



FRUITA COLORADO

Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: AUGUST 28, 2020
Re: WEEKLY INFORMATION UPDATE



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Tuesday's City Council Meeting

It's going to be a bit of a short meeting on Tuesday. After considering the consent agenda, there is only one administrative presentation and that is an update on the projects being funded through the CARES Act. As a reminder, this meeting will be held virtually.

State of Colorado Update Below

Please find a detailed update from the State shared by the Department of Local Affairs (DOLA) this week.

Coronavirus Update

Below are a few updates, but I would strongly encourage all to continue to follow www.fruita.org/covid19 for all updates we are posting. This also links to important Mesa County Public Health sources, as well as many others.

- **Protect Our Neighbors Phase.** Last week, Mayor Kincaid and Chief Krouse submitted letters of support for Mesa County's application to the Protect Our Neighbors phase of the state's reopening plan. Mesa County Public Health submitted their application for this phase and are awaiting a response. In order for a county to be eligible for this phase, there must be low virus prevalence, the health care capacity to hand a surge, and the capacity to contain outbreaks (and test, track, and trace the virus. As of today, there is 403 cases in Mesa County, 344 have fully recovered, and only one Mesa County resident that is hospitalized. We will keep you updated.
- **Resources for Local Businesses.** Beginning on Monday, August 31, Energize Colorado is accepting applications for the Gap Fund, \$25 million in loans and grant for small businesses that have been impacted by COVID-19. Applications and awards will be down in rounds until December 2020 and is not a first-come first-serve process, priority will be given to businesses in need. For more information on this funding, you can visit Energize Colorado's website [here](#). The Business Incubator Center is hosting a webinar on the Energize Colorado program this Tuesday at 10:00 a.m. If interested in attending, the link to the webinar can be found [here](#).
- **Coronavirus Relief Fund Projects & Efforts.** This week staff and our architectural design firm met with principals of Fruita schools to detail possible space for

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

temporary outdoor classrooms to be installed. We decided to postpone the start of installing the temporary outdoor dining spaces on Peach and Mulberry St to Monday since the original plan would have left them closed over the weekend with little work over the weekend. Materials are on order for this and other dining spaces on southside and shade structures in parks. The “Be Well. Be Fruita” campaign is lined up and work is progressing on that. We have confirmed with DOLA we are on the right track with our projects and understanding of the US Treasury requirements. We are evaluating new possibilities for eligible operational expenses.

- **Renderings for the Downtown Social-Distanced, Public Outdoor Dining Spaces (1-N. Mulberry St., 2-N. Peach St.):**



Pine Gulch Fire Information

This week, the Pine Gulch Fire growth has been mostly limited to the northwest side of the fire. The fire is currently burning away from Mesa County's population centers. As of Friday morning, crews have made significant progress as the fire is at 139,006 acres and is 77% contained. ***Thank you to all of the firefighters, crews, and personnel that have made this happen!*** It is now the largest fire in the history of Colorado. After being closed last week, Highway 139 to Douglas Pass has reopened on a limited basis, and travelers must plan for lower speeds and for possible future closures. There continues to be no pre-evacuation or evacuation orders in Mesa County, and only some in Garfield County.

Although the fire growth has slowed, there are still several area closures north of Fruita. The Bureau of Land Management has closed BLM lands north of Loma, Fruita, Grand Junction, and Palisade, starting at the Bookcliffs (with some exceptions as of this afternoon) This closure includes the North Fruita Desert Recreation Area (18 Road), and many other areas. More information on the fire can be found at Mesa County Sherrif's Office website [here](#), or the Pine Gulch Fire's Facebook page at this [link](#).

Finally, on Monday, Mesa County declared a formal local disaster emergency in response to the Pine Gulch Fire. This declaration will allow access to additional state and federal resources for Mesa County. The full release can be found [here](#).



General Updates

- ***Grand Junction Economic Partnership Coordination.*** GJEP Executive Director Robin Brown and I met this week to coordinate efforts. Even amidst the pandemic, prospective development is still

in play and we appreciate our partners. GJEP will be requesting \$10,000 contribution from the City for their services in 2020.

