	3%	4%	3%	2%
Animals / animal control	3%	4%	3%	2%
Other activities	3%	-	2%	3%
Infrastructure	2%	1%	2%	3%
City services	2%	3%	1%	3%
Health care	2%	1%	1%	2%
Recycling	2%	1%	2%	2%
Jobs / opportunities	1%	1%	-	2%
Post office	1%	1%	-	1%
Dog park	1%	-	-	1%

DEMOGRAPHICS

Question 16: Are you...

The following tables summarize the demographics of survey respondents:

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
Female	63%	64%	61%	63%
Male	37%	36%	39%	37%

Question 17: Into which of the following age groups do you fall?

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
18-24	2%	3%	2%	2%
25-34	12%	14%	10%	13%
35-44	15%	22%	17%	13%
45-54	18%	20%	19%	17%
55-64	22%	18%	22%	22%
65+	31%	23%	30%	33%

Question 18: How many years have you lived in the City of Fruita?

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
3 or less	35%	42%	34%	33%
4-9	28%	26%	35%	25%
10-19	17%	11%	15%	20%
20+	20%	21%	16%	22%
Average	11.9	10.4	11.0	13.1

Question 19: In what section of Fruita do you live?

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
South of Interstate 70	15%	100%	-	-
North of I-70 and west of Mesa Street	33%	-	100%	-
North of I-70 and east of Mesa Street	52%	-	-	100%

DEMOGRAPHICS - continued

Question 20: Including yourself, how many people live in your household?

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
1	18%	12%	16%	22%
2	50%	53%	51%	48%
3	13%	8%	14%	13%
4	12%	19%	13%	10%
5	5%	3%	5%	5%
6	2%	2%	1%	2%
7	-	1%	-	-
8	-	1%	-	-
9	-	1%	-	-
Average	2.4	2.7	2.4	2.4

Question 21: How many people in your household are aged 18 or younger?

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
None	65%	55%	62%	70%
1	12%	16%	12%	10%
2	16%	19%	20%	13%
3	5%	5%	6%	5%
4	1%	2%	-	2%
5	1%	1%	-	-
6	-	1%	-	-
7	-	1%	-	-
Average	.70	.92	.71	.63

Question 23: Which category best describes your household's annual income before taxes in 2006?

	Total	South of I-70	North of I-70 West of Mesa	North of I-70 East of Mesa
< \$15,000	7%	3%	7%	7%
\$15,000 - \$24,999	10%	7%	8%	13%
\$25,000 - \$49,999	28%	33%	22%	32%
\$50,000 - \$74,999	31%	34%	30%	29%
\$75,000 - \$99,999	14%	12%	19%	11%
\$100,000 or more	10%	11%	14%	8%

COMPARISON TO THE 2005 SURVEY

In September 2005, the City of Fruita conducted a survey very similar to the 2007 Citizen survey. The 2005 survey was conducted to determine residents' attitudes regarding public services, City policies and future growth. The 2005 survey was also mailed to every household in Fruita, 3,777 at the time. Many of the questions posed in the 2007 survey were asked in the 2005 survey. Comparisons of results to the two surveys are summarized below. The headings follow the chapters in this report.

QUALITY OF LIFE IN FRUITA

Most of the results in the 2007 survey shifted from excellent to good. Also, some of the percentages in the fair category were higher in 2007 than in 2005. The biggest shifts were with regard to peoples' neighborhoods, overall quality of life, ease of travel within Fruita and recreational opportunities in Fruita.

Your neighborhood overall: (Excellent 26% 2007, 40% 2005) and good (60% 2007, 46% 2005). The responses of fair and poor remained the same.

The safety in your neighborhood: (Excellent 24% 2007, 33% 2005) and good (60% 2007, 52% 2005). The responses of fair and poor remained the same.

Overall quality of life: (Excellent 16% 2007, 30% 2005), good (68% 2007, 60% 2005), fair (14% 2007, 9% 2005). The responses of poor remained the same.

Sense of community in Fruita: (Excellent 13% 2007, 20% 2005) and good (56% 2007, 52% 2005). The responses of fair and poor remained the same.

Ease of travel within Fruita: (Excellent 11% 2007, 25% 2005), good (48% 2007, 54% 2005), fair (30% 2007, 16% 2005). The responses of poor remained the same.

Recreational opportunities in Fruita: (Excellent 9% 2007, 22% 2005), good (40% 2007, 38% 2005), fair (34% 2007, 24% 2005) and poor (13% 2007, 8% 2005).

Image of downtown Fruita: (Excellent 7% 2007, 12% 2005), good (45% 2007, 50% good 2005), fair (33% 2007, 29% 2005) and poor (12% 2007, 6% 2005).

Availability of affordable housing: (Excellent 2% 2007, 11% 2005), good (23% 2007, 35% 2005), fair (40% 2007, 30% 2005) and poor (26% 2007, 11% 2005).

GROWTH AND CODE ENFORCEMENT

Results in the 2007 survey were virtually identical to results in the 2005 survey.

DELIVERY OF SERVICES IN FRUITA

In the final report, results of the 2005 survey were presented for both percentages of excellent to very poor. However, responses of "no opinion" were also included in the calculations. Thus, the only directly comparable data are mean scores which are presented below. As the table illustrates, satisfaction with most City services has remained the same since 2005. However, satisfaction has dropped regarding Fruita's recycling program, the swimming pool, the quality of recreation programs and street maintenance and repair.

	2007	2005	2002
Fire protection	4.1	4.2*	
Garbage collection	4.1	4.3	4.3
Providing high quality drinking water	4.0	4.0	
Street cleaning	4.0	4.0	
Emergency medical services	3.9	4.2*	
Availability of irrigation water	3.8	4.0	3.7
Park maintenance	3.8		
Police protection	3.8	3.7	3.7
The quality of the public schools	3.8	3.9	
The number of parks	3.6		
Sidewalk maintenance	3.6	3.5	3.4
Clearing snow in a reasonable period of time	3.6	3.5	
Drainage/stormwater management	3.6	**	
The Mesa County Library (Fruita branch)	3.5	3.7	3.3
Community appearance	3.5	3.6	
Street lighting	3.5	3.8	
The City's recycling program	3.4	3.9	
Variety of types of parks	3.4		
Traffic flow (traffic lights, signs, street design)	3.4	3.5	3.2
Grand Valley public bus system	3.4	3.7	3.7
Street maintenance / repair	3.3	3.7	3.6
The amount of permanent open space	3.3		
Quality of recreation programs / classes	3.3	3.7	
Animal control	3.2	3.1	3.0
Weed control	3.1	2.9	
The City's swimming pool	3.0	3.5	3.4
Code enforcement (signs, junk, abandoned vehicles)	3.0	3.0	

* In 2005, fire protection and emergency medical services were combined.

** Not asked in 2005

In 2005, a question asked about City parks/playgrounds. The mean score was 3.8 in 2005 and 3.7 in 2002.

SOURCES OF INFORMATION ABOUT FRUITA

Fruita residents now rely a little more on The Daily Sentinel (54% 2007, 47% 2005) and television (44% 2007, 31% 2005) and a little less on City Link (43% 2007, 49% 2005). Residents' use of the other sources of information about City business has remained unchanged.

OPINIONS ABOUT LIFE IN FRUITA

Results of the 2005 survey were presented for both percentages of excellent to very poor. But, responses of "no opinion" were again included in the calculations. As the table of mean scores below illustrates, residents' opinions about life in Fruita have remained unchanged since 2005.

	2007	2005
Fruita is a good place to raise a family	3.6	3.7
The City does a good of maintaining its small town atmosphere	3.0	3.2
City employees are responsive to Fruita residents	3.1	3.2
Generally, city employees are competent	3.2	3.2
Overall, I am satisfied with City services and the public facilities in Fruita	3.1	3.2
I am pleased with the direction the City of Fruita is taking	2.9	3.0
The City of Fruita does a good job of keeping its residents informed about City issues	3.0	3.2
Fruita residents receive good value for the City taxes they pay	2.9	3.0
Elected City officials are responsive to Fruita residents	2.8	2.9
Fruita is a well planned and well designed community	2.7	*
Overall, I support the City's policies regarding growth related issues	2.6	2.7

* Not asked in 2005.

TAX SUPPORT FOR A RECREATION CENTER

While the 2005 survey did not show this question, the report stated that 49% of the respondents were in favor of an "increase (in) taxes to build a community recreation center/senior center." Most of the others (43%) were opposed. In contrast, in 2007, almost three-quarters (70%) of the survey respondents said they would support a one cent sales tax increase to help fund the recreation center.

DEMOGRAPHICS

As the following tables illustrate, the demographic profile of respondents to the 2007 survey was virtually identical to that of the 2005 survey except that there were more two person households represented in 2007 than in 2005 and fewer households with people aged 18 or younger represented in 2007 than in 2005.

Question 16: Are you...

	2007	2005
Female	63%	59%
Male	37%	41%

Question 17: Into which of the following age groups do you fall?

	2007	2005
18-24	2%	2%
25-34	12%	13%
35-44	15%	15%
45-54	18%	20%
55-64	22%	19%
65+	31%	32%

Question 18: How many years have you lived in the City of Fruita?

2007 / 2005	2007	2005
3 or less / < 3	35%	30%
4-9 / 3-10	28%	37%
10-19 / 11-20	17%	15%
20+ / 21+	20%	18%

Question 19: In what section of Fruita do you live?

	2007	2005
South of Interstate 70	15%	15%
North of I-70 and west of Mesa Street	33%	32%
North of I-70 and east of Mesa Street	52%	53%

Question 20: Including yourself, how many people live in your household?

	2007	2005
1	18%	23%
2	50%	45%
3	13%	14%
4	12%	13%
5+	7%	5%

Question 21: How many people in your household are aged 18 or younger?

	2007	2005
None	65%	71%
1	12%	12%
2	16%	12%
3	5%	4%
4+	2%	1%

Question 23: Which category best describes your household's annual income before taxes in 2006?

	2007	2005
< \$15,000	7%	9%
\$15,000 - \$24,999	10%	14%
\$25,000 - \$49,999	28%	32%
\$50,000 - \$74,999	31%	30%
\$75,000 - \$99,999	14%	10%
\$100,000 or more	10%	6%

APPENDIX A
Survey Instrument

City of Fruita Citizen Survey

Dear City of Fruita Resident:

Your help is needed. The City of Fruita is committed to providing the highest quality of services to our residents. We are conducting a survey of our residents to evaluate how we are doing and how we might improve. The survey is designed to assess residents' level of satisfaction with a wide variety of public services and to assist the City Council and staff with future planning, budgets and management priorities. One survey is being mailed to each household in the City of Fruita.

We request that a head of household, 18 years old or older, complete this survey and return it in the self-addressed, postage-paid envelope by October 8. Your responses will be completely confidential and only aggregate results will be reported. The survey is being conducted by the Colorado-based research firm, Left Brain Concepts, Inc on behalf the City of Fruita.

On behalf of myself, the City Council and the staff of Fruita, we appreciate your time and thank you for your participation. If you have any questions about the survey, please contact the Administration Department at 858-3663 or info@fruita.org.

Sincerely,

Jim Adams
Mayor, City of Fruita

1. Please give us your thoughts about the following quality of life issues in Fruita.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>
a. Your neighborhood overall	<input type="checkbox"/>				
b. The safety in your neighborhood	<input type="checkbox"/>				
c. The sense of community in Fruita	<input type="checkbox"/>				
d. The recreational opportunities in Fruita	<input type="checkbox"/>				
e. Ease of travel within Fruita	<input type="checkbox"/>				
f. Availability of affordable housing	<input type="checkbox"/>				
g. The image of downtown Fruita	<input type="checkbox"/>				
h. The overall quality of life in Fruita	<input type="checkbox"/>				

2. Do you believe that the City of Fruita is too lax, about right, or too strict in its enforcement of...

	<u>Too Lax</u>	<u>About Right</u>	<u>Too Strict</u>
a. Speeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Overall traffic enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Residential weed control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Animal control regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Junk in residential yards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Junk in commercial areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Regulations for rate of growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Regulations for quality of growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please rate the delivery of the following services in Fruita.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>
a. Police protection	<input type="checkbox"/>				
b. Fire protection	<input type="checkbox"/>				
c. Emergency medical services	<input type="checkbox"/>				
d. The City's recycling program	<input type="checkbox"/>				
e. Street maintenance / repair	<input type="checkbox"/>				
f. Street lighting	<input type="checkbox"/>				
g. Clearing snow in a reasonable period of time	<input type="checkbox"/>				
h. Providing high quality drinking water	<input type="checkbox"/>				
i. The number of parks	<input type="checkbox"/>				
j. Variety of types of parks	<input type="checkbox"/>				
k. Park maintenance	<input type="checkbox"/>				
l. The amount of permanent open space	<input type="checkbox"/>				
m. Quality of recreation programs / classes	<input type="checkbox"/>				
n. The City swimming pool	<input type="checkbox"/>				
o. Grand Valley public bus system	<input type="checkbox"/>				
p. Community appearance	<input type="checkbox"/>				
q. Weed control	<input type="checkbox"/>				
r. The Mesa County Library (Fruita branch)	<input type="checkbox"/>				
s. The quality of the public schools	<input type="checkbox"/>				
t. Traffic flow (traffic lights, signs, street design)	<input type="checkbox"/>				
u. Garbage collection	<input type="checkbox"/>				
v. Street cleaning	<input type="checkbox"/>				
w. Sidewalk maintenance	<input type="checkbox"/>				
x. Availability of irrigation water	<input type="checkbox"/>				
y. Code enforcement (signs, junk, abandoned vehicles)	<input type="checkbox"/>				
z. Animal control	<input type="checkbox"/>				
aa. Drainage/stormwater management	<input type="checkbox"/>				

4. The City of Fruita uses a range of media to inform residents about City business. Please tell us how much you rely on each of the following sources of information.

	<u>Primary Source</u>	<u>Secondary Source</u>	<u>Not a Source</u>
a. The Fruita Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The Daily Sentinel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The Free Press	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Utility bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Posted notices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. City of Fruita webpage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Fruita City Link newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. The radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please circle the source in question 4 that you rely on the most for information about City of Fruita issues.

6. For each of the following statements, please indicate the response that best fits with your opinion.

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>
a. The City of Fruita does a good job of keeping its residents informed about City issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Overall, I support the City's policies regarding growth related issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. <u>Elected City officials</u> are responsive to Fruita residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. <u>City employees</u> are responsive to Fruita residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Generally, city employees are competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Overall, I am satisfied with City services and the public facilities in Fruita	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Fruita is a good place to raise a family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. I am pleased with the direction the City of Fruita is taking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Fruita residents receive good value for for the City taxes they pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. The City does a good job of maintaining its small town atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Fruita is a well planned and well designed community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please rank the following services from 1 to 8 (1 = most important, 8 = least important) that you would like to see increased in Fruita.

- _____ Shopping & specialty retail
- _____ Restaurants, food & beverage
- _____ Lodging & travel
- _____ Sports & recreation
- _____ Personal services & care
- _____ Grocery store
- _____ Arts, culture & entertainment
- _____ Business & professional services
- _____ Other _____

8. How do you feel Fruita can best maintain its small town atmosphere?

9. In the interest of serving the community, the Fruita recreation department is considering expanding the programs it offers. While budget restraints will prevent offering all of the following, please indicate your level of interest in each one.

	Very Interested	Somewhat Interested	Not Interested
<u>Youth programs</u>			
a. Basketball leagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Soccer leagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Summer sports camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Track and field	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Music instruction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Activities with parents (Exercise, gym, tumbling)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Art programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Adult programs</u>			
a. Soccer leagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Softball leagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Basketball leagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Flag football	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Running/walking clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Fitness classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Senior programs</u>			
a. Bridge clubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Organized day trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Parties and other social events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Organized overnight trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. On the above list, please circle the three activities you are most interested in seeing the City of Fruita provide. You can also write additional activities below as part of your top three choices.

11. The City of Fruita is exploring the possibility of building a recreation center. The City is engaging the public in the planning process including eliciting feedback on possible design elements. If there is sufficient preliminary interest, the City likely will place a question on the April 2008 ballot that would ask voters to help fund construction of the initial phase of the recreation center with a one cent sales tax increase. If the election were held today, would you support or oppose a one cent sales tax increase to help fund a recreation center?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure

12. If the library district paid all of the cost, would moving the Fruita library from its current location to a larger space in the future recreation center....

