



FRUITA COLORADO

Weekly Info Update



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To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 19, 2021
Re: WEEKLY INFORMATION UPDATE

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.

- **Vaccine Update from MCPH.** On Thursday, Mesa County Public Health ("MCPH") released an update on the COVID-19 vaccine distribution in the county. As of last week, 46,255 doses have been administered in Mesa County, and the Grand Junction Convention Center has become one of six state-run mass vaccination sites. This is new partnership allows any person in Colorado to get vaccinated at the Convention Center, and MCPH is increasing available appointment slots there. To schedule a vaccination through MCPH, you can visit this [link](#). To view the full update/newsletter from MCPH, you can view their website [here](#).

- **Mesa County Moves to Level Blue on COVID-19 Dial.** Mesa County continues to experience a decline in cases of COVID-19 and last Sunday, transitioned to Level Blue of the state's COVID-19 dial. Most industries are allowed 50% capacity, and more detailed information can be found at Mesa County Public Health's website [here](#).

Here is a brief overview of the Level Blue changes:

- **Restaurants** – 50% capacity or 175 people indoors (or up to 225 depending on space); outdoors six feet between parties.
- **Offices** – 50% capacity
- **Retail** – 50% capacity
- **Personal Services** – 50% capacity of 50 people
- **Gyms/Fitness** - 50% capacity or 175 people.
- **Group Sports & Camps** – 50-person capacity per activity
- **Events** – Indoor events limited to 50% capacity or 175 people (whether seated or unseated); outdoor events limited to 50% capacity or 250 people.
 - Some business may continue to qualify for an exemption of these requirements through the variance protection program. The full chart of Level Blue guidelines and restrictions can be found [here](#) or below.

- **Facility Updates.** Now that Mesa County has moved to Level Blue of the state's COVID-19 dial, the Fruita City Shops building (open 7:00 a.m. to 3:30 p.m.) reopened

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

to the public this week and the Fruita Police Department will be open starting next week from 8:00 a.m. to 4:00 p.m., Monday through Friday. With this, all four facilities are (or will be) open to the public. We will encourage residents to conduct City business online, and limit trips to facilities to essential only.

- **State Dial 3.0.** Staff attended a meeting with the Colorado Department of Public Health and Environment today on the COVID-19 dial. The state is anticipating releasing an updated version of the dial next Tuesday, and implementing changes to the different phases of reopening in April. We will provide more information as it becomes available.

Last Chance to Participate in Fruita Circulation Plan Survey!

If you have not already, there is still time to participate in the public survey for the Fruita Circulation Plan. The survey will close on Wednesday, March 24, 2021. The feedback from this survey will be used to recommend projects, programs, and policies that improve comfort and connectivity for all modes of travel in Fruita. The survey asks for specific corridors and locations where improvements are needed for people walking along or crossing the street, a roadway improvement for drivers, suggested areas to consider a bike lane or trails, and more. To participate in the survey and the interactive webmap, you can visit this [link](#). Thank you for your participation!

General Updates

- **Infrastructure Funding.** In coordination with the Mesa County Economic Development First Responders, we continue to advocate to our federal representatives for infrastructure funding in future bills. The City of Fruita, along with the other organizations from the first responders, have identified several shovel ready projects that could be completed if Congress decides to move forward with an infrastructure bill. The letter that we sent to our federal representatives can be found below.
- **Moab, UT Tourism.** Interesting article about our neighbor when considering our community's values and goals identified in Fruita in Motion. The article is available [here](#).
- **Mesa County Economic Update—1st Quarter 2021.** Dr. Nathan Perry, CMU, released the first quarter update found [here](#).
- **School District #51 Board Update and March Newsletter.** There is a lot of good information in the School District 51's Board Brief update this week. There are articles on an update from the bond committee (for Grand Junction High School), the Long-Range Facility Master Plan which identifies several improvements to Fruita schools as priorities, and more. If interested in viewing the full Board Brief, you can read it online [here](#). Also, the School District released its March 2021 Community Newsletter this week. The newsletter highlights that Dr. Brian Hill has been selected to be the next Superintendent of the School District, and also identifies graduation dates for this spring. Fruita Monument's graduation is scheduled to occur on Tuesday, May 18, 2021 at 6:00 p.m. The full newsletter can be found [here](#).
- **Mountain Berry Bowls.** We are excited for Mountain Berry Bowls food truck to be coming to Fruita, and will be attending the ribbon cutting this afternoon. Welcome Mountain Berry Bowls! The food truck will travel throughout the valley, but will be parked in the lot between Bestslope and Hot Tomato for now.

- **FACC Government Affairs Committee.** As a follow up from the discussion on Tuesday night, if you are interested in learning more about the Fruita Chamber of Commerce Government Affairs Committee, you can visit their website [here](#). Meetings are held biweekly on Mondays, and staff will continue to participate in these meetings.

