



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: FEBRUARY 5, 2021  
Re: WEEKLY INFORMATION UPDATE

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### 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.

- **COVID-19 2.0 Dial in Effect Tomorrow.** Late this afternoon, state officials announced that Colorado's COVID-19 2.0 dial will go into effect tomorrow, Saturday February 6, 2021. The new dial includes new metrics and will consider numbers from a 7-day period, as opposed to a 14-day period. A FAQ on the new dial is available [here](#). Looking at these metrics, staff does not anticipate that Mesa County will change levels yet (unless there is some sort of broad executive decision, similar to when we moved up to orange), as the 7-day case count is greater than 300 (the new allowable amount for Level Yellow). There are also no anticipated changes to the Variance Protection Program, but we will continue to provide information as it becomes available. Here are a few of the highlights:
  - Counties in Level Green must now have no more than 15 COVID-19 cases per 100,000 people in one week OR a comparable number cases in counties with under 20,000 people.
  - Counties in Level Blue must now have between 15 and 100 COVID-19 cases per 100,000 people in one week.
  - Counties in Level Yellow must now have between 100 and 300 COVID-19 cases per 100,000 people in one week. The rate of positive tests must be no more than 7.5%.
  - Counties in Level Orange (where Mesa County and Fruita is now) must now have between 300 and 500 COVID-19 cases per 100,000 people in one week. The rate of positive tests must be no more than 10%.
  - Counties in Level Red will now have more than 501 COVID-19 cases per 100,000 people in one week. At this level, hospital system capacity is constrained, and state assistance is requested for patient transport or staff augmentation.
  - In counties at Level Purple, statewide hospital capacity risks being breached, and crisis standards of care are approaching.
  - **Grant for Food Bank of the Rockies.** This week, we awarded Food Bank of the Rockies a \$10,000 grant to help offset the costs of food for Fruita Food Banks during 2020. Food banks in the area saw an increase in use for most of last year. There are four branches of food banks in Fruita that this funding will help, including Agape

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

Food Bank, Canyon West Worship Center Food Bank, Hope of the Grand Valley, and the food bank at Victory Life Church. We are thankful for this partnership with Food Bank of the Rockies and appreciate their efforts throughout the pandemic. Thank you! This grant was funded through Coronavirus Relief funds.

- **COVID-19 Vaccine Update from MCPH.** After the changes to the vaccine distribution prioritization last week, Mesa County Public Health released a newsletter highlighting the changes and how to get vaccinated. The full newsletter can be found [here](#), and here are a few of the highlights:
  - **Vaccine Distribution Update** – Last week, Governor Polis announced an update to the COVID-19 vaccine prioritization list, in anticipation of receiving an increased supply of doses in Colorado. MCPH will provide an interest form with the new phases before February 8.
    - Phase 1B will now be known as Phase 1B.1, **which is where we are right now.** This phase includes Coloradans 70 and older, as well as moderate risk health care workers and first responders. Individuals 70 and older will continue to be the highest priority for MCPH until more vaccine is received in Mesa County.
    - Phase 1B.2 includes Coloradans aged 65-69, as well as PreK-12 educators and childcare workers in licensed programs. They will become eligible for vaccination on February 8.
    - Phase 1B.3 includes frontline essential workers and Coloradans ages 16-64 with two or more high-risk conditions. They will be eligible to be vaccinated in early March.
  - **How to Get Vaccinated** – There are a number of ways for individuals to receive the vaccine when it becomes available, based on their distribution priority group. Right now, during phase 1B.1, most health care workers and first responders who are eligible will have the option to sign up for a vaccine through their employer. Individuals who are eligible because they are age 70 or older have a few options for receiving the vaccine, such as:
    - Fill out the vaccine interest form on the MCPH website [here](#). MCPH will contact you when vaccine is available and provide a link to make an appointment.
    - Check with your health care provider. Both the VA Western Colorado and SCL Health, the parent company of St. Mary's Medical Center, are contacting priority group patients who receive care at one of their facilities.
- **Vaccine Clinic at FHW.** If you noticed the Fruita Community Center and Family Health West (FHW) more busy than usual today, the hospital hosted a vaccine clinic. FHW estimated that 800 people age 70 years or older were able to get a vaccine at the clinic. The participants were on the vaccine distribution from MCPH, and all had appointments to get the shot. Thank you, Family Health West, for the great work!