- Improve the rec center project
- Have no effect on the rec center project
- Hinder the rec center project

13. Are you aware that Fruita has a community plan?

- Yes
- No

14. If yes, do you support the policies and goals contained in the community plan?

- I support all or almost all of the policies
- I support most of the policies
- I support only some of the policies
- I disagree with all or almost all of the policies
- I have not read the community plan

15. The City of Fruita is updating its community growth plan. After extensive public involvement, a draft plan has been prepared for review and comment by members of our community. The draft plan predicts growth of the community at an average rate of about 5% annually so that by the year 2030, Fruita's population could reach 30,000 residents. However, the Plan calls for maintaining the small town atmosphere by strengthening the downtown area, allowing for a wider variety of housing types and creating unique neighborhoods, increasing the diversity and sizes of parks and trail amenities, promoting multi-modal connectivity between neighborhoods and commercial areas, and encouraging economic development that strengthens Fruita's identity and retail opportunities. You can review the draft plan at www.fruita.org. Please provide any thoughts you may have about the growth of our community and specifically, the draft community plan update. We would appreciate it.

Finally, we would like to ask a few demographic questions about you and your household. Responses to these questions are kept confidential and used only when combined with all other responses.

16. Are you...

- Female
- Male

17. Into which of the following age groups do you fall?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

18. How many years have you lived in the City of Fruita? _____

19. In what section of Fruita do you live?

- South of Interstate 70
- North of I-70 and west of Mesa Street
- North of I-70 and east of Mesa Street

20. Including yourself, how many people live in your household? _____

21. How many people in your household are aged 18 or younger? _____

22. In April 2008, Fruita will hold a local election concerning a wide range of issues that impact life in Fruita. How likely are you to vote in that election?

- Almost certain
- Most likely will vote
- 50/50 or less
- Most likely will not vote
- Will not vote
- I'm not registered to vote

23. Which category best describes your household's annual income before taxes in 2006?

- Less than \$15,000
- \$15,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000 or more

APPENDIX B

Comments about the community growth plan

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Animals/Animal Control

- There are too many wandering dogs!! Too many barking dogs!!
- We have been unable to get any help from animal control on the weekends.
- We have feral cats! Millions of them are living in the alleys.
- A new community pool would be very nice.
- We have 21 dogs barking in 8 houses alone! That's a BIG problem! This city has a big problem with dogs. They're out day and night. Eight houses near me have dogs barking constantly. I can't sit on the patio. We need to control this dog population! Margaret Patrias, 455 Poplar Dr., Fruita, CO 81521.
- We need a humane society for animals.
- Animal control is much too lax.
- We have no animal control in Fruita.
- Don't mind the growth to a certain extent, but not so crowded to where there's traffic. Don't want to see a rise in crime and graffiti, like in Grand Junction. That's why we moved here from Orchard Mesa, which is getting like Clifton. Animals are not taken care of.
- Slow down on building subdivision. Do something in Heritage Village about the barking dogs.
- You can never call the animal control when you need them; they should be available seven days a week.
- Enforcement of barking dogs is too lax!
- When barking dogs are reported, no officer will go to the offender's home.
- Traffic, weed and animal control are all beyond lax.
- Neighborhood diversity is large city verbiage/attitude. Look at Denver, Aurora, and Colorado Springs (just staying in Colorado). That is a growth mix and politically correct term. That does not apply to "small town" atmosphere. We need better animal control.

City Services

- There is a need for a new wastewater treatment plant to keep up with the growth.
- The online draft plan provides the usual "planning" generalities. Making the concepts into reality in a way that maximizes quality of life and ease of movement for residents has not been a strong point. The upgrade and expansion of the sewer system should be first. Everything else will depend on how well and how soon that is accomplished.
- Garbage collection is too expensive.
- Where are we going to get the water for all the new growth? And a sewer plant is needed now, not in three years.
- It would be great to be able to pay our city trash and sewer bill on line through the city's web page.
- Water! Water! Water! Make plans based upon the driest year in the past 100 years.
- I'm concerned the sewage treatment plant updates and municipal water needs might have trouble keeping up with this growth projection.
- Also, trash collection once in the spring.
- Our sewers cannot handle the growth.
- Fruita will never return to a small town! The objective should be to make Fruita into a viable, large town with commercial development and well-planned streets. Most public services are good in Fruita and can be expanded.
- Storm water/sewer management is not very good in Red Cliffs.
- Police, fire, street maintenance, irrigation water, etc. needs to increase before more housing should be allowed.

Community Plan

- I wasn't aware that Fruita had a community plan, but I'm new to the area.
- We like the plan overall and hope the city government holds true to the plan.
- Review plan; think and plan again!
- I like the plan. I think we should now look at the potential builders for our community, E-star Homes. If and when we grow, we must think of contributing, NOT damaging our wonderful growing town. Don't just let any builder build. We need good, strong, energy-efficient homes here! We need additional parking for retail businesses.
- The online draft plan provides the usual "planning" generalities. Making the concepts into reality in a way that maximizes quality of life and ease of movement for residents has not been a strong point. The upgrade and expansion of the sewer system should be first. Everything else will depend on how well and how soon that is accomplished.
- I have not yet reviewed the plan.
- I'm not real familiar with the community plan.
- Ensure developers adhere to the plan with no variances allowed.
- I have not seen the community plan.
- The math is incorrect on the first page of the draft plan dated August 2007: Population growth from 6478 to 9393 is a 45% increase. The plan itself is very well thought out and ambitious, and its implementation should be very good for Fruita's economic and cultural growth and it should prevent the sort of sprawl (and occasional building abandonment) that afflicts Grand Junction. We hope the community supports the plan and allocates its resources accordingly. We have no children at home and are unlikely to participate in any of the community program, but we would like to see a library expansion. A literacy/writing group may also be a good idea. It seems the music and art youth programs would be equally valuable to adults and seniors as well.
- After working so hard on the 2020 growth plan and only a few years into it; I wasted my time! I guess a new city manager and city council will change this plan in a few years again!!!
- Have not read the community plan.
- After looking at the plan, we are looking in the right direction. We definitely need to keep the "small" town atmosphere. However, we have many needs in Fruita as we grow and prosper. We moved from Orchard Mesa and have lived in the valley since 1981!
- You have already got it planned out so I doubt anything I could say would matter.
- Although this plan sounds great, the town council doesn't have an "open mind" nor does it encourage different ideas. Anything that would alter their "decided" plan of action is really not attended to. They have all a "made-up mind" attitude but "you can come and see what we already decided on". What happened to the "let's put our ideas and thoughts together"?
- The document has hard to find. Not sure it was the right one that I saw. Wasn't called "community plan update", but "visioning plan". This document did look good, though.
- Overall, the plan is great in concept.
- My only thought is that we stick with a plan and not change it randomly to suit developer dollars.
- The community growth plan sounds great for business owners, however as a lifelong resident, I am seeing crime develop with the growth. I believe we need to keep this well in mind.
- The plan listed above is a good start, but until Fruita can clean up the weed and enforce junk codes, Fruita will remain a small, unkempt town – not an image we want to see.
- It looks like you are trying to look forward to plan for the growth that is going to happen.

Community Plan

- The community plan, past and future, fails to address expansion of business. This is vital for tax purposes. What exactly is a “small town” atmosphere? And hasn’t our present, as well as future, growth rate already eliminated that “small town” community? Shouldn’t we really plan for what we really are: “a bedroom community serving the business, industry and tax base of Grand Junction?”
- This sounds like a good plan.
- The plan is comprehensive and well thought out.
- If we truly abide by the well thought out Vision Statement we will accomplish what we truly want – a well planned city that anyone would be proud to live, play and work in.
- I haven’t seen the plan.
- Don’t make a long term plan and then change it for one development that is not in the interest of the rest of us.
- Fruita has a community plan? You would never know it as fast as houses are going up! It’s turning into a bedroom city rapidly!
- While I have no direct involvement in the community plan, from the newspaper it appears that they city council readily changes the growth plan whenever requested. What good is the plan if it is constantly changed piecemeal? It becomes “no plan” at all.
- I’m not sure yet about the community plan.
- I would support the community plan if the would be consistent. As soon as some high dollar folks beckon, the whole developmental plan is down the tubes in the name of money!!!
- I would support the community plan if the city would follow it, but they don’t. If the City of Fruita is serious about strengthening the downtown area, please STOP leasing what little space there is to non-mainstream oddball religious affiliations, i.e., Beit Lechem. Why does anyone want to go downtown when that’s what’s there instead of the decent restaurants (The EndZone Boneyard are/were mediocre) we want or culturally interesting galleries and shops. Look at Grand Junction’s main street if you need ideas to improve the downtown area. We have our house up for sale. We’re mainly unimpressed with Fruita and want to go back to Grand Junction.
- The City of Fruita hides too much information from us. I am aware that Fruita has a community plan, but you have your own agenda and you are trying to keep it very quiet. I don’t believe the community plan has been fully explained or that we have really been notified of all of it. The city planners are not very responsive to us at all. We are going in the wrong direction. The city planners do what they want and what’s in their interest. It’s not your right to decide how fast Fruita can grow. Growth is only regulated when it benefits your ideas! Keep Fruita as a small town; let Grand Junction have all the shopping, entertainment, etc. Keep it small and simple and logical!
- Sure do approve all of the growth plan!
- Why is it that only certain people will benefit from this so-called growth plan and not the average resident of this community? WHY?
- I thought the plan look good.

Dog Park

- We need a public dog park like at Canyon View Park.
- We need a dog park.
- A dog run in City Park would provide an excellent opportunity for dog lovers to meet.

Downtown

- Our concern regarding transportation is the way the bridge leading into downtown transitions onto very narrow streets with dangerous congested ingress and egress to city businesses.
- The downtown area is too crowded. Develop the Kopelli area.
- Please keep downtown Aspen St. from I-70 exit to the old Methodist church intact as it is!
- Fruita's downtown area needs more of a downtown feel like Grand Junction.
- Strengthening downtown area – great!
- Strengthening downtown is very important.
- The downtown area is too small to worry about preserving.
- Please set restrictions on downtown development to stay within the old style (i.e., Alpine Bank is a good example). Keeping tight conventions will make for a nicer-looking downtown.
- Some buildings in downtown need paint!
- Build on the downtown area.
- I think strengthening the downtown area is important and thus far is doing well. However, I think it is important to increase specialty shopping and shops downtown so that they have their own unique niche and are not in direct competition with other stores that might come in.
- Widen the downtown streets. Make it walkable to all parks from downtown, including the rec center Promote all retail and street level businesses in downtown. Move grocery store to south side of the highway.
- It seems that Fruita is growing very fast and we have very little downtown. We need to pay attention to make downtown a little bit bigger than it is now.
- There are too many churches in downtown Fruita.
- Downtown core should be maintained and enhanced; revitalize the downtown “core”.
- Why waste money downtown? Buildings are falling apart; it's too congested. Spread out in other directions. Quit worrying about the downtown area!!! Start worrying about SMARTER growth – wider roads, easier traffic flow, safer sidewalks, better lit streets, etc.
- I would support the community plan if the city would follow it, but they don't. If the City of Fruita is serious about strengthening the downtown area, please STOP leasing what little space there is to non-mainstream oddball religious affiliations, i.e., Beit Lechem. Why does anyone want to go downtown when that's what's there instead of the decent restaurants (The EndZone Boneyard are/were mediocre) we want or culturally interesting galleries and shops. Look at Grand Junction's main street if you need ideas to improve the downtown area. We have our house up for sale. We're mainly unimpressed with Fruita and want to go back to Grand Junction.
- Downtown Fruita has no parking. The streets are too little.
- Some of the downtown buildings along Aspen need a face-lift.
- Strengthening the downtown area would be welcomed. Also, keeping some areas of open space between Grand Junction and Fruita is recommended to define our special community.
- I agree that keeping downtown's atmosphere is important. It might also be a good idea to limit the amount of development that can be done annually to keep Fruita “small town”.
- Downtown does not seem like a small town any more.

Education/Schools

- Fruita is growing too rapidly to accommodate and properly educate the children in overcrowded schools. Maybe this should be a first consideration, building more schools.
- The teachers are getting too lax with discipline in the schools. And for all these kids, we need to have things for them to do – so the rec center is extremely important.
- Need more room in our new schools. They are already overcrowded. What a disappointment, but this should be a school district problem, not our town's.
- We maybe need another school and for sure a new store; Wal-Mart would be great.
- We need some kind of help to manage the overcrowding at the schools (don't know how this could happen).
- With all the planned development, will there be enough schools, grocery shopping, activities, etc.? how will traffic patterns be managed?
- What about business development for jobs and schools?
- The schools, especially Shelledy, need more and better playground equipment for usage all year around. Shelledy's playground is pathetic.
- The quality of our schools is going down.
- Schools cannot handle the growth. A school was built and it was already at capacity.
- Education is key; it keeps kids smart and healthy, and we'll have a good town!
- We need another grocery store and more schools; these are the only things I want added.
- Otherwise, stop the growth in Fruita. It's not a small town anymore! If you have a community plan, how are you notifying us about it? I'll be moving away long before it reaches 30,000 people! That is NOT a small town, regardless of its pseudo small town atmosphere.
- Do you have a plan for increasing schools to accommodate this growth?
- We need more schools; we need to get the Redlands kids out of our schools.
- Schools are overcrowded NOW and new schools are not being built, but new growth is still allowed.

Growth

- You must have affordable homes.
- It looks like you are trying to look forward to plan for the growth that is going to happen.
- Great ideas in the growth plan – exactly what Fruita needs – an identity! Once identity is established, focus on it.
- Growth plans should be preceded by roads, schools and service available, i.e., water, irrigation, etc.
- I'd rather not have too much increase in population.
- 5% growth rate is too much! We are losing our rural identity. With 30,000 people in this area, there will be too much traffic, crime, congestion, etc. Anyone who has taken Psychology 101 knows this!
- Fruita WAS a good place to raise a family. Keep the population under 10,000.
- Fruita growth will not be 5% annually. If it is, it will be too much in disarray. Slow it down! Don't forget the Exxon bust. 1% sales tax increase is high. I would NOT support at a 1% increase.
- I would like to see Fruita grow into a nice sized city. We need a movie theater and a bingo parlor.
- I would prefer that Fruita stopped growing in size. More services brings more people. Highway 6 is getting way too busy!

Growth

- Should take care of infrastructure first to accommodate the projected growth. Need to consider availability of water, without water, there's nothing.
- Most likely won't be around to enjoy or see it, but the way they are planning the growth so far, more power to them. Bravo.
- I agree with what the community wants to do. I hope that Fruita grows and becomes a ore fun place to live, with more activities to do for our younger generation.
- Overall, I am pleased with the attempt to have controlled growth and increasing recreational facilities.
- CAP a neighborhood new expansion. Clean up trash in residential areas – it's a health hazard.
- Fruita needs more businesses and opportunities for the people here, but we do not need more people! Stop encouraging more growth!
- You have not, and will not, control the growth to this point, how in the world would anyone believe you could control it to be able to stop the population at 30,000 residents?
- I would like to see some growth, however I would like to obtain the small town feeling.
- 30,000 by the year 2050! Slow down! Take a peek at those mountains we can't see any more. Our small town atmosphere is bursting at the seams. Give us time for fix the roads, traffic, pollution. Slow growth allows for fixing things and preparing the public for the 30,000 someday, even by the 2030 deadline. Work on more of the things that are needed for our current size: sewers, electricity, stores, places to work.
- The newspaper today (9/20/07) had an article stating the city would reach 30,000 by 2025. I believe the Fruita growth plan is always outdated as soon as it is revised. I support the main points outlined above (atmosphere, different neighborhoods, increasing park size, etc.)
- Please slow down residential growth.
- I have not attended meetings but strongly like the growth and direction of the community plan.
- Growth needs to occur in a planned way and not be dictated by the developers. All approvals from the city need to be done and the builder/developers closely monitored. The Vintner Farms fiasco should not be allowed to happen again.
- We are growing too fast. Services to older areas are not being maintained. We currently have no retail and no variety of restaurants. If you can't find it at the Dollar Store or don't like Mexican food, you are out of luck. Churches have a place, but it should not be on the two shopping locks of Aspen. We need a new Chief of Police who doesn't think he is God. I have talked with a number of residents who have had confrontations with the Chief; just because he is the Chief doesn't give him the right to be an S.O.B.
- Your draft looks good on paper, but the growth will bring more crime, worse crime, teen crime, drug crime and put fear into the hearts of all of us elderly people. Ten years ago you could leave your house unlocked as well as your car, but you can't now. Too much housing, too fast for the infrastructure to keep up with. Mountain view, beautiful sunsets and sunrises are far more important than cramming this beautiful land with wall-to-wall houses. We need to stop and smell the roses and the clean air or we will become a city that all the people who are coming here to get away from.
- It would be nice to see Fruita get a better grip on development. The whole Vintner's Farm issue could have been prevented if planning clearances hadn't been released without subdivision acceptance.
- A plan is only as good as it's enforcement. We had a growth plan already that was thrown over for money. You can't have a growth plan that works if you ignore it for the first rich person that comes in and wants to build 200 new homes and a golf course and the city caves to accommodate them.

