



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JUNE 4, 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.

- **MCPH Announces Big Shot Giveaway to Encourage COVID-19 Vaccination.** This week, Mesa County Public Health announced a community vaccination effort in the form of a cash incentive campaign. Cash prizes, including twice a week \$500 dollar prizes and a grand prize that could up to \$90,000 is up for grabs. Plus, unlike any other contest, the more people who are vaccinated the bigger the prize. For more information from MCPH, including how to enter, you can visit the release [here](#).
- **MCPH Weekly Vaccination Update.** Every Thursday, MCPH posts a vaccination update. This week's report can be found at this link, and here are a few highlights from it:
 - Individuals may enter the Big Shot giveaway in addition to the Colorado Comeback Cash initiative through the State of Colorado, the first \$1 million [Colorado Comeback Cash](#) winner will be announced Friday, June 4.
 - Widespread vaccination is a critical tool to help stop the pandemic. People who are fully vaccinated can resume activities that they did prior to the pandemic. Learn more about what you and your child or teen can do [when you have been fully vaccinated](#).
 - The Mesa County Community Vaccination Site (CVS) is located at the Mesa County Public Health (MCPH) building at 510 29 1/2 Rd.
 - Hours of operation are Wednesday through Friday from 3 p.m. to 7 p.m. and Saturday from 9 a.m. to 1 p.m.
 - Next-day appointments are available for COVID-19 vaccination, visit the MCPH website for vaccine scheduling links available in [English](#) and [Spanish](#).
 - Children 12 years and older are able to get the [Pfizer-BioNTech COVID-19 Vaccine](#).
 - MCPH administers Pfizer vaccine Wednesdays and Saturdays. The scheduling website will only allow appointments for this age group on scheduled Pfizer days, and a parent or guardian must be present at the vaccine appointment.

Honor the Past – Envision the Future FRUITA

- Approximately 38% of Mesa County residents age 12 and older are fully vaccinated, meaning they have received both doses in a two-dose series, or a single dose vaccine.

2021 Fruita Community Survey Results

Thank you to all of the residents that participated in the 2021 Fruita Community Survey! The results of the survey are now available and show that residents have a very positive perception of the city. 93% of residents rated the quality of life in Fruita as “excellent” or “good”, and 84% rated the quality of services as “excellent” or “good”. Fruita also rated above the United States average in 32 of the 37 areas that were assessed, and the satisfaction with the overall quality of services rated 25% above the U.S. average and the overall value received for taxes/fees rated 21% above the U.S. average. Results of the survey will be used to inform decision making and to identify budget priorities moving forward. The full report and the presentation that was delivered to the City Council can be found at this [link](#), and highlights from the survey include:

- 93% of those survey indicated rated the overall quality of life in Fruita as excellent or good.
- 85% of the respondents indicated that the overall feeling of safety in Fruita was excellent or good.
- 84% of participants gave excellent or good ratings for the quality of services provided.
- 93% of respondents stated that the “small town atmosphere” needs are very well met or met, as a reason to live in Fruita.
- The major categories of city services that had the highest levels of satisfaction were the overall quality of garbage collection (92% very satisfied or satisfied), the quality of sewer service (81% at least satisfied), the overall quality of City parks (79% very satisfied or satisfied), and police services (78%).
- The overall value of services received for taxes and fees rated 21% above the U.S. average.
- When asked if the City Council should add a question permitting the retail sale of cannabis in Fruita on the April 2022 ballot, 55% of respondents answered no, while 45% answered yes. Out of those 45% that voted yes, 9% stated they would not vote for a question permitting the retail sale.

2021 State of the City Video (Continued)

We are excited to share our 2021 State of the City Video! As we reflect on the past year and a half, we wanted to celebrate the accomplishments of our community and our organization. This video includes several stories on these accomplishments from our residents, while also highlighting our partnerships. You can watch the video at this [link](#). A landing page with more information and access to the video is also found at <http://www.fruita.org/2021stateofthecity>

General Updates

- **Municipalities Dinner.** Thank you to everyone that attended the municipalities dinner last night. We had a great turnout of representatives from each city in Mesa County, Mesa County and District 51 and enjoyed hearing updates from each jurisdiction and meeting in person.
- **Beer or Root Beer with the City Manager and Dr. Brian Hill.** One last reminder, next Thursday night, I will be hosting an event at the Copper Club with District 51 Assistant Superintendent Dr. Brian Hill, at 5:00 p.m. These events are casual and informal, and all are welcome to attend and

drop in/out at any time. We look forward to the discussions and questions from residents! Grab a drink and join us outside! More information can be found [here](#).

