



FRUITA COLORADO

Weekly Info Update



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

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Tuesday's Joint City Council Planning Commission Workshop

This meeting will be held in person at 6:30 pm in the community meeting rooms at the Community Center. We will have spaced out seating and attendees will need to wear a mask unless they are addressing the group. The topic is to continue discussing short term rentals in the community. Staff will lead the discussion with a set agenda.

March City Council Workshop

City Council re-scheduled the March 23 Council workshop to March 17 at 6:30 pm. This will be a virtual workshop with our consultant preparing the 2021 community survey in attendance to discuss ideas City Council has for topics to include in the survey.

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.

- **Remembering Coloradans we have lost to COVID-19.** The City is joining communities across Colorado this evening to honor and reflect on the nearly 6,000 Coloradans we have lost to COVID-19 since the first confirmed case in Colorado a year ago. We are doing this with posts on our social media sites and adding magenta light outside the Community Center and Civic Center tonight. Governor Polis will address the state at 6:30 pm broadcast through television, digital platforms, and on the [Governor's Facebook page](#).



- **Vaccine Update from MCPH.** For emerging issues and updates related to the vaccine, you can find information [here](#). As MCHD prepared to soon move to the next [phase of eligibility](#), 1B.3, soon, they provided the following update:

*As with many vaccinations, the process of building immunity can cause side effects. These symptoms are normal and show that your body's immune system is responding to a vaccine. If you experience any of the following within one or two days of receiving a vaccine, it likely means they are a result of the vaccination and you do not need to isolate: Fever, Chills, Headache, Fatigue, Pain, swelling, and redness at the injection site, Muscle or joint pain. Other symptoms, however, are not recognized side effects of the vaccine and may indicate COVID-19 or another infection. Talk to your health care provider and consider getting tested if you experience: Cough, Shortness of breath, Nasal congestion, Sore throat, Loss of taste or smell. Contact your doctor or health care provider if: The redness or tenderness where you got the shot increases after 24 hours or your side effects are worrying you or do not seem to be going away after a few days. **If you get a COVID-19 vaccine and you think you might be having a severe allergic reaction after leaving the vaccination site, seek immediate medical care by calling 911.***

The side effects after the second dose might be more intense or cause more discomfort than side effects after the first dose. In some cases, the side effects may be bad enough to interfere with your work and other normal daily activities for a short amount of time. If you are experiencing more intense side effects, stay well hydrated, rest, and consider over-the-counter medications like acetaminophen or ibuprofen (if they are normally safe for you to take). Side effects are proof that your body is building immunity in response to the vaccine and will typically go away on their own within a day or two. Even if you experience discomfort from the vaccine, it is important that you receive both doses for full protection. For more information about the second dose, see "[Getting your second dose of vaccine](#)" on the State of Colorado's COVID-19 vaccine [frequently asked questions page](#).

- **Updated State Colorado Vaccine Rollout information on New Phases can be found [here](#).**
- **Mesa County Small Business Relief Program.** One last reminder, Mesa County has extended the Small Business Relief Program until March 10, 2021. All businesses that meet the eligibility criteria and have been impacted by the COVID-19 pandemic, will be awarded a grant. More information including the eligibility requirements can be found at Mesa County's website [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

- **Govapalooza.** I had the opportunity to spend much of this past week attending a virtual conference entitled Govapalooza, hosted by the Alliance for Innovation, which the City is a member. Many engaging sessions were provided which offered much applicable information.
- **ZOMA Capital.** We had an opportunity to meet with ZOMA Capital this week to learn about their goals and share information on our community plan vision, values and goals and share information they were interested in on various community partnerships.

- **Community Survey 2021.** We held a kick-off meeting with ETC Institute, who will be conducting this year's community survey. Staff is working on updates to the city services questions and coordinating with Family Health West and the Chamber on a few questions as well. We should have a nearly final draft for Council at your special workshop on March 17 to discuss areas you would like to include.
- **Livability Commission Update.** As mentioned last week, the City submitted the required Age-Friendly Action Plan to AARP as part of our conditions of our Age-Friendly Community designation. AARP accepted the plan.
- **Fruita Recycling for February 2021.** As a community we recycled 49 tons of cans, bottles, paper and cardboard during the month of February! More details on this below.
- **Grand Valley Transit Announces New Bus Tracking Mobile App.** Grand Valley Transit has announced the launch of a new mobile application to help riders track their buses on their smartphone or through the GVT website on an interactive map. The RouteShout 2.0 app can be downloaded on iPhone and Android devices at no cost from the Apple Store or Google Play. In addition to being able to follow buses to see how far they are from a bus stop, riders can also use the "Locate Me" GPS function within RouteShout 2.0 to determine closest bus stops and save favorite routes and stops for quick look-ups. When emergencies, route changes or weather conditions occur that may affect service, riders can view service announcements and can also subscribe to receive notifications. For more information about the new mobile bus tracking app, contact Andrew Gingerich at 970-683-4339 or by email andrew.gingerich@mesacounty.us.
- **Mesa County Health Department Announcement re. Burn Season.** With the support of local fire chiefs, as of March 1, 2021, the Spring Burn Season is back. Community members are encouraged to use Mesa County Public Health's [online](#) system to obtain a permit. Please click [here](#) for more information.
- **Mesa County Spay & Neuter Voucher Program.** Mesa County Animal Services is collaborating with participating local veterinarians to offer spay/neuter vouchers for Mesa County pet owners. With these vouchers, the cost of the procedure will be \$25 to the pet owner. To read the full news release, [click here](#).
- **Mesa County Motor Vehicle Update (continued).** Now that the Civic Center is reopened, the Fruita Branch of Mesa County Motor Vehicle is now open by appointment only. This branch is open on Tuesdays and Thursdays, and the first appointment is at 9:00 a.m. while the last appointment is 4:00 p.m. To schedule an appointment, you may call 970-254-4131. More information from Mesa County is available at this [link](#).
- **Mental Health Community Assessment Survey (continued).** Mesa County and its partners are conducting a survey to gain valuable information from residents about their experience accessing mental health services in Mesa County. The survey results will be important to identify strengths, weaknesses, gaps, and opportunities for those in need of mental health services. Survey responses are anonymous and the survey will be open until March 7, 2021. If interested in taking the survey, it can be found [here](#).