Growth

- You've already got an over population problem in Fruita. The schools are already too crowded and they are brand new. The housing planning doesn't help with the valued market; we lose money on our property everyday because you sell out to out-of-staters.
- Too many mistakes have been made by subdivision developers because of lack of adequate inspection and because Fruita has not been allowed to grow too fast. Five percent may even have been too fast. Three and a half to four percent would be optimum, in my humble opinion!
- Growth is inevitable. Being prepared and anticipating the growth is key.
- Don't grow too fast!
- I cannot even imagine 30,000 people here in Fruita. It already feels overpopulated. Slow down the growth!
- I strongly support the extension of the River Front Trail to Fruita. I am concerned about the loss of farm land to residential development.
- Fruita growth plan is a good one in theory, but putting it in place will be the challenge. Need stricter enforcement on commercial property owners that does not allow them to allow a property to sit empty and still be used as a write-off.
- I know it is probably going to happen, but we moved here because Fruita was a wonderful small town. If it grows as predicted, we will most likely move. Fruita could and should do a better job of promoting recycling. Three out of ten recycle in our neighborhood. They need to take glass!
- I come from a small town of 10,000 or less. 30,000 is NOT small and it will never feel small with that many people here and it doesn't now. Ten years ago it did. All the fields are disappearing and the roads are always torn up.
- Good for the city for staying in front of the growth curve. I've seen the plan and it looks good. Keep lots of trails so that people are encouraged to run errands on their bikes instead of in their cars! Upgrade City Market!
- Too much growth will negate efforts to keep a small town atmosphere, not to mention traffic congestion and noise.
- We are growing much too quickly. Limit growth to no more than 2% annually. We are killing the very reason that Fruita is so appealing by allowing so much growth! Slow it down!
- The community plan addresses growth, but does not adequately address conserving wildlife areas, wetlands and farmland. I am constantly disheartened to see these areas bulldozed for more housing. The destruction of the wetlands near K & 6/10 Roads is horrible. Please preserve conservation areas in your plan. They are the reason I chose to live in Fruita.
- Keep Fruita within a 20,000 resident city. Don't build on all of the empty spaces. Let us enjoy our view of the Monument.
- That's not a small town! That's trying to disguise a large town and bamboozle the citizens. I drive around for my living and I see the rapid growth. We have already lost our small town.
- I am for growth in Fruita big time. I want to see it become less dependent on Grand Junction by getting more restaurants, entertainment options like movie theaters and bowling, more retail stores, and grocery stores like Wal-Mart or Safeway. I want to see it give the people that live there no excuse why they need to go into Grand Junction.
- I totally support the growth plan!!!
- I think the growth plan is very accurate. Above all, Fruita needs a big rec center with a pool and basketball courts, among other things. And another grocery store.
- If we have more growth, we will need more police and firemen. How are you going to attract new personnel to the area when Fruita does not pay as well as other towns? They are currently overworked and underpaid, especially our volunteer fire department.
- If the population continues to grow, it will no longer be a small town atmosphere.
- Continue to control the growth at a lower than average rate.

Growth

- Limit growth. Bigger is not always better.
- I don't feel you can continue to grow and keep a small town atmosphere. It's NOT possible.
- Future map 2020 looks well planned with major consideration of keeping Fruita city limits connected and room to grow.
- Too fast, too much.
- Don't mind the growth to a certain extent, but not so crowded to where there's traffic. Don't want to see a rise in crime and graffiti, like in Grand Junction. That's why we moved here from Orchard Mesa, which is getting like Clifton. Animals are not taken care of.
- 5% is too much growth.
- Please save our small farms. If you stop issuing building permits, people will go to Grand Junction or elsewhere.
- I do not support a plan that includes growth at that rate, especially to that extent. You can not have a small town atmosphere without keeping the small town.
- Please control density. I would not like to look in my neighborhood to buy a two-bedroom, one-bath, anything. We need to keep the locals(?) here. They are tending to go to the Moose or Elk. Let's keep them from driving too far just to have fun.
- Slow down on building subdivision. Do something in Heritage Village about the barking dogs.
- 30,000 is too big!
- Slow down development and don't build low income houses.
- Slow (stop?) growth and work to improve what's already here! Example: schools, downtown, neighborhoods, etc.
- Growth at the rate of 1%.
- Regulate size and type of retail businesses that can do business in city limits.
- Fruita will grow more, and as long as you stick to your plan as on your web site, it will grow for the good. Hopefully, not as fast as in the last few years.
- We are growing too much to have a small town atmosphere.
- Limit the growth because of the sewers, etc.
- With all the planned development, will there be enough schools, grocery shopping, activities, etc.? how will traffic patterns be managed?
- I would like to see the rate of growth managed at a slower rate than is currently occurring.
- I think the growth is wrong and the fact that water-trash-sewer is going sky high so that the people that are local can't even afford to live here.
- I do not like the growth. I am NOT in favor of any more growth in Fruita. This used to be a good place to raise a family, but not now.
- We are growing at a tremendous rate. We need to stay on top of it.
- I support growth but feel it has happened so fast and without any planning. Housing prices have practically doubled since we moved here and we are looking at moving to the Redlands because of more affordable housing. We love Fruita, but need a bigger home. Families cannot afford \$300,000 homes! Get a grip on the building!
- City must collect development impact fees in order to maintain balanced growth. Let the developers pay for their impacts to the community. Overall, the growth plan looks okay.
- Stop growth!!!
- I don't like the growth.
- We do not need to reach 30,000 residents. What is the purpose of this expansion? Leave Fruita the way it is now. We do not need to compete with Grand Junction or annex Loma.
- Fabulous job with the growth plan so far – fair and balanced approach – keep it up!
- Since moving here three years ago I've already lost the view of the Monument and Book Cliffs! Please slow down and keep the "homey" atmosphere! Don't allow big business to move in yet.

Growth

- It seems that Fruita is growing very fast and we have very little downtown. We need to pay attention to make downtown a little bit bigger than it is now.
- City has taken pro-active leadership in monitoring growth/improvements.
- Fruita planners ignore the community by it's wanting more homes and people. There is no affordable housing in Fruita and it's only going to get more expensive! Your aim is to move all farms and open space out. By the way the overgrowth is going, Fruita has one plan, more taxes!
- Cost of living is too expensive. Housing in particular is too expensive. And yet I don't think there's anything anybody can do about it. One thing for sure is that all the new subdivisions are ridiculously cramped and the houses are too close together. I like the small town atmosphere and I get up in Fruita and liked it very much, but growth will happen and you have to adapt and change.
- We need senior housing for able-bodied, financially independent seniors, something like Cottages at the Commons. I would prefer the community not reach 30,000 by 2030, but it may be inevitable.
- I like the growth plan.
- The elms are out of control; they are growing over the sidewalks. Most people see growth as nothing but positive, but I hate to see more and more building. Crowded, rushed, congested, things become more expensive and many times the people that have spent most of their lives in a town move because it isn't home anymore. For instance, New Castle.
- If there is growth, the fees for the increased schools and sewers for growth should be paid for by the developer. This would slow the growth.
- I understand wanting to keep the same small town atmosphere, but I think adding more retail, grocery and restaurants will only help increase Fruita's tax revenue. If Fruita is going to grow to 30,000 people, you need to plan AHEAD.
- We don't need any more Mexican or Chinese restaurants. I disagree with changing plans which we adopted before the 2010 ending date. We the people born and raise here, or long-time residents, do not count any more. Only newcomers, as they move here by the hundreds, can change things to their way. We aren't even recognized at meetings any more.
- A new grocery store is very, very important. I really don't want to see Fruita grow anymore, but if it has to, it'd be nice to see unique neighborhoods rather than the "cookie cutter" neighborhoods most large cities have. Fruita needs to keep its individuality.
- Why waste money downtown? Buildings are falling apart; it's too congested. Spread out in other directions. Quit worrying about the downtown area!!! Start worrying about SMARTER growth – wider roads, easier traffic flow, safer sidewalks, better lit streets, etc.
- I came from a large city and it is interesting to be here in a charming area. I do however feel we need another grocery store and pharmacy. Don't grow too much!
- Do you have a plan for increasing schools to accommodate this growth?
- Cap the growth at 30,000 and no more.
- I am aware the Fruita has a community growth plan, but I have not seen it. The whole world is not on the internet. Plan should be available in other forms.
- Don't forget schools with this growth.
- I don't see any additional access to I-70, which is badly needed now and will be even worse as the population grows.
- I think 30,000 is a large small town. However, if you must grow, you need to put some stores (Super-Target) and a few retail stores in so everyone will shop here instead of in Grand Junction.

Growth

- It would seem that the best way to keep a small town atmosphere is to keep Fruita a small town, say under 20,000 people. Growth can be controlled to some extent without the need for additional taxes/fees from new development. If the economic boom drops off, and since much is based on the current oil and gas exploration, it will drop off, where will the funds come from to maintain the infrastructure when you have a high level of vacant houses, etc.?
- 5%??? Traffic sure seems to indicate the growth (increase in population) is happening at a much faster pace. Need more amenities, MSOCERY, etc. We are losing too much revenue to Grand Junction.
- Limit growth to a sustainable level – 2%.
- The community growth plan is B.S.
- I need to review the community growth plan.
- The growth plan is mostly B.S. Fruita is growing too fast and will continue to do so regardless of the P.R. of a city's community plan.
- Vintner's Farm is a disaster. Growth has not been managed well, i.e., smaller lot size developments south of I-70 toward the river, poor quality infrastructure (Vintner's Farm) and changing of the land code for the new golf course and residential site northwest of town, which I understand will not be done yet. A more intensive development could possibly be built. Stop the growth until the current houses are sold at an 80% ratio. Too many empty, big houses. Make the developers pay for the new rec center. Are the planners aware of Fruita's community plan?
- Get rid of the historical buildings in Fruita. Spend as much time on roads as lazing around and hiding in the parks! Fruita is becoming less and less a good place to raise a family. Stop expanding! I moved here to get away from Denver. Another grocery store would be nice. As would a movie theater and more doctors. Growth is under-projected. Dealing with real figures vs. projected figures doesn't work. At the rate we are climbing, we'll end up beyond the projected 5%. This is not realistic; we've already gotten more children than we have school buildings or teachers for. Need to put some realism into play here. Need to step it up on the schools. We are WAY behind! Denver's schools are better.
- Listen and comply with what the citizens' request instead of listening and then disregarding it. Quit making growth about Fruita's tax base and more about its people. There will be too many houses when the next bust hits in 10-15 years.
- We will lose the small town feel; we're selling out to big money. Mansion neighborhoods in a rural community? Crazy! We know growth is inevitable, but money's talking here, not the people. We can't afford a home now and it's just going to get worse.
- The growth of 30,000 and maintaining a small town atmosphere don't go together. We are growing way too fast to control traffic, crime, pollution.
- I believe the growth plan allows too much growth, too fast, without enough time and money to support the services the new crowds will require.
- Make sure infrastructure keeps up with growth. Growth should be slow and smart.
- The rate has been closer to 10% for years.
- Fruita is allowing too much growth without quality, e.g., three-story apartment buildings. A lot of effort has been put into the planning process. Stoutly resist the pressure from outside developers to get around various provisions. We do not need an individual developer's business that badly. They need Fruita worse than we need them, especially with the present state of the housing market nationwide!
- The community growth plan is MSEAT!

Healthcare

- Look at the mess with the location of the new hospital. It's right next to a grade school where there is already a lot of traffic. With a hospital so close, it will be even more dangerous for our children to get to and from school.
- We need more doctors.
- Our emergency medical services are stretched thin.
- Need more medical and dental services.
- We need more medical and emergency services.
- Need a real hospital.
- We need more medical doctors.
- Like to see more health care.
- Get rid of the historical buildings in Fruita. Spend as much time on roads as lazing around and hiding in the parks! Fruita is becoming less and less a good place to raise a family. Stop expanding! I moved here to get away from Denver. Another grocery store would be nice. As would a movie theater and more doctors. Growth is under-projected. Dealing with real figures vs. projected figures doesn't work. At the rate we are climbing, we'll end up beyond the projected 5%. This is not realistic; we've already gotten more children than we have school buildings or teachers for. Need to put some realism into play here. Need to step it up on the schools. We are WAY behind! Denver's schools are better.
- We need a new hospital.
- We need a pharmacy/drug store.

Housing

- I like the plan. I think we should now look at the potential builders for our community, E-star Homes. If and when we grow, we must think of contributing, NOT damaging our wonderful growing town. Don't just let any builder build. We need good, strong, energy-efficient homes here! We need additional parking for retail businesses.
- The housing in Fruita is too close together.
- Too many low income housing units will bring in crime.
- Affordable housing is a must.
- Provisions in the housing portion need to include greater focus on affordable housing and encouragement of planned unit developments.
- Your draft looks good on paper, but the growth will bring more crime, worse crime, teen crime, drug crime and put fear into the hearts of all of us elderly people. Ten years ago you could leave your house unlocked as well as your car, but you can't now. Too much housing, too fast for the infrastructure to keep up with. Mountain view, beautiful sunsets and sunrises are far more important than cramming this beautiful land with wall-to-wall houses. We need to stop and smell the roses and the clean air or we will become a city that all the people who are coming here to get away from.
- You've already got an over population problem in Fruita. The schools are already too crowded and they are brand new. The housing planning doesn't help with the valued market; we lose money on our property everyday because you sell out to out-of-staters.
- Slow down on building subdivision. Do something in Heritage Village about the barking dogs.
- Slow down development and don't build low income houses.

Housing

- I support growth but feel it has happened so fast and without any planning. Housing prices have practically doubled since we moved here and we are looking at moving to the Redlands because of more affordable housing. We love Fruita, but need a bigger home. Families cannot afford \$300,000 homes! Get a grip on the building!
- We need more housing.
- What is "wider variety of housing types" mean? I don't want my property value to do down.
- Need more affordable housing.
- Fruita planners ignore the community by it's wanting more homes and people. There is no affordable housing in Fruita and it's only going to get more expensive! Your aim is to move all farms and open space out. By the way the overgrowth is going, Fruita has one plan, more taxes!
- Stop the housing growth. We are a bedroom community for Grand Junction.
- Stop building new housing. We have enough as it is. Keep the population as it is.
- Quit building houses with out building more schools.
- Overall plan is good, but overbuilding is a worry; I've seen it happen too many times.
- Need greater availability of affordable housing for low-income people.
- I am concerned that with the small yards for residential homes (i.e., Vista Valley, Comstock, etc.) we will have many children playing in the streets. We need lots at least with some yard after the home is built and more open space.
- Stop the small lots. No new lot size for a house should be less than 10,000 sq. ft. A small lot only crowds the schools, overloads city facilities and makes more money for the land developer.
- Cost of living is too expensive. Housing in particular is too expensive. And yet I don't think there's anything anybody can do about it. One thing for sure is that all the new subdivisions are ridiculously cramped and the houses are too close together. I like the small town atmosphere and I get up in Fruita and liked it very much, but growth will happen and you have to adapt and change.
- Leave larger lots for housing.
- Need affordable housing without becoming another Clifton.
- Spread housing apart, not all jammed together.
- We need senior housing for able-bodied, financially independent seniors, something like Cottages at the Commons. I would prefer the community not reach 30,000 by 2030, but it may be inevitable.
- Slow down the building!
- Like I said earlier, I am 38, a single mom that was born and raised here. I can barely afford to live "in" Fruita. I want to stay! I love it here. I want to raise my two teenaged girls here. Homes are way too expensive! Why are we catering to the rich? Will I be forced to live in Clifton? Would like to see a wider variety of housing types.
- Let's not allow homes on postage stamp lots. Also, the Alexander Ct. is such a poor plan. Surprised it was allowed. One home catches fire, so does the connecting one, and the next and the next. Why are these permits given? How come on one realized what was happening at Vintner Homes?
- Please promote MIXED residential, so that there are no parts of the city that will become a west-end "Clifton". Allowing huge apartment complexes in one small area is NOT a good idea and giving such a project a code variance is the worst idea of all! If you grant one such variance, what will you say to the next guy and why even have a code?
- Slow way down on housing growth.
- Fruita needs multi-family housing, more availability of rental properties.
- Don't cram so many houses on one acre of land. Try to maintain the farming community.