- **Coffee and Community Connections.** On June 17, 2021, I will be a guest speaker at the Coffee and Community Connections event at Timberline Bank in Grand Junction. The event is hosted by the Fruita Chamber of Commerce and Timberline Bank, and we will be discussing our community, news, and upcoming initiatives. I will be joined by Mesa County Commissioner Cody Davis and Grand Junction Regional Airport Director Angela Padalecki. If interested, you can RSVP [here](#).
- **Waste Management Report.** In May 2021, Fruita residents recycled 51 tons of cans, bottles, paper, and cardboard. Great job Fruita! See summary report below.
- **(Not) A Tribute Video to Tim Foster.** The CMU Foundation recently released a video that is definitely not a tribute video to outgoing Colorado Mesa University President Tim Foster. You can view it [here](#). Thank you Tim for all of your years of service to CMU and the community!
- **CPW Commission Meeting.** If interested in attending, Colorado Parks and Wildlife will be hosting a hybrid virtual/in-person meeting on June 10th and June 11th to hear an update on wolf reintroduction planning best management practice for solar power, and a timeline on big game license allocation and preference points. More information can be found [here](#).
- **SHIFT.** The SHIFT Summit, annually held in Jackson Hole, WY, which then Mayor Buck and I attended when Lori was a speaker, approached us about hosting in the Valley. Due to the size and needs for venues, we worked with our Valley partners and it will now be held in Grand Junction in 2021, October 18-20. We are on the planning committee and will likely assist with excursions and sessions. The theme is Ensuring Access to Nature—For Human Health and the Environment. This annual Summit brings together researchers, funders, educators, retailers, and conservationists, along with outdoor recreation, health, military, and nature therapy professionals who share experiences, evidence, and ideas for better linking of both humans and nature. Registration for SHIFT and the ELP will open in mid-June. For additional information, see www.shiftjh.org or www.gpred.org/shift. Interested volunteers, partners, sponsors, or exhibitors can contact Amanda Walker at AmandaW@gpred.org.
- **Landfill Delays.** Just a heads up, construction on a new inbound scale began this week at the Mesa County landfill and delays are expected. It is anticipated that the construction will take around one week to complete. The full release can be found [here](#).

Engineering

- **BSW Trail Connections Project.** Big Salt Wash Trail connections should be completed with landscape rock by early next week.
- **19 Road Update.** 19 Road remains closed for waterline work associated with Iron Wheel Subdivision.
- **Aspen Street Closure.** Aspen Avenue Sewer continues. Sorter is nearing the last manhole at Ash St and will begin to connect the sewer services along the south side and finish up with paving. This work will likely continue for 3-4 weeks.

Parks and Recreation

- **FCC Facilities Update.** The Fruita Community Center is mostly back in order – on May 30th all fitness equipment was moved back into its original location. Fitness classes have moved back into the group exercise room, RecRats reopened on Tuesday, June 1st (Mon – Fri, morning hours only) and on June 7th the Senior Center will reopen with limited hours.
- **FCC Visitation Update.** The FCC had 11,610 visits this year compared to 329 in 2020 and 14,873 in 2019. This year's May visitation at the FCC was at 78% of June 2019 – woohoo. See report below.
- **Outdoor Pool.** Staff has been working diligently on locating the leak in the outdoor pool and we now believe the leak may be in the auto-fill line to the pool. If this is the case, we can cap that line and fill the pool manually for the summer and maintain our operations as normal.
- **Programming Update.** This week Little Salt Wash Park hosted the FMHS baseball camp for youth and this coming weekend it will host a Triple Crown Baseball Tournament at Little Salt Wash Park. Busy, Busy...
- **Concerts Return Next Week.** The Thursday Night Summer Concert Series start on Thursday, June 10th at Civic Center Park. Please note there is a change in entertainment. Instead of the Williams Brothers Band, the Lincoln Pants Band (Jam Rock) will be kicking off our season. Staff will be getting the word out to the community early next week.

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 (Approved) (1136 17 ½ Road, Fruita CO 81521)
- Grand Valley Estates 3 (Approved) (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)
- VACC Final Plat (Under Review) (1176 18 Rd)
- Epic Minor Subdivision (Under Review) (192 Wallace St)
- Cider Mills Rezone (Under Review) (960 Stone Mt Drive)

Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Finished)
- Raptor Crossing Concept Plan (853 Raptor Rd) (Under Review)

Public Works

- **Grease Update.** Public Works staff continue to see grease problems in the City's sewer system, and has prepared education materials for residents and businesses on how to properly dispose of grease and other materials. Here is the latest update:
 - **WHAT'S THE PROBLEM WITH GREASE IN YOUR SEWER SYSTEM?** When you pour leftover grease from cooking down your sink drain, you are introducing a damaging substance to your sewer system. Grease leaves residue on your pipes and congeals with other waste particles further down the line, causing blockages. These blockages lead to sewer backups, floods, and contamination of your sewer system that requires costly repair.
 - **HIDDEN GREASE AND HOW TO DISPOSE OF IT.** Grease leftover from cooking is obvious, but did you know grease can be found in a variety of foods? Salad dressings, mayonnaise, cheese, frosting, and even milk carry harmful grease. It is best to scrape these items into your garbage can than pour them down the drain. If you have grease left in your cooking pan, let it cool down so it congeals and becomes easier to throw away.
- **Summer School Schedules.** Staff updated the safe routes to schools program to meet summer school schedule.
- **Dinosaur Museum Updates.** Traffic Safety staff Installed a van accessible handicap parking at Dinosaur Museum.

