



FRUITA COLORADO

Weekly Info Update



325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

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

Tuesday's City Council Meeting

We have a full agenda with a total of 3 quasi-judicial hearings and 5 legislative hearings following the consent agenda. The big topic is the updates to the Land Use Code for Second Reading. Agendas and packets to all Council Meetings may be found at https://www.fruita.org/meetings?field_microsite_tid_1=27.

Wednesday's City Council Workshop

City Council rescheduled the March 23 Council workshop to March 17 at 6:30 pm. This will be a virtual workshop with our consultant who is preparing the 2021 *Community Survey* in attendance to discuss ideas City Council has for topics to include in the survey. The packet will be sent out on Monday, March 15.

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.

- **Congress Approves and President Biden signs \$1.9 million "American Rescue Plan Act of 2021."** To view the bill, you may click [here](#). While the Sentinel reported today (Thursday) that Fruita stands to receive \$2.9 million in funding, I attended an update with the Colorado Municipal League Thursday and learned the amounts and restrictions of use are currently being determined and finalized and estimates will be released likely next week.

- **Vaccine Update from MCPH.** For emerging issues and updates related to the vaccine, you can find formation [here](#). This week’s update is:

None of the vaccines is recommended over the other, and all three are safe and highly effective at preventing COVID-19-related severe infections and deaths. We encourage you to get whichever vaccine type or product is offered to you when you become eligible for vaccination, as getting vaccinated greatly reduces the risk of illness if you are exposed to the virus. These are some of the main differences between the three vaccines currently available:

| | Type: | Dose: | Ages: |
|---------------------------------------|------------------------------|--------------------|--------------|
| Pfizer-BioNTech | mRNA | Two, 21 days apart | 16 and older |
| Moderna | mRNA | Two, 28 days apart | 18 and older |
| Johnson & Johnson | Viral vector | One | 18 and older |

People are considered fully vaccinated two weeks after their second dose in a two-dose series, or at least two weeks after a single-dose vaccine. If it has been less than two weeks since your shot, or if you still need to get your second dose, you are not yet fully protected. All vaccines require refrigeration and some require cold or ultra-cold storage that many facilities don’t have. Each vaccine’s storage temperature only matters for storage and transportation—it does not have an impact on the vaccine’s effectiveness. The Johnson & Johnson vaccine can be stored in a regular refrigerator, so a doctor’s office or a community location like a church or recreation center could potentially be a vaccination site, which would increase vaccine access. Many locations across Mesa County are offering vaccines, with more providers to be announced in subsequent distribution phases. Visit the Mesa County Public Health [website](#) for a list of locations and a link to the [Vaccine Interest Form](#).

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- **Updated State Colorado Vaccine Rollout information on New Phases can be found [here](#).**

Fruita Circulation Plan – New Interactive Map Launched! (continued)

In addition to the public survey that was recently launched for the Fruita Circulation plan, the Planning Team has also uploaded an interactive web map to provide feedback. This web map allows users to provide feedback for specific corridors and locations where improvements are needed, like for crossing a street, where to consider bike lanes, and more. The map can be found at the bottom of the page [here](#) and the survey can be found be [here](#).

General Updates

- **State of the City Video.** We have received three quotes from local groups for the “State of the City” video and will select one next week to begin working on it.

- **Citizen Survey.** A nearly final draft will be added to the Council Workshop packet Monday for the meeting on the 17th for Council to share thoughts and provide feedback to staff and our consultant.

Engineering

- **Current Ash St. Project.** Irrigation and sewer improvements are complete pending some City testing. Concrete, sidewalk and curb and gutter are being installed. Pavement will not occur until asphalt plants open, likely in mid-April.
- **Maple St. Project.** Underground work begins this coming Monday. The intersection at Maple and Aspen will be closed until contractors are out of that intersection, hopefully within a two-week window. Asphalt milling (in preparation for underground work) is complete as of this afternoon.
- **Highway 340 Roundabout Project.** Construction and landscaping are progressing well on the roundabouts. Jeff Bates is working hard on the sculptures.

Human Resources

- The St. Mary's Bloodmobile will be in the Civic Center Parking lot and will be accepting blood donations on Tuesday, March 23, 2021 from 1:30 to 3:30 p.m. This is by appointment only and masks are required. To make your appointment please click [here](#).

Finance/City Clerk

- **City sales tax** revenues continue to be robust with an 8% increase for January compared to the prior year. On the upside, retail trade is up 20% from January 2020 and on the downside, oil and gas activity is down 92% from the prior year.
- **The monthly financial report** that will be in the March 16 packet includes some new information. Annual information on various utility billing statistics for 2017 through 2020 is attached as well as an aging report for utility billing receivables for February.
- **Municipal Election 2022.** Over the next several months we will be looking into alternatives for tabulation and signature verifications for the City's 2022 election as Mesa County will not be able to assist in the election process. We will also reach out to other municipalities in the County to see if there are some collaborative solutions which will be of benefit to us all.
- **Municipal Code and Meeting Management.** We are in the process of entering into an agreement with MuniCode for codification services for the Fruita Municipal Code and Agenda and Meeting Management software to streamline our processes and hope to have these solutions up and running in the next several months.