Housing

- Need to make sure fire trucks and emergency vehicles have enough room to get to houses. Houses are too close together for safety.
- Housing is too expensive.
- I really believe you should stop building houses and work on the schools and maybe more affordable housing for single parents.
- We need zoning for townhomes, condos and patio homes. These should be along Highway 6 between L and M Roads. It should be zoned one acre lots.
- No high-density and/or high-rise (above two-story) construction, five or six lots per acre, no more.
- Stay away from high density housing.
- How does having 17 ½ Road closed for a year because of Vintner Farm's housing development help the community? Very poor oversight of these developers building an inferior housing development. How will those developments look in ten years? I suspect very poor.
- I believe you have allowed too many subdivisions to date with little thought to impact on schools and traffic. Going forward, I believe the higher density, mixed neighborhoods should be to the east of 18 Road where there are already plenty and north of L Road should remain larger parcel "estate" type of residences. I believe K Road is the logical choice for a main thoroughfare since it already serves that purpose. L Road doesn't even connect between 18 and 17 Roads; why tear up more farm land?
- Something should be done when developers have plans to mass produce homes in small areas. It limits yards for families, therefore making it hard to ensure the safety and exercise of children. Sidewalks need to be in place for where children walk to and from school to ensure the safety of the children as well as drivers.
- New neighborhoods seem to be the most important to the city while older neighborhoods are forgotten, especially as far as street maintenance and repair. Why not chip seal Lexington Way?
- We don't desire to see it grow any more as far as housing goes.
- Need more affordable housing.
- No more subdivisions.
- Quit building houses!!!
- We need more low-income housing for the over 60.
- A Texas Roadhouse would be nice! We need a bigger grocery store; City Market is always packed, which makes shopping harder. As far as subdivisions, I wish that lot spaces were bigger and more spread out, which would improve the quality of living. Families would have more room.. Having neighbors three feet from you isn't very nice. Allow acre lot subdivisions more.
- Might promote smaller housing?
- Housing is too dense. There is no need to put so many housing units in every horse pasture or corn field.
- You MUST build low cost homes!
- Vintner's Farm is a disaster. Growth has not been managed well, i.e., smaller lot size developments south of I-70 toward the river, poor quality infrastructure (Vintner's Farm) and changing of the land code for the new golf course and residential site northwest of town, which I understand will not be done yet. A more intensive development could possibly be built. Stop the growth until the current houses are sold at an 80% ratio. Too many empty, big houses. Make the developers pay for the new rec center. Are the planners aware of Fruita's community plan?
- Listen and comply with what the citizens' request instead of listening and then disregarding it. Quit making growth about Fruita's tax base and more about its people. There will be too many houses when the next bust hits in 10-15 years.

Housing

- Infrastructure needs a boost, i.e., larger grocery store, better parking planned with new businesses. Houses built behind houses is a stupid idea. That is just developer greed.
- Fruita is allowing too much growth without quality, e.g., three-story apartment buildings. A lot of effort has been put into the planning process. Stoutly resist the pressure from outside developers to get around various provisions. We do not need an individual developer's business that badly. They need Fruita worse than we need them, especially with the present state of the housing market nationwide!

Infrastructure

- Should take care of infrastructure first to accommodate the projected growth. Need to consider availability of water, without water, there's nothing.
- Your draft looks good on paper, but the growth will bring more crime, worse crime, teen crime, drug crime and put fear into the hearts of all of us elderly people. Ten years ago you could leave your house unlocked as well as your car, but you can't now. Too much housing, too fast for the infrastructure to keep up with. Mountain view, beautiful sunsets and sunrises are far more important than cramming this beautiful land with wall-to-wall houses. We need to stop and smell the roses and the clean air or we will become a city that all the people who are coming here to get away from.
- They close roads for too long to work on infrastructure.
- It is absolutely impossible to maintain a small town atmosphere with 30,000 residents. Infrastructure will suffer and taxes will increase by a large amount. The city of Fruita will be forcing retired people to move elsewhere.
- Vintner's Farm is a disaster. Growth has not been managed well, i.e., smaller lot size developments south of I-70 toward the river, poor quality infrastructure (Vintner's Farm) and changing of the land code for the new golf course and residential site northwest of town, which I understand will not be done yet. A more intensive development could possibly be built. Stop the growth until the current houses are sold at an 80% ratio. Too many empty, big houses. Make the developers pay for the new rec center. Are the planners aware of Fruita's community plan?
- Infrastructure needs to be in place BEFORE continued development is approved. Look at new streets that are already torn up!
- The plan is good. My concern is with infrastructure. I would like to see us avoid a situation like the Redlands where all travel is restricted to one road and yet housing continues unabated. Please give us the roads to support 30-40,000 people.
- Make sure infrastructure keeps up with growth. Growth should be slow and smart.
- Please update the infrastructure before taking on a lot of new projects and on a pay-as-you-update plan.
- Infrastructure needs a boost, i.e., larger grocery store, better parking planned with new businesses. Houses built behind houses is a stupid idea. That is just developer greed.
- I think the infrastructure needs to catch up with current development. There are many approved units that have not been built yet. The above sounds great but I think we need to slow down and make sure the QUALITY is there.
- Fruita lacks infrastructure to handle this type of growth. Better planning is needed, or slower growth. Right now Fruita has more income dollars than foresight on how to manage the city.
- Did you forget about the old Fruita bridge?

Jobs/Job Opportunities

- Where are the jobs?
- Fruita still needs to pay the employees more per hour and do away with the good ol' boys.
- If we have more growth, we will need more police and firemen. How are you going to attract new personnel to the area when Fruita does not pay as well as other towns? They are currently overworked and underpaid, especially our volunteer fire department.
- We need more job opportunities.
- Try to bring permanent jobs to the area.
- Bring more professional jobs to the area.
- Try to bring big businesses into the area such as Qwest, HP, etc. to provide employment opportunities to those who work in the telecom and computer industry.
- What about business development for jobs and schools?

Landscaping/General Cleanup – Weeds/Trash

- The plan listed above is a good start, but until Fruita can clean up the weed and enforce junk codes, Fruita will remain a small, unkempt town – not an image we want to see.
- A volunteer task force to oversee properties with unsightly front yards with sofas, inside house appliances, lawn mowers, garbage cans, etc. in the front yards of homes could be formed.
- People who can't help because of illness to keep up yards could be referred to area churches for help.
- That is a negative cash flow for our police, schools, highways and family-oriented community.
- Drugs kill our kids and community.
- Organize street clean up. Engage city pride in local houses' appearances.
- Plan more walking trails.
- There are sand burs in some of the parks.
- Some of the old businesses along Hwy 6 & 50, especially in the main part of town need to be cleaned up. The new, improved stretch of highway and paths are nice, but are sure spoiled by the old cars, gas station, etc. The south area by the coop elevator needs sprucing up, also.
- Weeds in the new development south of I-70 open areas need cutting and maintaining.
- There are yards around us where the weeds are higher than the fences. They don't even try to keep their yards cleaned up.
- I would really like to see the updating and beautification of the area to the west of 18 Road on Highway 6 and 50. It is quite run down and could be further developed, updated and landscaped.
- Trim trees and shrubs along sidewalks downtown to Pine so that pedestrians do not have to walk into the street.
- Need to improve weed control in residential areas and on the city's property.
- Improve the entrance to Fruita from I-70 – very poor appearance.
- Regarding community plan with landscaping – keep it simple! Consider maintenance costs. Don't get too fancy. Less is best. Remember, we live in a desert area.
- The elms are out of control; they are growing over the sidewalks. Most people see growth as nothing but positive, but I hate to see more and more building. Crowded, rushed, congested, things become more expensive and many times the people that have spent most of their lives in a town move because it isn't home anymore. For instance, New Castle.
- Fruita business district downtown needs to be cleaned up. Houses on Aspen need to be spruced up and the lawns need to be maintained better.

Landscaping/General Cleanup – Weeds/Trash

- I would like to comment on the mess at Big Nugget Ice company. It looks like a junk yard. We live across the street (Ottley). It drags our property values down. We have complained to city and to him, with no positive responses. We are tired of looking at the mess.
- Note: please consider leaf collection at curbside.
- Empty lots should have weed control enforced for landowners in the city.
- The trailer court on West Parbor Way is an eyesore. It looks like the whole place should be condemned if the insides of these trailers are anything like the outsides. There are kids in the streets, often junked cars, too many cars, drunks, etc. It's a mess!
- I0 & 2/I0 roads – yuck! There are torn apart trailer houses and many other things.
- There is absolutely no code enforcement: abandoned cars, weeds, junk, etc.
- Would like to see the community's appearance change. It looks run down. Hopefully, that will change soon.
- There is a shop in downtown Fruita that needs to either be cleaned up to the point of being able to run properly or condemned and moved out of the area. It is a sore sport to the eyes and very seldom open.
- Entrance to Fruita via I-70 (check St. George, UT regarding rock work, landscaping).
- They should not allow the burning of weeds in town.
- Weed control?!
- 4. Sidewalk repair.
- Trail amenities need to be cleaned up. Benches would be a nice addition. Garbage cans along the trail or at the entrance would help keep things cleaner.
- Keep the town CLEAN!
- Some of the downtown buildings along Aspen need a face-lift.
- Owners need to be held responsible for maintaining the businesses.
- Also, people should be aware more of weed type programs.
- Please clean up or hide or get rid of the ugly, ill-kept, trashy mobile homes and other community areas that show no pride in this town.
- Enough promoting the "small town atmosphere". Get rid of the bad impressions first!!!
- Trash on sidewalks and trash cans left at curbside needs to be looked at.
- Traffic, weed and animal control are all beyond lax.

Law Enforcement

- The community growth plan sounds great for business owners, however as a lifelong resident, I am seeing crime develop with the growth. I believe we need to keep this well in mind.
- We are growing too fast. Services to older areas are not being maintained. We currently have no retail and no variety of restaurants. If you can't find it at the Dollar Store or don't like Mexican food, you are out of luck. Churches have a place, but it should not be on the two shopping locks of Aspen. We need a new Chief of Police who doesn't think he is God. I have talked with a number of residents who have had confrontations with the Chief; just because he is the Chief doesn't give him the right to be an S.O.B.
- Fruita growth plan is a good one in theory, but putting it in place will be the challenge. Need stricter enforcement on commercial property owners that does not allow them to allow a property to sit empty and still be used as a write-off.
- If we have more growth, we will need more police and firemen. How are you going to attract new personnel to the area when Fruita does not pay as well as other towns? They are currently overworked and underpaid, especially our volunteer fire department.
- Don't mind the growth to a certain extent, but not so crowded to where there's traffic. Don't want to see a rise in crime and graffiti, like in Grand Junction. That's why we moved here from Orchard Mesa, which is getting like Clifton. Animals are not taken care of.
- We do not have enough police or fire protection.
- City will need to hire a couple of more policemen, too.
- We've had thefts in our neighborhood.
- Code enforcement officers pick on certain neighborhoods (new ones vs. old ones). Harassment!
- The town has MANY policemen, but we never see them. There are not restaurants for them to hang out in.
- Police force needs to do their job. Why do they have fancy cars if they don't use them? Why do we have stop signs? Enforce the laws!! Stop closing the streets for bike races. We didn't invite them. We still have to live here! Fruita has a plan? Really?
- Enforce the laws, especially for bikers. I NEVER see them stop at stop signs, for instance.
- My street is a speed zone! 50-60 daily! No laws are enforced. I live on Comstock Drive. Why not 2% for the rec center? The small town atmosphere will never be maintained.
- Make sure it's secure for all that use it. Enforcement!
- Give thought to have plans for upgrading our police force, including but not limited to more modern equipment, larger force, more community involvement, etc. As Fruita grows, the great need for this should already be in place. Need more maintenance on walking trails in city limits.
- Ever notice how the police are invisible in their own living areas?
- Would like to see more police presence.
- Speeding – 30 mph signs on McCune, nearby park, homes. One block north of Aspen at 15-25 mph?!
- Keep crime down by involving citizens, educating and involving children, and keeping Fruita clean and tidy.
- Speeding is a problem, especially on K Road!
- The police "group" at each others homes.
- Please tell me how the police's time is utilized. I asked for assistance in patrolling an area, the chief of police was present in civilian clothes, the office totally turned me down and the chief said nothing.
- We need much quicker police service when they are responding to a call (not one or two days later).
- 5. Code enforcement.

Law Enforcement

- Would like a movie theater and more police.
- The code prohibiting the parking of trailers, boats, etc. within ten feet of the sidewalk (on the front of a lot) is NOT being enforced and it should be. Nothing degrades the community more!!!
- Gangs are hanging out and need to be stopped.
- True. The city could reach 30,000 folks, but it would no longer be the city we have enjoyed. The small town environment will have eroded, schools will be overcrowded, and traffic will be out of control. The city already has a hard time with enforcement issues; it would only get worse.
- Overall traffic enforcement, residential weed control and animal control regulations are very bad. Our police could do much better if they didn't mess around having coffee, etc. There are many drivers speeding and parking incorrectly. Instead of wasting more tax dollars, perhaps traffic tickets could increase the city's income. We need more than City Market. If the city can't afford the rec center, forget it!
- The police are not enforcing slow drivers on Hwy 6 & 50. 18 Road, 10 2/10 & 3/10, and High School intersections are senseless, stupid! Street intersections should not be screwed up! No improvement was made, just a lot of confusion, mess, safety concerns, waste of money on design and maintenance and MAD citizens. And the signage for 18 Road is still incorrect.
- Police, fire, street maintenance, irrigation water, etc. needs to increase before more housing should be allowed.
- I am concerned about high incidence of stop sign ignorance. Can all stop signs have additional [4-way] or [2-way] signage to warn motorists that cross traffic may not stop at particular intersections?

Library

- The math is incorrect on the first page of the draft plan dated August 2007: Population growth from 6478 to 9393 is a 45% increase. The plan itself is very well thought out an ambitious, and it's implementation should be very good for Fruita's economic and cultural growth and it should prevent the sort of sprawl (and occasional building abandonment) that afflicts Grand Junction. We hope the community supports the plan and allocates its resources accordingly. We have no children at home and are unlikely to participate in any of the community program, but we would like to see a library expansion. A literacy/writing group may also be a good idea. It seems the music and art youth programs would be equally valuable to adults and seniors as well.
- The library needs to maintain a separate entity (quiet atmosphere), BUT does need a larger space!
- The stairs in the Mesa County Library are hard for older people.
- We don't need a rec center and we don't need another library. Libraries are outdated.
- Library needs improvements.
- I love the location of the library – don't move it! Make sure schools grow with the community. They will be your future taxpayers! Keep our community healthy! Support vital quality education in our schools and families.
- I'm not sure the library should go to the rec center.
- Current library is too small.
- Library should be separate from the rec center.
- Fruita should have a decent library with more internet access and classes on the internet and computer usage, etc. as well as improved children's area and activities. We need a nicer facility to have senior activities with a better atmosphere.
- I would like to see the library moved into the rec center if there is enough room for it. We need more for seniors.

Library

- The Mesa Country Library is way too small; needs to be moved to a larger space.
- A new library is a good idea, but it doesn't need to be crowded into a rec center. Give the library the space it needs to be of real value.
- The library really needs more space.
- Moving the library to the new rec center would certainly make more people aware of the library and its programs.
- We need a rec center; don't move the library into it, though.
- I am not for the library moving to the rec center.
- The question about the library is confusing to me.
- Keep the library out of the rec center!
- We need a larger library.

More Shopping/Grocery Stores/Retail/Restaurants

- We definitely need a new grocery store.
- We do need some additional shopping and dining options (sales tax to Fruita, instead of Grand Junction).
- We need an additional grocery store.
- I think more retail for everyday things are needed. A new grocery store!
- Need a really good, reasonably priced ice cream parlor.
- The restaurant, Texas Roadhouse, so popular in Clifton might be added to our tax base, too.
- We have so many banks and so few grocery stores.
- Need additional big box stores, i.e., Target, Wal-Mart, or something similar.
- We maybe need another school and for sure a new store; Wal-Mart would be great.
- We really need a bigger grocery store.
- Quit giving City Market a monopoly.
- We are growing too fast. Services to older areas are not being maintained. We currently have no retail and no variety of restaurants. If you can't find it at the Dollar Store or don't like Mexican food, you are out of luck. Churches have a place, but it should not be on the two shopping locks of Aspen. We need a new Chief of Police who doesn't think he is God. I have talked with a number of residents who have had confrontations with the Chief; just because he is the Chief doesn't give him the right to be an S.O.B.
- I am for growth in Fruita big time. I want to see it become less dependent on Grand Junction by getting more restaurants, entertainment options like movie theaters and bowling, more retail stores, and grocery stores like Wal-Mart or Safeway. I want to see it give the people that live there no excuse why they need to go into Grand Junction.
- I think the growth plan is very accurate. Above all, Fruita needs a big rec center with a pool and basketball courts, among other things. And another grocery store.
- Regulate size and type of retail businesses that can do business in city limits.
- With all the planned development, will there be enough schools, grocery shopping, activities, etc.? how will traffic patterns be managed?
- Like to see Safeway, not City Market.
- Badly need another grocery store.
- Need another City Market and gas station.
- Dollar Saver and Walgreen's, maybe in Clifton, but not in Fruita!
- One old grocery store in town is ridiculous. A town this size needs at least one other store, new and upgraded. City would get more taxes, too.