- **GJ Business Incubator Coordination.** We met with Executive Director Jon Maraschin and his staff this week to explore possible eligible needs of coronavirus relief funds and learn of other and new funding possibilities for Fruita businesses (shared above and with the Fruita Chamber who is sharing with businesses also). Fworks Coworking space in City Hall is staying busy and we are working on joint usage of meeting room space to offer more permanent desks for the wait list.
- **Fruita Area Chamber of Commerce.** City staff are working and coordinating with the Chamber on smaller events they plan in place of the annual Fall Festival that was cancelled due to health restrictions due to its large size. We appreciate the Chamber's efforts working with the Mesa County Public Health Department to identify eligible events within the guidelines to assist local businesses. They are planning a dinner in Southside Fruita and in downtown Fruita with live music, ticketed waves of spaced out seating and a Beerfest.
- **Fall Grand Valley Bike Month.** We are excited for Mobile Mesa County's Fall Grand Valley Bike Month! Beginning on Tuesday, Mobile Mesa County will be giving away prizes for biking throughout the month of September. More information can be found [here](#) or below.
- **Interstate Closures.** We have been informed by the Colorado Department of Transportation that it is likely that there will be closures in Glenwood Canyon tomorrow (8/29/20) due to weather and repair work. This week, following the Grizzly Creek fire, the interstate reopened on a limited basis in the canyon.
- **Monuments and Canyons Plein Air Invitation.** The Colorado National Monument Association and the Colorado Canyons Association have announced the 2020 Monuments and Canyons Plein Air Invitational. The event features artwork from plein air painters across the country. For the first time, this event will be fully online and virtual. The exhibition page will be at this [link](#) and will go live on October 2, 2020.

Engineering

- Engineering received 5 responses to the Active Circulation Plan. Staff will be evaluating the submission next week and making a recommendation on the consultant selection.

Parks and Recreation

- Program registration is going on for modified youth soccer, flag football, independent swim lessons, and more. An online newsletter will come out next Wednesday with updates on Fall program offerings. The newsletter will be distributed via email, through social media and on the City website.
- It's a construction Zone at the FCC – demo work has begun on the FCC indoor Pool. Plaster is being chipped off in preparation of bright shiny new plaster that properly adheres to the concrete shell.



Planning & Development

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

Major/ Minor Subdivisions:

- Dwell PUD Concept Plan (Approved)
- Bradyville Minor Subdivision (Approved)
- Cider Mills Preliminary Plan (Approved)

Site Design Review/ Other Applications:

- Coloramo Site Design Review (333 W Aspen) (Under Construction)
- Monument Powder Coating (1596 Cipolla) (Approved)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Approved)
- Sycamore St ROW Vacation (Approved)
- Lithic Arts Building Site Design Review (Approved)

Police Department

- District Attorney Dan Rubinstein issued his decision report regarding the officer-involved shooting that took place in Fruita on July 17th. More information can be found [here](#).

Public Works

- Building maintenance crews assisted in pumping down the indoor pool at the FCC on Monday.
- Road crews were busy this week patching around town, which included work primarily on streets in the Village at Country Creek subdivision and on Kingsview Road.
- Crews also painted over graffiti on Highway 6 and Highway 340 bridges.

