



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: FEBRUARY 12, 2021  
Re: WEEKLY INFORMATION UPDATE

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***City offices are closed on Monday, February 15, 2021 in observance of President's Day.***

Hope that you have a good holiday! The Fruita Community Center will be open, and trash and recycling services are not impacted by the holiday.

**Tuesday's City Council Meeting**

Our meeting on Tuesday night will be held virtually. Quick look at the agenda, we will begin the meeting with a few items on the consent agenda. There are a number of land use code amendments for first reading in the Legislative Public Hearings section of the agenda. Keep in mind the first reading is to call for a public hearing a month later on March 16. Staff will not conduct a comprehensive presentation on these items since we will do so on March 16, but we would like to provide some updates (mainly relating to short term rentals) since the most recent presentations at the January City Council workshop and the February Planning Commission meeting. After that, we have one quasi-judicial hearing for a liquor license transfer of ownership. See you on Tuesday night!

**Coronavirus Update**

Below are a few updates, but I would strongly encourage all to continue to follow [www.fruita.org/covid19](http://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.

- **Follow Up Article on Grant to Food Bank.** Just a quick follow up from last week, there is a great article on the grant that the City of Fruita gave Food Bank of the Rockies in the Sentinel. Through leveraging other donations and purchasing power, it is estimated that every dollar given to Food Bank of the Rockies provides four meals. For our \$10,000 grant, this will translate to roughly around 40,000 meals for Fruita and area residents. We are thankful to provide this grant and to have Food Bank of the Rockies as a partner in our community. The Sentinel article is [here](#).

**Fruita Circulation Plan – Public Survey**

The City of Fruita is in the process of creating a circulation plan, and we need your help! We have launched an online survey and the results will be used to inform decision making and outcomes of the plan. The survey only takes 5-10 minutes to

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

complete and is essential component of this planning processing. If interested in participating, the survey can be found at this [link](#).

### **Housing Needs Survey (Continued)**

The City of Grand Junction, the Grand Junction Economic Partnership, and their partners throughout the Grand Valley, have launched a housing needs survey. The goal of the survey is to understand the decisions people make when choosing where to live and work. This survey will also help the partners accommodate the types of housing residents want and need. Answers to the survey will inform important decisions about housing and land use. More information and the link to take the survey can be found [here](#).

### **General Updates**

- **Financial Update.** In December 2020, City sales tax continued to be strong and were up 16% from the previous December, bringing the year-end total to an increase of 23.68%. Use tax on motor vehicles (up 45% in December, year-end 1.44%), building materials (up 58% in December, year-end increase of 43%), and County sales tax (up 6%, closing out the year with an increase of 5%) were also up. The City's lodging tax was about even in December and ended the year with a 30% decrease from 2020. Although this decrease is significant, it is lower than initially anticipated. The full financial reports can be found in the packet for Tuesday's City Council meeting and will be put on the website after approval from the Council.
- **Recycling Report.** In January 2021, Fruita residents recycled 51 tons of cans, bottles, paper, and cardboard. Great job! Full report is provided below.
- **BLM Roundtable Call.** On Monday afternoon, I joined the Mesa County Economic Partners, Governor Polis, Senators Bennet and Hickenlooper, Congresswoman Bobert, and others on a call to discuss the BLM Headquarters staying in Grand Junction. The discussion was focused on strategies moving forward and how the group can work together with federal officials on the headquarters.
- **2021 Community Survey.** The Request for Proposals (RFP) for the 2021 Community Survey are due today. Staff will evaluate the proposals next week and determine if interviews need to be conducted the following week. Looking ahead, it is our goal to have the survey design finalized by the end of March, have it out for public response in April, and have the report completed May/June.
- **Travel Alert.** From CDOT: Motorists should plan for a safety closure on CO-65 (Grand Mesa) starting tomorrow evening, Saturday 2/13, from 7:00 p.m. into the morning of Sunday 2/14. The safety closure is necessary for maintaining road safety and winter maintenance operations. Eastbound and westbound directions will be closed between gates located at Mile Points 28 and 35. The closure time may change due to weather and road conditions.

### **Engineering**

- The Highway 340 Roundabouts project begins construction on Monday, February 15<sup>th</sup>. Expect single lane closures on the overpass and roundabouts. For a look at the improvements, you may go [here](#).

- The Ash Street sewer replacement project began construction this week. Construction is anticipated to take about a month.
- Sorter Construction, once complete with the Ash Street sewer project, will begin construction on the Maple Street Sewer and Overlay project. Anticipate construction starting in mid-March.
- The request for proposals (RFP) responses to the Pine Street Bridge replacement at Little Salt Wash are due next Thursday.
- Construction of the Fremont St. Culvert crossing of Little Salt Wash progresses but will be on hold awaiting the upper boxes. Mesa County is constructing this project. For more info, go [here](#).

## **Planning & Development**

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

### **Land Use Code Amendments:**

- Vested Right Code Amendment (Approved)
- Development Agreements Code Amendment (Approved)
- [Zoning and Density Bonus Code Amendments](#). These Code Amendments are currently out for public comment and will be more formally noticed once public hearing dates are set.
- Short Term Rental Code Amendments can be found as this [page](#).
- [Parking Standards](#)
- Landscaping/ Irrigation Design Standards: The Fruita Planning Team has asked Design Workshop to work with their staff Landscape Architects to provide the City suggestions for a more sustainable approach to irrigation usage within residential and commercial development proposals.
- Design Standards: The links to the Code Amendments can be found at this [page](#).