More Shopping/Grocery Stores/Retail/Restaurants

- We need another grocery store; would like: 1. Safeway, 2. Albertsons, 3. Wal-Mart.
- Would like more restaurants with American food that are reasonably priced for families.
- Need more competition for City Market.
- Would like to see a Safeway.
- I feel we desperately need another shopping center. City Marketing is monopolizing the business and they way overcharge! They need competition!
- Most importantly, we need another grocery store.
- I would like to see more retail if you can be competitive, if not I'll go to Grand Junction; I work there anyway.
- Need street lights by City Market and a larger grocery store.
- Need more affordable housing.
- Grocery store is currently too small. We really enjoy the farmer's market!
- City Market is poor!
- Where can I go to grocery shop; I don't like City Market because their prices are too high.
- We need a new grocery store and better recreational swimming facilities, i.e., an indoor pool. Can we use lottery funds for the rec center?
- We need a new grocery store, preferably an Albertson's.
- We have five banks and one grocery store? We need a Safeway store or an Albertsons.
- I am very, very disappointed that a Wal-Mart and a Walgreen's is being built. We will soon look like Clifton!
- Fruita needs a bigger grocery store.
- For a city of 10,000 we are lacking in all services and shopping. We need a Wal-Mart, Target and better restaurants.
- I have only lived here six months. Need an updated market (a second one). Need a major drug store.
- We need another grocery store, badly!
- The Fruita community desperately needs a grocery store. City Market is just not big enough. I would much rather do my shopping in Fruita, not Grand Junction.
- I understand wanting to keep the same small town atmosphere, but I think adding more retail, grocery and restaurants will only help increase Fruita's tax revenue. If Fruita is going to grow to 30,000 people, you need to plan AHEAD.
- I have heard only by mouth that we were going to have a Wal-Mart and a Walgreen's.
- I would like you to build a Wal-Mart. It would be so espy for the people to have a store like that here instead of going to Grand Junction. I think that it would help Fruita a lot. But it would be good for the people in this tow, Loma, Mack and all the environment around us.
- The issue that upsets me the most is the LACK of another grocery (supermarket) and pharmacy in Fruita! When I moved here in 1999, the town was HALF the size it is now, yet there is only the one combination grocery and pharmacy. We were told in 1999 that another was going to be built soon. They keep building in Grand Junction and nothing is being done here! I'm told, "Go to Wal-Mart". I dislike having to drive to Grand Junction for so many things! All the new housing tracts are going in. They're building south of I-70, yet no new supermarket! The corner of 18 Road and K Road (Ottley) would be an ideal place, especially when all the new growth is going on east and north in that area. This is my number one concern!
- We need a new grocery store. Our current City Market is horrible (location, parking, traffic flow).
- A Starbucks would be great!
- City Market is great, but hard to get in and out of. It is kind of monopolized Fruita.
- I would sure like competition for City Market.

More Shopping/Grocery Stores/Retail/Restaurants

- Need a grocery store (a large one).
- We need a better grocery store. I don't like City Market and it's prices.
- Need lumber (have to go all the way to Grand Junction for a 2 x 4 or 4 x 4 or fencing).
- We need a bigger, better grocery store! A health food store and better restaurants, not chains (i.e., no Taco Bell, McDonalds, Wendy's, etc.) Vegetarian Options.
- We need a Wal-Mart.
- We need another grocery store! Stop building housing tracts!
- We need another grocery, like a super Wal-Mart.
- Would like a second grocery store, good competition.
- For the amount of people projected living here and in the future, we need another grocery store and more restaurants. We need more services so that we do not have to drive to Grand Junction as much.
- Have you ever been to City Market on a Friday evening or a Saturday? It is hard to find a parking spot. We need another grocery store.
- Need a grocery store. STOP while you're ahead.
- Need to get more stores and restaurants so we don't have to go to town. Must have a new grocery store!
- Fruita needs a Wal-Mart! Fruita needs another grocery store!
- At present, the Fruita residents must drive to Grand Junction to shop, work, and for recreation, thus making traffic conditions on K Road and Hwy 6 and 50 very concentrated. We need to be able to work, shop and enjoy ourselves in our own community.
- I like the essence of Fruita. Since 1946 we've been in and out, but always return. Need another grocery store.
- We don't need any more Mexican or Chinese restaurants. I disagree with changing plans which we adopted before the 2010 ending date. We the people born and raise here, or long-time residents, do not count any more. Only newcomers, as they move here by the hundreds, can change things to their way. We aren't even recognized at meetings any more.
- A new grocery store is very, very important. I really don't want to see Fruita grow anymore, but if it has to, it'd be nice to see unique neighborhoods rather than the "cookie cutter" neighborhoods most large cities have. Fruita needs to keep its individuality.
- Fruita desperately needs a bigger and better grocery store and parking. Would like to become a part of the Steering Committee.
- Would like a Costco (the nearest one is in Gypsum – 121 miles away - the city should aggressively pursue them – tax breaks, etc.)
- 1. A second grocery store with better traffic flow in and out.
- Would like to see a natural foods grocery store.
- We definitely need another grocery store on the north side of town.
- A Texas Roadhouse would be nice! We need a bigger grocery store; City Market is always packed, which makes shopping harder. As far as subdivisions, I wish that lot spaces were bigger and more spread out, which would improve the quality of living. Families would have more room.. Having neighbors three feet from you isn't very nice. Allow acre lot subdivisions more.
- Making Fruita look and feel unique instead of an extension of Grand Junction, but still have the convenience of a bigger/nicer grocery store, entertainment and recreational/family options, would make Fruita more enjoyable.
- Would like a health food store.
- No Wal-Mart. It poisons communities and their residents!
- It would be nice to be able to buy your basic needs right here in Fruita without having to drive to Grand Junction – home improvement store, grocery store, clothing outlet, movie theater.

More Shopping/Grocery Stores/Retail/Restaurants

- Need a Wal-Mart or Target type of store in our area. Need a theater badly! Glad to have a Walgreen's soon.
- Need an improved variety of grocery stores.
- I came from a large city and it is interesting to be here in a charming area. I do however feel we need another grocery store and pharmacy. Don't grow too much!
- We need another grocery store!
- All sounds great, but we need another food store, either that or City Market needs lots of improvement like the bigger stores offer, like in El Jebel, CO.
- Need a grocery store: Safeway, Vitamin Cottage or other health food store, not Wal-Mart! Starbucks, anyone?
- Recreation center would be nice.
- Fruita needs another grocery store.
- Let's get a decent grocery store!
- Why don't we have another grocery store?
- I would like to see a super Wal-Mart. We all drive to Grand Junction to shop. We need to accommodate for the population we do have. We should strive to keep that money that we spend in our own city of Fruita, and ask Wal-Mart to put a portion of it back into our community if we allow them to build in Fruita.
- Need a full-sized grocery store.
- Need a Wal-Mart, Shopko, Safeway and Target stores.
- We do not need to increase retail or services overall, as we want to stay a small town. We just need to get better services for the elderly who can't drive to Grand Junction.
- We really need another grocery store.
- We need a lumber yard.
- Wal-Mart.
- We need another grocery store. Shopping at City Market is a pain in the ass and I refuse to shop there because of how chaotic is! We need a Wal-Mart! This is my number one complaint about Fruita!
- Another grocery store.
- Need a hardware and farm and ranch store.
- Would like to see more sit down restaurants, not fast food. I think Fruita needs to discourage certain types of "retail opportunities" and determine a theme for growth. Do we want to be a satellite service center for Grand Junction or do we want to offer a unique setting? Good luck!
- We need a craft/hobby store.
- We need another grocery store and more schools; these are the only things I want added.
- You need a major shopping mall on east end of Fruita to keep Fruita residents' money in Fruita.
- A shopping mall on east end would keep this money in Fruita. People north and east of Fruita will not drive back to the circle for what you have to offer.
- We need another grocery store.
- No Wal-Mart! Buck the modern trend to corporatize and homogenize everything. Provide encouragement for independent businesses.
- Apply pressure to slum areas like the unsafe trailers at Coulson and Pabor.
- We need more retail and distribution such as oil, gas, building materials, plumbing, electrical.
- More bike trails that connect together. Perhaps a bike trail into Grand Junction. It's nice to ride bikes around Fruita, but the wash trails are choppy and you still have to cross major roadways and/or travel through neighborhoods to find the next trail. This is important for small children who ride with their parents. We need a new grocery store - Trader Joe or Natural Grocer.
- Also, we need a new and bigger grocery store.

More Shopping/Grocery Stores/Retail/Restaurants

- Need another grocery store. More jobs in the city.
- Spread retail west on 6 & 50 (new I-70 exit).
- We need a Safeway; the City Market is a dump.
- Need more restaurants.
- Want fitness classes that we can afford.
- What about another grocery store and a NICE restaurant!
- Please build another store (Safeway) in city limits!
- I think 30,000 is a large small town. However, if you must grow, you need to put some stores (Super-Target) and a few retail stores in so everyone will shop here instead of in Grand Junction.
- Overall traffic enforcement, residential weed control and animal control regulations are very bad. Our police could do much better if they didn't mess around having coffee, etc. There are many drivers speeding and parking incorrectly. Instead of wasting more tax dollars, perhaps traffic tickets could increase the city's income. We need more than City Market. If the city can't afford the rec center, forget it!
- 5%??? Traffic sure seems to indicate the growth (increase in population) is happening at a much faster pace. Need more amenities, MSOCERY, etc. We are losing too much revenue to Grand Junction.
- I will continue going to Grand Junction for the arts, music, restaurants.
- I would use a second grocery store.
- Build a new grocery store, please.
- Would like to see an outlet mall like Dillon and Loveland; it would be a perfect anchor between Salt Lake City and Dillon. What a tax base Fruita would recognize. Instead they are too stringent on new business prospects and too lenient with builders and developers. They also duplicate the businesses, i.e., two Mexican restaurants, two Chinese restaurants, four pizza parlors, five sandwich shops, etc.
- We need a K-mart or something similar in the Lower Valley and then we will have a good selection of stores. We do most of our shopping at Sam's or K-mart – pick up a gallon of milk or a loaf of bread, etc. at City Market.
- We need more than one grocery store, one we can get in and out of easier.
- No more fast food restaurants! How about a health food store to go along with the outdoorsy, healthy theme we already have going?
- The River-Restaurants project would be nice as a tourist draw.
- The grocery store could be bigger, but we really like City Market. We wish you the best!
- We need a good bakery (like Main St. Bagel), a tapas bar, an organic grocery store, and more dentists.
- Infrastructure needs a boost, i.e., larger grocery store, better parking planned with new businesses. Houses built behind houses is a stupid idea. That is just developer greed.
- We need a Wal-Mart with food.
- You can't have your cake and eat it, too. 30,000 is not a small town. But for small towns, you need a centralized shopping area – not spread out with a business or two in various neighborhoods.

Other Activities

- And we need more entertainment options (movies, bowling, etc.)
- Need more programs for children; keep them busy and they'll be less trouble for homeowners.
- And yes, more good activities for your youth, i.e., game room, somewhat like Bananna's, etc.
- Don't get hung up on sports and forget the other interest groups.
- There is nothing really for kids or young adults to do.
- We need more recreation options for handicapped people; they should not be too expensive.
- Need more entertainment for the kids. Bowling?
- Making Fruita look and feel unique instead of an extension of Grand Junction, but still have the convenience of a bigger/nicer grocery store, entertainment and recreational/family options, would make Fruita more enjoyable.
- I know it would not be a city service (it would probably have to be a private, commercial facility), but I would like to see Fruita get a bowling alley.
- A small bowling alley would be nice for the seniors who don't play sports.
- Still would like that theater/bowling alley over at new area on south side of I-70. I will view growth plan as soon as I can ...
- Would like a movie theater and more police.
- Seniors need to try keeping active. A lot are immobile. We need bingo like Grand Junction. And a bowling alley. Bowling and bingo could be under the same roof! 2030 would be beyond my time – no comment.
- We need a senior citizen's building, card club in a warm building! You are doing a great job!
- We need a theater and a bowling alley.

Outdoor Recreation/Parks/Trails

- Not to mention talking our ball field out to the country.
- We need better public transportation, shuttle that runs more frequently, and more bike paths.
- Maybe a little more open space and trails, since it includes Loma. I didn't see a river trail connecting Fruita and Loma with the bike trails.
- We have niche with mountain biking/outdoor activities and I believe utilizing the strength in this area to become known for that and carry that through the town, like Palisade does with winery/fruit. For example: the downtown atmosphere can become more catered with restaurants, etc. for the outdoor type activities.)
- Increasing size and diversity of parks and trails – great!
- Extend bike trail in Fruita along the Colorado River!!!
- With the attraction of tourism in Fruita, a few more hotels and campgrounds (especially if Fruita gains lands from Loma) should be designated.
- We need a large outdoor area for big events like Fall Festival, concerts, etc. with better parking.
- There needs to be another football stadium in the valley. Also, a valley-wide performing arts center is needed.
- I would like to see more bicycle races promoted. Also, bike tours around Fruita, which seems to draw quite a few participants.
- Good for the city for staying in front of the growth curve. I've seen the plan and it looks good. Keep lots of trails so that people are encouraged to run errands on their bikes instead of in their cars! Upgrade City Market!
- With all the planned development, will there be enough schools, grocery shopping, activities, etc.? how will traffic patterns be managed?

Outdoor Recreation/Parks/Trails

- I would like to see more open space and parks.
- We would like to see a large concrete skateboard park and BMX dirt cycling area. We would be interested in organized cycling events (weekly rides, monthly rides, road races) and full moon events such as hikes with natural areas being showcased monthly.
- We need a park like Canyon View (on a smaller scale) with an interesting Frisbee Golf area. Also, grass, trees, trail walks in the park. I like the idea for the traffic flow.
- The parks need to have better playgrounds.
- It's sad when Fruita kids have to travel to Clifton or Grand Junction for soccer games, etc.
- We like the summer concerts in the park and the farmer's markets.
- Other parks need more equipment, also. Another entrance and exit to the interstate is needed, definitely.
- Would like to see more little league and soccer fields in our parks. Arrange for the lights to be installed on the little league fields; when those are done, put them on the senior league fields, also.
- Give thought to have plans for upgrading our police force, including but not limited to more modern equipment, larger force, more community involvement, etc. As Fruita grows, the great need for this should already be in place. Need more maintenance on walking trails in city limits.
- We need more bike paths, on and off road.
- We need a skate park like Orchard Mesa. Our kids that like to ride skateboards and stunt bikes have nothing to do; most get in trouble.
- Definitely need a walking bridge over the freeway. And more walking paths in general.
- I'm very pleased to see plans for more trails and pedestrian-friendly ways to get around (especially over the interstate).
- I also eagerly await the construction of the river trail out to Fruita.
- We definitely need to strengthen the downtown area. More parks would be great!
- Would like hike/bike trails connected. Work with the irrigation company to allow access to ditch paths.
- Parks! Would like one similar to Sherwood Park.
- I would like to see a riverfront bike path for walking, rollerblading, and riding bikes.
- Parks should be 100% completed and provide recreational activities other than just grassy areas and a picnic table. Heritage Park, south of the interstate, is only half complete and looks bad to passing traffic on I-70. Just one example!
- We like green zones, self-contained communities, lots of green and open spaces. If you have codes, enforce them!
- A map of how trails connect and/or location would be nice. A new handicap trail has opened and I am not sure how to take advantage (where is it?)
- I feel the baseball fields should be put in a larger area to be able to grow with the future population. It seems to be crammed in there. We all don't need team sport areas to enjoy the outdoors. Prefer basketball and tennis courts.
- I would like to more bike path access through neighborhoods and town so bicycles are not forced to travel through main streets. We all would bike more if it were safer.
- I would like to see a foot bridge linking homes south of the interstate to Peach or a street so kids could bike and walk to town and to school (FMS, 8/9, FMHS).
- It would be great to have a trail (walking/bike path) connecting Fruita to Grand Junction.
- The greenways are an excellent idea, as is the concept of fairly self-sufficient communities/neighborhoods. It would be nice to be within walking/biking distance of essentials like the grocery store, especially with the cost of gas!

