



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: APRIL 9, 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 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.** Yesterday, Mesa County Public Health released an update on COVID-19 vaccinations. The full update can be found [here](#), but here a few highlights from the update:
 - Mesa County entered Phase 2 (the general public) of vaccine distribution on April 2. Eligible populations include all individuals 16 years and older as well as previously qualifying individuals.
 - Appointments are required for COVID-19 vaccination, you can visit their website for scheduling, links are available in [English](#) and [Spanish](#) for an appointment as soon as the next day.
 - Mesa County Public Health is administering about 1,000 vaccines per day, and as of last week, 64,288 doses have been given.
 - Volunteers are needed! If you would like to volunteer at the vaccine clinic, you can sign up [here](#).
- **American Recovery Plan & Other Funding Opportunities.** As the City is set to receive ARP funding, we are still awaiting the specific US Treasury language on eligible expenses. We are attending many trainings and updates on many pending funding opportunities in addition to ARP. It is critical that we learn about all opportunities and strategically plan to leverage each opportunity to maximize achieving community priorities and needs.
- **State Resiliency & Recovery Roadmap Process.** You may recall the City took the lead for all of Mesa County to submit a letter of interest for this program. The state did receive funding and 16 letters of interest from regions. I attended an update this week and formal applications are now open and due May 13. I have briefed the Mesa county First Responders (all cities, county, GJEP, Business Incubator Center, Workforce Center, CMU, all Chambers of Commerce, etc.) and we are considering full application over the next two weeks, which entails a two-year process working with a state funded consultant to create a recovery roadmap plan and begin implementation. There is no financial commitment.

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

Highway 340 Roundabouts Update

On Wednesday morning, 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 Wednesday morning:



Boards and Commissions Vacancies

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

- **Spring City Link.** The Spring City Link is complete and should be arriving at homes late next week. If interested in reading beforehand, you can visit this [link](#). This edition has articles on the Community Survey, the Land Use Code changes (and where to find more information), an employee spotlight, and more.
- **Outdoor Public Dining Spaces.** On Thursday, crews began work on removing the Peach Street Dining spaces and opened Peach Street for parking and traffic this morning. Tables and chairs have been relocated to the stage at Civic Center Park and the Mulberry St. public dining space. The Mulberry Street closure will remain in place and opening Peach Street will help north/south travel in the downtown area as well as provide easy access to public parking at the Civic Center. The yurt has been converted to an open-air shade structure with seating inside. Public Works has identified a way to change the temporary road closure signs in a more presentable fashion, while still meeting required traffic control liability standards. This is on order and will be placed as soon as we receive. Originally, these spaces were designed to be temporary, tied to COVID-19 capacity related requirements. Now that restrictions are loosening, yet demand is high for seating, after talking with just over 20 of the downtown businesses, opening Peach and maintaining Mulberry was a clear consensus.
- **Waste Management Report.** In March 2021, Fruita residents recycled 58 tons of cans, bottles, paper, and cardboard. Great job Fruita! If interested in learning more, the full report is provided below.
- **Partner Meetings.** This week I was able to catch-up with various partners, Family Health West, Charter Communications, Fruita Area Chamber of Commerce, ED First responders, Neo Connect (who completed the County's Broadband study), Colorado Municipal League Legislative Committee, Senators Bennet and Hickenlooper, many downtown businesses, Bray, Lower Valley Fire District and thanks to staff, the Fruita Trail Initiative, and other cities regarding the CO Main St. Program.
- **City Sales Tax Update.** After 4 straight record-setting years of City sales tax revenue growth, 2021 is off to a great start 13.38% over 2020 for Jan-Feb, February coming in 19.97% over Feb. Of 2020.
- **City Lodgers Tax Update.** City lodging tax has been relatively flat through January and February, but it is encouraging to see the revenues return to previous year averages (after significant decreases during the pandemic).
- **Use Tax.** Building materials is up 72.21% over Jan-Feb 2020. Motor Vehicles is down 6.02% compared to Jan-Feb

Engineering

- Ash Street paving was placed this week for the trench patch. Once the 2021 overlay project is out for construction, the street will receive an overlay for the entire width.
- Work should pick back up on Maple St. Sewer project next week.

- Concrete trail connection in Orchard Ridge and Evening Breeze subdivisions will receive bids on Friday April 16.
- 30% plans for Fremont St. design was received by staff last week and reviewed and submitted to CDOT for review. The field inspection review meeting with CDOT will be held later in April.
- A kickoff meeting with GA Western Construction Co. and SGM Engineering was held on Friday for the Pine Street Bridge project.