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

- [Mesa County rolls out its own vaccine incentive.](#)
- [County's COVID-19 cases remain high.](#)
- [Grand Valley Task Force holds second progress meeting.](#)
- [Personal decisions aren't always personal.](#)
- [Attainable housing issues and barriers: Affordable rental housing.](#)
- [Palisade Plunge Phase 1 Opening weekend.](#)
- [Camping surge since the start of the pandemic.](#)
- [Mesa County announces cash incentive for vaccinated residents, more than \\$90,000 up for grabs.](#)
- [Vaccinated Mesa County Residents Get Chance At Over \\$45,000.](#)
- [Where would we be without GOCO.](#)
- [Lunch Lizard working to fight childhood hunger.](#)
- [Mesa County Will Hold Its Own COVID Vaccine Cash Giveaway.](#)
- [Mesa County COVID-19 vaccinations decline, hospitalizations still high.](#)
- [Highline Lake hosts events the next two weekends.](#)

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.):

- **June 10, 2021** – Beer or Rootbeer with the City Manager, Copper Club Brewery at 5:00 p.m. Grab a drink and join us outside!

- **June 10, 2021** – Fruita Chamber Business After Hours, hosted by Family Health West – 5:30 p.m. to 7:00 p.m.
- **June 10, 2021** – Thursday Night Concert – James Williams & the Faith Peddlers (Outlaw Country/Blues Rock), Civic Center Park at 7:30 p.m.
- **June 16, 2021** – Roundtable on Colorado River Demand Management program, 1:00 p.m., virtual.
- **June 17, 2021** – Coffee and Community Connections, hosted by Fruita Chamber – Timberline Bank (649 Market Street, Grand Junction Co), 8:30 – 11:00 a.m. RSVP [here](#).
- **June 17, 2021** – Thursday Night Concert – Stray Grass (Bluegrass/Americana), Civic Center Park at 7:30 p.m.
- **June 24, 2021** – Thursday Night Concert - Frank Begar Orchestra (Big Band), Civic Center Park at 7:30 p.m.
- **July 1, 2021** – Thursday Night Concert – Centennial Band (American Classic), Civic Center Park at 7:30 p.m.
- **July 8, 2021** – Thursday Night Concert - Whiskey Stomp (Country Rock), Civic Center Park at 7:30 p.m.
- **July 14, 2021** – Coffee with the City Manager and guests, Einstein Bros Bagels at 7:30 a.m.
- **July 15, 2021** – Thursday Night Concert – Desert Flyer Band (Country), Civic Center Park at 7:30 p.m.
- **July 22, 2021** – Thursday Night Concert – Gerry Goodman Band (Blues/Rock), Civic Center Park at 7:30 p.m.
- **July 29, 2021** – Thursday Night Concert – Michael Morrow & the Culprits (Rock-N-Roll), Civic Center Park at 7:30 p.m.
- **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](#).
- **August 5, 2021** – Thursday Night Concert – Louie & the Lizards (Funky Jam Rock), Civic Center Park at 7:30 p.m.
- **August 12, 2021** – Thursday Night Concert – Great Western Heritage Show (Country & Western Bluegrass), Civic Center Park at 7:30 p.m.
- **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 Recycling Benefits for the City of Fruita

In May 2021, we recycled 51 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

827 Mature Trees

Represents enough saved timber resources to produce 14,058,200 sheets of printing and copy paper!

124 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 141 people!

105,229 Kw-Hrs of Electricity

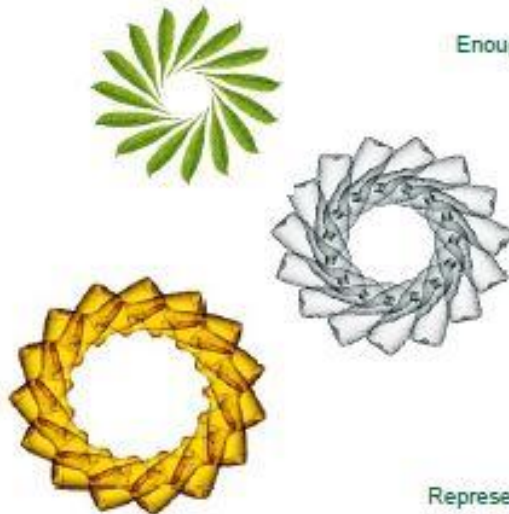
Enough power to fulfill the annual electricity needs of 9 homes!