Outdoor Recreation/Parks/Trails

- More bike trails that connect together. Perhaps a bike trail into Grand Junction. It's nice to ride bikes around Fruita, but the wash trails are choppy and you still have to cross major roadways and/or travel through neighborhoods to find the next trail. This is important for small children who ride with their parents. We need a new grocery store – Trader Joe or Natural Grocer.
- This sounds great. We love the bike trails north of Fruita that connect through the various neighborhoods.
- More trails that connect. Signs to direct you to the trails. Unless you know where the trail is (in Comstock, east of Roberson, and east of Wildwood) you would never find it. Riverfront Trail from Grand Junction to Fruita and Loma.
- Walking trails are good, hook up with Grand Junction's river trail, incorporate "Fruita Bridge" into the park system. Snook's Bottom Park is a good addition.
- More wider bike and walking paths, like the one you tore out on 18 Road. Hope you put it back!
- Fruita officials and planners would win my vote more, when they start considering our children more by providing the parks and fields they keep promising. We need at least some of our city parks to look like the Grand Junction parks. A.S.A.P.
- I strongly support trail amenities and more parks as part of the growth plan. Fruita can continue to be unique by having trails that connect throughout the city as well as a variety of parks for all citizens.
- We are happy Fruita incorporates open space and trail systems in the planning process. Please continue to do so in the future of the Fruita growth process. It would be nice to see a community which is so outdoor oriented have more environmental programs available for everyone from youth to seniors. We should be doing more for our environment, overall.
- I am very concerned that the space on Pine right behind Wolf Creek Court will soon give way to apartments. I bought here because of a farmer's field across the ditch (or sidewalk) behind my house and the view of the CO National Monument. PLEASE put a park there instead.
- There is no open space in Fruita except for golf courses!
- Would like a one-mile enclosed walk/run track just for seniors NOT incorporated in a gym.
- There should be less emphasis on mountain biking.
- Build a bike path along I-70, 6 & 50, to Grand Junction for bikers' safety!
- The softball fields on 18 Road concern us as we live directly across from that complex.
- We need small parks for smaller children throughout the developed areas of the city. There are so many areas that smaller children ride bikes and play in the streets. I think this is a very important thing that should be discussed by the city council!
- Need a pedestrian crossover path over I-70 near FMHS/8-9 school S-N.
- We love the parks and trails. Please continue to build them.
- I wish we had a bowling alley and an improved skateboard park.
- Support the mountain biking.
- The parks are being over watered.
- We need more parks.

Post Office

- We also need a bigger post office. Fruita postal employees do a great job in way too small of a building!
- We need an additional post office.
- We need a new post office.
- There are weeds around the post office.

Recreation Center

- I am somewhat opposed to the building of a new rec center if you mean one PERCENT.
- I would support a new rec center if it had an indoor pool and track that we could use year round.
- Don't crowd too much into the proposed rec center.
- Widen the downtown streets. Make it walkable to all parks from downtown, including the rec center Promote all retail and street level businesses in downtown. Move grocery store to south side of the highway.
- Overall, I am pleased with the attempt to have controlled growth and increasing recreational facilities.
- I would support a sales tax increase only if I was guaranteed that the money would be used for the rec center ONLY.
- I think the growth plan is very accurate. Above all, Fruita needs a big rec center with a pool and basketball courts, among other things. And another grocery store.
- We would like the new rec center to have an outdoor pool.
- We need a new rec center and improved swimming pool and learn to swim programs. As a former lifeguard/swim instructor I am very disappointed. The classes are expensive and a joke. No upper level supervision. The teenagers run the show and don't necessarily exercise their best judgment. The rec department customer service (in the office) is not very good either. I am happy with the current level of all the other services.
- If you are going to build a new rec center, do it one a revenue bond. Then the users pay.
- We don't need a rec center and we don't need another library. Libraries are outdated.
- Library should be separate from the rec center.
- I would like to see the library moved into the rec center if there is enough room for it. We need more for seniors.
- I would be in favor of moving the library to the rec center depending on how much space is available.
- I would strongly support a rec center like the Louisville Rec Center and the South Boulder Rec/Senior Center.
- We would like to see a rec center with inside, heated pool and offering aqua exercises.
- We need a new rec center.
- My street is a speed zone! 50-60 daily! No laws are enforced. I live on Comstock Drive. Why not 2% for the rec center? The small town atmosphere will never be maintained.
- I somewhat support the idea of a new rec center, but I would like more of a "lake and clubhouse" with picnic areas, but no camping.
- I've not seen FFC really busy; can't imagine if a Fruita Rec Center would be empty/partially used if cheaper. Buy out Fruita Fitness Center, expand it, add an indoor pool.
- Rec center should be "green built" to give Grand Junction a good example.
- We need a new grocery store and better recreational swimming facilities, i.e., an indoor pool. Can we use lottery funds for the rec center?
- The recreation center was a surprise when I drove by the baseball field. I work in Grand Junction and live in Fruita. I grocery shop in Fruita.
- Let the energy companies pay for the new rec center.
- I would like any rec center or programs that are geared to children. They are what is most important. If we had a youth center with classes for all age groups, that would be wonderful!
- I'm not sure I would use a rec center, so why should I pay for it? I would like to see a use fee.
- Hurry up please with the rec center, I won't live forever!
- I would be in favor of a new rec center especially if it included an indoor running/walking track.

Recreation Center

- A new library is a good idea, but it doesn't need to be crowded into a rec center. Give the library the space it needs to be of real value.
- I don't think it is the role of the government to provide recreational programs.
- My grandchildren also live in Fruita. I am hoping for better recreation programs for them.
- We need a new rec center with another swimming pool.
- A new fitness and recreation center would be nice.
- Rec center project is overrated.
- Moving the library to the new rec center would certainly make more people aware of the library and it's programs.
- Build a public recreation center, PLEASE!!!
- The programs offered by the Fruita recreation department are paid for by all and used by few.
- The programs offered by the Fruita Recreation Department are all activities of interest to most of the community. We do not have children and are not involved in group type sports and activities. A solid recreation department is important to any size community. Children and adult programs are important to most people.
- Would love a rec center and a new pool.
- Those round-a-bouts suck. Need a rec center!
- We do not need a recreation center. We moved here because we like the small town, rural atmosphere. We do not wish to see it become just like Grand Junction. And, we do NOT wish for our property taxes to increase. Depending on tourist and energy dollars in the long-term amounts to pure folly.
- Didn't we already vote on a new rec center? I oppose returning to this issue and repeatedly spending money on studying it. Do it or leave it be!
- Would support rec center, if facilities are provided for all ages, not just jock. And no pool.
- The community of Fruita will never support a new recreation center and yearly maintenance funds imposed on taxpayers.
- I believe that private, rather than public entities, should develop all of the recreational programs.
- Yes!! I strongly support a new rec center. My daughter takes swimming lessons every year. In the past, I drove to Grand Junction for her classes. I was very, very disappointed in the quality of the classes out here in Fruita. The instructors looked like they would rather be anywhere else. And I could have taught her what they did. I don't think she learned much (she was three and in the alligator class.) I think the lifeguards may need more incentive (monetary) and training. I really appreciate your asking the opinions of the Fruita residents. Thank you.
- I am all for a rec center. Gymnastics program really needs a proper gym that doesn't have to be put away by instructor, parents and students. That is just not right!
- A recreation center is so needed. Durango, CO has a great example of a rec center that works in a small town atmosphere!
- Please bring a rec center with a decent pool! And fitness classes, after school program, etc. Thank you!
- We need a new rec center; rec center in Broomfield, CO is a great model.
- Recreation center!
- We need a rec center; don't move the library into it, though.
- The rec center is a real good thing.
- I don't think it is the function of the city to provide entertainment. This should be a private enterprise. I think the proposed rec center is a mistake. Look at the Orchard Mesa swimming pool and Two Rivers Plaza. Both are a drain and end up being paid for by the taxpayers. Let the private enterprises do this. I don't want to pay for it!
- I'm more interested in a rec center.

Recreation Center

- A rec center will be great for all and also create jobs.
- How about soliciting a private business to build a rec center?
- We need a rec center badly. We have needed one for YEARS!!
- We need a new swimming pool, rec center and library and Shelledy Elementary's playground's grassy area is horrible. I really think when you come into Fruita right at the freeway it needs a face lift. Clean it up or something. The entrance is also messed up as you get to City Market and Burger King (the 4-way stop). Yuck! But overall, I like living here!
- I would support the tax increase for the rec center for a limited time.
- Overall traffic enforcement, residential weed control and animal control regulations are very bad. Our police could do much better if they didn't mess around having coffee, etc. There are many drivers speeding and parking incorrectly. Instead of wasting more tax dollars, perhaps traffic tickets could increase the city's income. We need more than City Market. If the city can't afford the rec center, forget it!
- We need a low cost recreation center with a swimming pool and a child pool.
- Would like to see the rec center become a reality paid for my mill levy.
- If we had a source of sales tax other than major purchases (car, refrigerator, etc.) I might agree with the one cent sales tax increase to fund the rec center.
- The sales tax for the rec center would be regressive.
- I am not for the library moving to the rec center.
- Vintner's Farm is a disaster. Growth has not been managed well, i.e., smaller lot size developments south of I-70 toward the river, poor quality infrastructure (Vintner's Farm) and changing of the land code for the new golf course and residential site northwest of town, which I understand will not be done yet. A more intensive development could possibly be built. Stop the growth until the current houses are sold at an 80% ratio. Too many empty, big houses. Make the developers pay for the new rec center. Are the planners aware of Fruita's community plan?
- Rec Center and newer, bigger swimming pool.
- Regarding the one cent sales tax increase for the rec center: you spend thousands of dollars moving dirt around on an almost flat field; why? Does it encourage the boys to play better, have more team spirit, take pride in the ball park? There was a major school playoff played on a flat piece of ground; did this hamper the players? Whose name will be attached to this monstrosity? Use some of this money for the rec center. 30,000 residents = small town atmosphere? Show's the mentality of people with a paper on the wall telling them how smart they are.
- Keep the library out of the rec center!
- Provide a great rec center.
- Senior or recreation center should be 501C3, not tax supported.

Recycling

- We need a better recycling program.
- The city needs to recycle glass.
- Should recycle glass.
- Recycling program should include glass pick up!
- There aren't any recycling bins downtown nor does the city of Fruita recycle glass. Maybe if there were incentives or more education that it is a free program, people would get involved.
- We need more recycling options.
- The city's recycling program does not take glass!
- The recycling program is not inclusive.
- The recycling program should start taking glass.
- Need glass recycling.
- What recycling program?

Roads and Highways

- Fruita needs to work on the streets and sidewalks as well. Closing streets for several months is not a good practice.
- Numerous corners at stop signs have blocked vision, so you have to get in the crosswalk to see oncoming pedestrians and vehicles. Our street was supposed to be repaired three years ago and it still hasn't happened.
- 30,000 by the year 2050! Slow down! Take a peek at those mountains we can't see any more. Our small town atmosphere is bursting at the seams. Give us time to fix the roads, traffic, pollution. Slow growth allows for fixing things and preparing the public for the 30,000 someday, even by the 2030 deadline. Work on more of the things that are needed for our current size: sewers, electricity, stores, places to work.
- The south frontage road is in need of more turning lanes accessing new areas of development, especially with a new school to be built in the area.
- The roads in town are always torn up.
- Need more roundabouts.
- The turn off from 6 & 50 to the frontage road can't be seen at night.
- 2. Interstate access improved.
- 3. Road paving.
- Why waste money downtown? Buildings are falling apart; it's too congested. Spread out in other directions. Quit worrying about the downtown area!!! Start worrying about SMARTER growth – wider roads, easier traffic flow, safer sidewalks, better lit streets, etc.
- Also, 18 Road traffic is going to be a nightmare. We will probably move if it is unbearable. No parking to be allowed along 18 Road, we hope.
- If speed bumps aren't put in between Ottley and the first round-a-bout on "Comstock", someone is going to be killed "speeding"!!
- The two roundabouts on the interstate off ramps embarrass me.
- Streets are rough! I would like to see Fruita do a better/faster job repairing streets before spending money on a rec center. Repave the streets instead of spot fixing that equals 50% of some of the surface areas.
- Plan ahead with widening streets now. Traffic is already getting congested. Don't wait until it's a huge problem like Grand Junction has.
- Align the entrance and exit to I-70 via Cherry Street.

Roads and Highways

- High density between L & 19 Roads.
- I don't see any additional access to I-70, which is badly needed now and will be even worse as the population grows.
- Roads are sealed in the new subdivisions while older ones are not. Heritage/Levingston Ways was supposed to a few years ago. All that was done were cracks. Sidewalks are cracked. Tennis courts need cracks sealed. Gate on side toward school.
- All roads and neighborhoods should have bicycle and/or pedestrian lanes to promote healthy living and lessen the use of automobiles for shorter trips around town.
- Roundabouts – boo, boo, boo.
- One thing that should be considered is a bypass or a road that circles the lower valley area. That will give traffic alternate routes and relieve congestion in downtown areas. This has not been done in the area of Grand Junction, CO. this should be planned way ahead of growth.
- We need a second interstate exit to miss the downtown area.
- No roundabouts.
- The “no left turn” out of the city needs to be on the left. No one obeys this sign. Too many close calls there.
- I question the ability to place small businesses in residential neighborhoods and still keep a small town atmosphere. It would be good to have another link between north and south Fruita (over I-70). 19th Road would be a good place for that.
- Also, Highway 6 and 50 is an eyesore. It needs to be made more attractive.
- We need a new swimming pool, rec center and library and Shelledy Elementary's playground's grassy area is horrible. I really think when you come into Fruita right at the freeway it needs a face lift. Clean it up or something. The entrance is also messed up as you get to City Market and Burger King (the 4-way stop). Yuck! But overall, I like living here!
- Another access to I-70 on 19 Road would also be helpful.
- The plan is good. My concern is with infrastructure. I would like to see us avoid a situation like the Redlands where all travel is restricted to one road and yet housing continues unabated. Please give us the roads to support 30-40,000 people.

Small Town/Small Town Atmosphere

- After looking at the plan, we are looking in the right direction. We definitely need to keep the “small” town atmosphere. However, we have many needs in Fruita as we grow and prosper. We moved from Orchard Mesa and have lived in the valley since 1981!
- You can't make a small town out of the growth we have seen in the past few years. These new people don't care about our town. They get here and then they start wanting all the big city stuff they left.
- The community plan, past and future, fails to address expansion of business. This is vital for tax purposes. What exactly is a “small town” atmosphere? And hasn't our present, as well as future, growth rate already eliminated that “small town” community? Shouldn't we really plan for what we really are: “a bedroom community serving the business, industry and tax base of Grand Junction?”
- Too much growth will negate efforts to keep a small town atmosphere, not to mention traffic congestion and noise.
- That's not a small town! That's trying to disguise a large town and bamboozle the citizens. I drive around for my living and I see the rapid growth. We have already lost our small town.
- If the population continues to grow, it will no longer be a small town atmosphere.
- I don't feel you can continue to grow and keep a small town atmosphere. It's NOT possible.

Small Town/Small Town Atmosphere

- I do not support a plan that includes growth at that rate, especially to that extent. You can not have a small town atmosphere without keeping the small town.
- We are growing too much to have a small town atmosphere.
- Cost of living is too expensive. Housing in particular is too expensive. And yet I don't think there's anything anybody can do about it. One thing for sure is that all the new subdivisions are ridiculously cramped and the houses are too close together. I like the small town atmosphere and I get up in Fruita and liked it very much, but growth will happen and you have to adapt and change.
- The small town is going away.
- My street is a speed zone! 50-60 daily! No laws are enforced. I live on Comstock Drive. Why not 2% for the rec center? The small town atmosphere will never be maintained.
- Strengthening the small town atmosphere we enjoy is crucial, I think.
- How can you have a small town atmosphere with 30,000 people and 30,000 cars? Expand the services with some "big box" stores. Services that people use regularly.
- We do not need to increase retail or services overall, as we want to stay a small town. We just need to get better services for the elderly who can't drive to Grand Junction.
- Otherwise, stop the growth in Fruita. It's not a small town anymore! If you have a community plan, how are you notifying us about it? I'll be moving away long before it reaches 30,000 people! That is NOT a small town, regardless of its pseudo small town atmosphere.
- I appreciate so much that Fruita is trying so hard to have it's own small town identity. I hope in some way we can keep our small town and the quality of life it has. That's why we have loved living her and raising our kids for 30 years. Keep trying! We are behind you 100%.
- Keep the small town. Without a cap, we will become a part of Grand Junction as well as Loma. We will be eaten up and forgotten.
- We do not need a recreation center. We moved here because we like the small town, rural atmosphere. We do not wish to see it become just like Grand Junction. And, we do NOT wish for our property taxes to increase. Depending on tourist and energy dollars in the long-term amounts to pure folly.
- I love a small town. Not too many cars. Nice and quiet. Not too much crime. Not very dangerous to go out for walks and do my shopping. Very safe to live.
- True. The city could reach 30,000 folks, but it would no longer be the city we have enjoyed. The small town environment will have eroded, schools will be overcrowded, and traffic will be out of control. The city already has a hard time with enforcement issues; it would only get worse.
- How will high-density housing add to the small town atmosphere??? NOT!!!
- Keep small town atmosphere.
- Aspen Street is key to maintaining a small town atmosphere. Get businesses on Aspen that will encourage tourism and bring locals to shop.
- We are losing our old time, small town feeling ...
- If you want to maintain a small town atmosphere, fine, just let residents know you don't want any kind of change.
- Fruita will never return to a small town! The objective should be to make Fruita into a viable, large town with commercial development and well-planned streets. Most public services are good in Fruita and can be expanded.
- Fruita is too crowded. There are too many subdivisions. It is growing too much. It will lose the small town atmosphere very fast. I have seen it in many other places.
- We would like to see commercial areas of Fruita in a central location in order to maintain a small town atmosphere.