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

- [Outdoor seating headed to downtown amidst Fruita COVID-19 pandemic.](#)
- [Fruita to expand downtown seating areas.](#)
- [Fires adding new layers to coronavirus response.](#)
- [Women Celebrate 100-Years of Voting Rights.](#)
- [July unemployment rates drops.](#)
- [Mesa County Public Health Says Cloth Face Masks Won't Protect You from Wildfire Smoke.](#)
- [Mesa County to apply for next level of coronavirus variance.](#)
- [CDOT reopens I-70 in Glenwood Canyon.](#)
- [MCPH to partner with medical company for drive-up, 48-hour result COVID-19 tests.](#)
- [Mesa County, governor formally declare Pine Gulch as a disaster.](#)
- [Fruita to build outdoor seating areas to promote social distancing.](#)
- [Watch: D51 Superintendent gives update on first week of school.](#)
- [Local Fruita Businesses are Excited for the New Outdoor Seating Areas.](#)
- [Downtown Fruita adding more seating areas.](#)
- [Fruita closing two downtown side streets for public seating areas.](#)
- [Pine Gulch Fire shows little growth.](#)
- [State launches grant, loan fund for small businesses.](#)
- [Officer-involved shooting in Fruita ruled justifiable.](#)
- [No charges filed in most recent CIRT investigation.](#)
- [Pine Gulch Fire now largest fire in Colorado history.](#)

UPCOMING EVENTS *(Please let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you when needed.):*

- **June 20 – Sept. 19** - Fruita Farmer's Market will be every Saturday from 8:30 am – 12:00 pm at Reed Park during these dates.
- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at communications@fruita.org.

DOLA State Update:

Community Leaders,

Kara here with the Governor's Community Engagement team! In an effort to continue to provide you with an official update from the Governor's office, below are some updates and information that the Governor provided. We appreciate your support in helping to share these updates with your network.

Quick Links to Stay Up to Date

- [Governor's Facebook Page](#)
- [Covid19.colorado.gov](https://www.colorado.gov/covid19)
- [Stay At Home Guide](#)
- [Coloradosaferathome.com](https://www.coloradosaferathome.com)

Topline Update

The State currently has **55,993 cases**, **1,927 total deaths** (**1,835** are due to COVID), and **6,902 hospitalizations** out of **682,339 completed tests**. Every death is a tragedy. There are families mourning across our state today and we keep them in our thoughts.

In terms of new cases, **7** of the last 14 days have had a downward trend in the 7-day moving average of newly reported cases. **And in terms of hospitalizations**, **8** of the last 14 days have a downward trend in the 7-day moving average of new hospitalizations.

This case data is broken down by various categories, is updated daily, and can be found [here](#).

The past couple of weeks have been encouraging, but we cannot let our guard down; we need to double-down on what's been working and remain extra vigilant about wearing a mask, maintaining our distance, avoiding large gatherings, and washing hands regularly.

Wildfires Update

Colorado is currently grappling with 8 large fires across the state. There are also numerous small fires, and new ones start daily. The following are wildfires currently burning in Colorado:

- **Pine Gulch:** 135,920 acres, 47% contained.
- **Grizzly Creek:** 32,060 acres, 61% contained.
- **Cameron Peak:** 21,017 acres, 0% contained.
- **Williams Fork:** 11,726 acres, 5% contained.
- **Lewstone:** Good news. This 168-acre fire is 100% contained and evacuations have been lifted!
- **Thorpe:** Mostly on USFS land, 160 acres, 50% contained and evacuations were lifted last night.

- **East Fork:** Near Las Animas County, 108 acres, 30% contained and no threat to homes or infrastructure.
- **Willis Creek:** Near San Isabel, estimated 40 acres, 50% contained.

We all need to continue to do our part by following the fire ban as we will still be in danger of starting new fires if the dry, hot weather continues.

Energize Colorado Gap Fund

Governor Polis was joined by bill sponsors Senators Jeff Bridges and Faith Winter, along with Kent Thiry, Co-Chair of Energize Colorado on Wednesday, to announce the upcoming launch of the Gap Fund application. **The application will go live on Monday, August 31.**

The Fund will provide more than \$25 million in loans and grants, and will be targeted to small, minority-owned, and rural businesses and nonprofits that have been hardest hit by the statewide shutdown and that have limited access or no access altogether to other means of financing through federal, state, or local programs. Sole proprietors, businesses and nonprofits with less than 25 full-time employees can apply for up to a \$15,000 grant and a \$20,000 loan for a possible combined total of \$35,000 in financial assistance.