## Housing Needs Survey

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

- **New Residential Units.** The City permitted 83 new residential units in 2020, up from 62 in 2019. The full report is below.
- **Commissions Approve Spotted Lanternfly Petition.** This week, the Mesa County Commissioners unanimously approved the Upper Grand Valley Pest Control District Advisory Committee's (UGVPCD) petition to add the Spotted Lanternfly to the list of regulated species to be controlled within the District and to put this question on the ballot. The UGVPCD currently has 12 regulated insect species and six regulated weed species. For more information, you can visit Mesa County's blog [here](#).
- **White Iced Virtual Celebration.** If you are interested in attending, the District #51 Foundation White Iced Celebration will be held virtually tomorrow night. Full details at this [link](#).
- **Loader Trainer.** On Monday, I joined the Public Works Department for training on the new Cat 930 M Loader that was approved in this year's budget. The loader replaces the backhoe that the department was using and will be used to for a variety of purposes, such as installing the concrete drain inlet box (weights around 6,000 lbs.) on E. Aspen Avenue, for loading salt and chat into the dump trucks for snow removal, to maintain the pond properties, and to move concrete manholes and other heavy objects, and much more, including emergency uses. While I am a bit disappointed that I did not get to drive the loader (or maybe relieved), I was excited to join Public Works for the training!



## Engineering

- The Maple St. Improvements Project Phase 2 bid opening was held on Friday with the apparent low bidder being Sorter Construction with a bid amount of \$415,965.
- The Ash Street Sewer Project pre-construction meeting is scheduled for this coming Monday. Sorter Construction will also be constructing this project.

## Parks and Recreation

- The Fruita Community Center (FCC) turned ten on Monday, February 1<sup>st</sup>! To mark the occasion, free cake and rally towels were given away to FCC visitors. Memories and a Top 10 List of Things to Love About the FCC were shared on social media [here](#). We want to thank everyone who has used the FCC over the past 10 years – for fitness, for fun, to learn something new, to celebrate a special moment – thank you for sharing those moments of your life with us! We look forward to the future and making more memories with our community.
- The newest edition of the Fruita Parks and Recreation bimonthly newsletter can be found here: [Register Now for the 2021 Sweetheart Run](#). This edition includes information on the 10 Year Anniversary of the FCC, new fitness classes and programs that are available (including the Sweetheart Run this month), upcoming Senior hikes, and more!
- While the Fruita Community Center saw an increase in usage in January, it remains at about 44% of normal visitation (compared to '19/'20 visitations). In January we had just over 8,000 visits to the FCC which is up from 5,700 visits in December 2020 but still down by over 10,000 visits compared to January 2020. Overall, in 2020, the FCC had 82,001 visits which is down by over 100,000 visits from 2019. Anecdotally, we have seen an increase in pass registrations, and we have been hitting capacity in the pool during the weekends - so we hope to see even more visitation in the coming months. See graph below.
- The FCC is offering a new senior pass called RenewActive. Many Silver and Fit pass holders have transitioned to a new insurance carrier and RenewActive is the counterpart to Silver and Fit. The Silver Sneakers program is still available. If you have any questions about any of these senior pass options at the FCC, please contact the Front Desk at 970-858-0360. Staff is available to answer questions.

## 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**

- Crews are scheduled to begin work on the I-70 Billboard improvements on February 15, 2021, and it is expected that the work will take around two weeks to complete. The work will improve the system to hold the wrapping in place, improve lighting, and will also include electrical upgrades. The billboard is currently leased to Family Health West, and these improvements were budgeted for in the Marketing and Promotion budget this year.
- Due to an increase in grease collections lately, Wastewater staff is preparing a grease education letter for restaurants. Crews have hauled 2,000 gallons of grease from the I-70 lift station to the Wastewater Reclamation Facility. Staff continues to encourage businesses and residents to dispose of grease properly and to never dispose of grease down a drain.
- Tentatively, crews are planning to burn piles at the lagoons property early next week. We have received a burn permit from Mesa County and will check air quality conditions before burning. A public works employee will be at the fire at all times while burning and Lower Valley Fire Department will also be aware of the burning.

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

- [Fruita raising funds for roundabouts art.](#)
- [Colorado Winefest Art Contest names winning submission.](#)
- [Gov. Polis announces vaccine for educators, updates timeline.](#)
- [Grand Junction Bus Station is Changing Locations.](#)
- [Mesa County eclipses 12,000 COVID-19 cases.](#)
- [New proposal to potentially change the dial for COVID-19 restrictions.](#)
- [What Cross Country Skiing Looked Like in Colorado in 1910.](#)