Small Town/Small Town Atmosphere

- Fruita needs to get off of the “small town” kick. It’s already too late for that. We need to plan on how we’re going to support, or if we will support, what we are, a simple, bedroom community for Grand Junction. Now plan how to best handle that reality!
- I don’t think you would have the small town atmosphere if there is a population of 30,000. That is CRAZY! That’s a lot of people! I support the one cent sales tax increase but after the initial phase is finished. Where would that one cent go? Would you put it back? The number of parks and the variety of parks is very, very, very poor!
- Keep the city small. Big town problems crop up exponentially with every new subdivision.
- I question the ability to place small businesses in residential neighborhoods and still keep a small town atmosphere. It would be good to have another link between north and south Fruita (over I-70). 19th Road would be a good place for that.
- I would like to see it kept as a smaller town community and improve the older and downtown areas.
- No matter how you spell it, 30,000 people do not make “small town atmosphere” viable. To me, you have already lost the small town. I’m a native, born and raised right here in this town and the changes, some have been great, but others have made a lot of things worse.
- It is absolutely impossible to maintain a small town atmosphere with 30,000 residents. Infrastructure will suffer and taxes will increase by a large amount. The city of Fruita will be forcing retired people to move elsewhere.
- When will you learn that you can’t think BIG and stay SMALL. Fruita is losing all its small town warmth because of MSEED! Have had the same problems for years. You ask and then do what you want!
- We moved here from Newcastle, CO. Population at that time was 600+. That is a small town atmosphere! Not 30,000! When we arrived in Garfield County the population of the county was 17,000+.
- No matter what your plan, the simple matter remains that in order to maintain a small town atmosphere, you have to limit the number of residents in the town. It is impossible to mesh large growth and small town atmosphere. They cannot coexist.
- We should be done growing. We’re not a small town any more! Look at our schools ...
- Small town atmosphere is not important.
- Believe that a population of 30,000 will cause Fruita to no longer have the charm and small town feel.
- I think 30,000 is a large small town. However, if you must grow, you need to put some stores (Super-Target) and a few retail stores in so everyone will shop here instead of in Grand Junction.
- I moved here because it was a small town.
- The city government is dominated by business interests that want expanded profits allowed by increasing population, but reducing the small-town atmosphere and increasing problems.
- I agree that keeping downtown’s atmosphere is important. It might also be a good idea to limit the amount of development that can be done annually to keep Fruita “small town”.
- We have already lost the small town feel.
- 30,000 people is no longer a small town and with that, Fruita will lose the small town feel and appeal that brought many of us here.
- 30,000 residents is not a small town.
- Fruita’s retail and services are already fine. They don’t need improvement; it would make the small town atmosphere decrease.
- A small town atmosphere is most acceptable, but allowing variances without community input is not wise. Town growth allows for more of us to be able to work here, not in Grand Junction.

Small Town/Small Town Atmosphere

- I support the idea of maintaining the small town atmosphere. I hate the thought of all the farmland being used up for housing projects.
- Please don't let Fruita become like Grand Junction – a big town that has few things to do in the name of “small town atmosphere”.
- I enjoy living in Fruita because there ISN'T 30,000 people. Maintaining a small town feel would mean keeping it a small town.
- It would seem that the best way to keep a small town atmosphere is to keep Fruita a small town, say under 20,000 people. Growth can be controlled to some extent without the need for additional taxes/fees from new development. If the economic boom drops off, and since much is based on the current oil and gas exploration, it will drop off, where will the funds come from to maintain the infrastructure when you have a high level of vacant houses, etc.?
- I believe to continue to emphasize “small town atmosphere” as a goal is short-sighted and unrealistic. We should plan for the kind of community we want when we are a town of 30,000+ residents, because it appears we will not remain a “small town”.
- Traffic is a major concern. Still want small town flavor.
- The community appearance of Fruit is not small town oriented any more.
- We will lose the small town feel; we're selling out to big money. Mansion neighborhoods in a rural community? Crazy! We know growth is inevitable, but money's talking here, not the people. We can't afford a home now and it's just going to get worse.
- The growth of 30,000 and maintaining a small town atmosphere don't go together. We are growing way too fast to control traffic, crime, pollution.
- How long can the small town atmosphere last with all this growth?

Swimming Pool

- Suppose the pool will be next to go out of town.
- I would support a new rec center if it had an indoor pool and track that we could use year round.
- I think the growth plan is very accurate. Above all, Fruita needs a big rec center with a pool and basketball courts, among other things. And another grocery store.
- We love going to the Fruita pool during the summer.
- We need a new rec center and improved swimming pool and learn to swim programs. As a former lifeguard/swim instructor I am very disappointed. The classes are expensive and a joke. No upper level supervision. The teenagers run the show and don't necessarily exercise their best judgment. The rec department customer service (in the office) is not very good either. I am happy with the current level of all the other services.
- We would like to see a rec center with inside, heated pool and offering aqua exercises.
- We need a new grocery store and better recreational swimming facilities, i.e., an indoor pool. Can we use lottery funds for the rec center?
- Would like an indoor swimming pool with adult hours only, available private showers and dressing areas. Need multiple available lap lanes or a way to adapt a regular pool for lap lanes. Exercise classes for the pool. Water warm enough to make it comfortable – at least 85 degrees would be good.
- I really hope you are planning on building another outdoor pool!
- Would love a rec center and a new pool.
- Would support rec center, if facilities are provided for all ages, not just jock. And no pool.
- We need a swimming pool (indoor and out or with a bubble) and a rec center that is for everyone, not just senior citizens.

Swimming Pool

- Please bring a rec center with a decent pool! And fitness classes, after school program, etc. Thank you!
- I don't think it is the function of the city to provide entertainment. This should be a private enterprise. I think the proposed rec center is a mistake. Look at the Orchard Mesa swimming pool and Two Rivers Plaza. Both are a drain and end up being paid for by the taxpayers. Let the private enterprises do this. I don't want to pay for it!
- We need a better swimming pool for the kids.
- We need a new swimming pool. It would be nice to have an indoor as well as an outdoor pool.
- We need a heated year-round swimming pool, separate from the school district facility.
- We need a rec center badly. We have needed one for YEARS!!
- We need a better pool.
- Need a new swimming pool and/or rec center.
- Please leave the outdoor pool! We love the outside pool during the summer. It would be great to have an indoor track throughout the year – no snow or bugs during the summer.
- Fruita needs a new pool!!! I've spoken to a number of Fruita citizens who frequent Grand Junction and Orchard Mesa pools because they are updated and far more spacious than the Fruita pool.
- We need a new swimming pool, rec center and library and Shelledy Elementary's playground's grassy area is horrible. I really think when you come into Fruita right at the freeway it needs a face lift. Clean it up or something. The entrance is also messed up as you get to City Market and Burger King (the 4-way stop). Yuck! But overall, I like living here!
- We have to do something about the swimming situation – the pool is too small and poorly run. The lessons are a disastrous joke!
- Would like a water park with a wave pool.
- We need a bigger pool. 30,000 residents is NOT a small town. This contradicts your plan. Your plan is to turn Fruita into a suburb of Grand Junction.
- Need a better swimming pool and sidewalks on all streets in the city.
- We need a low cost recreation center with a swimming pool and a child pool.
- Keep the pool for the kids in the summer.
- More recreational walking trails, like the nice one east of Ottley by the wash. New ballpark (which is being built). Keep the golf course in good shape.

Taxes

- I would support a sales tax increase only if I was guaranteed that the money would be used for the rec center ONLY.
- Tax incentives from Grand Junction will be more lucrative to investors.
- Strongly consider raising taxes to meet Grand Junction's numbers to pay for the necessary demand on city services (fire, police, planning, streets, parks, etc.) 8% total sales tax. Add a mandatory affordable housing component to all commercial developments. Our mountain communities are better, more charming, and vastly more interesting to visit because of this. We have such awesome potential! Move forward!
- Fruita planners ignore the community by it's wanting more homes and people. There is no affordable housing in Fruita and it's only going to get more expensive! Your aim is to move all farms and open space out. By the way the overgrowth is going, Fruita has one plan, more taxes!
- Fruita badly needs to increase its revenue base. Until that is done, property taxes are going to go sky high. That is NOT acceptable.
- We do not need a recreation center. We moved here because we like the small town, rural atmosphere. We do not wish to see it become just like Grand Junction. And, we do NOT wish for our property taxes to increase. Depending on tourist and energy dollars in the long-term amounts to pure folly.
- The community of Fruita will never support a new recreation center and yearly maintenance funds imposed on taxpayers.
- City sewer/trash fees are too high; taxes should reduce this cost.
- It is absolutely impossible to maintain a small town atmosphere with 30,000 residents. Infrastructure will suffer and taxes will increase by a large amount. The city of Fruita will be forcing retired people to move elsewhere.
- Overall traffic enforcement, residential weed control and animal control regulations are very bad. Our police could do much better if they didn't mess around having coffee, etc. There are many drivers speeding and parking incorrectly. Instead of wasting more tax dollars, perhaps traffic tickets could increase the city's income. We need more than City Market. If the city can't afford the rec center, forget it!
- 5%??? Traffic sure seems to indicate the growth (increase in population) is happening at a much faster pace. Need more amenities, MSOCERY, etc. We are losing too much revenue to Grand Junction.
- Exercise more budget restraints and reduce taxes.
- 30,000 is NOT a small town. The city's only interest is increased revenues from more houses and increased taxes, not the people who live here.
- I oppose tax increases – property and sales taxes.
- Did you mean "one cent" or "one percent" for the rec center? We will move if/when Fruita approaches anywhere near 30,000. Moved here because of Fruita's smallness and McInness Canyon's solitude. When these attributes change significantly, this area will lose its appeal. Economic "growth" is neither necessary, nor desirable.
- If we had a source of sales tax other than major purchases (car, refrigerator, etc.) I might agree with the one cent sales tax increase to fund the rec center.
- The sales tax for the rec center would be regressive.
- Fruita has a community plan? You would never know it as fast as houses are going up! It's turning into a bedroom city rapidly!

Traffic

- Look at the mess with the location of the new hospital. It's right next to a grade school where there is already a lot of traffic. With a hospital so close, it will be even more dangerous for our children to get to and from school.
- The traffic flow on Pine St. is poorly designed.
- Need traffic enforcement.
- Too much growth will negate efforts to keep a small town atmosphere, not to mention traffic congestion and noise.
- Don't mind the growth to a certain extent, but not so crowded to where there's traffic. Don't want to see a rise in crime and graffiti, like in Grand Junction. That's why we moved here from Orchard Mesa, which is getting like Clifton. Animals are not taken care of.
- With all the planned development, will there be enough schools, grocery shopping, activities, etc.? how will traffic patterns be managed?
- Better traffic control: traffic circles (larger vs. small), few lights, more yield signs.
- The light on the bridge has helped the traffic out a lot.
- Traffic on Ruby Lee Dr. is becoming difficult. More cars and trailers are parked on the streets, making it almost a one-lane street with blind spots! There have been accidents and more will happen if it continues. Maybe the people that park their stuff on the street don't notice because they stop there. It's hard to weave past them with the new driveways/remodels done lately.
- Most of the retail and restaurants should be across the freeway (by Taco Bell, etc.) and on Hwy 6 & 50. Retail should NOT be around residential. It will create too much traffic and you will lose that small town atmosphere. Also, if having retail around residential, you will have noise and light at night problems. I've seen this in bigger cities and it has become a huge problem.
- Why waste money downtown? Buildings are falling apart; it's too congested. Spread out in other directions. Quit worrying about the downtown area!!! Start worrying about SMARTER growth – wider roads, easier traffic flow, safer sidewalks, better lit streets, etc.
- Would like to see turn lanes, so traffic flows better. Would LOVE to see Hwy 6 & 50 widened to two lanes through to I-70.
- Also, 18 Road traffic is going to be a nightmare. We will probably move if it is unbearable. No parking to be allowed along 18 Road, we hope.
- Plan ahead with widening streets now. Traffic is already getting congested. Don't wait until it's a huge problem like Grand Junction has.
- One thing that should be considered is a bypass or a road that circles the lower valley area. That will give traffic alternate routes and relieve congestion in downtown areas. This has not been done in the area of Grand Junction, CO. this should be planned way ahead of growth.
- Start planning for a traffic "belt loop now".
- NO new round-a-bouts, the traffic lights are working.
- Fruita needs to better address the issue of traffic problems that already exist. More growth brings more problems. We have discussed very little in the way of traffic, i.e., speeding, running stop signs, control. In Fruita, it's "go as fast as you want", even in residential areas. Morning and afternoon commuters are the worst. School busses come in second.
- I am so disappointed with the placement of the ball field in Fruita. The traffic is going to be a nightmare and the residents who live around the ballpark's quality of life will be reduced. There will be lots of unhappy Fruitons!
- This comment is about the traffic on East Aspen. The speeding is out of control from 18 Road to Maple. Is it going to take one of our children getting hit and seriously injured or even killed for something to be done?

Traffic

- Overall traffic enforcement, residential weed control and animal control regulations are very bad. Our police could do much better if they didn't mess around having coffee, etc. There are many drivers speeding and parking incorrectly. Instead of wasting more tax dollars, perhaps traffic tickets could increase the city's income. We need more than City Market. If the city can't afford the rec center, forget it!
- 5%??? Traffic sure seems to indicate the growth (increase in population) is happening at a much faster pace. Need more amenities, MSOCERY, etc. We are losing too much revenue to Grand Junction.
- Traffic is a major concern. Still want small town flavor.
- More emphasis on traffic planning is crucial to a small town atmosphere.
- The traffic in Fruita is getting worse.
- Need to help City Market with traffic and parking.
- Traffic coming off I-70 needs a light there at Aspen coming off the overpass, they really sail off there!
- I and a number of other people that travel N. Cherry feel that the intersection of Cherry and Pagor is very dangerous. Over 90% of traffic is on Cherry, but the stop sign should be on Pagor, not Cherry. Why not change the stop going east and West on Pagor or have a four-way stop? If this is not corrected, you will no doubt have a serious accident at this intersection. We only hope you take action NOW! And not after a bad accident. PLEASE see that the police department and road department look into this matter.
- Traffic, weed and animal control are all beyond lax.
- How long until traffic is unacceptable?

Miscellaneous

- There is construction everywhere!
- The question about income doesn't help your survey! If I worked for the city, more than likely I'd be making \$25,000.
- The Fruita City Link is a great newsletter!
- Like I wrote in Q8, use our identity to the city's advantage. (Fruita is unique in the valley.
- Creating unique neighborhoods – great!
- Encouraging economic development – great!
- Increasing size and diversity of parks and trails – great!
- That is a negative cash flow for our police, schools, highways and family-oriented community.
- Drugs kill our kids and community.
- We need a large community meeting room.
- Don't just put all ideas on www.com as we ALL don't do the internet Use newspapers or your newsletter. Helps keep everyone informed.
- Excited about Fruita. Hope to see more businesses and ones here upgraded.
- I agree with what the community wants to do. I hope that Fruita grows and becomes a ore fun place to live, with more activities to do for our younger generation.
- CAP a neighborhood new expansion. Clean up trash in residential areas – it's a health hazard.
- 30,000 by the year 2050! Slow down! Take a peek at those mountains we can't see any more. Our small town atmosphere is bursting at the seams. Give us time for fix the roads, traffic, pollution. Slow growth allows for fixing things and preparing the public for the 30,000 someday, even by the 2030 deadline. Work on more of the things that are needed for our current size: sewers, electricity, stores, places to work.