The application was designed to be as user-friendly as possible. There will be a wide range of assistance available to help individuals complete the application, including by phone, email, and online chat through the website. Small businesses and nonprofits that have been negatively impacted by the pandemic are encouraged to visit [EnergizeColorado.com](https://www.energizecolorado.com) starting on Monday to apply for funds.

This ambitious proposal represents a holistic effort by both Democrats and Republicans in the state legislature coming together to provide much-needed relief to small businesses and nonprofits across the state that are reeling from the pandemic. The Gap Fund would not have been possible without strong partnerships with the Colorado Office of Economic Development and International Trade, the Economic Development Commission, the Colorado Housing and Finance Authority, and community and nonprofit micro-lenders around the state.

The administration is thankful for the bill's sponsors, State Representatives Mary Young and Perry Will, as well as State Senators Faith Winter and Jeff Bridges, for crafting this bill and working to get it across the finish line, as well as private sector partners that have stepped up to support our small business community.

This proposal passed both chambers of the state legislature unanimously. That's no easy feat, and it's a testament to the hard work and commitment of countless Coloradans.

Evictions Task Force

On Wednesday, the Governor [issued an Executive Order](#) to establish a temporary task force with the Department of Local Affairs that examines housing instability due to COVID-19 hardship. The goal is to develop concrete, actionable recommendations to ensure Coloradans remain stably housed in the coming months. Members will report directly to the Governor and the Executive Director of the Department of Local Affairs, and their recommendations will be due within 30 days of their first meeting.

This task force will consist of 10 individuals from diverse backgrounds spanning housing, development, advocacy, banking, and local government. These members will collaborate closely with the Department of Local Affairs' Division of Housing, the Strategic Housing Working Group, and the Governor's office, and focus on addressing landlord and tenant relations, improving methods for connecting Coloradans to key services, alleviating financial hardships facing Coloradans due to COVID-19, while boosting capacity of existing housing resources and organizations.

The economic impacts of COVID-19 have been severe and have spared few. Coloradans were forced to take drastic action back in March to reduce the spread of the virus, which included a statewide shutdown and widespread business closures. Had we not acted, tens of thousands more Coloradans would have lost their lives. It was the right decision.

Unfortunately, that necessary action to save lives came with economic consequences that have destabilized many Coloradans' financial livelihoods.

The process of getting Coloradans back to work and stably housed is gradual and must take evolving public health conditions into account. Many Coloradans continue to experience substantial loss of income and wages as a result of business closures and layoffs, and this hinders their ability to keep up with rent payments and other bills. And at a time where the home is the safest place to be, providing housing for all must be prioritized.

It's important to note that this task force represents only one part of the ongoing discussion. In February, the Division of Housing announced the formation of the [Strategic Housing Working Group](#) that will advise on Colorado's affordable housing needs and will bring forth a comprehensive response to our long-term housing crisis.

Indoor Visitation

In March, the state placed significant restrictions on the ability for loved ones to visit senior facilities because the risk of COVID-19 is so high for older Coloradans, but he also knows this doesn't come without a cost. Feelings of loneliness, isolation, and missing loved ones are just some of the effects that have impacted our most vulnerable population's mental health.

As it currently stands, compassionate visits may be conducted under limited circumstances, and visits may occur outdoors, but not every person can go outdoors for

a visit, and this means that some of our older adults who most need the support from loved ones haven't been able to see them in a very long time.

To increase emotional support for residents of senior living facilities, the Governor announced the release of [new draft guidelines](#) that allow for indoor visitation under limited circumstances. The proposed policy was posted on Wednesday, and will be finalized next week. CDPHE is [accepting public comments](#) through Friday.

The proposal outlines that indoor visits be conducted under very strict conditions. This is a fine balance between ensuring that our older adults are protected and reconnecting our older adults with their loved ones. With careful, preventive measures in place, we can continue to expand visitation opportunities to ensure that all Coloradans get the support they need and deserve.

Our state's recovery efforts during this unprecedented crisis must be inclusive. This means supporting our businesses so they can access capital and thrive, caring for our older residents who are experiencing loneliness and isolation, and making sure Coloradans have a roof over their heads.