Parks and Recreation

- Staff continues work on updates to COVID requirements for the Community Center for upcoming reopening phases.
- Excited to see the first of three sculptures in each roundabout installed!
- Parks crews assisted in the relocation of seating in the downtown area.
- Appreciate City Council's adoption of the Parks, Health, Recreation, Open Space & Trails (PHROST) Master Plan Tuesday night!

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)

Public Works

- Irrigation water is scheduled to be turned on April 12th. All siphons, low point drains, head gates, trash cleaners, and culverts are ready to go. If you are located in a Homeowners Association (HOA) please check with them if you are having irrigation issues. The following link provides a list of HOAs and their contact information: GJRealtors.org/HOA

- Seasonal workforce is coming on board with two seasonal employees hired in Streets and one in Collections.
- Staff is researching alternatives for the road closure signs at the Mulberry Street outdoor dining space that meets the MUTCD safety requirements but is more aesthetically pleasing.
- Fleet Services is ensuring summer equipment is ready for use, including mowers, street sweeper, and crack sealing equipment. New vehicles are beginning to arrive including a patrol unit and public works truck. Other units are expected to arrive in the next couple of weeks.
- Right of Way (ROW) maintenance has started and crews are completing crack sealing on Elmwood Heights subdivision, Evening Breeze Subdivision, Birchwood St., Juniper St., Bayberry Ct., Apple St., Sycamore St., and Wildwood Acres.
- Enoch Reservoir water was shut off on 4/6/2021.
- Ute Water is continuing to complete service line checks throughout the community. Staff has completed 234 locates for the month of March and has completed 18 locates so far for the month of April.
- Wastewater Collections is cleaning wet wells at all lift stations and is scheduling Maple St. Sewer inspections.
- With many funding resources becoming available at both the state and federal levels of government, staff attended the CDOT Revitalizing Main Streets Webinar regarding potential grant funding. This grant is for multi-modal projects that improve the safety and provide benefits to community main streets. Staff will be discussing potential projects in the near future. This is the second round for the grant, and in the first, the City of Fruita was awarded a grant to improve wayfinding efforts on the Colorado Riverfront Trail and created four internal urban trails that are still being worked on.

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

- [Grant funding helps Mesa County maintain trails.](#)
- [Discover Mountain Biking for All Skill Levels in Fruita, Colorado.](#)
- [BLM and Lower Valley Fire collaborate for wildfire hazard reduction project.](#)
- [County moves testing center back to public health building due to low COVID-19 testing demand.](#)
- [Polis extends mask order for another month.](#)
- [COVID cases low, testing center shifting locations.](#)
- [Vaccines To Go: Mesa County, Colorado, Delivers Doses to Medical Vulnerable Residents.](#)
- [Mesa County exceeds 64K doses given.](#)
- [Board talks staff reductions at D51 schools.](#)
- [Roundtable advocates to keep BLM headquarters in Grand Junction.](#)
- [Rep. Boebert hosts roundtable focused on the Bureau of Land Management headquarters.](#)
- [Mesa County Workforce Center merges job fair with Colorado Mesa University.](#)
- [Mesa County real estate sales surge.](#)
- [Public Health Emerging Issues: COVID-19 Vaccination Update.](#)
- [New airline coming to Grand Junction.](#)
- [State readies for fire threat.](#)

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 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



March 2021 Recycling Benefits for the City of Fruita

In March 2021, we recycled 58 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

936 Mature Trees

Represents enough saved timber resources to produce 15,905,200 sheets of printing and copy paper!

140 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 159 people!

119,055 Kw-Hrs of Electricity

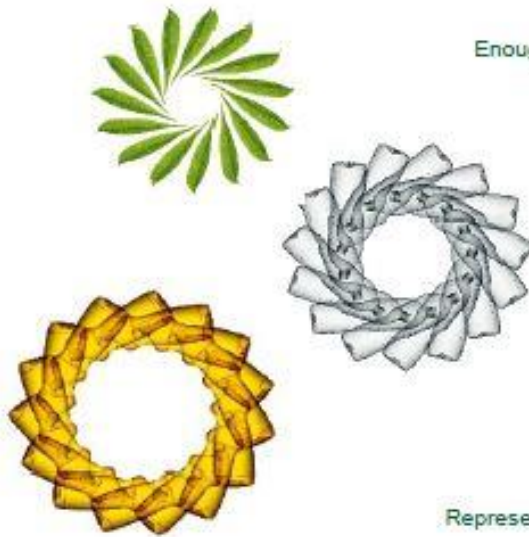
Enough power to fulfill the annual electricity needs of 11 homes!

Avoided 160 Metric Tons (MTCO₂E) of GHG Emissions

The recycling of these materials prevented these GHG emissions!

284,921 Gallons of Water

Represents enough saved water to meet the daily fresh water needs of 3,798 people!



PREPARED BY WASTE MANAGEMENT

Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network-Paper Calculator V4.0, Dorrit 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.