Miscellaneous

- Your draft looks good on paper, but the growth will bring more crime, worse crime, teen crime, drug crime and put fear into the hearts of all of us elderly people. Ten years ago you could leave your house unlocked as well as your car, but you can't now. Too much housing, too fast for the infrastructure to keep up with. Mountain view, beautiful sunsets and sunrises are far more important than cramming this beautiful land with wall-to-wall houses. We need to stop and smell the roses and the clean air or we will become a city that all the people who are coming here to get away from.
- Raise tap fees and construction permit costs. Fruita will not grow at the rate forecast.
- Please control density. I would not like to look in my neighborhood to buy a two-bedroom, one-bath, anything. We need to keep the locals(?) here. They are tending to go to the Moose or Elk. Let's keep them from driving too far just to have fun.
- And the fact that Clint Kinney, the city manager, gives himself a 10% raise yearly and gives everyone else no more than 3%, and the 3% is only if you're perfect. He is a bad city manager!
- The city officials are not responsive to us.
- Don't cram so many houses on one acre of land. Try to maintain the farming community.
- When citizens are opposing something they should listen, instead of doing what a few want!
- Quit trying to keep up with the big cities and do what's best for a small town.
- Sidewalks throughout town so that our kids and we can walk.
- Center the community around the most populous area.
- You are trying to be all things to all people. Can't do it until Fruita is at least the size of Grand Junction.
- I love the location of the library – don't move it! Make sure schools grow with the community. They will be your future taxpayers! Keep our community healthy! Support vital quality education in our schools and families.
- We need to maintain our rural atmosphere, i.e., allowance of horses and other animals if SIZE of property allows. I love my farmer-rural feeling neighborhood (Downer subdivision) and everyone that visited me loved it, but I received notice that animals are no longer allowed. So what does one do with three plus acres without animals? Spend 24/7 mowing grass? This is unfair, especially if we want to "maintain the rural, small town atmosphere" as has been suggested!!! You can have horses on the Redlands. Why not here? We need to allow families with larger parcels of land to continue to have farm animals or all these people and people like them will move away to places where they can have that. You must have the land to support the animals, but then, why not have them? I have concerns about the "round-a-bout" proposed for the city entrance. They take a long time to build and we don't have much other access in and out.
- Our irrigation water has been shut off by new developments without any notice.
- Be more on top of developers to avoid another Vintner Farm mistake. I feel the city was lax in watching the progress. I know that an individual couldn't get away with that type of mistake.
- Fourth of July there were lots of big fireworks.
- NO roundabouts on overpass. Hate 12. Aspen and 18 Road – new mess.
- Not everyone has a computer!
- Mobile homes and apartments attract temporary, less community-type families, like the apartment area by the RV Park and the independent living area and the mobile park near the hospital (by the way, why do we even call it a hospital?) "Unique neighborhoods" sounds like RV Park.
- The younger 30ish members of our family have to move away to have homes. The homes are now so expensive, it's breaking up our family. We have been in this area for a century, but maybe not in the future. How SAD!

Miscellaneous

- I work nights and can't go to the Thursday evening meetings.
- I loved seeing my home in the latest flyer!
- I enjoy the Fruita City Link newsletter.
- Downtown core should be maintained and enhanced; revitalize the downtown "core".
- No more strip malls!
- Don't see any public buses in Fruita.
- Lots of areas in Fruita are in need of sidewalks.
- Drainage from/to sewer would be better than putting it in parks (or so called parks) Who's idea was that? Stupid!
- Doctors, dentists, and vets are too high priced.
- I have more information on what's going on in Grand Junction. Too bad we don't get a newsletter.
- I would like to see more activities for seniors at low cost or no cost.
- I am aware of some of the aspects of Fruita's community plan, but not all.
- I appreciate all the effort going into this place.
- Continue to expand the bike trails. Consider your visitors.
- Can't you put 17 Road under Carlson? A lot of your travel books, biking guides, etc. give direction using the # Roads, not city street names.
- Fruita desperately needs a bigger and better grocery store and parking. Would like to become a part of the Steering Committee.
- No access to the website.
- Why waste money downtown? Buildings are falling apart; it's too congested. Spread out in other directions. Quit worrying about the downtown area!!! Start worrying about SMARTER growth – wider roads, easier traffic flow, safer sidewalks, better lit streets, etc.
- Is it possible to have one of our own. I am currently a resident at Oaks Assisted Living.
- I just recently had an opportunity to visit the growth of the businesses south of I-70. Wow. How impressed I was. I can't compliment you enough on that arrangement and appearance. Keep each and every human being in mind, including stranger. Country boy, Herb High.
- I do not care for the park bathrooms.
- Keep businesses in surrounding areas.
- Funds need to be spent the first year to grass the entire fields as we have high winds and dust will be a problem.
- City of Fruita needs to support the Fruita Thrift Store with an occasional "Thanks!" in the newsletter.
- Also, Agape Food Bank. Funds wouldn't hurt either.
- Consider having future surveys done on west slope.
- Not everyone owns or can afford a computer or understands all that goes with running a computer!
- I don't have any info on election issues; very poor communication.
- Clean up some of the older sections of Fruita.
- Roads are sealed in the new subdivisions while older ones are not. Heritage/Levingston Ways was supposed to a few years ago. All that was done were cracks. Sidewalks are cracked. Tennis courts need cracks sealed. Gate on side toward school.
- Low density/large open space subdivisions make for low crime.
- It is absolutely impossible to maintain a small town atmosphere with 30,000 residents. Infrastructure will suffer and taxes will increase by a large amount. The city of Fruita will be forcing retired people to move elsewhere.
- NO big box retailers!

Miscellaneous

- Bury the cables, get rid of the telephone poles.
- Where is the cemetery?
- Need a better swimming pool and sidewalks on all streets in the city.
- You are doing a good job with strict building regulations.
- Did you mean “one cent” or “one percent” for the rec center? We will move if/when Fruita approaches anywhere near 30,000. Moved here because of Fruita’s smallness and McInness Canyon’s solitude. When these attributes change significantly, this area will lose its appeal. Economic “growth” is neither necessary, nor desirable.
- I’ve been here for less than a year, so a lot of issues I’m unfamiliar with.
- The Fruita Planning Department is not very responsive to the residents.
- I think you are doing a fine job overall, but for seniors we don’t have many inexpensive opportunities. Mary Lee Taylor, 11-13-31.
- I grew up in a town that was almost 1 million people! 30,000 is still small!
- Need to have more information about matters in written draft before I make up my mind.
- As fuel prices remain an issue, and they probably will well into the future, we will need more opportunities to stay local with all our business, as opposed to going to Grand Junction.
- Website was not working to view the draft plan.
- Quit trying to be another “Grand Junction” in your plans and think for yourself as a separate city.
- I’m happy with the plans.
- I am 75 years old and am not interested.
- We need more bus stops for the handicapped.
- You’re doing a good job; keep it up!
- Thank you for the time and effort you are putting into this.
- Sounds pretty good.
- We have not lived here long enough to have an opinion on much of anything. Sorry I’m not much help.
- The biggest thing to me is keeping all the teenage hoodlums that gather in the neighborhoods under control and keep the area a comfortable, nice place to live where most of us know our neighbors.
- Stop burning weeds in the residential areas.
- The plan is good, but we need more maps with the information so you can see what the plan is talking about.
- There is too much construction; it makes it hard to get around.
- Farmland would be left as farms.
- Vintner’s Farm is a disaster. Growth has not been managed well, i.e., smaller lot size developments south of I-70 toward the river, poor quality infrastructure (Vintner’s Farm) and changing of the land code for the new golf course and residential site northwest of town, which I understand will not be done yet. A more intensive development could possibly be built. Stop the growth until the current houses are sold at an 80% ratio. Too many empty, big houses. Make the developers pay for the new rec center. Are the planners aware of Fruita’s community plan?
- Fruita seems to be on a reasonably proper course and direction.
- It’s nice to have old time Fruita people on our council: Nick Knoles, Ken Henry, Lori Buck, Jim Adams.
- Looks good.
- I could pull up the home page and click to next subject and got blank pages for all areas. Would comment, but was unable to see the plan.
- I don’t have a computer.

Miscellaneous

- Don't you know that sustainable development was the brainchild of the Clintons and the United Nations? It's just a way to bunch us all together and control us. Its taking our way of life away from us and giving the United Nations and the radical Clintons and others control of us. Wake up and stop it before its too late and all our freedoms are all gone. It wouldn't do any good for me to vote; your minds are already made up!
- Thanks!
- I think the draft plan is very exciting and I can't wait to see what the future holds for our city.
- My feeling is that the city actually does what they wish, disregarding the community's input!
- Keep up the good work, Fruita! Walkable/cycle-friendly community with well-maintained sidewalks and bike lanes (bike lanes should be more than just riding in the gutter).
- I think it's an excellent plan.
- The City of Fruita needs to be friendlier to small business. They act like they don't want a small business to succeed. Too many rules for some and they don't uphold the rules for others. Make it fair for all!
- Sounds good.
- Don't have computer.
- I can't think of a better way to reach the people. As a girl, I remember town hall meetings, picnics, speeches at the park with hot dogs, pop, popcorn and cotton candy! All the old tricks to get the folks together! Good luck!
- Get rid of the historical buildings in Fruita. Spend as much time on roads as lazing around and hiding in the parks! Fruita is becoming less and less a good place to raise a family. Stop expanding! I moved here to get away from Denver. Another grocery store would be nice. As would a movie theater and more doctors. Growth is under-projected. Dealing with real figures vs. projected figures doesn't work. At the rate we are climbing, we'll end up beyond the projected 5%. This is not realistic; we've already gotten more children than we have school buildings or teachers for. Need to put some realism into play here. Need to step it up on the schools. We are WAY behind! Denver's schools are better.
- I do not have a computer.
- I have not read enough on this to make any intelligent comments.
- It is very difficult for seniors to walk up and down at Snook's Bottom. Something needs to be done for better access! Right now only usable for physically fit people.
- E-mail address is useless.
- Rezone current industrial areas to retail/residential. Move industrial areas away from downtown and current residential areas.
- What happened to the middle class to lower income people? We traded in for a new look. City people with money to offer can afford the new low price. Minimum house is \$230,000.
- Unknown at this time.
- Have not seen it.
- They don't follow any of their plans.
- I will provide my opinions in person at the town meetings.
- Plan is good, but you need to connect the new communities to us, the older community, by downtown, not just to each other. Then you separate the homes that have been here for 50 years.
- You are on the right track. I appreciate all the hard work on your part. Thanks for the effort to include the citizens in the process.
- Remember, more and better sidewalks! Make them wide enough so that two people can walk alongside each other. On most sidewalks, one person must walk in the street. Also, put buffer zones between sidewalk and street. In other words, pay more attention to pedestrians' needs. Small towns need good pedestrian access.

Miscellaneous

- Get the stink out of the air! Get rid of the chicken factory! This place STINKS! This place can't continue to grow with the stink in the air. Get rid of the Colorado Egg Plant! It smells so bad – I can't take it!!! Who approved that? I'm not looking forward to another stinky winter here! Get rid of the chicken factory! We moved here one year ago and still can't get used to the odor! What a disappointment!
- Suggestion: Get rid of the dinosaur in Circle Park. We are still a small town, but need to eliminate primitive crudeness and replace it with sophistication and pride.
- Listen and comply with what the citizens' request instead of listening and then disregarding it. Quit making growth about Fruita's tax base and more about its people. There will be too many houses when the next bust hits in 10-15 years.
- We need intercity transportation within Fruita to reach more areas in Fruita.
- We are losing the quality of life in Fruita quickly! It is no longer a good place to raise a family.
- The Fall Festival has become commercialized.
- No comment.
- Please post forums for more community input on the City of Fruita web page.
- I have been wanting to get to the meetings, but my schedule has prohibited it. Dyc411@msn.com.
- Plan should be updated every two years. Flexible. Current?
- I can't get local channels on my TV.
- No big apartment complexes! Please!
- Development needs to compliment current homes/businesses.
- Continue to maintain or increase property values.
- Sounds good – stick to it. Keep the standards very high.
- This survey is statistically useless. The wording is poor!
- Stay off my private canal roads!!!
- I've just moved here (Jan. 07) and the only real complaint I have is the frequent and sometimes overwhelming sewer smell! When trying to enjoy the outdoors at home or in the community or to entertain outside, or just have windows open, it STINKS!
- Seniors are not dead yet. Some like to dance, walk, work out. And they would really appreciate it if you have someone to offer things like attorney's advice, taxes help, medical help and other things that would make life a little easier.
- Again, look toward the future and its generation's needs and interests and move away from what the "old timers" are stuck on maintaining in Fruita. They will always have something to complain about whether you support their vision or advance in your mindset.
- Please take more advice from the citizens.
- Do another survey to give you direction.
- Mistakes as in Vintner Farms. Other mistakes that we don't know about yet. Mistakes are being made that we will have to pay for as taxpayers. I7 ½ Road sewer, I8 Road sewer, etc.
- Development without TDR's in high density areas.
- The biggest problem the city council will address is the negative press about Fruita because they will not control the control ordinance and planning engineer (Mike, Joseph, Dalme, Erico) and tell them to use common sense.
- Code enforcement harasses selective people instead of ALL violators. They focus on the little things instead of major problems.
- Don't really have any thoughts.
- Thanks!
- Sounds great!

Miscellaneous

- I think that what would be helpful is to provide more street lighting and keep up with changing light bulbs when one goes out.
- We do not even have decent public transportation for seniors who no longer can drive to even get to the grocery store or mall. Seniors are just as important to the community as the children in schools. Do not let the seniors be a forgotten part of Fruita.
- The sidewalk maintenance along 340 is NOT good.
- I don't have the internet.
- As Fruita grows, it is important that we protect the Monument from that growth, even at night. A view of Fruita from the Monument at night reveals WAY too much light pollution in the form of unshielded street lights and other outdoor lighting. Too much light for a small town!
- Approve developments that blend with older sections of town, rather than contrast with them. Make street names consistent and logical. Planners have not controlled too much of the development.
- Please add more input by city engineers to the plan and execution thereof! Such as: for all new additions developer/builder should have to include "as built" drawings of all "underground systems" including irrigation pipes.
- Neighborhood diversity is large city verbiage/attitude. Look at Denver, Aurora, and Colorado Springs (just staying in Colorado). That is a growth mix and politically correct term. That does not apply to "small town" atmosphere. We need better animal control.
- Community grew along transportation corridors to west. Keep and improve TDR program. Keep neighborhood parks and plan for a larger regional park (other than Little Saltwash Park).
- Fruita needs to be less automobile dependent.
- Would like to see an official soap box at civic center. Friendly atmosphere for buskers and gypsies.
- Fruita should not offer activities that compete with current privately-owned business within the city, i.e., fitness centers.
- We've lived here only six months. Don't know that much about the city and it's problems. We live in a retired area, so some of our problems are not like most people's.
- The city should stop at maintaining the city properly and leave the screwing off alone.
- No comments.
- Get rid of the guy who owns "Historiani. Tator is a problem.
- Better river access.
- We attended your meeting on the growth of 18 Road and west to 17. There was standing room only (and down the stairs) in opposition of the proposal. You did the opposite of what the residents wanted. Also, the sound system and air conditioning was TOTALLY INADEQUATE!
- What a joke Jim Adams is for a mayor! Why bother wasting your time and our tax money with this survey! No one in the city administration bothers with it anyway. We and several of our friends and neighbors have complained about Mr. Mendez and his Gestapo tactics and nothing has ever been done about it. So why bother with a survey? They don't pay any attention to it anyways. I have lived here all my life and cannot believe what Mr. Mendez gets away with. He is evil and corrupt and out for the almighty dollar! GET RID OF HIM!
- We need an affordable day care center with early a.m., late p.m. and weekend hours.
- I think before many of the new things get done, you need to figure out how to support the subdivisions with getting code violations taken care of. Otherwise, the neighborhoods we live in will continue to be trashy because no one is helping to enforce those violations. Also, getting the sidewalks in that we paid for would be nice!
- Caution of apartment complexes in area that is more accessible.

Miscellaneous

- I think Fruita has lovely Christmas decorations.
- I think you're building and going along real good.
- I am a resident at the Oaks and pretty much confined to a power chair. Also, I'm on oxygen 24/7 and I'm 72 years old so I do not know all that is going on in Fruita, but so far I am satisfied.
- Fruita COULD be a well planned community. Could be awesome! We'll see!