Avoided 141 Metric Tons (MTCO₂E) of GHG Emissions

The recycling of these materials prevented these GHG emissions!

251,834 Gallons of Water

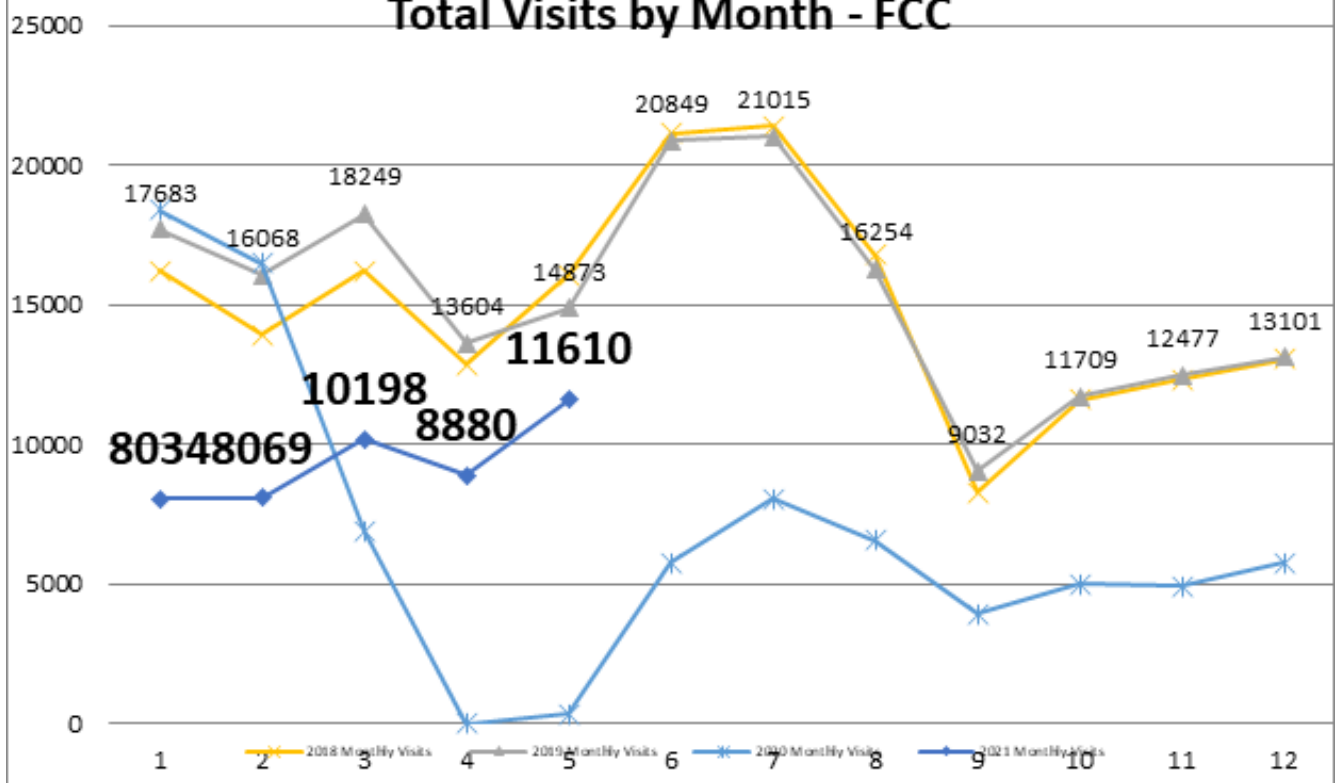
Represents enough saved water to meet the daily fresh water needs of 3,357 people!



PREPARED BY WASTE MANAGEMENT

Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network-Paper Calculator V4.0, Donitar Paper, Gaylord Corporation, U.S. Forest Products Laboratory, and Waste Management. © Waste Management 2019

Total Visits by Month - FCC





City Manager Event Series

These events are an opportunity for residents to have an open conversation with the City Manager and guests and discuss topics on their mind while exploring Fruita or enjoying a local business. These are casual, informal events that you are all welcome to drop in or out of at any time.

To find current information, including guests, visit Fruita.org or facebook.com/cityoffruita

Upcoming Dates

May 5, 2021 at 7:00 a.m.

Bike to Work Day with the City Manager and Mayor Kincaid - Fruita Civic Center.

May 20, 2021 at 8:00 a.m.

Coffee with the City Manager at Bestslope Coffee

June 10, 2021 at 5:00 p.m.

Beer or Rootbeer with the City Manager at Copper Club

July 14, 2021 at 7:30 a.m.

Coffee with the City Manager at Einstein Bros. Bagels



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.