We're all in this together, and we're not going to leave anyone behind. The Energize Colorado Gap Fund, Special Evictions Prevention Task Force, and the new guidelines for visiting senior facilities all represent our deep commitment to that guiding principle.

State of Colorado Job Openings

We are looking for new individuals to fill the following positions! Please feel free to share these openings with your networks.

Chief Information Officer and Executive Director - Office of Information Technology, Office of the Governor

- Description: The Chief Information Officer and Executive Director of the Governor's Office of Information Technology is the Governor's advisor, and leader directing the State's efforts and executing on the Governor's technology vision. The Executive Director is part of the Governor's Executive Cabinet, and is responsible for overseeing the administration, programs and strategic plan of the Department as well as the consistent achievement of its mission and financial objectives.
- Application Closing Date: 9/4/2020
- Apply: <https://www.governmentjobs.com/careers/colorado/jobs/2842157/chief-information-officer-and-executive-director-office-of-information-technolo>

Housing Development Manager, Department of Local Affairs

- Description: Under the mission of DOLA and the Division of Housing, this position exists to develop new funding programs and policies to meet Coloradans' affordable housing needs and implement funding programs to ensure services and housing reach the intended recipients throughout Colorado. The position

manages, plans, and coordinates the Division's statewide Grant and Loan programs to assist local governments, housing authorities, for-profit developers, and non-profit developers in planning, prioritizing, and financing affordable housing programs and projects.

- Application Closing Date: 9/16/2020
- Apply: <https://www.governmentjobs.com/careers/colorado/jobs/2843401/housing-development-manager>

Budget and Policy Analyst, Office of State Budgeting and Planning

- Description: Manage the budget of one or more state agencies, identify and advance creative, cost-effective, and evidence-based solutions to public policy problems. Provide rigorous quantitative and qualitative analyses on the major issues facing our state and communicate results and recommendations to policymakers. OSPB analysts are expected and trained to become leading experts on the issues and agencies in their portfolios.
- Application Closing Date: 08/31/20
- Apply: https://agency.governmentjobs.com/colorado/job_bulletin.cfm?JobID=2839148

Chief of Staff and Strategy, Secretary of State

- Description: The Colorado Secretary of State's office seeks applications from highly qualified candidates for the position of Chief of Staff and Strategy. This position is in the Senior Executive Service (SES), a performance-based pay plan reserved for senior-level management positions.
- Application Closing Date: 10/01/20
- Apply: <https://www.governmentjobs.com/careers/colorado/jobs/2475254/chief-of-staff-and-strategy>

Professional Land Surveyor- Denver Metro, Department of Transportation

- Description: The primary purpose of this position is to ensure plans and legal descriptions comply with state statutes, department policy, and contract stipulations. Other primary functions require development and certification of right-of-way plans, by signing and stamping plans. This position also conducts project control, topographic and land boundary surveys, relating all coordinate information to geodetic coordinates using published control.
- Application Closing Date: Continuous
- Apply: <https://www.governmentjobs.com/careers/colorado/jobs/2689076/professional-land-surveyor-denver-metro>

Staff Attorney, Colorado General Assembly - Senate

- Description: The OLLS facilitates and supports the legislative work of the General Assembly and protects the General Assembly's organizational interests without participating in its politics. We draft legislation for all 100 state legislators, and we

conduct legal and related public policy research for and provide legal advice to the legislators and the other nonpartisan legislative staff agencies.