### **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) (Completed and Open)
- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Under Construction)
- Sycamore St ROW Vacation (Approved)
- Lithic Arts Building Site Design Review (Approved)
- Skalla Annexation, Zoning, and Minor Subdivision (Under Review)
- Grand Valley Estates 3, Zoning and Annexation
- Sunshine Short-Term Rental (Approved)

## Public Works

- Road crews completed relocating the police impound yard to the City shops this week. Crews have been working on this project for several weeks.
- We received two citizen requests this week through the portal and completed them, one was patching a pothole on N. Mesa near Little Salt Wash Bridge, and the other was cleaning up along the frontage road. As a reminder, the Citizen Request portal can be found at this [link](#).
- Staff has prepared a letter on proper grease disposal that will be sent to local restaurants soon. Collections staff continues to remove large amounts of grease at the I-70 lift station throughout the week, and hope that this letter will help. Staff is also planning on following up with restaurants to meet and discuss grease disposal.
- Crews completed a controlled burn at the lagoon properties on Monday into Tuesday morning. Some smoke was visible from this fire throughout each day, but there was a separate fire in Mack on Monday afternoon that may have also contributed to the smoke.

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

- [Fruita gives \\$10,000 grant to help local food pantries.](#)
- [Questions remain about registering for the COVID-19 vaccine in Mesa County.](#)
- [Active outbreaks reported at local churches.](#)
- [Grand Junction Hosting Housing Needs Survey for Residents.](#)
- [Student Spotlight: February 6, 2021.](#)
- [D51 looks at possible 2021 bond measure.](#)
- [County real estate market still thriving.](#)
- [Is the Future of the BLM near Public Lands in Grand Junction or Near Nation's Leaders in DC?](#)
- [Task Force to give public update later this month.](#)
- [Multiple agencies fighting brush fire off 10 Road.](#)
- [U.K. COVID-19 variant confirmed in Mesa County.](#)
- [Real estate off to fast start in Mesa County.](#)
- [Push to keep BLM headquarters here to focus on Interior secretary nominee.](#)
- [Vaccine rollout Phase 1B.2 begins across Colorado.](#)
- [COVID-19 variant found in Mesa County.](#)
- [Colorado ranks the 4th safest state during the pandemic.](#)
- [Polis to Kuhr: We're on it.](#)
- [St. Mary's donates \\$3 million to CMU build new health sciences center.](#)
- [Spreading kindness is contagious.](#)
- [Snowpack improving with turn in weather.](#)
- [Local leaders featured in District 51's African American culture education project.](#)
- [2/11 Day celebrates helpful service.](#)

**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.):*

- ***Cavalcade Monthly Variety Show.*** The Cavalcade's February Variety Show is this Saturday! If interested in watching it online, you can visit this [link](#).
- ***February 7-14, 2021*** – Virtual Sweetheart 5K/10K Run.
- *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](mailto:communications@fruita.org)



## January 2021 Recycling Benefits for the City of Fruita

In January 2021, we recycled 51 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

**822 Mature Trees**

Represents enough saved timber resources to produce 13,976,000 sheets of printing and copy paper!

**123 Cubic Yards of Landfill Airspace**

Enough airspace to fulfill the annual municipal waste disposal needs for 140 people!

**104,614 Kw-Hrs of Electricity**

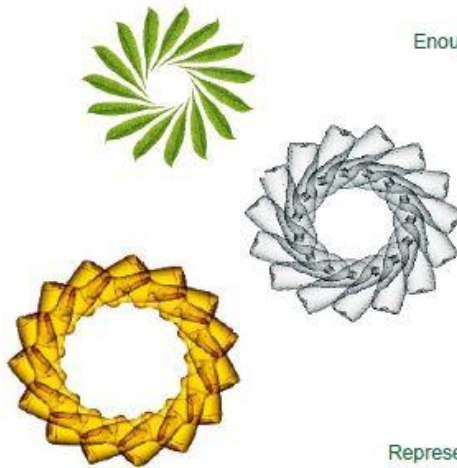
Enough power to fulfill the annual electricity needs of 9 homes!

**Avoided 141 Metric Tons (MTCO<sub>2</sub>E) of GHG Emissions**

The recycling of these materials prevented these GHG emissions!

**250,361 Gallons of Water**

Represents enough saved water to meet the daily fresh water needs of 3,338 people!



PREPARED BY WASTE MANAGEMENT

Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network-Paper Calculator V4.0, Domtar Paper, Gaylord Corporation, U.S. Forest Products Laboratory, and Waste Management. © Waste Management 2019

# LEVEL ORANGE: HIGH RISK



## GUIDELINES AND RESTRICTIONS



### P-12 Schools

In-person suggested  
Counties are encouraged to prioritize in-person learning by suspending other extracurricular and recreational activities in order to preserve effective cohorting and minimize disruptions to in person learning



### Group Sports & Camps

Virtual, or outdoors in groups less than 10



### Higher Education

In-person, hybrid, or remote as appropriate



### Critical & Non Critical Retail

50% with increased curbside pick up, and delivery. Dedicated senior and at-risk hours encouraged.



### Restaurants

INDOORS: 25% capacity or 50 people †  
OUTDOORS: 6ft between parties outdoors, per local zoning



### Personal Services

25% capacity or 25 people †



### Offices

25% capacity, remote work is strongly encouraged



### Indoor Events & Entertainment

UNSEATED: 25% capacity or 50 person capacity (with calculator) †  
SEATED: 25% capacity or 50 people †



### Bars

Closed



### Outdoor Events & Entertainment

UNSEATED: 25% capacity or 75 people  
SEATED: 25% capacity or 75 people †



### Gyms/Fitness

25% capacity, 25 people indoors †, or outdoors in groups less than 10



### Outdoor Guided Services

25% capacity or 10 people †



**MESA COUNTY  
PUBLIC HEALTH**  

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**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.