- [State rolls out applications for renewed federal unemployment insurance programs.](#)
- [Firefighters to burn slash piles in Mesa County.](#)
- [Crews Manage Tamarisk Along the Dolores River.](#)
- [Mesa County Commissioners approve petition about the Spotted Lanternfly.](#)
- [Suspects arrested for breaking into cars in Fruita.](#)
- [D51 Foundation's White Iced Virtual Celebration coming up Feb. 6!](#)
- [School board vote to initiate search for future superintendent candidates.](#)
- [Colorado Mesa University Helps Researchers Studying COVID-19 Genome.](#)
- [State to loosen up COVID dial restrictions.](#)
- [Crossing the finish line: second doses start in Mesa County.](#)
- [Study showcases university impact in Mesa County.](#)
- [5-Star Certified Businesses Still Need to Sell Their Safety to Coronavirus Leery Patrons.](#)
- [CDOT and partners join for DUI enforcement ahead of Super Bowl Weekend.](#)
- [February Golden Apple Award: Mr. Joe Padon!](#)
- [City of GJ conducts Housing Needs Survey.](#)
- [Keep BLM HQ here, Polis urges Biden.](#)
- [Poll shows concern for nature, about wildfires and climate change.](#)

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

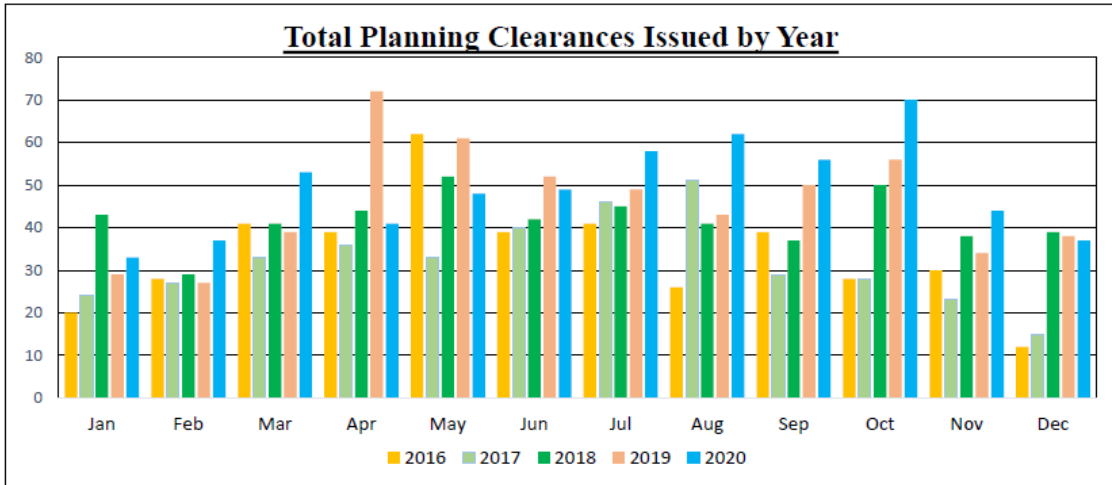
- **February 6, 2021** – Virtual White Iced Event to benefit District #51 Foundation. More information [here](#).
- **February 7-14, 2021** – Virtual Sweetheart 5K/10K Run.
- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*

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)



Monthly Development Report 2016-2020										
	2016		2017		2018		2019		2020	
	PC's	NR	PC's	NR	PC's	NR	PC's	NR	PC's	NR
Jan	20	1	24	4	43	16	29	6	33	4
Feb	28	5	27	2	29	7	27	8	37	3
Mar	41	5	33	0	41	14	39	2	53	14
Apr	39	11	36	5	44	5	72	7	41	3
May	62	11	33	4	52	10	61	11	48	4
Jun	39	4	40	1	42	11	52	9	49	3
Jul	41	6	46	2	45	6	49	3	58	10
Aug	26	2	51	11	41	4	43	2	62	7
Sep	39	7	29	2	37	6	50	1	56	7
Oct	28	2	28	4	50	5	56	6	70	6
Nov	30	3	23	9	38	7	34	2	44	12
Dec	12	2	15	2	39	2	38	5	37	10
<b>TOTAL</b>	<b>405</b>	<b>59</b>	<b>385</b>	<b>46</b>	<b>501</b>	<b>93</b>	<b>550</b>	<b>62</b>	<b>588</b>	<b>83</b>