- Application Closing Date: 08/28/20
- Apply: <https://www.governmentjobs.com/careers/colorado/jobs/2839018/staff-attorney>

State Boards & Commissions Openings

We are continually looking for qualified candidates to serve on almost 300 boards and commissions that oversee a large variety of subjects and make a wide range of decisions affecting your day-to-day lives as Coloradans. These boards are a tremendous opportunity for Coloradans to help govern and give back to the great state of Colorado. You can find upcoming openings for September and October below:

September 2020:

- Colorado Secure Savings Program Board
- Correctional Industries Advisory Committee
- Fire and Police Pension Association
- New Energy Improvement District Board
- Nursing Home Innovation Grant Board
- Nurse Physician Advisory Task Force (NPATCH)
- Property Tax Administration, Advisory Committee
- Workforce Development Council
- Opioid Crisis Recovery Funds Advisory Committee
- Healthcare Insurance Affordability Enterprise

October 2020:

- Governors Revenue Estimating Advisory Committee
- Petroleum Storage Tank Advisory Committee
- State Veterinary Education Loan Repayment Council
- Statewide Independent Living Council
- Water Resources and Power Development Authority

To apply, fill out an application at [this link](#). To see other Boards and Commissions openings for the rest of 2020 and part of 2021, you can visit [this link](#).

If you have any questions about Boards and Commissions, please contact Nikky Patel, Deputy Director of Boards and Commissions at gov_officeofboardsandcommissions@state.co.us.

We greatly appreciate your help to share information during this crisis, and we will continue to send regular updates. As always, please feel free to reach out to me with any questions or needs from our office. My cell phone is 720-982-5204. Thank you for doing your part.

Grand Valley Bike Month

Fall Edition - September Selfie Contest

Participate in weekly challenges for a chance to win a local gift card



Snap a photo for each weekly bike theme and submit to...

Love to Ride Group Page, tag Mobile Mesa County on Instagram or Facebook, or email bikemonth@mesacounty.us

Week 1 (Sept 1-7): Bike with Kids

Deadline: 9/8

Week 2 (Sept 8-14): Bike for Fitness & Fun

Deadline: 9/15

Week 3 (Sept 15-25): Bike for Transportation

Deadline: 9/28

All Month long: Most Creative Bike Route

Deadline: 9/30





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What Stage 2 Fire Restrictions Mean

Stage 2 Fire Restrictions prohibit the use of anything that produces an open flame that is not liquid-fueled or gas-fueled on both public land and private residences. The general rule of thumb is if the fire can be "turned off," rather than "put out," it is allowed.

Prohibited:

- Parking or driving a motor vehicle off established roads, motorized trails, or established parking areas unless the parking area has no vegetation within 10 feet of the vehicle.
- Building, maintaining, or using a fire, campfire, charcoal grill, coal, wood-burning stove, sheepherder's stove, tiki torches, fire pits, and chimineas including in developed picnic, camping areas, and at private residences.
- The use of ANY fireworks.
- Smoking, except within an enclosed vehicle or building.
- Any unpermitted use of fire to burn debris or vegetation.
- Shooting tracer rounds or explosive type targets or the use of explosives including fuses, blasting caps, and rockets.
- Welding or operating acetylene or other torch with open flame EXCEPT in cleared areas of at least 10 ft in diameter and in possession of a chemical pressurized fire extinguisher. **Activity Prohibited on Federal Land.**
- Operating an internal combustion engine such as a chainsaw, generator or ATV, without a spark arresting device installed and working properly. Chainsaws also have to be operated with a chemical pressurized fire extinguisher and a shovel nearby.

Allowed:

- Only devices that are liquid-fueled or gas-fueled are permitted. Gas grills, stoves or lanterns with shut-off valves may be used at least three feet away from flammable materials such as dry vegetation.
- Gas fire pits are allowed under a fire ban as the fire can be "turned off" rather than "put out."
- Agricultural burns only with a SHERIFF'S OFFICE ISSUED PERMIT. [Click here](#) for an application.

View Interactive Fire Restrictions Map at bit.ly/Fire_Restrictions



Mesa County Fire Chiefs Association



**MESA COUNTY
PUBLIC HEALTH**

HOTLINE
(970)683-2300



WHY FRUITA? The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

Quality of Place (QP) The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

Economic Health (EH) The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

Lifestyle (L) The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.



FRUITA COLORADO



City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust and maintain trust with the public, our partner agencies and with one another.

We are Fruita. We are...

Fun—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

Respectful—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

United—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

Innovative—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

Transparent—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

Authentic—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.