Engineering

- **Roundabouts Project.** The Highway 340 roundabouts has everything installed but the lighting and the sculptures. We anticipate two sculptures being installed in early April with the remaining four sculptures installed later in the summer.
- **Ash Street Improvements.** Ash Street sewer and irrigation improvements are all installed. Waiting now on asphalt to pave.
- **Maple Street Update.** Maple Street Sewer project continues south of Aspen Avenue.

Human Resources

- **Geared Up Awards.** Congratulations to Aiden Mercer (Fruita Community Center) and Armando Romero (Public Works) for being awarded Geared Up Awards! Employees are nominated for Geared Up Awards by exhibiting the City's core behaviors. Thank you for your hard work Aiden and Armando!
- **Vaccine Q&A with MCPH.** This afternoon, we hosted an internal Q&A on the COVID-19 vaccine for City employees. If you were unable to participate in the meeting but would like to view the video, please reach out to Odette Brach for a copy of the video recording.

Parks and Recreation

- **Second March Newsletter.** If interested in reading, the latest edition of the Fruita Parks and Recreation bimonthly newsletter can be found here: [Last Chance to Register for Youth Soccer, Egg Scramble, and DinoMites.](#)
- **Trail Hosts Program.** The Trail Hosts met this past week and are back to riding. Even during a pandemic, Trail Host Pete Smarr, logged 3,500 miles in 2020. With people using our trails, parks and other recreational facilities in greater numbers, our Trail Hosts are providing information to trail users as well as providing eyes and ears to the City if a trail need maintenance. Thanks Trail Hosts!
- **FYAC Update.** 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. Applications are being accepted until March 31.

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)
- 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

- ***Irrigation Water.*** Tentatively, irrigation water is scheduled to turn on (for City users) on April 12, 2021. This a different date than what was reported last week due to GVIC rescheduling. If residents live in a HOA community, this date may vary, and they should check with their HOA.
- ***Stop Signs.*** Traffic safety crews spent time this week replacing old stop signs with new ones along Aspen Street at Mulberry, Peach, and Maple Intersections. The new signs should be more visible to drivers. This project was completed after receiving a request from the resident request portal. To submit other requests, residents can find the portal [here](#).

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

- [Fruita's popularity causes rising prices.](#)
- [New Food Truck Opening Up in Fruita This Week.](#)
- [365 days of COVID-19 in Mesa County.](#)
- [Dinosaur Journey Announces Return of Expedition Program.](#)

- [All Coloradans expected to be eligible for COVID-19 vaccine mid-April, Polis says.](#)
- [Convention Center to become state vaccine site, administer 6,000 doses per day.](#)
- [State to open up vaccine to 50 and older by next week.](#)
- [COVID numbers remain low.](#)
- [Kuhr looks back at Health Department reaction, lessons learned.](#)
- [Sirko announces graduation dates in weekly letter.](#)
- [January jobless spike doesn't hamper Mesa County labor outlook.](#)
- [Monument visits up in 2020, even as park visits nationally dip.](#)
- [Where would we be without COPMOBA?](#)
- [Phase 1B.4 opens in Mesa County, several more groups eligible for vaccine.](#)
- [Rental Scammers Posing as Homeowners for Rent Money.](#)
- [New Food Truck Opening in Fruita This Week.](#)
- [Mesa County Tries to Tackle One COVID Vaccine Gap By Bringing Shots to Where People Live.](#)
- [Mesa commissioners push to fully open county by mid-April.](#)
- [Colorado West Land Trust receives GOCO grant.](#)
- [School District seeing few cases of possible norovirus.](#)
- [Big storm improves snowpack status.](#)
- [Colorado home to fresh fruit food truck.](#)
- [Mesa County moves to Level Blue on COVID-19 Dial.](#)
- [2 mass COVID vaccination sites open in Colorado, more locations planned.](#)
- [Phase 2 begins in Mesa County, with general public now eligible for the COVID-19 vaccine.](#)
- [Fruita included in Colorado's 20 Safest Cities List for 2021.](#)
- [Local politicians and leaders invite new Secretary of Interior to BLM headquarters in GJ.](#)
- [Governor Celebrates Launch of First State Community Vaccination Sites in El Paso and Mesa Counties.](#)
- [Public Health Emerging Issues: COVID-19 Vaccination Update.](#)

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 BLUE: CAUTIOUS



GUIDELINES AND RESTRICTIONS



P-12 Schools

In-person



Group Sports & Camps

50 person capacity per activity



Higher Education

In-person



Critical & Non Critical Retail

50% capacity



Restaurants

Indoors: 50% capacity or 175 people (or up to 225 with calculator) †
OUTDOORS: 6ft between parties outdoors, per local zoning