Engineering

- The rock and grading work continues on the Highway 340 Roundabouts. Clarke and Co. started to install the steel edging for the shape of the gear. Look for completion on the landscaping and foundations for the artwork in late April.
- Ash Street sewer construction is complete. Sorter Construction is working to complete the irrigation installation.
- Iron Wheel Subdivision construction will begin in the coming weeks.

- Mesa County's project on 18.5 Road with MA Concrete continues with construction of the box culverts at the Little Salt Wash and Fremont St:



Parks and Recreation

- The Arts and Culture Board recently launched the fundraising campaign last week targeting individual donors. It is on the Indiegogo online platform (much like GoFundMe) which can be found at this location: <https://www.indiegogo.com/projects/fruita-art-in-the-round-fund-our-roundabouts#/>. Donations are still be accepted on the Indiegogo platform, however, due to a large donation this week, **the Arts and Culture Board has reached its goal of raising \$80,000 to pay for the 6 sculptures going in the roundabouts**. Any additional funds raised will help pay for extraneous items such as signage to explain the artwork, etc. And if there are still remaining funds, they will be used to help pay for future Arts and Culture programs and activities as well as to help scholarship individuals into these programs.
- As the County moves from level to level and further re-opening of businesses in the Grand Valley, the Fruita Community Center is making adjustments as well. The FCC will be increasing the number of swimmers in the indoor pool from 75 to 100 this weekend and we hope to increase that in future weeks as well. There has been an increased demand in usage at the FCC and staff is working to accommodate.
- Programming through Fruita Parks and Recreation is also expanding and information on programs and activities, including youth soccer, youth art classes, lifeguard training, the Easter Egg Scramble, and much more can be found here: <https://mailchi.mp/6cbb8b477a75/the-latest-from-fruita-parks-and-recreation-2147541?e=c4986e6efe>.
- Even though we have received some moisture recently, it has still been minimal – please WATER YOUR TREES. We are seeing an increase in distressed trees this last year due to the drought we are still experiencing.

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:

1. Vested Right Code Amendment (Approved)
2. Development Agreements Code Amendment (Approved)
3. [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.
4. Short Term Rental Code Amendments can be found as this [page](#).
5. [Parking Standards](#)
6. 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.
7. 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)

Public Works

- Crack sealing Legacy Subdivision and Wildwood Acres Subdivision

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

- [Family Health West Makes National News.](#)
- [Mesa County Moving Toward Next Phase of Vaccination Process.](#)
- [CDOT Releases List of Endangered Historic Bridges Across Colorado.](#)
- [New report on transportation reveals same old problem.](#)
- [United Way of Mesa County teams up with the local fitness community.](#)

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 11, 2021** – Fruita Area Chamber of Commerce Business After Hours at Adobe Creek National Golf Course (876 18 ½ Rd. Fruita, CO) co-hosted by Qdoba Mexican Eats from 5:30 – 7:00 pm. [RSVP required due to limitations on attendance.](#)
- **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/>.
- **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 people †





February 2021 Recycling Benefits for the City of Fruita

In February 2021, we recycled 49 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

788 Mature Trees

Represents enough saved timber resources to produce 13,397,800 sheets of printing and copy paper!

118 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 134 people!

100,286 Kw-Hrs of Electricity

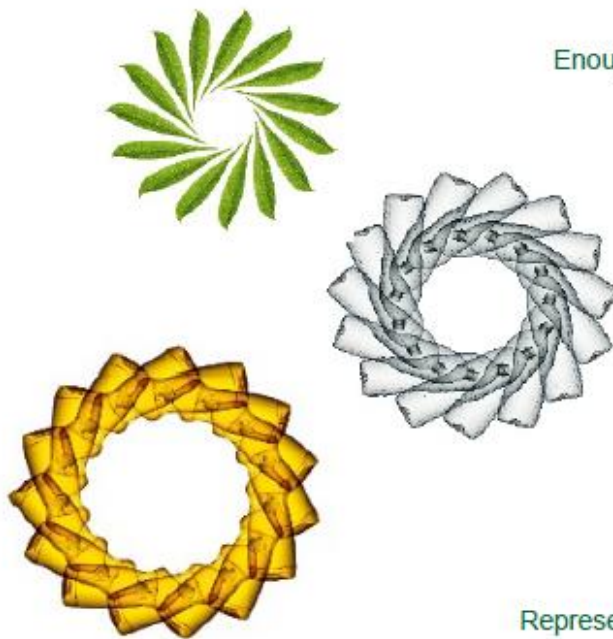
Enough power to fulfill the annual electricity needs of 9 homes!

Avoided 135 Metric Tons (MTCO₂E) of GHG Emissions

The recycling of these materials prevented these GHG emissions!

240,003 Gallons of Water

Represents enough saved water to meet the daily fresh water needs of 3,200 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



**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.