



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: APRIL 16, 2021
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We have a bit of a light meeting scheduled for Tuesday night. There are no proclamations, presentations, or public hearings on the agenda. The Council will consider three items on the consent agenda, then hear an administrative update on the financial reports, and we will wrap up with reports and actions. As a reminder, our meeting will be held virtually. When available, the full agenda, packet, and link to participate can be accessed [here](#).

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.

- **Mesa County's "Free to Choose" Resolution.** The Free to Choose Resolution, recently passed by the Commissioners, takes effect today. More information on it can be found at this [website](#) – but the resolution opts Mesa County out of the state's COVID-19 restrictions (with some exceptions). This coincides with the state retiring the COVID-19 Dial and allowing local control of the response. As an organization, we will continue to promote and encourage the community to get tested and stay at home if they are feeling sick, to social distance, to wear a mask when social distancing is not possible, and to wash hands and disinfect surfaces regularly.
- **Vaccine Clinic Extended Hours.** Mesa County Public Health is expanding hours at its Community Vaccination site, to include evenings and weekends. Those interested in getting a vaccine can now receive one at night, and 500 appointments are available for this Saturday. To schedule an appointment, you can visit this [link](#). The full update from MCPH can be found [here](#). Appointments are available as early as the next day!

We Need to Hear from You – Take the Community Survey!

The 2021 Community Survey should be arriving to households this weekend or early next week, and we encourage all that are interested to participate in it! The survey allows residents to share feedback on City core services such as streets, sewer, public safety, parks, and more. The survey also includes questions on current issues in the

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

community and where we would like to learn more. The final data from the survey will help identify priorities for the future, as well as aid in the budget cycle this year and next few. As a reminder, the survey results are completely anonymous and confidential, and it is voluntary. Thank you ahead of time for your participation!

Highway 340 Roundabouts Update (Continued)

On April 7th, the first two (of six) sculptures were installed in the Highway 340 Roundabouts, and they look great! It is anticipated that the remaining sculptures will be installed by the end of the summer. Thank you to the Fruita Arts and Culture Board and Jeff Bates for all of your efforts on this project, and of course to the businesses and individuals who donated to fund the artwork. Below are a few pictures from last Wednesday morning:



Boards and Commissions Vacancies (Continued)

Interested in becoming more involved in your local government? We are currently advertising to fill vacancies on several Boards and Commissions. There are open positions on the Parks and Recreation Advisory Board, the Planning Commission, the Board of Adjustments, the Arts and Culture Board, the Police Commission, the Downtown Advisory Board, and the Livability Commission. These Boards and Commissions serve an important role in the City as they recommend policies to staff and the City Council. To find out more about each Board and Commission and to find an application, you can visit our website [here](#).

General Updates

- **Safewise.com Safest Cities Report.** This week, Safewise.com released the Colorado's 20 Safest Cities in 2021 report. Fruita continues to be in the top 20 of the safest cities throughout the state and is ranked at #19. If interested in seeing the full report, you can visit this [link](#).
- **Grease Issues in the Sewer System.** This morning, Kimberly Bullen and I joined Public Works Collections staff to see the accumulation of grease and "flushable" wipes that they are having to clean out of the I-70 lift station almost weekly, rather than about every 4-6 months in the past. We are working on a public education campaign. It was definitely a dirty job and I commend our staff for the attention and good work to deal with this and identify long-term solutions.
- **Bike to Work Day.** On May 5, 2021, Mayor Kincaid and I will be hosting two rides on the new wayfinding routes for Bike to Work Day in the City of Fruita. We will provide more information on this ride later this month and are looking forward to Bike Month in May. To learn more about Grand Valley Bike Month, you can visit Healthy Mesa County's website [here](#) or view the flyer below.
- **Desert Rats Trail Running Festival.** A heads up if you are planning on heading out to Kokopelli, the Desert Rats Trail Running Festival is this weekend. The event features a marathon and ultramarathon on Saturday, and a half-marathon and 10K on Sunday. More information on the event can be found [here](#). Good luck to all of those participating in the race!
- **State of the County Video.** This week, the Mesa County Commissioners released the 2021 State of the County video, discussing topics such as opening Mesa County, the economy, collaboration, and more. The video can be online [here](#).
- **CNM Fee Free Day.** To celebrate the first day of National Park Week, admission to the Colorado National Monument and other National Parks is free this Saturday! More information [here](#).
- **Mobile Mesa County April Newsletter.** At this [link](#), you can check out the latest news from the Mesa County Regional Transportation Planning Office in the April Mobile Mesa County Newsletter. The April edition covers information on Safe Routes to School, GVT News, new bike trails, transportation projects and studies, community services, and Grand Valley Bike Month.
- **Airport Expansion.** In case you missed it this week, Frontier Airlines is also moving to the Grand Junction Regional Airport and will begin offering direct flights to Denver twice a week in June. It's exciting to see, that even during a pandemic, growth that our regional airport continues to occur. If interested, news article can be found below as well as an introductory offer from Frontier.
- **CPW Educational Session on Wolf Reintroduction.** On Wednesday, April 28, 2021, from 6:00 p.m. to 8:00 p.m., Colorado Parks and Wildlife is hosting an online educational session (the first

of three) related to wolf reintroduction efforts. The meeting will be held virtually, and the public is invited to attend. If you want to attend, you can pre-register [here](#).