**Breakdown of Planning Clearance's Issued by Type for 2020**

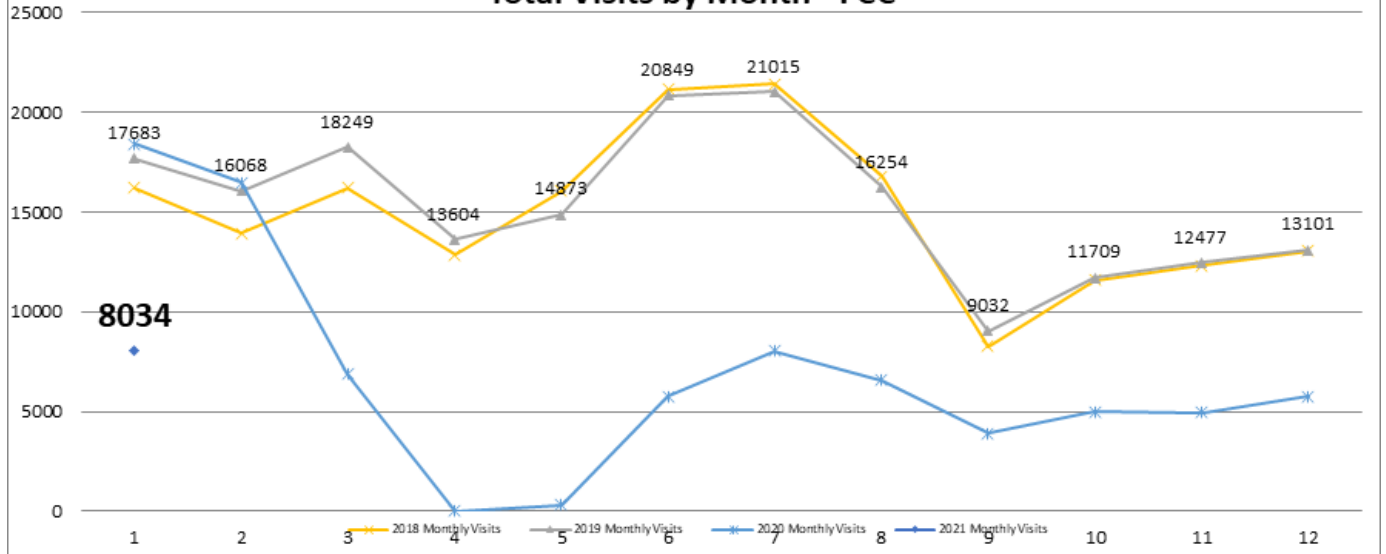
	Fence	Com	Com Remodel	Res Remodel	Utility Upgrade	Roof	Garage/Carport	Addtn	Sign	Shed	Demo	Mobile	Porch/Patio	Misc.	Total
Jan	4	0	0	11	6	3	0	0	1	1	1	0	0	6	33
Feb	5	0	2	6	7	7	0	0	0	5	0	0	2	3	37
Mar	11	0	4	4	6	7	0	0	1	4	0	0	1	15	53
April	5	0	1	4	13	8	0	0	1	2	1	0	0	6	41
May	7	2	3	4	4	16	0	0	0	3	0	0	2	7	48
June	9	1	0	9	4	14	0	0	0	6	0	0	0	6	49
July	8	1	2	6	4	14	0	0	4	2	0	1	1	15	58
Aug	17	1	0	9	7	9	0	1	3	4	0	0	2	9	62
Sept	7	0	0	4	8	17	0	0	1	4	0	0	0	15	56
Oct	17	0	1	7	11	16	1	1	1	2	1	0	1	11	70
Nov	2	2	0	5	9	6	1	0	1	3	0	0	0	15	44
Dec	5	0	1	3	8	4	1	0	2	0	0	0	1	12	37
YTD	97	7	14	72	87	121	3	2	15	36	3	1	10	120	588

**Breakdown of New Code Enforcement Issues 2020**

	Weeds	Trash	Junk Vehicles	Permits	Business	Snow	Obstructions	Trailer	Signs	Tires	Trees	Other	Total
Jan	0	1	0	0	0	0	0	0	0	0	1	3	5
Feb	0	0	1	0	0	0	0	0	0	0	1	3	5
Mar	0	2	2	1	0	0	0	0	0	0	0	6	11
April	0	2	1	0	0	0	0	0	0	0	0	1	4
May	8	7	2	0	0	0	0	0	0	0	0	4	21
June	16	1	0	0	0	0	0	0	0	0	15	1	33
July	18	1	1	0	0	0	0	1	0	0	12	1	34
Aug	10	2	1	1	0	0	0	0	0	0	8	0	22
Sept	10	2	0	0	0	0	0	1	0	0	0	5	18
Oct	8	0	0	0	0	0	0	0	0	0	0	3	11
Nov	1	1	0	0	0	0	0	0	0	0	0	6	8
Dec	0	0	0	0	0	0	0	0	0	0	0	0	0
YTD	71	19	8	2	0	0	0	2	0	0	37	33	172



### Total Visits by Month - FCC



# 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.