Personal Services

50% capacity or 50 people †



Offices

50% capacity



Indoor Events & Entertainment

UNSEATED: 50% capacity or 175 person capacity †
SEATED: 50% capacity or 175 people (or up to 225 with calculator) †



Bars

That do not serve food
Closed



Outdoor Events & Entertainment

50% capacity or 250 people †



Gyms/Fitness

50% capacity or 175 people †



Outdoor Guided Services

50% capacity or 25 people †



MESA COUNTY
ECONOMIC DEVELOPMENT
 FIRST RESPONDERS

Honorable Michael Bennet
 United States Senator
 261 Russell Senate Building
 Washington, DC 20510

Honorable John Hickenlooper
 United States Senator
 354 Russell Senate Building
 Washington, DC 20510

Honorable Lauren Bobert
 U.S. Representative
 218 Cannon HOB
 Washington, DC 20515


Senators Bennet & Hickenlooper & Congresswoman Bobert:


Thank you for the work you are doing to represent and advocate for our communities during the unprecedented global COVID-19 pandemic. This is clearly a trying time and we greatly appreciate the open communication, overtures for information and accessibility you all have shown over the past number of weeks. We feel fortunate to be represented by you all in Washington, D.C.


During a recent meeting of our Mesa County Economic Development First Responders group, we discussed the likelihood of further legislative measures designed to stimulate economic activity and aid in recovery once we get through the COVID-19 crisis. As a coalition of organizations in Colorado's Grand Valley focused on enhancing economic vitality, expanding employment opportunities, and improving workforce development, we see value in communicating in one voice with your offices about crucial capital and infrastructure projects we know will greatly enhance our region and State. Accordingly, our coalition has developed the *22 for 2021* list of crucial infrastructure projects we believe are vital to our success in the near and long term. While we understand how large this ask is, we wanted to clearly communicate the needs of our communities to ensure your offices are armed with shovel-ready projects as negotiations and legislative drafting efforts continue.


We would welcome the opportunity for a more in-depth conversation about each of these projects in the near future. Please let us know when we can convene such a briefing.

With thanks,



 Tim Foster, President
 Colorado Mesa University


 Diane Schwenke, President & CEO
 Grand Junction Area Chamber


 Robin Brown, CEO
 Grand Junction Economic Partnership

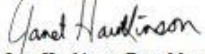

 Jon Maraschin, Exec. Director
 Business Incubator Center

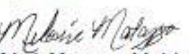

 Greg Eaton, City Manager
 City of Grand Junction

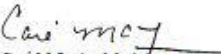

 Peter Baier, County Administrator
 Mesa County


 Mike Bennett, City Manager
 City of Fruita


 Brandon Stam, Exec. Director
 Downtown Grand Junction


 Janet Hawkison, Town Manager
 Town of Palisade


 Melonie Matarozzo, Administrator
 Town of Colbran


 Caré McInnis, Administrator
 Town of Debeque



Colorado's Grand Valley 22 for 2021 Capital & Infrastructure Priorities

<u>Agency/Organization</u>	<u>Project Description</u>	<u>Estimated Cost</u>	<u>Shovel Ready Y/N</u>
City of Fruita	Freemont Street Construction	\$3,000,000	Yes
Town of Debeque	Water/Wastewater Plant Improvement	\$800,000	Yes
Mesa County	MC Jail Pod Expansion	\$24,000,000	Yes
GJ Regional Airport	Customs Office/FTZ	\$2,500,000	Yes
Town of Palisade	Wine Valley Road expansion	\$4,000,000	Yes
Business Incubator/RTC	Water Line Replacement	\$900,000	Yes
Downtown Grand Junction	Alley, Breezeway Improvements	\$500,000	Yes
Town of Collbran	Water Treatment Plant Updates	\$400,000	Yes
Town of Collbran	Wastewater Treatment Updates	\$167,000	Yes
Colorado Mesa University	Electric/Computer Engineering Academic Bldg.	\$23,851,365	Yes
City of Grand Junction	F ½ Parkway Project	\$16,950,000	Yes
City of Grand Junction	241/2 Road from Patterson To G1/4 Road	\$6,000,000	Yes
City of Fruita	Maple St Bridge	\$2,000,000	Yes
Town of Palisade	Water Line Replacement	\$3,000,000	Yes
Mesa County	E Road Expansion	\$8,000,000	Yes
Colorado Mesa University	Kinesiology Facility	\$28,886,536	Yes
City of Fruita	Greenway Drive Bridge	\$2,000,000	Yes
School District 51	Grand Junction High School	\$95,000,000	Yes
Downtown Grand Junction	4 th /5 th Street Improvements	\$1,000,000	Yes
Downtown Grand Junction	2 nd Street Promenade	\$500,000	Yes
Colorado Mesa University	Brownson Arena Expansion	\$25,456,000	Yes
CDOT/City of GJ/ Mesa County	I-70 29 Road Interchange	\$60,000,000	Yes





**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.