Engineering

- Engineering staff conducted a final walkthrough for the construction contract with Clarke and Co. in order to start the process of finalizing their contract.
- The Big Salt Wash trail connector project bid Friday afternoon and received four bids. The apparent lower bidder is Professional Pipeline and Concrete. Tabulations will be uploaded to the website this afternoon, and when available, can be found [here](#).
- Aspen Street was closed today for sewer installation as Sorter Construction is working their way north on the Maple Street project – it is estimated that it will reopen sometime tonight.
- Human Resources received 4 applications for the Engineering Intern position. Staff will review and set up interviews in the next couple of weeks. The position will run for up to 12 weeks during the summer.

Parks and Recreation

- The newest edition of the Fruita Parks and Recreation bimonthly is now available here: [Summer Activity Guide Preview](#). This newsletter features information on upcoming youth and adult programming options, an update from the FCC, senior hikes and activities, and more.

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](#). (Approved)
- Short Term Rental Code Amendments can be found as this [page](#).(Approved)
- [Parking Standards](#) (Approved)
- Design Standards: The links to the Code Amendments can be found at this [page](#). (Approved)

Major/ Minor Subdivisions:

- Dwell PUD Preliminary Plan (Under Review) (1136 17 ½ Road, Fruita CO 81521)
- Grand Valley Estates 3 (Under Review) (1848 J Road, Fruita CO 81521)
- Rose Creek Preliminary Plan (Under Review) (1892 K Road, Fruita CO 81521)
- Patron Annexation and Zoning (Under Review) (1123 19 Road, Fruita CO 81521)

Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Finished)

Police Department

- Congratulations to Officer Nate Sorenson, who successfully completed his field training program and is now on solo patrol.
- Welcome to our newest police officer, David Furnace. David is a US military veteran and worked in the oil and gas industry, as well as briefly working with the Palisade Police Department. With David's hiring, we are fully staffed!

Public Works

- Irrigation water was turned on Monday, April 12th. Crews are busy responding to leaks as needed. This will continue into the week of April 19th.
- Crack sealing will continue next week on Jurassic Avenue, Kingsview Road and Aspen Avenue (from Pine to Fremont). Time permitting crews will also be in Wildwood Acres Subdivision.
- Trench patch was completed for storm inlet project on Aspen and Fremont Street.
- Participated in meeting with CDOT regarding Revitalizing Main Street funding opportunity.

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

- [Fruita shutting down one of its outdoor seating areas.](#)
- [COVID-19 cases seeing slight uptick in Mesa County.](#)
- [Prices up, listings down for Grand Junction housing market.](#)
- [Mack Mesa Reservoir being drained to remove northern pike.](#)
- ["Free to Choose" Mask Resolution taking effect in Mesa County on Friday.](#)
- [Vaccine supply currently higher than demand in Mesa County.](#)
- [Commissioners approve COVID opening starting Friday.](#)
- [Frontier service returns in another boost for airport.](#)
- [COVID Dial Will Disappear as Colorado Shifts to Local Control of Pandemic Response.](#)
- [Mesa County Libraries Creates Community Art Project.](#)
- [Frontier Airlines Expands Service to Durango, Grand Junction, Kalispell and Anchorage.](#)
- [Mesa County extends hours at vaccination site.](#)
- [Grand Valley Transit continues to require the use of face masks.](#)
- [Colorado's 20 Safest Cities of 2021.](#)
- [Mesa County Public Health releases updated vaccine rates.](#)
- [Masks Required on Public Transportation Per TSA Security Directive.](#)
- [North desert cleanup to be held Saturday.](#)
- [NEW DIGS: Copper Club Brewing Co. Has a new spot, bluegrass jam.](#)
- [Grand Junction gets much needed rain.](#)
- [Art installed at the Fruita roundabouts.](#)

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.):

- **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 5, 2021** – Grand Valley Bike to Work Day, Fruita Civic Center. [Bike Month 2021 Website](#).
- **May 22, 2021** - The Co2uT Desert Gravel Race in the Bookcliffs. <https://www.desertgravel.com/>.
- **July 31, 2021** – Fruita Chamber of Commerce Annual Banquet, “Welcome to Wonderland” at the Fruita Community Center, 5:30 p.m. to 10:00 p.m. Additional information [here](#).
- **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.
- **September 24-25, 2021** – Fruita Fall Festival, Downtown Fruita. The festival will include live music, food trucks, and variety of vendors. Fruitachamber.org/fruita-fall-festival.

CC. Department Directors

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



MAY 2021



**Bike to Work
Day
Wed, May 5**

Free Community Events

- Bicycle Resource Fair - Sat, May 1 10:00 AM - 12:00 PM @ Central Branch Library
- Handlebars for Health - Sat, May 22 10:00 AM - 2:00 PM @ Colorado Discover Ability
- Community Bike Night - Thurs, May 27 4:00 PM - 7:00 PM @ Mesa Mall



healthymesacounty.org/bike-month

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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.