Parks and Recreation

- **The Fruita Youth Action Council** is accepting applications for the 2021/2022 School Year. Potential candidates need to be in 6th through 12th grade in the 2021/2022 school year. For information or to apply, they can go to www.fruita.org/FYAC.

- **New Special Event Application.** The new online Special Event Application is now live on our website as well as a new *Special Event Guidebook* that should hopefully help event coordinators to plan events here in Fruita. The webform and guide can be found [here](#).
- **Lap Swim at FCC.** Starting March 22, the Fruita Community Center will no longer use Signup Genius for lap swim reservations. Lap swim rules will revert back to pre-pandemic rules of first come, first serve.

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 with 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)
- Dwell PUD Preliminary Plan (Under Review)
- Bradyville Minor Subdivision (Approved)
- Grand Valley Estates 3 (Under Review)

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 (Approved)
- Sunshine Short-Term Rental (Approved)
- Bernal Short Term Rental (Approved)
- Elm Street Short Term Rental (Approved)

Police Department

- The Police Department is working with Councilor Leonhart and some dedicated community members to explore options and strategies regarding feral cat populations in Fruita. Some of the initial prospects include partnering with local veterinarians and non-profit groups regarding trap/neuter/return strategies. More information to come as the details get fleshed out.

Public Works

- Completed a required Inflow & Infiltration report for the Wastewater Reclamation Facility.
- Continue to cross-train staff on critical functions in various divisions.
- CMU purchased and picked up 32 yards of biosolids this week.
- The Fruita billboard lights have been installed and we are waiting on an advertisement cover to assess the lights.
- Crack sealing City streets continues — streets that have been completed include Vermont Lane, Vermont Court, Middlebury Court, Ute Canyon Court, Wingate Drive and Red Canyon Avenue. Streets scheduled for crack sealing include Echo Canyon Street, Bonsai Avenue and Hickory Street.
- Crews will start cleaning and burning ditches in the right-of-way next week.
- City irrigation is set to be turned on April 5 & 6.

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

- [Report Says Bureau of Land Management mismanaged during Trump Presidency.](#)
- [State lawmakers unveil \\$700 million bipartisan stimulus package.](#)
- Be sure to check out the current Spring edition of Spoke and Blossom to see an article on the Fruita Gondola company and a highlight of Fruita Middle School related to the Wellspring Project Grant obtained by our Arts & Culture Board.
- [Family Health West announces board officer and members.](#)

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.):*

- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*
- **March 24, 2021** – Fruita Area Chamber of Commerce is hosting the Business toolbox: Navigating Workplace Conflict presented by BBSI from 12 -1 pm virtually. If interested in attending, email membership@fruitachamber.org.
- **April 16-18, 2021** - Desert Rats Festival hosted by Gemini Adventures. This includes trail running events: 50K, 26.2M, 13.1 M, 10K on the Kokopelli Trails. <https://geminiadventures.com/>.
- **April 22, 2021** – Fruita Chamber of Commerce Women’s Conference in the Country. For more information and registration click [here](#).
- **May 1, 2021** - Adventurefest event at the 18 Road trails in North Fruita Desert hosted by Gemini Adventures. This includes a 13.1 run and a 50K mountain bike race. <https://geminiadventures.com/>.
- **May 22, 2021** - The Co2uT Desert Gravel Race in the Bookcliffs. <https://www.desertgravel.com/>.

- **Sept. 22-24, 2021** – The Colorado Municipal League will be holding the 2021 CML Annual conference in Westminster. More information is available at www.cml.org/conference. Please let Deputy City Clerk Deb Woods know if you are interested in attending. CML will also hold a virtual conference on Sept. 29-30.

CC. Department Directors

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

LEVEL YELLOW CONCERN



GUIDELINES AND RESTRICTIONS



P-12 Schools
In-person suggested



Group Sports & Camps
25 person cap
per activity



Higher Education
In-person, hybrid, or
remote as appropriate



**Critical & Non
Critical Retail**
50% capacity



Restaurants
INDOORS: 50% capacity
or 50 people (or up to 150
with calculator) †
OUTDOORS: 6ft between
parties outdoors, per local
zoning



Personal Services
50% capacity or 50 people
†



Offices
50%. Remote work is
strongly encouraged



**Indoor Events &
Entertainment**
Unseated: 50%, 50
without calculator or up
to 100 with calculator
Seated: 50% capacity
or 150 people (6ft
distancing between
parties †



Bars
Closed



**Outdoor Events &
Entertainment**
Unseated: 50% capacity
or 175 people †
Seated: 50% capacity or
175 people †



Gyms/Fitness
50% capacity or 50 people †



**Outdoor Guided
Services**
50% capacity or 10 peo-
ple †



**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.